

Chalida Bamrungsri 2014: Impact of online Sales Promotion on Customer Purchase Decision in hotel Business. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Police Lieutenant Colonel Watcharapong Panittumrong , Ph.D. 153 pages.

The purposes of this study were: (1) To study the different of personal factors that affect the purchase decision in hotel business (2) To study the different of personal factors that affect the online sales promotion (3) To study the relationship between online sales promotion and purchase decision in hotel business. This study is a quantitative research by using descriptive and survey research. The questionnaires used to collect from samples are 385 sets. The data set is analyzed by applying descriptive statistics including frequency, percentage, mean, and standard deviation. And T-test F-test LSD inference statistics used in this study are Pearson's Correlation Coefficient and Regression Analysis test at a significant level of 0.05.

The result shows that (1) The different in age and salary has an effect on hotel purchased decision. For the sample of 25–31 aged and 15,001-25,000 baths in salary are the most. (2) The different personal factors including salary and education level is affected by online sales promotions the most, followed by age. For the samples that have salary 25,001-35,000 baths perceived the online sales promotions in all 4 fields the most. Is discount, coupon, premium and loyalty programs. The samples that have a bachelor degree had a perception to sales promotion in 3 fields the most. Is discounts, coupon and premium the most. And the samples that have a bachelor degree had perception to loyalty programs the most. And (3) The online sales promotion via giving discount and special event affecting positively to the purchase decision.

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Thesis Advisor's signature