

Araya Somsukwang 2014: Factors Affecting Cross-Cultural Tourists' Perceived Value and Loyalty Toward Thai Spa. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Ms. Yodmanee Tepanon, Ph.D. 128 pages.

This research aims to study 1) Influence of tourism experience toward perceived value in quality, emotion, monetary price and non-monetary price of foreign tourists who use spa service in Thailand. 2) Influence of perceived value in quality, emotion, monetary price and non-monetary price toward loyalty of foreign tourists who use spa service in Thailand. 3) Difference of tourism experience, perceived value and loyalty of cross-cultural tourist. The study is a quantitative research by using descriptive and survey research. Questionnaires used to collect from samples are 408 sets. The data set is analyzed by applying descriptive statistics including frequency, percentage, mean, standard deviation, t-test and Regression analysis test at a significant level of 0.05.

The results indicated that 1) tourism experience influence of perceived quality, perceived emotional, perceived monetary price and perceived behavioral price. 2) perceived quality, perceived emotional, perceived monetary price positively correlated with Loyalty. 3) The findings of the comparisons of the tourists' opinions by classifying the cross-tourists were differences in perceived quality, perceived emotional, perceived behavioral price and loyalty.

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Thesis Advisor's signature