

CHAPTER FOUR

RESULTS

The previous chapter illustrated subjects, materials, and relevant procedures in order to find out and analyze the findings. This chapter reports the results of the survey collected from the respondents of which 80 were returned.

The result is divided into three parts as follows:

1. The background of the subjects: gender, age, nationality, education, monthly income, and occupation
2. The behavior of Pavilion Samui Boutique Resort's guests in using the hotel website
3. The factors affecting the satisfaction of Pavilion Samui Boutique Resort's guests with using the hotel website
4. The suggestions and recommendations to develop the hotel website

4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

Part one consisted of 6 questions asking for respondents' demographic information which were age, nationality, education, monthly income, and occupation.

4.1.1 Gender of Respondents

From table 1, more than half of the respondents were male (44 people) and 45% were female (36 people).

Table 3. Gender of Respondents

Gender	Frequency	Percentage
Male	44	55.0
Female	36	45.0
Total	80	100.0

4.1.2 Age of the Respondents

As shown in the table 2, the respondents' ages varied from 18 to more than 55 years old. Almost half of respondents (48.8%) were between 35-54 years old. Whereas, one fourth (25%) of them were aged between 18-34 years, and the remaining (26.3%) were aged over 55 years.

Table 4. Age of the Respondents

Age	Frequency	Percentage
18-34	20	25.0
35-54	39	48.8
Over 55	21	26.3
Total	80	100.0

4.1.3 Nationality of Respondents

The graph below showed that Germans constituted 38.8% of the respondents, followed by Scandinavians (22.5%). While the third highest was British (15%) and the fourth group was from other countries. Thais and American accounted for an equal proportion which was 6.3%.

Table 5. Nationality of Respondents

Nationality	Frequency	Percent
Thai	5	6.3
British	12	15.0
Scandinavian	18	22.5
German	31	38.8
American	5	6.3
Others	9	11.3
Total	80	100.0

4.1.4 Education of the Respondents

The majority of the respondents (67.5%) held a Bachelor's degree. 18 % of the respondents possessed a degree higher than Bachelor's degree. 7% of them held a degree higher than a master's. Those who possessed a degree under a high vocational school accounted for only 7%.

Table 6. The Education of the Respondents

Education Level	Frequency	Percent
High School	1	1.3
Vocational School	1	1.3
High Vocational School	4	5
Bachelor's Degree	54	67.5
Master's Degree	14	17.5
Higher than Master's Degree	6	7.5
Total	80	100.1

4.1.5 Income per Month of the Respondents

Table 3 showed that about half of the respondents (51.3%) had a monthly income between 3,001-4,500 USD, followed by 16.3% who earned Less than 1,500 USD, 13.8% who earned between 1,501-3,000 USD, 12.5% who earned between 4,501-6,000 USD, and 3.8% who earned between 6,001-7,500 USD. However, two respondents didn't answer the question.

Table 7. Income per Month of the Respondents (USD)

Income per month	Frequency	Percent
< 1,500	13	16.3
1,501-3,000	11	13.8
3,001-4,500	41	51.3
4,501-6,000	10	12.5
6,001-7,500	3	3.8
Missing	2	2.5
Total	80	100.0

4.1.6 Occupation of Respondents

Table 4 revealed that the majority of the respondents (65%) were working in the private sector; followed by 16.3% in State enterprises. 12.5% of the respondents reported that they were Government Officers. The remainder were self-employed (5%) and in other occupations (5%).

Table 8. Occupation of Respondents

Occupation	Frequency	Percent
Government Officer	10	12.5
State enterprise personnel	13	16.3
Private sector	52	65.0
Self-employed	4	5.0
Other	1	1.3
Total	80	100.0

4.2 THE BEHAVIOR OF PAVILION SAMUI BOUTIQUE RESORT'S GUESTS WITH USING HOTEL WEBSITE

In the second part of questionnaire, nine close-ended questions were used to survey traveling behavior, the purpose of visiting the hotel website and online travel agent websites, and the favorite online travel agent websites to reserve rooms and find travel information.

4.2.1 The Preferred Traveling Period

Most of the respondents (70%) liked travelling during the high season more than peak and low season.

Table 9. The Preferred Traveling Period

The period of travelling	Frequency	Percent
21 Dec. -15 Jan. (Peak Season)	14	17.5
01 Nov. - 20 Dec., 16 Jan. - 30 April, and 01 July - 15 Sep. (High Season)	56	70.0
01 May - 30 June, 16 Sep. - 31 Oct. (Low Season)	10	12.5
Total	80	100.0

4.2.2 The People You Normally Travel with

One third of the respondents (35%) preferred travelling with friends, followed by 28.8% of those who liked travelling with family and 23.8% who traveled with spouse. But the minority of them (12.5%) preferred travelling with colleagues.

Table 10. People You Normally Travel With

People	Frequency	Percent
Family	23	28.8
Friend(s)	28	35.0
Spouse	19	23.8
Colleague(s)	10	12.5
Total	80	100.0

4.2.3 The Length of Stay

From table 7, about one third of respondents (33.8%) tended to stay 8-14 days. Whereas the respondents who spent their holidays 4-7 days or more than two weeks accounted for 27.5% and 26.3% respectively. The remainder (12.5%) preferred staying shorter periods as 1-3 days.

Table 11. The Length of Stay

The length of stay	Frequency	Percent
1-3 days	10	12.5
4-7 days	22	27.5
8-14 days	27	33.8
> 2 weeks	21	26.3
Total	80	100.0

4.2.4 The Favorite Online Booking Website

The most popular website among respondents was www.booking.com which constituted 28.8%, followed by www.expedia.com (17.5%), and www.ual.com (11.3%).

Table 12. The Favorite Online Booking Website

Website	Frequency	Percent
www.expedia.com	14	17.5
www.ual.com	9	11.3
www.travelocity.com	7	8.8

(Table continues)

Table 12. (continued)

www.agoda.com	4	5.0
www.booking.com	23	28.8
www.mapquest.com	7	8.8
www.asiaroom.com	4	5.0
www.asiawebdirect.com	4	5.0
www.tripadvisor.com	4	5.0
www.Latestays.com	4	5.0
Total	80	100.0

4.2.5 The Preferred Travel Package

Room and breakfast was the most popular package reported by 23.8% of the respondents, while 20% of them preferred a package of room, breakfast, and airport transfer, followed by 17.5% of the respondents who liked room and full board (ABF+Lunch+Dinner), whereas 13 respondents wished to book the package of accommodation, ABF, airport transfer, and tour.

Table 13. The Preferred Travel Package

Travel Package	Frequency	Percent
Room only	5	6.3
Room and breakfast	19	23.8
Room and half board (ABF+Dinner)	8	10.0
Room and full board (ABF+Lunch+Dinner)	14	17.5
Room, ABF, airport transfer	16	20.0
Room, ABF, airport transfer, and spa treatment	4	5.0
Accommodation, ABF, airport transfer, and tour	13	16.3
Other benefits	1	1.3
Total	80	100.0

4.2.6 The Source of Pavilion Samui Boutique Website's Recognition

Eighteen respondents (22.5%) knew the hotel website from both search engines and travel magazines. While Pavilion Samui's brochures (16.3%) ranked as

the secondary source in introducing the hotel website to them, 12.5% of the Respondents knew the website from companions. The table below showed the results.

Table 14. The Source of Pavilion Samui Boutique Website's Recognition

Source	Frequency	Percent
Pavilion Samui's brochures	13	16.3
Travel Magazines	18	22.5
Credit card privilege handbook	9	11.3
Companions	10	12.5
Advertising signs	6	7.5
Newspaper	4	5.0
Search engines	18	22.5
Family members	2	2.5
Total	80	100.0

4.2.7 The Purpose of Visiting the Website

Regarding the purpose for visiting the website, 41.3% of the respondents accessed the website to find information about tourist destinations. Besides that, they surfed the website to find the information of Spa treatments (28.8%) and to find information and booking flights (18.8%) respectively.

The results were shown in table 15.

Table 15. The Purpose Visiting the Website

Purpose	Frequency	Percent
Finding information and booking flights	15	18.8
Reserving airport limousine and car rental service	7	8.8
Finding information for tourists destinations	33	41.3
Finding the information of Spa treatments	23	28.8
Other	2	2.5
Total	80	100.0

4.2.8 The Problems Found when Surfing Hotel Website

The majority of the respondents (41.3%) revealed that they encountered the problem of low speed, while 18.8% found the website was lack of up-

to-date content and inadequate information, followed by readiness of computer system (17.5%).

The results showed in the table below.

Table 16. The Problems Found when Surfing Hotel Website

Problems found	Frequency	Percent
Lack of up-to-date content and inadequate information	15	18.8
Readiness of computer system	14	17.5
Difficulties in accessing the data	9	11.3
Low speed	33	41.3
Outmoded pictures	9	11.3
Total	80	100.0

4.2.9 The Improvement for Pavilion Samui Boutique Resort Website

Most of respondents (21 persons) agreed that pictures of rooms, restaurants, and other facilities should be improved, while 14 respondents said the payment service was the secondary feature to be improved. The third aspects were the accurate and up-to-date information and room rates and promotions which equally suggested by 11 respondents. Anyhow, 2 respondents didn't response to this question.

Table 17. The Improvement for Pavilion Samui Boutique Resort Website

The improvement	Frequency	Percent
Pictures of rooms, restaurants, and other facilities	21	26.3
Accurate and up-to-date information	11	13.8
Checking the room availability online	7	8.8
Payment service	14	17.5
Room rates and promotions	11	13.8
A map presenting the hotel location	4	5.0
Feedback page/Comment page	2	2.5
Other	8	10.0

(Table continues)

Table 17. (continued)

Total	78	97.5
Missing	2	2.5
Total	80	100.0

4.3 THE FACTORS AFFECTING THE SATISFACTION OF PAVILION SAMUI BOUTIQUE RESORT'S GUESTS WITH USING THE HOTEL WEBSITE

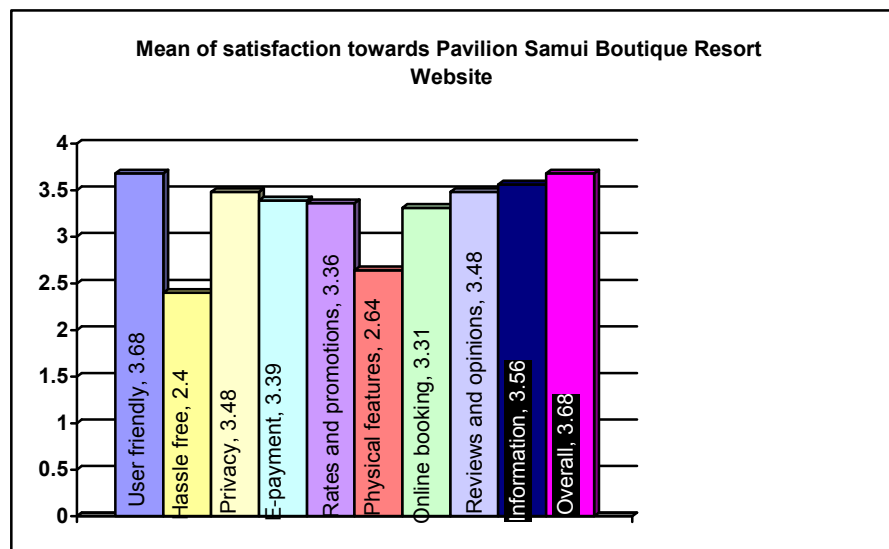
The table below revealed the level of satisfaction that respondents rated each factor of the Pavilion Samui Boutique Resort website. All factors were rated on a five point Likert Scale with the score of 5 indicating strong agreement and a score of 1 indicating strong disagreement. From the figure 18 below, the respondents felt satisfied with the hotel website overall and agreed that the website is user friendly (mean = 3.68). The second highest satisfaction was with information provided on the hotel website (mean = 3.56). In addition, the respondents trusted in the terms of privacy which means that they were willing to give their information via the hotel website as well as valuing the reviews and opinions from previous guests (mean = 3.48). However, the respondents were neutral with the e-payment service being reliable (mean = 3.39), followed by the attractiveness of rates and promotions advertised on the website (mean = 3.36). Moreover, they also felt neutral towards the convenience of online booking (mean = 3.31) and attractiveness of website's physical features (2.64). On the other hand, the respondents disagreed with the statement "The website is hassle free" (mean = 2.40).

Table 18. The Satisfaction towards Hotel Website

Statement on Economy	Satisfaction Level					Total	Mean
	Strongly Agree No (%)	Agree No (%)	Neutral No (%)	Disagree No (%)	Strongly Disagree No (%)		
1. I think the website is user friendly	9 (11.3%)	39 (48.8%)	29 (36.3%)	3 (3.8%)	0 (0%)	80	3.68
2. I think the website is hassle free	0 (0%)	1 (1.3%)	35 (43.8%)	39 (48.8%)	5 (6.3%)	80	2.40
3. I think the website's term of "privacy" is reliable	4 (5.0%)	35 (43.8%)	37 (46.3%)	4 (5.0%)	0 (0%)	80	3.48

Table 18. (continued)

4. I think the website's e-payment service is reliable	2 (2.5%)	33 (41.3%)	41 (51.3%)	2 (2.5%)	2 (2.5%)	80	3.39
5. I think room rates and promotions on the website are attractive	4 (5.0%)	26 (32.5%)	47 (58.8%)	1 (1.3%)	2 (2.5%)	80	3.36
6. I think the website's physical features are attractive	2 (2.5%)	3 (3.8%)	41 (51.3%)	32 (40.0%)	2 (2.5%)	80	2.64
7. I think the hotel's online booking is convenient	2 (2.5%)	28 (35.0%)	45 (56.3%)	3 (3.8%)	2 (2.5%)	80	3.31
8. I think reviews and opinion of previous guests on the website are helpful	5 (6.3%)	36 (45.0%)	33 (41.3%)	4 (5.0%)	2 (2.5%)	80	3.48
9. I think the information provided on the website is adequate	7 (8.8%)	33 (41.3%)	38 (47.5%)	2 (2.5%)	0 (0%)	80	3.56
10. Overall, I think the hotel website is efficient	7 (8.8%)	40 (50.0%)	33 (41.3%)	0 (0%)	0 (0%)	80	3.68
							3.49

Figure 4. Mean of the Level of Satisfaction towards Hotel Website

4.4 OTHER SUGGESTIONS FOR IMPROVING THE HOTEL WEBSITE

In this section, the Respondents were asked for their further opinions and suggestions for improving the Pavilion Samui Boutique Resort website. There were suggestions from 5 Respondents as follows.

4.4.1 Content and Pictures

One respondent suggested that hotel website should show up-to-date content and photos presenting the exterior atmosphere, room features, room amenities, and hotel facilities such as pool, restaurants, gym, and spa.

4.4.2 Special rates and promotion

Three Respondents preferred more attractive room rates. One guest recommended a special rate for return guests.

The findings of the study will be summarized and discussed in the next chapter.