

## **CHAPTER FIVE**

### **CONCLUSION, DISCUSSION AND RECOMMENDATIONS**

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussion of the results, (4) conclusions, and (5) recommendations for further research.

#### **5.1 SUMMARY OF THE STUDY**

This section summarizes the objectives of the study, subjects, materials, and procedures as follows:

##### **5.1.1. Objectives of the Study**

The main objective and sub-objective of the study were:

###### Main Objective

To identify the satisfaction levels of Pavilion Samui Boutique Resort guests with using Pavilion Samui Boutique Resort Website

###### Sub-Objectives

1. To survey the behavior of Pavilion Samui Boutique Resort's guests when traveling so that Pavilion Samui Boutique Resort can design a package to meet customer satisfaction.

2. To exploit results from the research to develop the hotel website in order to increase the occupancy of Pavilion Samui Boutique Resort.

##### **5.1.2 Subjects, Materials, and Procedures**

5.1.2.1 Subjects: one hundred questionnaires were randomly selected both by e-mail and directly submitted to Pavilion Samui Boutique Resort's guests who stayed at the resort and visited the Pavilion Samui Boutique Resort website.

5.1.2.2 Materials: This study was conducted by means of a questionnaire in the form of close-ended and open ended questions. The questionnaire was divided into four parts; Part one: Demographic information; Part two: behavior of Pavilion Samui Boutique Resort's guest when planning the trip and travelling, Part three: the satisfaction of Pavilion Samui Boutique Resort's guests with using Pavilion Samui Boutique Resort Website; and Part four: Suggestion of the respondents.

5.1.2.3 Procedures: The data collection took place during the first two weeks of January 2009.

## **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

### **5.2.1 Demographic Information of the Respondents**

Eighty respondents were asked to answer the questionnaires personally and through e-mail. The numbers both male and female were almost equal, 55 males and 45 females respectively. The majority of the respondents were aged between 35-54 years old (48.8%), holding a Bachelor's degree and with positions in the private sector. Germans accounted for the major group of the customers, followed by Scandinavian, and British. Their monthly income mostly ranked between 3,001-4,500 USD (51.3%). However, 'Income' was still a sensitive issue not only for Thai people (Themjai, 2006) as 2 foreign respondents also did not fill this question.

### **5.2.2 Behavior of Pavilion Samui Boutique Resort's Guests With Using the Hotel Website**

Most of the respondents preferred travelling during the high season (01 Nov - 20 Dec, 16 Jan - 30 Apr, 01 Jul - 15 Sep) with friends and family. The majority of them tended to spend 8-14 days at the resort, followed by shorter periods: 4-7 days, and longer period: more than 2 weeks. [www.booking.com](http://www.booking.com) and [www.expedia.com](http://www.expedia.com) were the most visited website for gaining the information about tourist destinations, besides acquiring the information about accommodation and making reservations. About a quarter of them were likely to book the room including breakfast, followed by room and full board (breakfast, lunch, and dinner), and room, breakfast, and transfer service. Travel magazines and search engines were the major source to introduce the hotel website. In addition, the respondents mostly encountered low speeds when surfing the hotel website and suggested that pictures of rooms, restaurants, and facilities needed immediate improvement.

### **5.2.3 The Factors Affecting the Satisfaction of Pavilion Samui Boutique Resort's Guests With Using the hotel website**

The survey results showed that the respondents felt satisfied with the hotel website overall. They agreed that it was user friendly and the information

provided was adequate. Most of them felt comfortable giving personal information through hotel website, but hesitated to disclose the credit card information as they did not trust in the security of the e-payment service. Most of them agreed that reviews and opinions of previous guests who used to stay at the hotel were considered important. However, they felt neutral with rates and promotions, online booking feature, and attractiveness of physical features. However, most of them were dissatisfied with the statement “The website is hassle free” which meant that they found problems when using the hotel website.

### **5.3 DISCUSSION**

#### **5.3.1 Behavior of Pavilion Samui Boutique Resort’s Guests With Using the Hotel Website**

High season (01 Nov - 20 Dec, 16 Jan - 30 Apr, 01 Jul - 15 Sep) was the most favorite period which can imply that it covers long holidays in Europe and the weather in Samui was suitable compared with the low season which has the monsoon and peak season which has more expensive room rates. The respondents preferred traveling with friends, followed by family members for 8-14 days. With the finding, Sales people can create travel packages for family members and friends such as package includes snorkeling trips for groups of friends and family, or the package includes children meals. Moreover, [www.booking.com](http://www.booking.com) and [www.expedia.com](http://www.expedia.com) were the most visited websites, so Sales people should cooperate with staff from these two websites to generate sales volume by creating attractive packages. Besides acquiring the information of accommodation and making the reservation; respondents reported that they visited websites to finding information about tourist destinations, so hotel websites should provide this information to serve their needs. In addition, to increase customer perception of the hotel websites, Sales people can promote it through travel magazines and search engines as they were the major sources reported.

In addition, the respondents mostly encountered low speed when surfing the hotel website and suggested that pictures of rooms, restaurants, and facilities needed immediate improvement so the web designer should solve the low speed problem and improve the pictures of hotel advertising on the website.

### **5.3.2 The Factors Affecting the Satisfaction of Pavilion Samui Boutique Resort's Guests With Using Hotel Website**

According to the research objective to identify the satisfaction of Pavilion Samui Boutique Resort's guests with the hotel website, the result (58%) showed that guests felt satisfied with the hotel website which meets the resort's goal defining that the hotel website should be an alternative channel both in reserving the accommodation and in generating profit was in line with Berst, the writer of The Magnet Effect, he mentioned that the World Wide Web was becoming a tremendous source among travelers in planning their trips. In addition, the results from "Customer Satisfaction, Market Share, and Profitability: Findings from Sweden" (Eugene, 1994) revealed that higher customer satisfaction leads to superior economic returns; so hotel owners and Sales people can generate more business volume by creating website applications to meet online user needs. The discussion regarding website applications will be discussed as follow:

#### **5.3.2.1 Content**

An equal number of the respondents felt neutral and dissatisfied with the content of the website, 47.5% and 50.1% respectively. This implied that the information provided was not adequate, efficient, and did not meet their expectations. This result was also restated in the suggestion part that the content should be up-to-date. According to the information search stage in the buying process (Morrison, 2002), effective information can bring the alternative service to the final short list or customer's evoked set, so the resort should ensure that timely and accurate information especially in terms of availability and rates to customers to increase selling opportunities (O'Conner, 1999).

#### **5.3.2.2 Physical Features**

The respondents were neutral towards the website's physical features (mean = 2.64); it can be implied that the physical features on the hotel website were not attractive. The hotel is intangible which cannot be examined at the sales point, so the customers have to rely on the information provided (Morrison, 2002), especially pictures presenting rooms, facilities, hotel atmosphere. A picture is worth a thousand words, so effective pictures are considered as an internal quality of service can deliver customers the hotel physical surroundings and, in return, sales (Johnson &

Gustafsson, 2000, p. 7). Photos of the resort's beach were also recommended to be shown on the website.

### **The Reliability of Privacy and e-Payment**

About half of the respondents (48.8%) trusted giving personal information via the hotel website; however, another half (51.3%) hesitates to do so. However, less than half of the respondents (43.8%) felt insecure to give the credit card information via the hotel website and about half of them were neutral. To increase the degree of guests' confidence, the hotel should offer alternative payment methods such as bank transfers or develop Secure Electronic Transaction (SET) on the hotel website.

### **The Online Booking Engine**

Pavilion Samui Boutique Resort Website does not currently provide a real time booking engine. Guests have to fill in the form asking the room type, period, and send their enquiry to [info@pavilionsamui.com](mailto:info@pavilionsamui.com) to check the real-time rates and availability. Encountering with this difficulty, about half of the respondents (56.3%) expressed neutrality, while 40% of them reported that they were satisfied. From the result, it can be assumed that the majority of the respondents felt inconvenience when using this service. In order to eliminate the problem and generate higher occupancy, online booking engines should present real-time price information and availability to meet the need of online users (Groucutt & Griseri, 2004).

### **Room Rates and Special Promotions**

The majority of the respondents felt neutral with room rates and promotions while 40% of them felt room rates and promotions on hotel website were attractive. The result can imply that room rates and special promotions were not attractive. Along with the result that most respondents were likely to book the room including breakfast, or room including breakfast and airport transfer. The sales team at Pavilion Samui Boutique Resort should design more more competitive pricing and promotions offering room and breakfast, or room, breakfast, and airport transfers to serve the customers' requirement which is also in line with the concept of e-factors that mentioned "internet offers competitive prices and online users tend to evaluate prices from alternative hotels" (Georgiades, duPreez, Dowsland, & Simintiras, 2000),

## 5.4 CONCLUSIONS

From the discussion above can be drawn the conclusion that both sexes visited the resort website in almost equal numbers. Europeans were the major group of customers at the resort. Most of the respondents were German, followed by Scandinavian, and British aged between 35-54 years old. Most of them earned between 3,001 – 4,500 USD, worked in private sector, and held the at least a Bachelor's degree. Not only for Thai people (Tapin Dejtawandamrong, 2008, p.19) was income a sensitive issue, but also for foreigners as two people did not respond to this question. The hotel website's users were likely to spend their leisure during the high season (01 Nov – 20 Dec, 16 Jan -30 Apr, and 01 Jul – 15 Sep) which was cheaper than the peak season and no monsoon obstructed the outdoor activities and preferred travel with friends and family. The favorite travel package was room including breakfast. Search engines were the most popular of various intermedium to introduce respondents to the hotel website. [www.expedia.com](http://www.expedia.com) and [www.booking.com](http://www.booking.com) were the most popular websites for them to gain travel information and reserve accommodation, flights, and other tourism products. From the findings Sales team of the resort can utilize the mentioned website as a potential channel to generate more business volume. More than half of the respondents were satisfied with the hotel website overall and agreed that the website was user friendly; but most of them reported that they encountered with low speeds when surfing the website. The plethora of pictures containing on the website apparently caused the slow speed. Most respondents expressed satisfaction towards the information provided; on the other hand, they were dissatisfied with the physical features and suggested that pictures of rooms, restaurants, and other facilities should be improved immediately. Although the respondents can access the hotel website at anytime but most of them expressed neutrality towards online booking applications. This result can imply that the respondents were dissatisfied with the unreal-time room inventory and unreal-time room rate. Even though the respondents felt comfortable to provide personal information via the hotel website, they did not trust and hesitated to provide credit card details online.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

On the basis of this study, the following are recommended for future research:

5.5.1 The major limitation of the study was the generalization of the data collected from 80 respondents. The generalization of the study is limited to the researcher using personal contacts and e-mails as a method of questionnaire delivery. This small sample size might yield only a small group of persons who were willing to answer the questionnaires. To obtain a larger base of data, a larger sample size may extend the degree of generalization.

5.5.2 According to the result of this study, it clearly revealed that the respondents hesitated to give credit card details via hotel websites even though they were likely to provide personal information. They did not trust the e-payment system. Therefore, further study should be conducted to find out the factors increasing or decreasing customer confidence towards e-payment service.

5.5.3 The findings from 'Factors affecting online customer behavior toward online shopping (A case study of office workers who work around Silom Area) conducted by Themjai Srithep. This research revealed that income was a sensitive issue both for foreigners and Thai people. For further research, the researcher should provide 'Not identify' as a choice.