

**FOREIGN CUSTOMERS' SATISFACTION TOWARDS THE FIVE-STARS
HOTEL SERVICES IN BANG-RAK DISTRICT, BANGKOK
METROPOLITAN AREA,
A CASE STUDY OF FIVE TIGERS OF ASIA**



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ABSTRACT

The objectives of this research were to study the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok and to study the factors that effect to the foreign customer satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok. The samples for the study were 400 foreign customers who came to stay in five-stars hotels in Bang-rak district, Bangkok. A questionnaire was used as a tool to collect data and to analyze by using spss. The statistic methods for analysis were frequency, percentage, mean, standard deviation, t-test, and one-way anova.

The result showed that most of the respondents were males and Indians who were between 21-30 years old. The majority respondents were single, graduated in bachelor degree and worked as a business owner with monthly income between 30,000-40,000 baht. The main objective of respondent's traveling was to relax and travel by their owns (private) mostly. And the period of staying was 4-5 days.

The result found that foreign customers were satisfied all factors in excellent level including responsiveness, tangible, empathy, people, assurance, and reliability respectively. All of them had affected foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05, except in empathy factor.

Keywords : Customers' Satisfaction, Hotel services, Foreign Customer, Five-stars Hotel

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

In the past, Agriculture was the main industry revenue to the country. Until now, other industries began to have an increasing role as the automotive industry, textile industry, and many others. Particularly the tourism and hospitality industry because Thailand is a country where has diverse attractions as the natural attractions such as the sea and the gulf of Thailand and Andaman islands, mountains, waterfalls, hundreds of islands, including the famous archaeological site of ancient, many temples such as Wat Phra Kaew, Wat Pho, Wat Arun, and so on, heritage world, and a variety of entertainment. Most tourists love to visit the popular destinations in Thailand because of the variety of tourist attraction, the beauty of perspectives, kindness and the smiles of Thai people make tourists feel impressive and so on. (Wikipedia,2013: online)

Currently, tourism and hospitality industry became the main important industry which have made a lot of revenues to Thailand. From the survey found that in 2007, Thailand was the 18th of the world where tourists came to travel with 14.5 million people, 55% of tourists came from the Asia-Pacific region including Japan and Malaysia mostly. ([tourismthailand](#),2013: online) The Western travelers, mainly from the United Kingdom, Australia, Germany, the USA, and Scandinavia. The numbers of visitors from the Middle East and Russia have been increasing as well. About 55%, is Thai tourists who came back to visit their hometown, which has the highest number during the Christmas to New Year. (Tourism Authority of Thailand,2013: online)

Table 1.1 Statistics of Foreign Tourists visit to Thailand

Year	Number of tourists	Percentage
2555/2012	22,303,065	+15.98 %
2554/2011	19,230,470	+20.67 %
2553/2010	15,936,400	+12.63 %
2552/2009	14,149,841	-2.98 %
2551/2008	14,584,220	+0.83 %
2550/2007	14,464,228	+4.65 %
2549/2006	13,821,802	+20.01 %
2548/2005	11,516,936	-1.15%
2547/2004	11,650,703	No have data

Source: Tourism of Authority of Thailand : TAT

There are many types of industry such as transportation business, food and beverage business, souvenir shop, including hotels and accommodation which are important business and have made a lot of income. Nowadays, there are hotels and accommodations more than in the past especially in Bangkok metropolitan area, perimeter, and countryside with various attractions.

The researcher studied and found that MICE business is an industrial business that has become popular and interesting because it has made revenues to Thailand as well as other businesses. The survey found that TCEB was interested in MICE market in Asia and planned to penetrate the market in five Tigers of Asia including India, China, Japan, Korea, and Singapore. The result showed that the market group made up to top 5 of MICE market in Thailand and expected to grow up 7% in this year. And many countries are turning their attention to the MICE market in Asia. After Europe and the United States have suffered from chronic economic problem more than 3 years and no signs of a recovery. And MICE industry in Asia has been developed for a long time and the countries in this region have focused on the MICE business.

For Thailand in 2012, Asia's MICE market has the highest market share 65% of the total of MICE foreign travelers. The researcher believed that hotel & accommodations business and MICE business had a relationship and support each other directly and indirectly. The hotel business is a business where has a full service including meeting and conference service also. Each customer has different purpose to use the services of hotel such as someone came to rest, some people came to meeting and so on. (Thailand Convention and Exhibition Bureau,2013: online)

Hotel business is a business that provides services to the travelers in terms of accommodation and amenities associated with living and travel. This business has many types that can be categorized as follows :

1. Hotels Classified by Price :

Categorized by price, lodging properties can range from limited-service hotels to full-service properties and up to luxury hotels.

Limited-Service Hotels : Limited-service hotels typically offer guest rooms only. There is little or no public space, no meeting or function space, and usually no or very limited food and beverage facilities. Room rates are correspondingly lowest for this type of lodging property. Terms previously used for this classification of properties included "budget" or "economy" hotels.

Full-Service Hotels : Full-service hotels offer a wide range of facilities and amenities. Usually will be, in comparison to budget/economy properties, more public space and meeting/function space, with at least one food and beverage facility. Room rate tend to be equal to or slightly above market-area average.

Luxury Hotels : At the top of the price category are the luxury hotels, which usually have from 150 to 400 guest rooms. Featuring upscale décor and furnishings that may be unique to the particular hotels, these properties offer a full array of services and amenities. Such hotels would typically have a concierge service and several food and beverage operations, including a

gourmet or fine-dining restaurant, banquet facilities, and full room service (available 24 hours per day or close to this). Recreational facilities or access for guests to nearby facilities is also usually available. There is a high ratio of employees to guest rooms, and room rates are considerably above the market-area average.

2. Hotels Classified by Function :

Hotels categorized by function include convention hotels and commercial hotels.

Convention Hotels : Convention hotels are large, with 500 or more guest rooms. The average size of convention hotels in 2005 was 780 rooms. These properties offer extensive meeting and function space, typically including large ballrooms and even exhibition areas. Food and beverage operations tend to be extensive, with several restaurants and lounges, banquet facilities, and room service. Convention hotels are often in close proximity to convention centers and other convention hotels, providing facilities for citywide conventions and trade shows.

Commercial Hotels : Commercial hotels, in comparison to convention hotels, are smaller, with 100 to 500 guest rooms. There is less public space, smaller meeting and function space, fewer food and beverage outlets, and limited recreational amenities. Many of these hotels tend to be located in downtown areas. Downtown properties (also mentioned in the next section) have many advantages. They are near the large office complexes and retail stores ; by day, they are near business destinations ; by night, they are close to many of a large city's entertainment centers. Many well-located older downtown properties have also been remodeled to include necessary facilities. Although on-premise parking has not always been feasible, reasonably convenient off-premise parking with valet service to pick up and deliver the car is common. Thus, nearly all first-class downtown properties are reasonably "auto friendly".

3. Hotels Classified by Location :

Location can also be a criteria for categorizing lodging properties. Types of hotels under this categorization include downtown hotels, suburban hotels, highway/interstate hotels, and airport hotels. Suburban hotels tend to be smaller (200 to 350 guest rooms) and involve low-to mid-rise structures. Highway/interstate hotels are even smaller, with 100 to 250 rooms, and are low-rise properties. Suburban hotels would most likely have interior corridors and meeting and banquet facilities, whereas the highway/interstate properties most likely have exterior corridors leading to guest rooms, minimal banquet and meeting space, and some food and beverage facilities.

In the 1950s and 1960s, as air travel became more and more common, a new kind of property appeared, designed especially to accommodate air travelers. Airport hotels vary depending on location and size of the airport, with such properties offering a mix of facilities and amenities. Typically, airport hotels range from 250 to 550 rooms. An important extra service provided by almost all airport hotels is the courtesy van, which offers guests transportation to and from the airport.

4. Hotels Classified by Market Segment :

Particular markets served include executive conference centers, resorts, and health spas.

Executive Conference Centers : Executive conference centers are often in secluded or suburban setting and have fewer than 300 guest rooms. These facilities, which offer well-designed learning environments, provide a variety of small meeting rooms and classrooms featuring full audiovisual and technological support. Meals and use of recreational facilities are often included in the quoted daily room rate.

Resorts : Resorts are typically located in picturesque setting and have 200 to 500 guest rooms. With many resorts located in remote locations, it is often not feasible for guest to have to leave the property for dining options. Resorts can be further characterized and defined in more explicit terms. Some

resorts are “destination resorts” ; these tend to be in dramatic, desirable locations such as Hawaii, Mexico, and the Caribbean. Hotel guests tend to have to travel at least several hundred miles to reach such a resort, and travel is typically by air. Visits to destination resorts tend to be infrequent, usually once a year or less. Non-destination resorts or regional resorts involve a two to three hour trip for visitors and are usually traveled to by car. The visits to such locations are more frequent but usually for shorter periods of time as compared to the destination resorts. It is feasible for a resort to cater to both destination and non-destination visitors.

Casino Hotels : Casino hotels and resorts differ significantly in their operation compared to most hotels. In casino hotels and resorts, gaming operations are the major revenue centers such as Las Vegas.

Health Spas : Health spas, often located in resort-type settings or as a part of a larger resort, provide additional amenities focusing on needs ranging from losing weight to reducing stress to pampering oneself. Resort/hotel spas are the second largest category next to day spas. Resort/hotel spas were also the fastest growing segment over the past five years, growing 290 percent between 1999 and 2004. Spas are increasingly being considered as a necessity to remain competitive in attracting both leisure and business travelers.

Vacation Ownership : Vacation ownership, also referred to as timeshares and vacation intervals, involves a “type of shared ownership in which the buyer purchases the right to use a residential dwelling unit for a portion of the year.”

5. Other Hotel Classifications :

Types of hotels classified by distinctiveness of style or offerings include all-suite properties, extended-stay properties, historic conversions, and bed-and-breakfast inns. Boutique hotels can also be classified under this category.

All-Suite Hotels : All suite hotels became known as a separate category in the 1970s. Guest rooms are larger than the normal hotel room, usually containing more than 500 square feet.

Extended-Stay Hotels : Extended-stay hotels provide many of the same features and amenities as the all-suite properties.

Historic Conversions : Some hotel properties have historic significance and have been renovated to their original splendor. These classic hotels have great appeal for those wishing to experience some of the grandeur and elegance of earlier days with the comforts of modern-day features.

Bed-and-Breakfast Inns : B&B typically has five to ten rooms with the average size being eight rooms. Breakfast is served and included in the room rate for these properties.

Boutique Hotels : Boutique hotels span all segments and are noticeably different in look and feel from traditional lodging properties. (W. Barrows, Tom Powers. 2009, p.273-283)

Bang-Rak is one of fifty districts of Bangkok, Thailand. The district is bounded by other four districts: Pathum-Wan, Sathorn, Khlong-San, and Samphanthawong. Established in 1912, which there were two theories about the district name Bang-Rak. The first theory suggested that the original name of the area which became Bang-Rak was written in Thai as บางรักซ์ (also pronounced Bang-Rak) meaning the village of cure due to the presence of the famous hospital. Through the time Thai spelling was shortened to the current form, it meant the village of love. The second theory was from Phraya Anuman Ratchathon who suggested that Rak referred a kind of plant and there was one of such plant found in a canal of the district. Because of the meaning of love, now the Bang-Rak is one of the most popular place to register marriage especially on Valentine's Day in each year. (wikipedia,2013: online)

Bang-Rak has 125 hotels, from one-star hotels to five-stars hotels to serve the customer in particular purpose. Each class of hotels has varieties and difference kinds of service and facilities.

For this research, the researcher will discuss the five-stars hotels in Bang-Rak district. There are 7 five-stars hotels including Mandarin Oriental Hotel, Shangri-La Hotel, Dusit Thani Hotel, The Lebua Hotel and at State

Tower, W Hotel, Le Meridien Hotel, and Sofitel So Hotel. Each hotel has details as follows :

1. Mandarin Oriental Hotel is the five-stars hotel where located in 48 Oriental Avenue, Charoenkrung Road, Bangrak, Bangkok, 10500. There are 393 guest rooms, 13 floors which rooms have 13 types as follows : Superior room, Deluxe room, Premier room, Mandarin room, Adisorn Lodge Heritage Suite, Executive Suite, State room, Family Two-Bedroom Suite, Authors'Suite, Heritage Authors'Suite, Joseph Conrad Suite, Deluxe Two-Bedroom Theme Suite, Siam Suite, Selandia Presidential Suite, and Royal Oriental Suite. These properties offer a full of services and amenities. (mandarinoriental,2013: online)

2. Shagri-La Hotel located in 89 Soi Wat Suan Plu, New Road, Bangrak, Bangkok, 10500. It comprises 802 luxurious guestrooms in two adjacent towers, Shangri-La Wing and Krungthep Wing. All rooms have river or city views. The room are decorated with classic Thai touches, including silk and teak finishing. (shangrila,2013: online)

3. Sofitel So Hotel, Bangkok located in 2 North-Sathorn Road, Silom, Bangrak, Bangkok, 10500. An oeuvre of contemporary sophistication, Sofitel So Bangkok is the city's first truly urban hotel, bringing together elegant French luxury and warm Thai hospitality. The design hotel is styled by Monsieur Christian Lacroix, and the result of a one-of-a-kind collaboration between an award-winning architect and five of Thailand's leading designers. Each of the 238 rooms and suites feature modern amenities with panoramic views over Lumpini Park and the Bangkok skyline. Amidst the non-stop buzz of vibrant Bangkok, discover striking moments of enchantment and tranquil serenity. (sofitel-so-bangkok,2013: online)

4. Le Meridien Hotel, Bangkok located in 40/5 Surawong Road, Silom, Bangrak, Bangkok, 10500. It reaches 24 storey's into the City of Angel's skyline, towering in contemporary five-star luxury at the head of the pulsating Silom commercial district and just metres from the energetic Patpong Night Market.

Each of the hotel's 282 subtle yet modern guestrooms and suites captures the colourful views unfolding in Bangkok and the Silom area below

through floor-to-ceiling windows. One innovative five-star restaurant, a bar and a stylish lounge entice guests with menus introducing stimulating cuisine, creative cocktails and an international range of coffee blends.

For five-star business events in Thailand, Le Méridien Bangkok offers three stylish meeting rooms, two VIP boardrooms and a private foyer, perfect for intimate corporate and social functions. The entire sixth floor of the hotel is dedicated to pursuing a unique luxury lifestyle experience, including SPA inspired by the rich tradition of European spas, a Technogym-equipped fitness centre featuring upbeat urban music and an outdoor pool to chill out with cool drinks and cocktails. (Bangkok-le-meridien,2013: online)

5. Dusit Thani Hotel, Bangkok located in 946 Rama 4 Road, Silom, Bangrak, Bangkok, 10500 where is in the heart of Bangkok, known as the "City of Angels", the Dusit Thani Bangkok Hotel sits opposite Lumpini Park with its wide avenues and expansion of the lakes. This luxury hotel located close to both the BTS Sky Train and the MRT Subway within easy to major business, shops and entertainment centres. Restaurants and Silom Night Market and other entertainment areas are all within walking distance. It is also easily accessibly from any direction by road. 40 years was the famous hotel, the Dusit Thani Bangkok Hotel, a "social and business" landmark in Bangkok. Its international standards of luxury with the distinctive Thai artistry and graciousness embodies the earthly manifestation of its name means in Thailand, a city of heaven. Dusit Thani Bangkok Hotel features 517 rooms and executive suites are luxuriously furnished with the decoration of a Thai Thai-inspired and well-designed facilities. The Dusit Grand Rooms has 60 square meters with a separate bedroom, living area and larger bathroom, the 'Thai Heritage Suites' are each inspired by the characters and touches of ancient Thai cities. (dusit-thani,2013: online)

6. W Hotel, Bangkok located in 106 North-Sathorn Road, Silom, Bangrak, Bangkok, 10500 where is a stylish icon of Asian chic. Unwind in 403 spacious guest rooms and suites amid inspiring designs, motifs, fabrics and custom furnishing. Relax and recharge with every comfort and amenity you've ever dreamed of : 24-hour concierge, Away@Spa, SWEAT Fitness Center,

WIRED Business Center, **Whatever/Whenever**® service and more. Savor from laid back indulgences in the W Lounge to inspired bites at The Kitchen Table to singular sips at WOOBAR, we fuse colorful cuisine with dynamic settings for an avant-garde experience. (Whotelbangkok,2013: online)

7. Lebua Hotel at State Tower located in 1055 Silom Road, Bangrak, Bangkok, 10500. Lebua at State Tower is an all-suite hotel where every one of our 357 suites are designed to offer you breathtaking vistas of Bangkok and the Chao Phraya river. Ranging between 66-266 square metres in area, each suite is reputed to be the most spacious in its category in the city.

At Lebua, we go beyond the extra mile to make your stay a truly luxurious and memorable one from start to end. The perfect blend of luxury, convenience, technology and stunning views elevate every suite to an indulgence for your senses. Food from Conde Nast Traveler-awarded "The Dome" stirs in a special flavour of its own through an extraordinary choice of different cuisines. Beyond a stay, whether it is a gala celebration, business presentation, board meeting or banquet, we also offer you ways to make your functions and conferences simply exceptional here at lebua! When it comes to luxury city hotels in Thailand, come to lebua. (Lebua,2013: online)

There were many reasons that the researcher chose to study about the sampling of foreign customer in Bangrak district, Bangkok, First of all, the district is located in the center city of Bangkok. Next, there are business area and shopping center. Finally, a lot of luxury hotels are located in the area.

From the reasons above, Bang-rak is an interesting area to study in the topic. Moreover, the researcher used to work for the hotels in the district. It is also a support reason to choose the topic and the area. Nowadays, there are a ton of hotels and lodging business in this district. It drives this kind of business more competition. They have to generate their own strategies to attract the customers to choose their hotels.

From all the data above, it made the researcher see an importance of these two businesses. Therefore, the researcher thought that these two kinds of business including related organizations should be cooperated together in order

to improve and develop to be better for the MICE market in the future and progress of the country. And to develop the potential of this market group is at the forefront of Asia.

1.2 Research Question

1. Different personal characteristics of the foreign customers who came to stay in five-stars hotels in Bang-rak district, Bangkok affect satisfaction towards the five-stars hotel services that are different or not?

2. What factors of traveling characteristics have influenced foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok?

3. What indication of service affect to foreign customers' satisfaction who came to stay in five-stars hotel in Bang-rak district, Bangkok?

1.3 Objectives of Study

1. To study the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area.

2. To study the factors that effect to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area.

1.4 Scopes of the Study

1. Area of the study : The five-stars hotel in Bang-rak district, Bangkok Metropolitan Area.

2. Population of the study : The foreign customer who come to stay in five-stars hotel in Bang-rak district, Bangkok Metropolitan Area, a case study of Five Tigers of Asia compose of India, China, Japan, Korea, and Singapore.

3. Duration of the study : From June, 2013 to January, 2014.

1.5 Significance of the Study

The information in this study has some advantages as follows:

1. To know about the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.
2. To know factors the service level that satisfy to foreign customers came to stay in five-stars hotels in Bang-rak district, Bangkok.
3. To be able to use the results to improve the hotel operation in order to satisfy the customers and turn them to be loyalty customers.

1.6 Definition of Terms

Foreign Customer refers to the person who came to stay in five-stars hotels in Bang-Rak, Bangkok.

Foreign Customer Satisfaction refers to the positive and negative feeling to the foreign customers feedback after coming to stay in five-star hotels in Bang-Rak, Bangkok.

Service refers to the behavior or the action of hotel staffs to meet the foreign customer's need in happiness and satisfaction.

Five-stars Hotel refers to the luxury hotels which have beautiful decoration inside and outside. There are many comfortable accessories, amenities and located in Bang-Rak district, Bangkok.

MICE refers to Meetings, Incentives, Conferences, and Exhibitions.

Five Tigers of Asia refers to India, China, Japan, Korea, and Singapore.

Demographic Characteristics refers to sex, age, marital status, education, occupation, and average income per month.

Factors of Traveling Characteristics refers to traveling objective, arrangement, duration, and experience.

Tangible refers to the appearance of physical facilities, equipment, personnel, printed and visual materials.

Reliability refers to the ability to perform promised service dependably and accurately.

Responsiveness refers to the willingness to help customers to provide prompt service.

Assurance refers to the trustworthiness, believability, honesty of the service provider.

Empathy refers to making the effort to understand customers and their needs and providing their attentions.

People refers to the hotel staffs who provide service to the customers.



CHAPTER 2

LITERATURE REVIEW

The study “Foreign Customers’ Satisfaction towards the five-stars hotel services in Bang-Rak district, Bangkok Metropolitan Area, A Case study of Five Tiger of Asia. The objective of this research were to study foreign customers’ satisfaction towards the five-stars hotel services and the service factors that influenced foreign customers’ satisfaction. Thus, the researcher searched theories, concepts, and related researches to applied with conceptual framework as follows :

- 2.1 Satisfaction Concept and Theory
- 2.2 Service Quality Concept
- 2.3 Service Concept
- 2.4 Related Researches
- 2.5 Hypothesis
- 2.6 Theoretical Framework

2.1 Satisfaction Concept and Theory

Foreign-dictionary (quote from Webster, 1913) about the definition of satisfaction is “The act of satisfying, or the state of being satisfied ; gratification of desire ; contentment in possession and enjoyment ; repose of mind resulting from compliance with its desires or demands.”

WordNet (2006) Satisfaction is “the contentment one feels when one has fulfilled a desire, need, or expectation.” or “act of fulfilling a desire or need or appetite.”

Pitak Trudtim (2538: 24) said that Satisfaction is feeling of a person towards a particular subject in the estimation which can be seen as inextricably associated with attitudes, which has a similar meaning to Charinee Dechjinda (2535: 14) refer to Satisfaction mean feeling or attitude of person toward something or related factors. Satisfaction will occur when person’s needs get a

response, or aim to achieve in certain level. But if the demand is not intended to satisfy the sense that it can be reduced.

From the definition of the couple showed that the feeling and the attitude is relevant and interrelated, there is the meaning in the same direction, is a thought or a feeling both negative and positive depending on the circumstances of each individual to meet.

Johnson (1997: 4) refer to Satisfaction is a transient perception of how happy a customer is with a particular product or service at a given point of time.

Walman (1973: 384) suggested that Satisfaction is the feeling be happy when people get the achievement according to the goal, need, or motivation.

Chaovalit Lhaorungkarn (2538: 9) said that Satisfaction mean positive feelings, negative feelings, and happiness are relatively complex. Satisfaction will happen when the positive feeling is more the negative feeling, which has consistency with Shelly (1975: 350-355) studied about satisfaction concept and said that Satisfaction is positive feeling and negative feeling. Positive feeling is sense that occur and make be happy. This happiness is feeling which differ from other positive feelings, that is Feeling that has backward system, can be happy, or other positive feeling increased. So you can see that happiness is a feeling that is a complex and affect to people more other positive sense.

Derek (2528) said to Satisfaction is Positive attitude of person toward something, to be good feeling or attitude of a person to work on the task in a positive way. It made them be happy, enthusiastic, intention in working. And these will affect the efficiency and effectiveness of work which affect the progress and success of the organization as well.

Kittima (2529) refer to Satisfaction mean a liking or pleasure toward a composition and various incentives when get the response.

From all the meanings above, the researcher can be concluded that Satisfaction is the positive feeling which occur from getting something to wish through facial expressions, emotions, and actions of each individual.

2.1.1 Related Theories with Satisfaction

From the studied relevant researches, the researcher found that there are many related theories with satisfaction in terms of attitude, motivation and expectation as follows :

1. Maslow's Hierarchy Needs : This theory is theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation". Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms Physiological, Safety, Belongingness and Love, Esteem, Self-Actualization and Self-Transcendence needs to describe the pattern that human motivations generally move through.

Maslow's hierarchy of human needs have the five levels follows

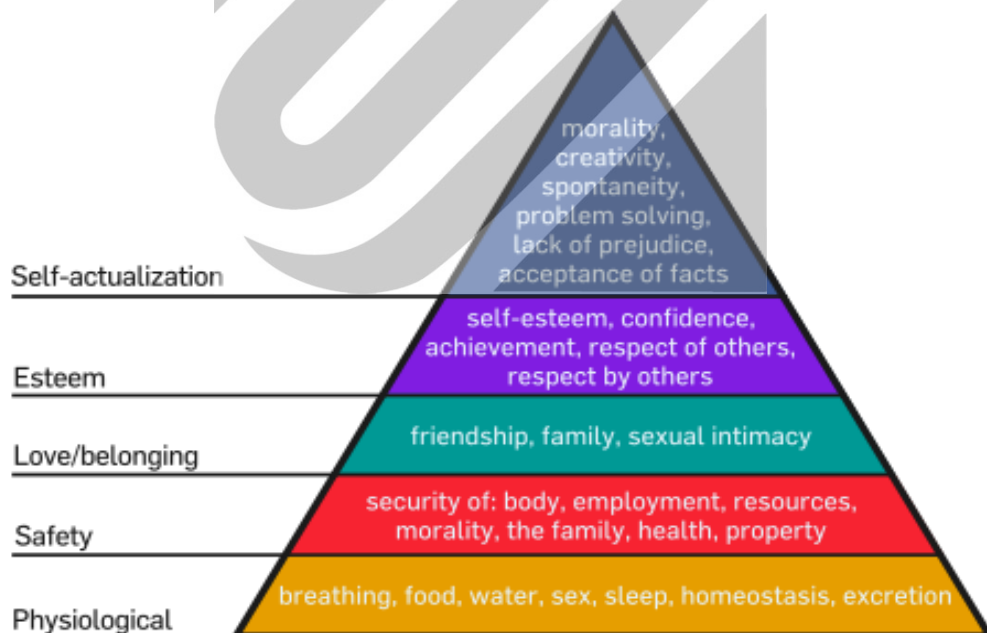


Figure 2.1: Maslow's hierarchy of human needs level

Source: www.managementstudyguide.com, 2013: online

1.1 Physiological Needs : Physiological needs are the physical requirements for human survival such as water, food, accommodations, clothes, sex, medicines and so on or it's called "Four Factors". Physiological Needs affected to human's behavior when that needs are not enough to response.

1.2 Safety Needs : This requirement is the needs for stability in life, personal security, financial security, health and well-being and safety net against accidents/ illness/ and their adverse impacts.

1.3 Love and Belonging Needs : The human needs in this stage is interpersonal and involves feelings of belongingness. To want to be accept from other person such as family, friends etc.

1.4 Esteem Needs : All humans have a need to feel respected ; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others.

1.5 Self-actualization : Maslow describes this level as the desire to accomplish everything that one can, to become the most that one can be. Individuals may perceive or focus on this need very specifically. (wikipedia,2013: online)

2. **ERG Theory** : Claton Elderfer is a person who created this theory by improved Needs Theory of Maslow. This theory has three levels follows :

Clayton Alderfer's ERG Theory

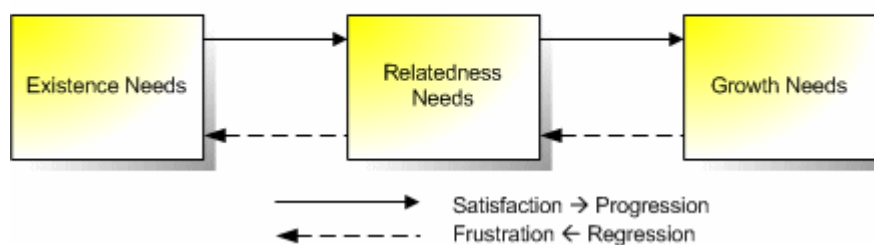


Figure 2.2: Clayton Alderfer's ERG Theory Process

Source: www.managementstudyguide.com, 2013: online

2.1 Existence needs : These include need for basic material necessities. In short, it includes an individual's physiological and physical safety needs.

2.2 Relatedness needs : These include the aspiration individual's have for maintaining significant interpersonal relationships (be it with family, peers or superiors), getting public fame and recognition. Maslow's social needs and external component of esteem needs fall under this class of need.

2.3 Growth needs : These include need for self-development and personal growth and advancement. Maslow's self-actualization needs and intrinsic component of esteem needs fall under this category of need.

Difference between Maslow Need Hierarchy Theory and Alderfer's ERG Theory

1. ERG Theory states that at a given point of time, more than one need may be operational.

2. ERG Theory also shows that if the fulfillment of a higher-level need is subdued, there is an increase in desire for satisfying a lower-level need.

3. According to Maslow, an individual remains at a particular need level until that need is satisfied. While according to ERG theory, if a higher-level need aggravates, an individual may revert to increase the satisfaction of a lower-level need. This is called frustration-regression aspect of ERG theory. For instance - when growth need aggravates, then an individual might be motivated to accomplish the relatedness need and if there are issues in accomplishing relatedness needs, then he might be motivated by the existence needs. Thus, frustration/aggravation can result in regression to a lower-level need.

4. While Maslow's need hierarchy theory is rigid as it assumes that the needs follow a specific and orderly hierarchy and unless a lower-level need is satisfied, an individual cannot proceed to the higher-level need; ERG Theory of motivation is very flexible as he perceived the needs as a range/variety rather than perceiving them as a hierarchy. According to Alderfer an individual can work on growth needs even if his existence or relatedness needs remain

unsatisfied. Thus, he gives explanation to the issue of “starving artist” who can struggle for growth even if he is hungry. ([managementstudyguide,2013: online](http://www.managementstudyguide.com))

3. Two-Factor Theory : This theory is Frederick Herzberg’s theory which classified these job factors into two categories :

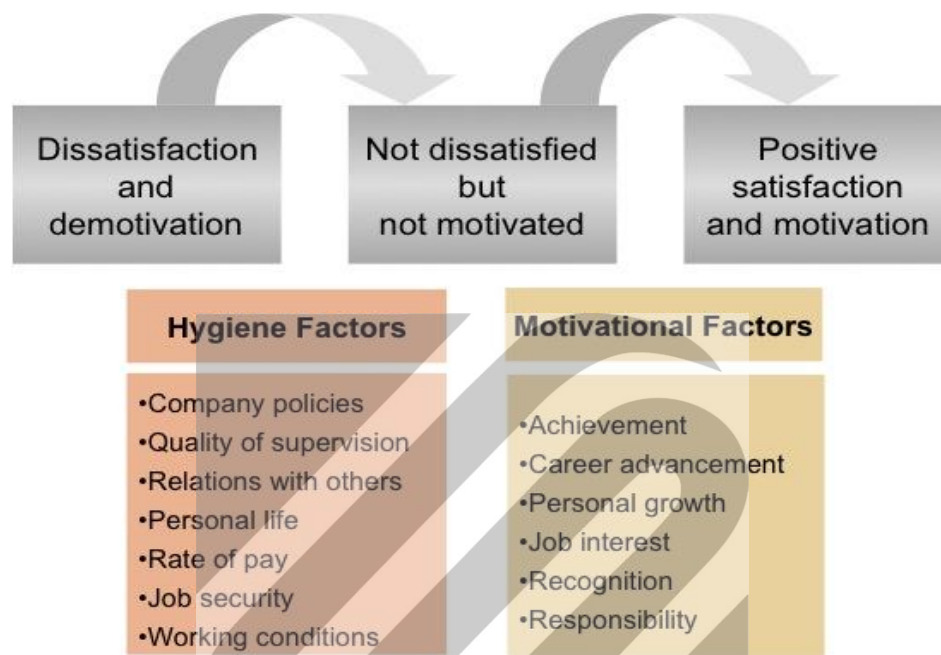


Figure 2.3: Two-Factor Theory Process

Source: www.managementstudyguide.com, 2013: online

3.1 Hygiene Factor : Hygiene factors are those job factors which are essential for existence of motivation at workplace. These do not lead to positive satisfaction for long-term. But if these factors are absent/ if these factors are non-existent at workplace, then they lead to dissatisfaction. In other words, hygiene factors are those factors which when adequate/reasonable in a job, pacify the employees and do not make them dissatisfied. These factors are extrinsic to work. Hygiene factors are also called as dissatisfies or maintenance factors as they are required to avoid dissatisfaction. These factors describe the job environment/scenario. The hygiene factors symbolized the physiological needs which the individuals wanted and expected to be fulfilled. Hygiene factors include :

1. Pay : The pay or salary structure should be appropriate and reasonable. It must be equal and competitive to those in the same industry in the same domain.

2. Company Policies and administrative policies : The company policies should not be too rigid. They should be fair and clear. It should include flexible working hours, dress code, breaks, vacation, etc.

3. Fringe benefits : The employees should be offered health care plans (mediclaim), benefits for the family members, employee help programmes, etc.

4. Physical Working conditions : The working conditions should be safe, clean and hygienic. The work equipments should be updated and well-maintained.

5. Status : The employees' status within the organization should be familiar and retained.

6. Interpersonal relations : The relationship of the employees with his peers, superiors and subordinates should be appropriate and acceptable. There should be no conflict or humiliation element present.

7. Job Security : The organization must provide job security to the employees.

3.2 Motivational Factor : According to Herzberg, the hygiene factors cannot be regarded as motivators. The motivational factors yield positive satisfaction. These factors are inherent to work. These factors motivate the employees for a superior performance. These factors are called satisfiers. These are factors involved in performing the job. Employees find these factors intrinsically rewarding. The motivators symbolized the psychological needs that were perceived as an additional benefit. Motivational factors include :

1. Recognition : The employees should be praised and recognized for their accomplishments by the managers.

2. Sense of achievement : The employees must have a sense of achievement. This depends on the job. There must be a fruit of some sort in the job.

3. Growth and promotional opportunities : There must be growth and advancement opportunities in an organization to motivate the employees to perform well.

4. Responsibility : The employees must hold themselves responsible for the work. The managers should give them ownership of the work. They should minimize control but retain accountability.

5. Meaningfulness of the work : The work itself should be meaningful, interesting and challenging for the employee to perform and to get motivated. (managementstudyguide,2013: online)

2.2 Service Quality Concept

Business Dictionary give the definition of “Service Quality” is An assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction.

Kotler (1994 cited by Supatra Liamvarangkul, 1997: 28) said that service quality from the marketing perspective that in terms of service business competition, the service providers need to deliver services that live up to or are beyond the customers' expectation. Customer's expectation for service quality arises from their former experience, words of mouth, advertising, public relations and impression from services earlier delivered. Frequently, the service recipients compare what they receive from real services to what they earlier expected. If the outcome turns to be that the services they receive are less satisfactory than the ones they expected, they are likely not to ask for this kind of service again.

Verapong Chalermjirarat (1996) give a definition of service quality is associated with the needs of service recipients, the capacity level of responding to their needs and the level of satisfaction from the recipients after service.

Danai Tianput (2000: 26) define that service quality is the process to obtain flawless goods, products and services, which creates customers' satisfaction.

Verawat Pannitamai (2001: 234) said that service quality is both a tangible and intangible attribute of services that the customers perceive that it live up to or is beyond their expectations through various means.

From the meaning above, the researcher can be summarized that service quality is a thing or factor which service provider delivered to clients as expectations or exceed expectations and make an impression. Service quality will be indicator to know the customer's feeling toward the services both before and after to use services how same or different. After that we will get the suggestion to improve the better services.

According to the study service quality's characteristics of Siriwan Sereerat and groups (2003), Parasuraman, Zeithaml & Berry (1983) and related researches, it can be concluded that characteristics of service quality had 10 kinds follows :

1. Access : Approachability and comfort of contact
2. Competence : There are knowledge and skills to perform the services effectively.
3. Communication : The ability to build a relationships and to meaningful clearly. Using easy to understand language. To describe correctly and accept comments, suggestions, and criticism of clients.
4. Credibility : The ability to build confidence and trust by integrity and honesty of the service provider.
5. Courtesy : A friendly and courteous hospitality, good human relations, honor others, and sincere of service provider.
6. Responsiveness : The willingness to help, solution, and service to customers immediately.
7. Reliability : Ability to perform the promised service dependably and accurately.
8. Tangible : Appearance of physical facilities, equipment, personnel, and communication materials. It make customers to can estimate the service quality.

9. Security : To be without from danger, risk, and doubt.

10. Understanding the Customer : Making the effort to know customers and their needs.

Zeithaml & Bitner (2000 cited Kritsana Rattanapruek, 2002: 110-114) said that the customers evaluated service quality by using 5 key pillars as follows :

1. Tangible : Appearance of physical facilities, equipment, personnel, and communication material.

2. Reliability : Ability to perform the promised service dependably and accurately.

This factor is an important determination of service quality which in the wide meaning of reliability is delivering service as promised in term of delivery, services, solution, and price. Customers would like to use the service from service provider to retain agreement. Especially, agreement about characteristic of core service, service business should be aware of customer's expectation in this regard.

3. Responsiveness : Willingness to help customers and provide prompt service.

This factor focused on the interest and readiness to comply all requests of our customers, including the flexibility and ability to adapt services to the needs of clients.

4. Assurance : Knowledge and courtesy of employees and their ability to convey trust and confidence.

The thing had shown the trust and confidence as follow :

- Employees have knowledge and skill in service.
- Company has reputation and reliability

5. Empathy : Caring individualized attention the firm provides its customers.

Understanding the client is offered a personalized service or to meet the needs of each client which can be done by

- To learn and understand the needs of customers.
- Attention to individualized customers.

- To be able to remember the regular customers.
- To be courteous, polite, and friendly.

2.3 Service Concept

The meaning of service has different things depending on the type of service that is being provided.

A service is a way of delivering value to a customer by facilitating the expected outcome (Judith Hurwitz, Robin Bloor, Marcia Kaufman, and Fern Halper. 2009, p. 7).

A service is an activity – a process or set of steps (unlike a product which is a thing) – which involves the treatment of a customer (or user) or something belonging to them, where the customer is also involved, and performs some role (co-production), in the service process (Robert Johnston, Graham Clark, and Michael Shulver. 2012, p. 17).

From the operation's point of view, the service provided is the service process and its outputs which have been designed, created and enacted by the operation using its many input resources, including the customer, where the customer also takes some part in the service process (Robert Johnston, Graham Clark, and Michael Shulver. 2012, p. 17).

From the customer's perspective, the service received is the customer's experience of the service provided and their interaction with it, perceptions of it, and response to it, which results in outcomes such as 'products', benefits, emotions, judgements and intentions (Robert Johnston, Graham Clark, and Michael Shulver. 2012, p. 17).

Service is all action and reaction that customers perceive they have purchased. In hospitality, service is performed for the guest by people or (less frequently) by system such as the remote guest check-out operated through a hotel's television screen (Clayton W., Barrows, and Tom Powers. 2009, p.503).

The concept said above, the researcher can be summarized that in hospitality industry, The service is to be done or how to deliver value and satisfaction through facilities including services of staff to customers who come

to meet the expectations or exceed customer expectations. So that customers get a good experience back. And in the future may be returning to use service again become our customer loyalty.

The terms definition of “Service”, each alphabets have meaning as follows :

S = Smiling & Sympathy

E = Early Response

R = Respectful

V = Voluntariness manner

I = Image Enhancing

C = Courtesy

E = Enthusiasm

Kotler defined (Kotler, 2000) that the service has 4 main characteristics as follows :

1. Intangibility

Service are intangible. Unlike physical products, they cannot be seen, tasted, felt, heard, or smelled before they bought. To reduce uncertainly, buyers will look for signs or evidence of the service quality. They will draw inferences about service quality from the place, people, equipment communication material, symbols, and price that they see. Thus, the service provider’s task is to “manage the evidence”.

2. Inseparability

This characteristic of service can’t be separated from service provider. Therefore, the service provider would become a part of a service. Inseparability of production and consumption increases the importance of the quality in services. Therefore, service marketers not only need to develop task-related, technical competence of service personnel , but also, require a great input of skilled personnel to improve their marketing and inter personal skills.

3. Perishability

Services are deeds, performance or act whose consumption take place simultaneously ; they tend to perish me the absence of consumption. Hence,

services cannot be stored. The services go waste if they are not consumed simultaneously i.e. value of service exists at the point when it is required.

The perishable character of services adds to the service marketer problems. The inability of service sector to regulate supply with the changes in demand ; poses many quality management problems. Hence, service quality level deteriorates during peak hours in restaurants, banks, transportation etc. This is a challenge for a service marketer. Therefore, a marketer should effectively utilize the capacity without deteriorating the quality to meet the demand.

4. Variability

Services are highly variable, as they depend on the service provider, and where and when they are provided. Service marketers face a problem in standardizing their service, as it varies with experienced hand, customer, time and firm. Service buyers are aware of this variability. So, the service firms should make an effort to deliver high and consistent quality in their service ; and this is attained by selecting good and qualified personnel for rendering the service.

2.4 Related Research

Wandee Deeraksa (2004: Abstract) studied “Customer Satisfaction on the Telephone Communication Skills of DHL Import Formality Customer Service Agents. This research was conducted find out if DHL customers were satisfied with the telephone communication skills of the DHL import formality customer service agents. The relationship between the general demographic characteristics of DHL customers and their level of satisfaction was determined. Moreover, the research also aimed to find out the relationship between the general demographic characteristics of customer who have accounts at the DHL Import Formality Customer Service Department and the telephone communication skills of the DHL import formality customer service agents.

By using a questionnaire, the pertinent data were collected among 315 respondents who have accounts at the DHL Import Formality Customer Service

Department. The data were analyzed by using the SPSS program, and the results were presented through descriptive statistics, mean score, standard deviation, and F-Test with the significant level at 0.05.

The results showed that the customers with accounts at the DHL Import Formality Customer Service Department had several types of businesses. These customers rarely worked on Saturdays, and most of their accounts were between 3-5 years old. Majority of the customers contact the DHL Import Formality Department by telephone about 1-10 times per week, and the majority of the DHL customers were highly satisfied with all telephone communication skills of the DHL customer service agents, as indicated by the values 3.49-3.50. However, 18 respondents gave the same suggestions about service management. Specially, the line transferal manner to another agent who take care of cases without introductions was improved, and also the telephone equipment using. The customer had difficulty listening to the DHL agent over the telephone because of noise disturbances caused by the headset microphone.

Kitisuda Parnkul (2006: 33-34) studied on “Customer’s Satisfaction with Spa Service at Sivalai Spa”, aimed to reveal the degree of satisfaction of repeated and first-time customers with the overall Sivalai Spa’s spa service quality. In addition, it aimed to identify the demographic factors contributing to customer’s expectations of service quality of Sivalai Spa before and perceptions of services after using the spa services, and to compare the difference in the degree of satisfaction between the repeated and the first-time customers at Sivalai Spa

The subjects used in this study consisted of 27 males and 43 females who are all members of Royal Bangkok Sports Club and used the spa services at Sivalai Spa. There are two types of data in the study. The secondary data was collected from text books, company literatures, journals, and web-site. The primary data was collected from the responses to the questionnaires. All data received from the study was analyzed by the SPSS program.

From the study, it was found that most of the respondents were Thai women. The biggest group, over 70% of the total respondents, was repeated customers at the Sivalai Spa. 30% of the respondents were in the age range of

31-40 years. It was found that 30% of the respondents were entrepreneurs. About 41% of the total respondents earned more than 60,001 Baht a month.

It was noticed that the respondents had a high degree of expectation with the service quality in the area of responsiveness dimension of the spa service. The results show that first time customers had the highest satisfaction with the health spa image whereas repeated customers had the highest satisfaction with the employee's responsibility on services.

After comparing the expectation and perception of the respondents, it revealed that the tangibles area was the first priority that should be improved. In addition, the questionnaire responses revealed that food and beverage should be improved as it had lowest perception scores.

Yaowaman Ruttanakul (2007: Abstract) studied "Customer's Satisfaction with Services at Tops Market, Sukhumvit 19 Branch", this study aims to find out how much customers of Tops Market Sukhumvit 19 are satisfied with its services. Another objective is also to describe the characteristics of customer shopping at these premises and also to find out the weak points of its service providing that there is a need for it to be improved.

The sample of this study is 100 customers of Tops Market. They were asked to participate and to complete questionnaire which consists of three parts with one open-ended question at the end for their comments.

The investigator collected the primary data in December. The limitations in conducting the survey were that the customers of the chosen supermarket seemed to be very busy, especially in the rush hour and some of them appeared not willing to complete the questionnaires. After the data was collected, they were analyzed using a Statistical Package for the Social Science or SPSS program in a descriptive way.

It was found that most of the respondents frequenting Tops Market Sukhumvit 19 were female. The majority of the respondents were aged between 21-30 years old, and more than half of the respondents possessed a Bachelor's Degree. Office worker was the most identified occupation as well as the income level of between 10,001-20,000 Baht per month. Overall, the respondents were satisfied with the services of Tops Market Sukhumvit 19.

However, some points were identified as causing absolute dissatisfaction, such as the staff extent of knowledge concerning the products, the lack of clean and adequate restrooms, and lack of convenient and adequate car park. The respondents also recommended that supermarket improve the quality of raw materials used in the bakery section and in the delicatessen section.

Wannalekha Wangsupa (2010: Abstract) the research entitled “Thai and Foreign Customers’ Satisfaction with Restaurant service : A case study of Millenium Hilton Bangkok”, the researcher proposed to study the level of Thai and foreign customers’ satisfaction with restaurant service, measure and compare the satisfaction of Thai and foreign customers as well as find out the influential factors with the restaurant service at Millenium Hilton Bangkok hotel. The satisfaction is examined in terms of restaurant staff, food and beverage products, facilities, pricing and hygiene.

The research design was quota sampling from 75 Thai and 75 foreign customers who used the service in January 2010. The collected data were analyzed using SPSS (Statistical Package for the Social Science) version 15. The statistics used in this research consisted of percentage, frequencies and means to measure and compare the level of satisfaction. T-test and F-test will be used to find out the influential factors with satisfaction levels.

The findings from the research study pointed out that most Thai and foreign customer were strongly satisfied with the service of the restaurant service in the areas of restaurant staff, food and beverage products, facilities and hygiene. However, some were either satisfied or dissatisfied with food and beverage pricing, Comparing Thai and foreign customers’ satisfaction, both were strongly satisfied with restaurant staff, food and beverage products, facilities and hygiene. But Thai people felt neutral while foreigners felt satisfied with food and beverage pricing.

Thanyawee Chuanchuen (2007) studied “Satisfaction of Passengers with Services and Facilities Provided at the Passenger Terminal Complex, Suvarnabhumi International Airport”, the objective of this study was to determine the overall satisfaction of passengers with services and facilities provided at the Passenger Terminal Complex, Suvarnabhumi International

Airport. Also, the study was set to identify degrees of satisfaction of passengers with each service and facility at the airport as well as to examine whether or not there is the relationship between independent variables (age, sex, travel frequency, travel pattern, and purpose of visit) and dependent variable (degrees of satisfaction of passengers with services and facilities).

To measure overall satisfaction, degrees of satisfaction of passengers with services and facilities, and to find out if there is any relationship between independent variables and dependent variables, questionnaires was used with the supplement on data from unstructured interviews. During December 4 and December 24, 2006, 500 questionnaires were distributed throughout the Terminal areas, 420 of them were completed questionnaires with 21 of them were purposively selected for unstructured Interview. The questionnaires were composed of 4 parts : demographic data (age, sex, nationality), travel characteristics (travel frequency, travel pattern, purpose of visit, type of experience with the airport), degrees of satisfaction with 28 services and facilities, and problems and recommendations from passengers. The unstructured interview was set in the framework of passengers' experience, problems encountered, and recommendations.

The results of this study indicated that overall satisfaction of passengers was at the Good level. The degrees of satisfaction of passengers with each of the services and facilities ranked as follow : Excellent (Baggage Trolley Availability, Money Exchange Service, Queuing for Immigration, Terminal Cleanliness, Choices of Restaurant, and Choices of Bar and Café), Good (ATM/Cash Machine Availability, Flight Information Screens, Prices in Tax-Free shop, Airport Information Counter, Choices of Tax-Free shop, Airport PA Announcement, Telephone Availability, and Quiet Zone/ Resting Areas), Satisfactory (Immigration Staff Attitude, Smoking Lounges/ Segregation, Check-in Facilities, Internet/ WiFi Facility, Baggage Screening, Connecting between Flights Walking Distance, Food & Drink Prices, Seating Facilities, Shower Facilities, Walking Distance in the Airport, Baggage Delivery, Queuing for Security Check, and Direction & Signage throughout the Airport), Poor (Toilet Facilities). For the test of relationship between independent variables and

dependent variables, it was found that the relationship varies according to each independent variable and each service and facility. Therefore, the results from testing for one relationship with one service or facility cannot be generalized and applied with the rest.

It is concluded that although overall satisfaction of passengers was at the Good level, still, there are several areas that need improvement. The results of this study can be used as guideline for the authority of the airport to understand the quality of services and facilities in passengers' perception. However, these findings only provide the general idea about their overall satisfaction and their degrees of satisfaction with each service and facilities. If the authority of the airport wanted to improve a particular service or facility, further study in that particular area is therefore recommended.

Pannawadee Pattanachai (2008) studied to Customer Satisfaction towards Service Quality of Chiangmai Phucome, Chiang Mai Province, have objective to examine customer satisfaction towards service quality of Chiangmai Phucome Hotel, Chiang Mai Province. Data collection was completed total 150 clients that the data was analyzed by descriptive statistics which include frequency, percentage, and mean.

According to the research findings, the majority was female whose ages were over than 41 years old with Bachelor's degree. They had worked for more than 5 years in a position of office in government units consisting of 21-100 co-workers. The respondents got to know about Chiangmai Phucome Hotel by attending in seminars arranged at the hotel. It was lesser than a year for taking services from the specific hotel. The service that they mostly got from this hotel was mentioned to convention service – rooms for seminars and meeting and the objective in choosing this hotel was to arrange academic seminars. The authority in selecting hotel belonged to executive members and all expenses would be reimbursed from the organizers who arranged the seminars. Reasons of choosing Chiangmai Phucome Hotel were mentioned to its service quality, interesting promotion and campaign which brought benefits to organizations and had proper budget. Regarding the post-service satisfaction,

the majority rated their satisfaction at high level and expected to take services from the hotel once more.

Phenphun Charoenpong (2003) studied “International tourists’ satisfaction with the quality of service in Accommodation in Thailand, the purpose of the study was to survey international tourists’ satisfaction with the quality of service in accommodation in Thailand and the factors related to satisfaction, problems and the requirements of international tourists. The study was made using questionnaires as a tool. 400 European tourists who were in Thailand for the first time were studied as a purposive sample group data was statistically delineated through percentage, mean, standard deviation, and stepwise regression analysis.

The result of this research revealed the satisfaction of international tourists toward quality of service was at high level. The factors, ages, income per month and physical environment of accommodation had an impact on satisfaction at a statistically significant level at 0.05 and these could explain the satisfaction at a 52.3% level. The most common problems were lack of employee’s knowledge and English skill, so tourists suggested language and convenient facility improvement.

Recommendation from this research are to develop employees to have more knowledge about service accommodation and language skills. Government policy suggestion recommends that the Tourism Authority of Thailand and related organizations should create and develop a curriculum and training. Accordingly they also have to focus on language skills.

2.5 Hypothesis

H1 : Demographic Characteristics affect to the foreign customers’ satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, including sex, race, age, marital status, education, occupation, and average income per month.

H2 : The Factors of Traveling Characteristics affect to the foreign customers’ satisfaction towards the five-stars hotel services in Bang-rak district,

Bangkok Metropolitan Area, consist of traveling objective, traveling arrangement, and traveling duration.

H3 : Service indications affect to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, comprise of tangible, reliability, responsiveness, assurance, empathy, and people.

2.6 Theoretical Framework

This theoretical framework have shown below, the researcher created from studying concepts and related researches such as Vorathep Srisakulchawala (2011) studied Foreign Customer's Satisfaction toward Service Quality on the Parasol Inn Hotel, Amporn Income (2006) studied Customers Satisfaction towards the services of Chiang Mai Suandokkaew Hotel, Wanchana Musigchai (2006) studied to Customer Satisfaction toward the service of Paddy Field Hotel, that the researcher applied for conceptual framework about demographic characteristics. For the factors of traveling characteristics studied from major research of Phenphun Charoenpong (2003) as to International Tourists' Satisfaction with the Quality of Service in Accommodation in Thailand, including Norasak Hemnithis (1998) studied "Factors affecting tourists' satisfaction in service of immigration of the Bangkok international airport", and Lumpong Sritabtim (1992) studied "Thai tourists' satisfaction towards physical environment of River Kwei Bridge, Changwat Kanchanaburi". And the last framework is indication of service, the researcher searched relevant concepts and researches such as Pannawadee Pattanachai (2008) studied Customer Satisfaction towards Service Quality of Chiangmai Phucome Hotel, Chiang Mai Province, which the researcher deemed service quality compose of tangible, reliability, responsiveness, assurance, and empathy, would be good indication to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak District, Bangkok metropolitan area, a case study of Five Tigers of Asia.

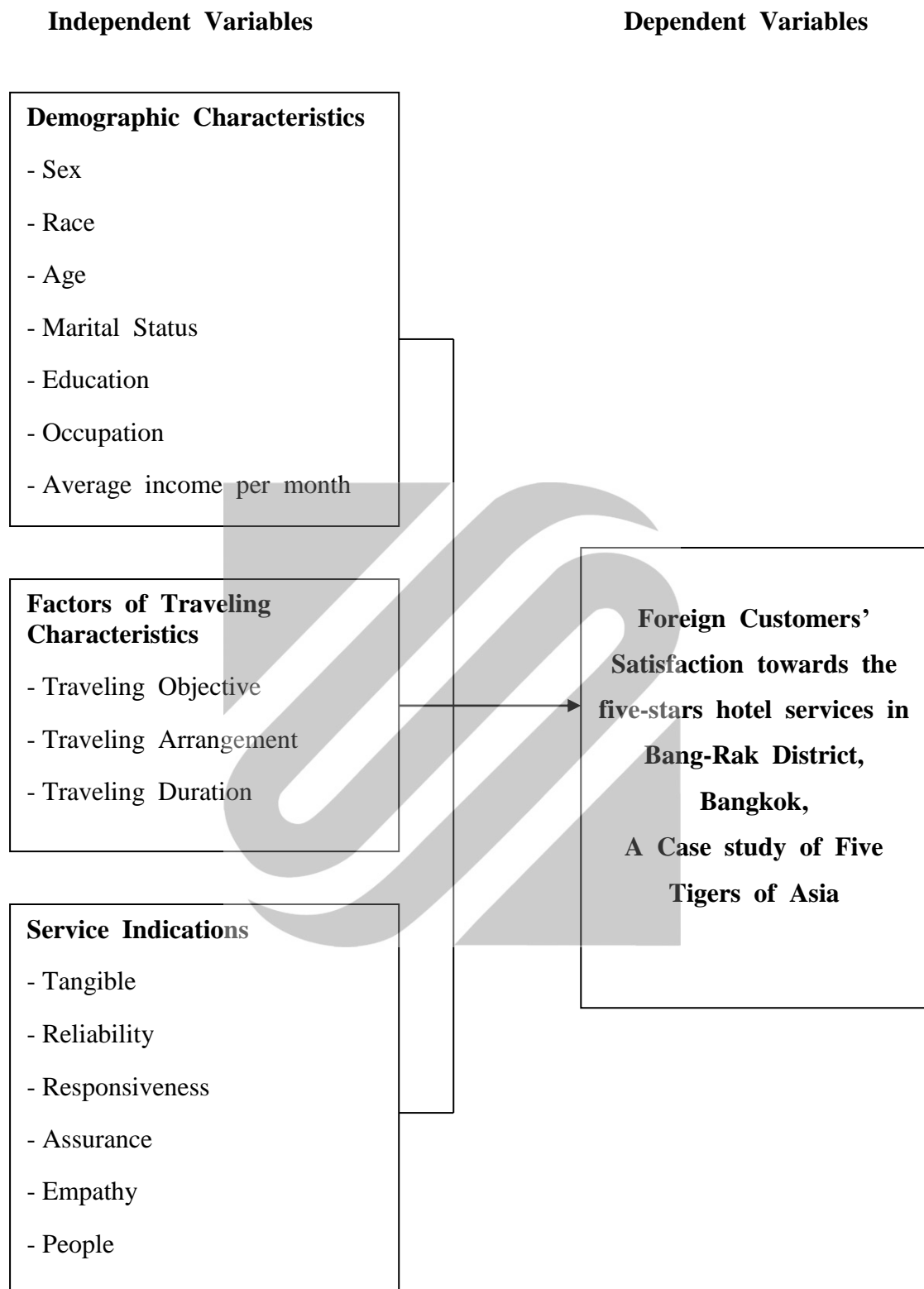


Figure 2.4 : Theoretical Framework

CHAPTER 3

RESEARCH METHODOLOGY

The research of “Foreign Customers’ Satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, A Case study of Five Tigers of Asia”. There are methodologies as follows :

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Instrument Pretest
- 3.5 Data Collection Procedure
- 3.6 Summary of Demographic Data

3.1 Research Design

In order to examine “Foreign Customers’ Satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, A Case study of Five Tigers of Asia” this research aimed to study factors of service that influenced to satisfy the customers. This study was designed to survey and collect the data from foreign customers who came to stay in five-stars hotels in Bang-rak district, Bangkok. The researcher used quantitative research and qualitative research to collect the data.

3.2 Population and Sample Selection

3.2.1 Population

The target population in this study were foreign customers who came to stay in five-stars hotels in Bang-rak district, Bangkok Metropolitan Area, A Case study of Five Tigers of Asia, include Indian, Chinese, Japanese, Korean, and Singaporean. In 2012, the five tigers group of MICE market in Thailand had the total 257,278 persons.

3.2.2 Sample Selection

3.2.2.1 Quantitative Sample

According to the population in the study, the total of population were 257,278 persons. The researcher calculated the sample size by Taro Yamane's formula as follows :

$$n = \frac{N}{1 + N(e)^2}$$

when n = Sample size

N = Population size

e = The error of sampling

This studied allowed the error of sampling on 0.05, so the sample size shows as follows :

$$n = \frac{257,278}{1 + 257,278(0.05)^2}$$

$$n = 399.37$$

From the results above, the researcher decided to distribute 400 questionnaires in order to prevent any errors. So, the total of sample size were 400 persons.

The researcher obtained sample size from 400 persons and distributed questionnaires to foreign customers who came to stay in five-stars hotels in Bang-rak district, Bangkok. There were 7 five-stars hotels including Mandarin Oriental Hotel, Shangri-La Hotel, Dusit Thani Hotel, Le Meridien Hotel, Sofitel So Hotel, W Hotel, and Lebua Hotel at State Tower which were distributed the questionnaires as follows :

Table 3.1 Number of population's five tigers of Asia groups

Nationality	Number of Population	Sampling (person)
Indian	74,941	116
Chinese	63,955	99
Japanese	45,424	71
Korean	37,175	58
Singaporean	35,783	56
Total	257,278	400

Source: www.tceb.or.th/about-us-th/news-th

3.2.2.2 Qualitative Sample

For the qualitative research, the researcher interviewed two executives of five-stars hotel in Bang-rak district, and brought information to apply in research and questionnaire in order to get the accurate and reliable results as possible.

3.3 Research Instrument

The researcher used a questionnaire to collect the data that compiled from concepts, theory, and related researches. This questionnaire consisted of 4 parts as follows :

Part 1 Demographic Characteristics of information including sex, race, age, marital status, education, occupation, and average income per month. This part was closed-ended question and checklist.

Part 2 The Factors of Traveling Characteristics composed of traveling objective, traveling arrangement, and traveling duration. This part was included closed-ended questions.

Part 3 The Factors of the service towards the foreign customers' satisfaction including tangible, reliability, responsiveness, assurance, empathy, and people. This part had closed-ended questions and checklist. It was used scoring scale of Likert Scale Method which was determined in five levels as follows :

Table 3.2 Level of satisfaction

Level of Satisfaction	Score
Excellent	5
Good	4
Fair	3
Poor	2
Very poor	1

Part 4 Other opinions and suggestions

From the measurement of foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok. The researcher divided the satisfaction into 5 levels based on the statistical average arithmetic. The researcher defined the range of measurement by using the formula follows :

$$\begin{aligned}
 \text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\
 &= \frac{5-1}{5} \\
 &= 0.8
 \end{aligned}$$

In addition, after calculating, the descriptive results will be shown as follows:

Table 3.3 The average value of scores

Average Score	Meaning
1.00-1.80	Very poor
1.81-2.60	Poor
2.61-3.40	Fair
3.41-4.20	Good
4.21-5.00	Excellent

3.4 Instrument Pretest

For the tool quality checking used in this study, the researcher verified the validity and reliability of contents in the steps as follows :

Step 1 The researcher studied theories, concepts, and related researches to make the conceptual framework about foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok and designed the questionnaire to collect the data in demographic characteristics, factors of traveling characteristics, and factors of service toward the foreign customers' satisfaction. After that, the researcher brought the complete questionnaire to present to the experts for checking the content's validity by index of objective congruence item. When the experts finished checking, the researcher brought the questionnaire to improve and check again. That made research tools to be completed and to be able to test the reliability in the next steps.

Step 2 To bring the number of 30 questionnaire sets that were completely updated to try out and find the reliability with population group which would not the sample size. That was the foreign customer who came to stay in five-stars hotels in Pathumwan district, Bangkok, 30 persons.

Step 3 To bring the questionnaire that was checked by 3 experts in step 2 to calculated the reliability by using spss to find Cronbach's Alpha Coefficient. Good reliability should have value at 0.70 and more. Therefore, the questionnaire that focused to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok, had Alpha Coefficient 0.785 which be regarded as reliability value.

3.5 Data Collection Procedure

The researcher had the procedure to collect the data of questionnaires as follows :

1. The researcher would permit to distribute the questionnaires from Stamford International University to Human Resource Department of each five-stars hotels in Bang-rak district, Bangkok.

2. The researcher distributed the questionnaires to foreign customers who had come to stay in five-stars hotels in Bang-rak district, Bangkok. A period of data collection was approximately one month from the date which the questionnaire was approved by the board. The researcher got the 400 questionnaires or representing 100% of the total questionnaires copies sent.

3. The questionnaire was collected the data and analyzed by using spss program.

3.6 Summary of Demographic Data

The researcher analyzed data by using spss to explain the characteristic results of variables all three parts in the questionnaire. From this study, the researcher used descriptive statistics to describe characteristics of the population to collected that included frequency, percentage, mean, and standard deviation. And used analytical statistics include T-test and one-way anova to test hypothesis and confirm findings about difference between independent variables and dependent variable.

CHAPTER 4

RESEARCH FINDING

This chapter will present the data analysis of Foreign Customers' Satisfaction towards the five-stars hotel services in Bang-rak District, Bangkok Metropolitan Area, A Case study of Five Tigers of Asia. All the data were collected by distributing the 400 questionnaire sets and brought to analysis by spss program. The results of the study are divided in 4 parts as follows :

- 4.1 Descriptive analysis of demographic information of respondents
- 4.2 Descriptive analysis of factors of traveling characteristics
- 4.3 The analysis foreign customer satisfaction level towards indication of service
- 4.4 Hypothesis testing of foreign customer satisfaction towards the services of five-stars hotels

4.1 Descriptive analysis of demographic information of respondents

The descriptive analysis used frequency and percentage distribution to describe the characteristics of respondents profile in term of sex, race, age, marital status, education, occupation, and average income per month.

Table 4.1 Frequency and percentage of respondents classified by sex

Sex	Frequency (f)	Percentage (%)
Male	226	56.5
Female	174	43.5
Total	400	100.0

Table 4.1 shows that the most respondents were 226 males or 56.5% and 174 females or 43.5%.

Table 4.2 Frequency and percentage of respondents classified by race

Race	Frequency (f)	Percentage (%)
Indian	116	29.0
Chinese	99	24.8
Japanese	71	17.8
Korean	58	14.5
Singaporean	56	14.0
Total	400	100.0

Table 4.2 shows that the age range of respondents were 116 Indians or 29%, 99 Chinese or 24.8%, 71 Japanese or 17.8%, 58 Koreans or 14.5%, and 56 Singaporeans or 14%.

Table 4.3 Frequency and percentage of respondents classified by age

Age	Frequency (f)	Percentage (%)
Below 20 years	51	12.8
21-30 years	131	32.8
31-40 years	95	23.8
41-50 years	72	18.0
51-60 years	32	8.0
Over 60 years	19	4.8
Total	400	100.0

Table 4.3 shows that the most customers who came to stay in five-stars hotels in Bang-rak were between 21-30 years, 131 persons or 32.8%, between 31-40 years, 95 persons or 23.8%, between 41-50 years, 72 persons or 18%, the age below 20 years were 51 persons or 12.8%, between 51-60 years, 32 persons or 8%, and the least respondents were the age over 60 years, 19 persons or 4.8%.

Table 4.4 Frequency and percentage of respondents classified by marital status

Marital Status	Frequency (f)	Percentage (%)
Single	168	42.0
Married	148	37.0
Divorce	66	16.5
Widow	18	4.5
Total	400	100.0

Table 4.4 shows that the most respondents were 168 single persons or 42%, followed by 148 married persons or 37%, 66 divorce persons or 16.5%, and the fewest were 18 widow persons or 4.5%.

Table 4.5 Frequency and percentage of respondents classified by education

Education	Frequency (f)	Percentage (%)
High school	60	15.0
Certificate/ Diploma	25	6.2
Bachelor degree	153	38.2
Master degree	101	25.2
Ph.D.	61	15.2
Other	0	0
Total	400	100.0

Table 4.5 shows that 153 respondents or 38.2% have graduated in bachelor degree, 101 respondents have graduated in master degree or 25.2%, 61 respondents have graduated in Ph.D. or 15.2%, have graduated in high school 60 respondents or 15%, and graduated in certificate/ diploma 25 respondents or 6.2%.

Table 4.6 Frequency and percentage of respondents classified by occupation

Occupation	Frequency (f)	Percentage (%)
Government Officer	35	8.8
State Enterprise Officer	42	10.5
Business Owner	111	27.8
Private Company Employee	94	23.5
Student	76	19.0
Unemployed	20	5.0
Retired	22	5.5
Other	0	0
Total	400	100.0

Table 4.6 shows that the most respondents were 111 business owners or 27.8%, 94 persons or 23.5% were private company employee, 76 persons or 19% were student, 42 persons or 10.5% were state enterprise officer, 35 persons or 8.8% were government officer, 22 persons or 5.5% were retired, and the least was unemployed 20 persons or 5%.

Table 4.7 Frequency and percentage of respondents classified by average income per month

Average income per month	Frequency (f)	Percentage (%)
Below 10,000 baht	29	7.2
10,001-20,000 baht	55	13.8
20,001-30,000 baht	116	29.0
30,001-40,000 baht	142	35.5
40,001-50,000 baht	49	12.2
More than 50,000 baht	9	2.2
Total	400	100.0

Table 4.7 shows that the most respondents were 142 persons who had income between 30,001-40,000 baht or 35.5%, the next between 20,001-30,000 baht 116 persons or 29%, between 10,001-20,000 baht 55 persons or 13.8%, between 40,001-50,000 baht 49 persons or 12.2%, below 10,000 baht 29 persons or 7.2%, and the least was more than 50,000 baht 9 persons or 2.2%.

4.2 Descriptive analysis of factors of traveling characteristics

Table 4.8 Frequency and percentage of respondents classified by traveling objective

Traveled Objective	Frequency (f)	Percentage (%)
Vacation/Holidays	198	49.5
Business	75	18.8
Official work	53	13.2
Research	27	6.8
Conference/Meeting	46	11.5
Other	1	0.2
Total	400	100.0

Table 4.8 shows that the majority objective of respondents who came to stay in five-stars hotels were vacation/holidays 198 persons or 49.5%, followed by business 75 persons or 18.8%, official work 53 persons or 13.2%, conference/meeting 46 persons or 11.5%, research 27 persons or 6.8%, and other 1 person or 0.2%.

Table 4.9 Frequency and percentage of respondents classified by traveling arrangement

Traveled Arrangement	Frequency (f)	Percentage (%)
Group tour	130	32.5
Backpack	85	21.2
Private	180	45.0
Other	5	1.2
Total	400	100.0

Table 4.9 shows that the most respondents traveled by private 180 persons or 45%, group tour 130 persons or 32.5%, backpack 85 persons or 21.2%, and other 5 persons or 1.2%.

Table 4.10 Frequency and percentage of respondents classified by traveling duration

Traveled duration	Frequency (f)	Percentage (%)
1 day	1	0.2
2-3 days	18	4.5
4-5 days	191	47.8
6-7 days	146	36.5
More than 1 weeks	44	11.0
Total	400	100.0

Table 4.10 shows that the majority respondents were who stayed in 4-5 days 191 persons or 47.8%, the next 6-7 days 146 persons or 36.5%, more than 1 weeks 44 persons or 11%, 2-3 days 18 persons or 4.5%, and 1 persons or 0.2% was 1 days.

4.3 The analysis foreign customer satisfaction level towards indication of service

This part explored the foreign customers' satisfaction towards the five-stars hotel services which includes tangible, reliability, responsiveness, assurance, empathy, and people. All of results are shown in the table below :

Table 4.11 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in tangible of five-stars hotels in Bang-rak district, Bangkok.

Tangible Factors	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Staffs of the hotel dress politely and finely.	4.70	0.486	Excellent
The rooms are clean and comfortable.	4.57	0.540	Excellent
The rooms are decorated from be beautiful and modern accessories.	4.55	0.573	Excellent
The hotel has modern and available facilities.	4.50	0.613	Excellent
Appliances and equipments in the room are convenient.	4.54	0.578	Excellent
The hotel's internal environment is beautiful.	4.53	0.570	Excellent
Check-in and Check-out is fast.	4.56	0.581	Excellent
The hotel located in an area easily to access.	4.57	0.557	Excellent
The external environment is clean, good quality, and suitable for relaxation.	4.55	0.560	Excellent
The reservation system is fast and easy.	4.51	0.584	Excellent

Table 4.11 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in tangible of five-stars hotels in Bang-rak district, Bangkok. (Cont.)

Tangible Factors	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
The hotel has prompt facilities to serve for customers such as fitness, swimming pool, spa, business center, etc.	4.53	0.557	Excellent
Brochures of the hotel look beautiful to read.	4.52	0.592	Excellent
There are first-aid equipment and fire-extinguisher enough.	4.52	0.583	Excellent
The hotel offers a variety of services.	4.58	0.546	Excellent
Total	4.55	0.392	Excellent

Table 4.11 shows that foreign customers were satisfied to tangible factors in excellent level. The total average was 4.55 (S.D.= 0.392).

All the results in each category range were in an excellent level. including 4.70 (S.D.= 0.486), 4.58 (S.D.= 0.546), 4.57 (S.D.= 0.540), and 4.57 (S.D.= 0.557) respectively. The hotel has modern and available facilities was the least 4.50 (S.D.= 0.613).

Table 4.12 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in reliability of five-stars hotels in Bang-rak district, Bangkok.

Reliability Factors	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Staffs give helpful advice and easy to understand for customers.	4.33	0.555	Excellent
Staffs can provide the services correctly.	4.38	0.517	Excellent
When the customers have a problem, the staffs are attentive and eager to solve the problem immediately.	4.44	0.527	Excellent
The hotel offers everything that was promised with the customers.	4.42	0.552	Excellent
The hotel can provide the service to customers on time.	4.37	0.552	Excellent
The hotel can provide a privacy to customers.	4.37	0.561	Excellent
Recording of the service is correct, to be without error.	4.34	0.567	Excellent
The hotel is a good image and reputation, has been generally accepted.	4.35	0.582	Excellent
Hotel / Reference rooms reservation are reliable.	4.35	0.555	Excellent
Providing information about services are accurate and reliable.	4.35	0.577	Excellent
Total	4.37	0.384	Excellent

Table 4.12 shows that foreign customers were satisfied to the reliability in excellent level. The total average was 4.37 (S.D.= 0.384).

All the results in each category range were in an excellent level. When arranging from the most to the least were, when the customers have a problem, the staffs are attentive and eager to solve the problem immediately, the hotel

offers everything that was promised with the customers, and staffs can provide the services correctly. It had the highest mean of top 3 ranks including 4.44 (S.D.= 0.527), 4.42 (S.D.= 0.552), and 4.38 (S.D.= 0.517) respectively. Staffs give helpful advice and easy to understand for customers was the least mean 4.33 (S.D.= 0.555).

Table 4.13 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in responsiveness of five-stars hotels in Bang-rak district, Bangkok.

Responsiveness	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Staffs are sufficient to the needs of customers and to provide them thoroughly.	4.58	0.533	Excellent
Staffs are always ready and willing to provide the services to customers.	4.51	0.566	Excellent
Staffs are ready to serve the customer immediately.	4.54	0.556	Excellent
Staffs have the time to serve or help when guests request it.	4.57	0.567	Excellent
Staffs can identify the exact service time to customers.	4.62	0.549	Excellent
Total	4.56	0.443	Excellent

Table 4.13 shows that foreign customers were satisfied about responsiveness in excellent level. The total average is 4.56 (S.D.= 0.443).

All the results in each category range were in an excellent level. When arranging from the most to the least were, staffs can identify the exact service time to customers, staffs are sufficient to the needs of customers and to provide them thoroughly, and staffs have the time to serve or help when guests request it. It had the maximum average of top 3 ranks including 4.62 (S.D.= 0.549), 4.58 (S.D.= 0.533), and 4.57 (S.D.= 0.567) respectively. Staffs are

ready to serve the customer immediately, the average was 4.54 (S.D.= 0.556). And staffs are always ready and willing to provide the services to customers, the average was 4.51 (S.D.= 0.566) which was the fewest mean in this category.

Table 4.14 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in assurance of five-stars hotels in Bang-rak district, Bangkok.

Assurance	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Staffs provide the services courteously.	4.39	0.538	Excellent
Staffs have sufficient knowledge to answer the questions of the customers.	4.38	0.545	Excellent
Staffs serve the customers with good hospitable.	4.34	0.554	Excellent
Staff's behavior can make the customers be trustful.	4.35	0.564	Excellent
Staffs have the skills to perform expertly.	4.40	0.567	Excellent
The hotel can make the customer feel safe during stay in the hotel.	4.38	0.557	Excellent
The hotel focus criticisms and issues of clients and to be able to solve them gracefully.	4.40	0.561	Excellent
Transaction costs are correct, without an error.	4.39	0.582	Excellent
The hotel has a safe environment.	4.41	0.555	Excellent
Staffs can make the customers feel safe while serving.	4.44	0.563	Excellent
Total	4.39	0.381	Excellent

Table 4.14 shows that foreign customers were satisfied about assurance in excellent level. The total average was 4.39 (S.D.= 0.381).

All the results in each category range were in an excellent level. When arranging from the most to the least were, staffs can make the customers feel safe while serving, the hotel has a safe environment, staffs have the skills to perform expertly, and the hotel focus criticisms and issues of clients and to be able to solve them gracefully. It had the most average of top 3 ranks including 4.44 (S.D.= 0.563), 4.41 (S.D.= 0.555), 4.40 (S.D.= 0.567), and 4.40 (S.D.= 0.561) respectively. Transaction costs are correct, without an error and staffs provide the services courteously, the average was 4.39. The hotel can make the customer feel safe during stay in the hotel and staffs have sufficient knowledge to answer the questions of the customers, the average was 4.38. Staff's behavior can make the customers be trustful, the average was 4.35 (S.D.= 0.564). And the last item was staffs serve the customers with good hospitable, the average was 4.34 (S.D.= 0.554) which was the fewest mean in this category.

Table 4.15 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in empathy of five-stars hotels in Bang-rak district, Bangkok.

Empathy	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Staffs have deep knowledge about the hotel.	4.51	0.571	Excellent
Staffs can take care the customer as well (such as can remember name of customer, etc.).	4.48	0.571	Excellent
Staffs can provide personalize attention and service to customers.	4.44	0.572	Excellent
Staffs understand the different requirement of the customers in the hotel.	4.46	0.583	Excellent
The hotel has the flexibility to provide service according to customer request.	4.45	0.586	Excellent
The hotel is willing to provide the best service to the customers.	4.46	0.542	Excellent
Staffs have tendance to the good service.	4.46	0.569	Excellent
The hotel serves quality food and high nutritional value.	4.50	0.553	Excellent
Total	4.47	0.427	Excellent

Table 4.15 shows that foreign customers were satisfied about empathy in excellent level. The total average was 4.47 (S.D.= 0.381).

All the results in each category range were in an excellent level. When arranging from the most to the least were, the staffs have deep knowledge about the hotel, the hotel serves quality food and high nutritional value, and staffs can take care the customer as well (such as can remember name of customer, etc.). It had the highest average of top 3 ranks including 4.51 (S.D.= 0.571), 4.50 (S.D.= 0.553), and 4.48 (S.D.= 0.571) respectively. The staffs can understand the different requirement of the customers in the hotel, the staffs have tendance to the good service, and the hotel is willing to provide the best

service to the customers had the equal average, was 4.46. For the hotel has the flexibility to provide service according to customer request, the average was 4.45 (S.D.= 0.586). And the least average was 4.44 (S.D.= 0.572) about staffs can provide personalize attention and service to customers.

Table 4.16 Mean (\bar{x}) and standard deviation (*SD*) of the respondents' agreement in people of five-stars hotels in Bang-rak district, Bangkok.

People (employees)	Mean (\bar{x})	Standard deviation (<i>SD</i>)	Level of Satisfaction
Employees of the hotel appear neat and tidy (as uniform and personal grooming).	4.37	0.569	Excellent
Employees provide prompt service.	4.43	0.544	Excellent
Employees are always willing to serve customer.	4.41	0.560	Excellent
Employees have knowledge to provide information and assistance to guests in areas that they would require (shopping, museum, places of interest, etc).	4.43	0.531	Excellent
Employees always treat guests in a friendly manner.	4.38	0.557	Excellent
Employees of the hotel understand the specific needs of guests.	4.35	0.538	Excellent
Employees give guests individual attention that make them feel special.	4.34	0.553	Excellent
Employees instill confidence in guests.	4.42	0.547	Excellent
Employees have in depth occupational knowledge (professional skills, foreign language, communication skills, etc).	4.49	0.525	Excellent
Total	4.40	0.407	Excellent

Table 4.16 shows that foreign customers were satisfied about people in excellent level. The total average is 4.40 (S.D.= 0.407).

All the results in each category range were in an excellent level. For employees have in depth occupational knowledge (professional skills, foreign language, communication skills, etc) , employees provide prompt service, employees have knowledge to provide information and assistance to guests in areas that they would require (shopping, museum, places of interest, etc), and employees instill confidence in guests have the highest average of top 3 ranks including 4.49 (S.D.= 0.525), 4.43 (S.D.= 0.544, 0.531), and 4.42 (S.D.= 0.547) respectively. Employees are always willing to serve customer has an average at 4.41 (S.D.= 0.560). Employees always treat guests in a friendly manner has an average at 4.38 (S.D.= 0.557). Employees of the hotel appear neat and tidy (as uniform and personal grooming), has an average at 4.37 (S.D.= 0.569). For employees of the hotel understand the specific needs of guests, has an average at 4.35 (S.D.= 0.538). And employees give guests individual attention that make them feel special, has an average at 4.34 (S.D.= 0.553) which is the minimum average.

4.4 Hypothesis testing of foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok

In this section, the researcher tested and answered all of each hypothesis which had three hypotheses as follows :

Hypothesis 1 : Demographic Characteristics have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok, include sex, race, age, marital status, education, occupation, and average income per month.

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	t	P-Value	Meaning
Sex						
Tangible	Male	4.546	0.389	0.163	.687	Accepted H0
	Female	4.559	0.396			
Reliability	Male	4.393	0.392	0.844	.359	Accepted H0
	Female	4.345	0.373			
Responsiveness	Male	4.554	0.441	0.008	.927	Accepted H0
	Female	4.574	0.447			
Assurance	Male	4.412	0.391	1.830	.177	Accepted H0
	Female	4.359	0.366			
Empathy	Male	4.449	0.424	0.014	.905	Accepted H0
	Female	4.498	0.430			
People	Male	4.428	0.409	0.010	.920	Accepted H0
	Female	4.374	0.404			
Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Race						
Tangible	Indian	4.464	0.217	34.044	.000	Rejected H0
	Chinese	4.789	0.371			
	Japanese	4.214	0.366			
	Korean	4.685	0.370			
	Singaporean	4.603	0.415			
	Total	4.552	0.392			
Reliability	Indian	4.494	0.281	6.083	.000	Rejected H0
	Chinese	4.307	0.403			
	Japanese	4.247	0.377			
	Korean	4.417	0.433			
	Singaporean	4.346	0.426			
	Total	4.372	0.384			
Responsiveness	Indian	4.566	0.381	5.451	.000	Rejected H0
	Chinese	4.671	0.443			
	Japanese	4.375	0.422			
	Korean	4.528	0.485			
	Singaporean	4.643	0.476			
	Total	4.563	0.443			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
	Race					
Assurance	Indian	4.443	0.251	8.614	.000	Rejected H0
	Chinese	4.326	0.439			
	Japanese	4.256	0.373			
	Korean	4.598	0.408			
	Singaporean	4.341	0.379			
	Total	4.389	0.381			
Empathy	Indian	4.427	0.289	13.174	.000	Rejected H0
	Chinese	4.645	0.451			
	Japanese	4.215	0.376			
	Korean	4.466	0.494			
	Singaporean	4.580	0.444			
	Total	4.470	0.427			
People	Indian	4.500	0.291	4.703	.002	Rejected H0
	Chinese	4.358	0.439			
	Japanese	4.313	0.349			
	Korean	4.502	0.494			
	Singaporean	4.302	0.471			
	Total	4.404	0.407			
	Age					
Tangible	Below 20	4.552	0.398	2.727	.014	Rejected H0
	21-30	4.458	0.420			
	31-40	4.593	0.378			
	41-50	4.590	0.355			
	51-60	4.654	0.344			
	Over 60	4.673	0.356			
	Total	4.552	0.392			
Reliability	Below 20	4.355	0.403	0.374	.846	Accepted H0
	21-30	4.382	0.399			
	31-40	4.396	0.407			
	41-50	4.372	0.352			
	51-60	4.294	0.319			
	Over 60	4.363	0.355			
	Total	4.372	0.384			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
	Age					
Responsiveness	Below 20	4.509	0.467	1.875	.096	Accepted H0
	21-30	4.487	0.448			
	31-40	4.646	0.424			
	41-50	4.586	0.448			
	51-60	4.643	0.389			
	Over 60	4.590	0.450			
	Total	4.563	0.443			
Assurance	Below 20	4.345	0.383	0.352	.867	Accepted H0
	21-30	4.419	0.405			
	31-40	4.372	0.365			
	41-50	4.383	0.384			
	51-60	4.406	0.356			
	Over 60	4.384	0.345			
	Total	4.389	0.381			
Empathy	Below 20	4.480	0.438	1.581	.166	Accepted H0
	21-30	4.423	0.441			
	31-40	4.451	0.432			
	41-50	4.486	0.382			
	51-60	4.652	0.395			
	Over 60	4.500	0.458			
	Total	4.470	0.427			
People	Below 20	4.312	0.415	0.766	.558	Accepted H0
	21-30	4.423	0.425			
	31-40	4.390	0.399			
	41-50	4.443	0.396			
	51-60	4.410	0.385			
	Over 60	4.439	0.395			
	Total	4.404	0.407			
	Marital status					
Tangible	Single	4.494	0.393	2.602	.036	Rejected H0
	Married	4.614	0.400			
	Divorce	4.544	0.369			
	Widow	4.599	0.326			
	Total	4.552	0.392			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Marital status						
Reliability	Single	4.396	0.387	0.419	.697	Accepted H0
	Married	4.361	0.404			
	Divorce	4.339	0.350			
	Widow	4.361	0.318			
	Total	4.372	0.384			
Responsiveness	Single	4.509	0.443	1.421	.198	Accepted H0
	Married	4.605	0.463			
	Divorce	4.594	0.406			
	Widow	4.600	0.388			
	Total	4.563	0.443			
Assurance	Single	4.410	0.389	0.481	.624	Accepted H0
	Married	4.383	0.406			
	Divorce	4.346	0.322			
	Widow	4.406	0.288			
	Total	4.389	0.381			
Empathy	Single	4.428	0.428	1.668	.121	Accepted H0
	Married	4.515	0.444			
	Divorce	4.508	0.404			
	Widow	4.361	0.318			
	Total	4.470	0.427			
People	Single	4.400	0.421	0.627	.533	Accepted H0
	Married	4.384	0.423			
	Divorce	4.429	0.350			
	Widow	4.512	0.337			
	Total	4.404	0.407			
Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Education						
Tangible	High school	4.526	0.387	0.818	.529	Accepted H0
	Certificate/diploma	4.403	0.474			
	Bachelor degree	4.542	0.393			
	Master degree	4.584	0.385			
	Ph.D.	0.609	0.359			
	Total	4.552	0.392			
Reliability	High school	4.380	0.393	0.551	.768	Accepted H0
	Certificate/diploma	4.312	0.444			
	Bachelor degree	4.401	0.384			
	Master degree	4.339	0.380			
	Ph.D.	4.372	0.358			
	Total	4.372	0.384			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Education						
Responsiveness	High school	4.517	0.433	0.265	.955	Accepted H0
	Certificate/diploma	4.384	0.512			
	Bachelor degree	4.557	0.441			
	Master degree	4.620	0.441			
	Ph.D.	4.603	0.420			
	Total	4.563	0.443			
Assurance	High school	4.328	0.353	1.665	.128	Accepted H0
	Certificate/diploma	4.324	0.483			
	Bachelor degree	4.431	0.372			
	Master degree	4.388	0.396			
	Ph.D.	4.374	0.356			
	Total	4.389	0.381			
Empathy	High school	4.467	0.411	1.207	.312	Accepted H0
	Certificate/diploma	4.445	0.496			
	Bachelor degree	4.450	0.438			
	Master degree	4.481	0.413			
	Ph.D.	4.516	0.415			
	Total	4.470	0.427			
People	High school	4.319	0.418	0.726	.616	Accepted H0
	Certificate/diploma	4.436	0.427			
	Bachelor degree	4.409	0.411			
	Master degree	4.408	0.404			
	Ph.D.	4.457	0.384			
	Total	4.404	0.407			
Occupation						
Tangible	Government officer	4.482	0.367	0.818	.529	Accepted H0
	State enterprise officer	4.510	0.425			
	Business owner	4.573	0.381			
	Private company employee	4.547	0.414			
	Student	4.541	0.391			
	Unemployed	4.539	0.336			
	Retired	4.695	0.375			
	Total	4.552	0.392			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Reliability	Occupation					
	Government officer	4.443	0.403	0.551	.768	
	State enterprise officer	4.357	0.382			Accepted H0
	Business owner	0.369	0.383			
	Private company employee	4.329	0.387			
	Student	4.400	0.384			
	Unemployed	4.425	0.393			
	Retired	4.341	0.358			
	Total	4.372	0.384			
Responsiveness	Government officer	4.549	0.437	0.265	.955	
	State enterprise officer	4.548	0.437			Accepted H0
	Business owner	4.604	0.452			
	Private company employee	4.555	0.436			
	Student	4.526	0.441			
	Unemployed	4.580	0.489			
	Retired	4.555	0.453			
		Total	4.563	0.443		
Assurance	Government officer	4.509	0.384	1.665	.128	
	State enterprise officer	4.414	0.385			Accepted H0
	Business owner	4.367	0.381			
	Private company employee	4.315	0.380			
	Student	4.426	0.371			
	Unemployed	4.355	0.347			
	Retired	4.486	0.397			
		Total	4.389	0.381		

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Empathy	Occupation					
	Government officer	4.339	0.368	0.302	.312	Accepted H0
	State enterprise officer	4.402	0.472			
	Business owner	4.478	0.418			
	Private company employee	4.461	0.431			
	Student	4.531	0.423			
	Unemployed	4.513	0.442			
	Retired	4.563	0.439			
Total	4.470	0.427				
People	Occupation					
	Government officer	4.495	0.361	0.629	.616	Accepted H0
	State enterprise officer	4.389	0.414			
	Business owner	4.396	0.389			
	Private company employee	4.375	0.430			
	Student	4.379	0.425			
	Unemployed	4.433	0.355			
	Retired	4.515	0.446			
Total	4.404	0.407				
Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Tangible	Income(baht)					
	Below10,000	4.571	0.331	2.324	.035	Accepted H0
	10,001-20,000	4.496	0.458			
	20,001-30,000	4.495	0.429			
	30,001-40,000	4.559	0.359			
	40,001-50,000	4.707	0.313			
	More than 50,000	4.587	0.362			
	Total	4.552	0.392			
Reliability	Income(baht)					
	Below10,000	4.335	0.349	1.315	.268	Accepted H0
	10,001-20,000	4.367	0.446			
	20,001-30,000	4.366	0.410			
	30,001-40,000	4.394	0.348			
	40,001-50,000	4.302	0.353			
	More than 50,000	4.633	0.393			
	Total	4.372	0.384			

Table 4.17 The demographic characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Demographic Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Responsiveness	Income(baht)					
	Below10,000	4.586	0.331	2.324	.006	Accepted H0
	10,001-20,000	4.378	0.458			
	20,001-30,000	4.514	0.429			
	30,001-40,000	4.655	0.359			
	40,001-50,000	4.604	0.313			
	More than 50,000	4.578	0.362			
Total	4.563	0.392				
Assurance	Below10,000	4.390	0.327	0.487	.780	Accepted H0
	10,001-20,000	4.373	0.440			
	20,001-30,000	4.360	0.413			
	30,001-40,000	4.397	0.341			
	40,001-50,000	4.429	0.381			
	More than 50,000	4.522	0.363			
	Total	4.389	0.381			
Empathy	Below10,000	4.543	0.398	1.695	.137	Accepted H0
	10,001-20,000	4.434	0.494			
	20,001-30,000	4.408	0.429			
	30,001-40,000	4.485	0.393			
	40,001-50,000	4.592	0.443			
	More than 50,000	4.361	0.377			
	Total	4.470	0.427			
People	Below10,000	4.307	0.381	0.584	.749	Accepted H0
	10,001-20,000	4.370	0.491			
	20,001-30,000	4.401	0.398			
	30,001-40,000	4.424	0.376			
	40,001-50,000	4.439	0.426			
	More than 50,000	4.457	0.456			
	Total	4.404	0.407			

Level of Significance 0.05

Hypothesis 1 concluded that :

Sex differences have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Race differences have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Age differences have affected to the foreign customers' satisfaction in the tangible factor. For the other factors, age differences have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Marital status differences have affected to the foreign customers' satisfaction in the tangible factor. For the other factors, marital status differences have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Education differences have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Occupation differences have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Average income differences have affected to the foreign customers' satisfaction in tangible and responsiveness. For the other factors, average income differences have not affected to the foreign customers' satisfaction towards the five-stars hotels in Bang-rak district, Bangkok at significance level of 0.05.

Hypothesis 2 : The Factors of Traveling Characteristics affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok, consist of traveling objective, traveling arrangement, and traveling duration.

Table 4.18 The traveling characteristics affect to foreign customers' satisfaction towards the five-stars hotel services

Indication of service	Traveling Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
Tangible	Objective					
	Vacation	4.557	0.389	0.487	.742	Accepted H0
	Business	4.554	0.406			
	Official work	4.553	0.414			
	Research	4.444	0.404			
	Conference	4.587	0.354			
	Other	4.500	-			
Total	4.552	0.392				
Reliability	Vacation	4.401	0.382	0.764	.568	Accepted H0
	Business	4.363	0.390			
	Official work	4.304	0.400			
	Research	4.300	0.354			
	Conference	4.383	0.385			
	Other	4.400	-			
	Total	4.372	0.384			
Responsiveness	Vacation	4.534	0.430	1.868	.040	Rejected H0
	Business	4.600	0.429			
	Official work	4.634	0.488			
	Research	4.393	0.438			
	Conference	4.652	0.449			
	Other	4.200	-			
	Total	4.563	0.443			
Assurance	Vacation	4.407	0.374	0.786	.602	Accepted H0
	Business	4.357	0.376			
	Official work	4.334	0.411			
	Research	4.341	0.334			
	Conference	4.454	0.414			
	Other	4.500	-			
	Total	4.389	0.381			
Empathy	Vacation	4.463	0.422	1.478	.193	Accepted H0
	Business	4.520	0.426			
	Official work	4.554	0.428			
	Research	4.379	0.391			
	Conference	4.386	0.455			
	Other	4.000	-			
	Total	4.470	0.427			

Table 4.18 The traveling characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Traveling Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
People	Objective					
	Vacation	4.423	0.410	1.046	.425	
	Business	4.393	0.397			
	Official work	4.317	0.425			Accepted
	Research	4.432	0.306			H0
	Conference	4.413	0.438			
	Other	5.000	-			
Total	4.404	0.407				
People	Arrangement					
	Group tour	4.534	0.399	0.871	.366	
	Backpack	4.528	0.380			
	Private	4.581	0.394			Accepted
	Other	4.371	0.264			H0
	Total	4.552	0.392			
	Reliability	Group tour	4.404	0.399	1.594	.108
Backpack		4.413	0.397			
Private		4.327	0.367			Accepted
Other		4.480	0.192			H0
Total		4.372	0.384			
Responsiveness	Group tour	4.554	0.447	0.206	.823	
	Backpack	4.546	0.424			
	Private	4.580	0.455			Accepted
	Other	4.480	0.109			H0
	Total	4.563	0.443			
Assurance	Group tour	4.441	0.396	1.829	.096	
	Backpack	4.412	0.371			
	Private	4.343	0.374			Accepted
	Other	4.320	0.268			H0
	Total	4.389	0.381			
Empathy	Group tour	4.437	0.415	1.732	.074	
	Backpack	4.459	0.452			
	Private	4.509	0.425			Accepted
	Other	4.150	0.163			H0
	Total	4.470	0.427			
People	Group tour	4.430	0.428	1.942	.040	
	Backpack	4.327	0.399			
	Private	4.415	0.396			Rejected
	Other	4.667	0.079			H0
	Total	4.404	0.407			

Table 4.18 The traveling characteristics affect to foreign customers' satisfaction towards the five-stars hotel services (Cont.)

Indication of service	Traveling Characteristics	(\bar{x})	S.D.	F	P-Value	Meaning
	Duration (days)					
Tangible	1	3.714	-	2.812	.071	Accepted H0
	2-3	4.484	0.269			
	4-5	4.517	0.403			
	6-7	4.575	0.382			
	More than 1 weeks	4.669	0.384			
	Total	4.552	0.392			
Reliability	1	3.800	-	1.324	.311	Accepted H0
	2-3	4.333	0.263			
	4-5	4.382	0.407			
	6-7	4.343	0.346			
	More than 1 weeks	4.453	0.434			
	Total	4.372	0.384			
Responsiveness	1	3.800	-	1.178	.444	Accepted H0
	2-3	4.611	0.419			
	4-5	4.537	0.460			
	6-7	4.597	0.409			
	More than 1 weeks	4.559	0.479			
	Total	4.563	0.443			
Assurance	1	3.800	-	0.961	.340	Accepted H0
	2-3	4.467	0.301			
	4-5	4.376	0.386			
	6-7	4.388	0.377			
	More than 1 weeks	4.430	0.400			
	Total	4.389	0.381			
Empathy	1	3.875	-	1.064	.284	Accepted H0
	2-3	4.347	0.320			
	4-5	4.459	0.439			
	6-7	4.497	0.411			
	More than 1 weeks	4.494	0.463			
	Total	4.470	0.427			
People	1	4.111	-	0.952	.600	Accepted H0
	2-3	4.296	0.267			
	4-5	4.381	0.415			
	6-7	4.438	0.395			
	More than 1 weeks	4.444	0.457			
	Total	4.404	0.407			

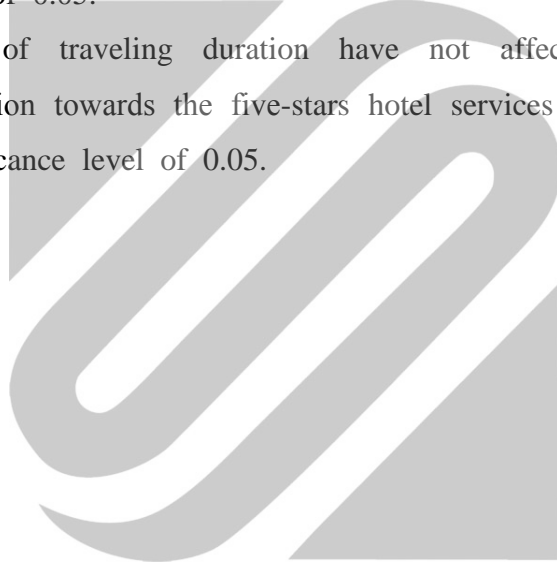
Level of Significance 0.05

Hypothesis 2 concluded that :

Difference of traveling objective have affected to the foreign customers' satisfaction in responsiveness factor. For the other factors, the difference of traveling objective have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Difference of traveling arrangement have affected to the foreign customers' satisfaction in people factor. For the other factors, the difference of traveling arrangement have not affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Difference of traveling duration have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.



Hypothesis 3 : Indication of Service affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok, comprise of tangible, reliability, responsiveness, assurance, empathy, and people.

Table 4.19 The indication of service affect to foreign customers' satisfaction towards the five-stars hotel services

	Indication of service	(\bar{x})	S.D.	t	P-Value	Meaning
Foreign Customers' Satisfaction	Tangible	0.093	0.332	5.609	.000	Rejected H0
	Reliability	-0.86	0.354	-4.884	.000	Rejected H0
	Responsiveness	0.104	0.399	5.232	.000	Rejected H0
	Assurance	-0.069	0.340	-4.063	.000	Rejected H0
	Empathy	0.011	0.392	0.608	.544	Accepted H0
	People	-0.054	0.367	-2.947	.003	Rejected H0

Level of Significance 0.05

Hypothesis 3 concluded that :

Tangible factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Reliability factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Responsiveness factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Assurance factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Empathy factor have not affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

People factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.



Table 4.20 Results of the hypothesis testing (Demographic Characteristics)

Factor of service	Hypothesis 1	P-Value	Result
Tangible	1. Sex differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.678	Accepted H0
Reliability		.359	
Responsiveness		.927	
Assurance		.177	
Empathy		.905	
People		.920	
Tangible	2. Race differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.000	Rejected H0
Reliability		.000	
Responsiveness		.000	
Assurance		.000	
Empathy		.000	
People		.002	
Tangible	3. Age differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.014	Rejected H0
Reliability		.846	Accepted H0
Responsiveness		.096	
Assurance		.867	
Empathy		.166	
People		.558	
Tangible	4. Marital status differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.036	Rejected H0
Reliability		.697	Accepted H0
Responsiveness		.198	
Assurance		.624	
Empathy		.121	
People		.533	
Tangible	5. Education differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.529	Accepted H0
Reliability		.768	
Responsiveness		.955	
Assurance		.128	
Empathy		.312	
People		.616	
Tangible	6. Occupation differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.529	Accepted H0
Reliability		.768	
Responsiveness		.955	
Assurance		.128	
Empathy		.312	
People		.616	
Tangible	7. Average income differences have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.035	Rejected H0
Reliability		.268	Accepted H0
Responsiveness		.006	Rejected H0
Assurance		.780	Accepted H0
Empathy		.137	
People		.749	

Table 4.21 Results of the hypothesis testing (Traveling Characteristics)

Factor of service	Hypothesis 1	P-Value	Result
Tangible	8. Difference of traveling	.742	Accepted H0
Reliability	objective have affected to	.568	Accepted H0
Responsiveness	foreign customers' satisfaction	.040	Rejected H0
Assurance	towards the five-stars hotel	.602	Accepted H0
Empathy	services in Bang-rak district,	.193	
People	Bangkok.	.425	
Tangible	9. Difference of traveling	.366	Accepted H0
Reliability	arrangement have affected to	.108	
Responsiveness	foreign customers' satisfaction	.823	
Assurance	towards the five-stars hotel	.096	
Empathy	services in Bang-rak district,	.074	Rejected H0
People	Bangkok.	.040	
Tangible	10. Difference of traveling	.071	Accepted H0
Reliability	duration have affected to	.311	
Responsiveness	foreign customers' satisfaction	.444	
Assurance	towards the five-stars hotel	.340	
Empathy	services in Bang-rak district,	.284	
People	Bangkok.	.600	

Table 4.22 Results of the hypothesis testing (Indication of Service)

	Hypothesis 3	P-value	Result
Foreign Customers' Satisfaction	11. Tangible factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok	.000	Rejected H0
	12. Reliability factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.	.000	Rejected H0
	13. Responsiveness factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.	.000	Rejected H0

Table 4.22 Results of the hypothesis testing (Indication of Service) (Cont.)

	Hypothesis 3	P-value	Result
Foreign Customers' Satisfaction	14. Assurance factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.	.000	Rejected H0
	15. Empathy factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.	.544	Accepted H0
	16. People factor have affected to the foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.	.003	Rejected H0

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

The purpose of this research are study foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, and to study the factors affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok. This chapter has presented the summary of the research finding, discussion of study results, findings, and suggestions for further research as follows :

5.1 Conclusion

Part 1 : Demographic Information of respondents

The survey from 400 persons found that the majority of respondents were males and Indians. The age were between 21-30 years old. The most respondents were single and graduated in bachelor degree level. Most respondents were business owners and they had income between 30,000-40,000 baht. This result was conformed with Phenphun Charoenpong (2003) who studied about international tourist's satisfaction with the quality of service in accommodation in Thailand. She found that most of European tourists were males with average age between 25-34 years old. Most of them had graduated in bachelor degree. Besides, this result was also conformed with Prapassara Kasemsuwan (1998) who studied about the perception of environmental's problem of international tourists in Thailand. She found that most of international tourists were males with 30 years and lower, graduated from university and had their own business.

Part 2 : Traveling Characteristics of respondents

The study found that the main objective of respondent's traveling was relaxation which traveled mostly by private. And a staying period was about 4-5 days. This result was conformed with Phenphun Charoenpong (2003) which found that most of international tourists traveled for relaxation and traveled by

themselves. According to the staying period, it was found that the average time to stay was about 15 days. And it was also conformed with Papassara Kasemsuwan (1998) that the majority of international tourists traveled for relaxation and went with group tour or their family. In addition, this was conformed with Thanaporn Methaneesadudee (2000) which had found that the traveling objective of international tourists was for relaxation.

Part 3 : The foreign customers' satisfaction towards the indication of service

From the study to the foreign customer satisfaction towards 6 indications of service include tangible, reliability, responsiveness, assurance, empathy, and people found that :

Tangible factor: the foreign customer were satisfied of tangible in excellent level. All results in each category range was in excellent level. For hotel staffs dress politely and finely, the hotel offers variety of services, rooms are clean and comfortable, and the hotel is located in the area that is easy to access. And it has the highest mean of top 3 ranks.

Reliability factor: the foreign customers were satisfied of the reliability in excellent level. All the results in each category range was in excellent level. For when the customers have a problem, the staffs are attentive and eager to solve the problem immediately, the hotel offers everything that was promised with the customers, and staffs can provide the service correctly. These have the highest mean of top 3 ranks.

Responsiveness factor : the foreign customers were satisfied of responsiveness in excellent level. All the results in each category range was in an excellent level. Staffs can identify the exact service time to the customers, staffs are sufficient to the customers' need and to provide them thoroughly, and staffs have time to serve and help when guests request. The maximum average was at 3 ranks.

Assurance factor : the foreign customers were satisfied of assurance in excellent level. All the results in each category range were in excellent level. Staffs can make the customers feel safe while serving, the hotel has safe environment, staffs have skills to perform expertly, and the hotel focus on

criticisms and issues of clients and to be able to solve them gracefully. These have the most average of top 3 ranks.

Empathy factor : the foreign customers were satisfied of empathy in excellent level. All the results in each category range were in an excellent level. For staffs have a deep knowledge about the hotel, the hotel serves quality food and high nutritional value, and staffs can take care the customer as well (such as they can remember name of customer, etc.). These have the highest average of top 3 ranks.

People factor : the foreign customers were satisfied of people in excellent level. All the results in each category range in an excellent level. For employees have occupational knowledge (professional skills, foreign language, communication skills, etc), employees provide prompt service, employees have knowledge to provide information and assistance to guests in the areas that they would know (shopping, museum, places of interest, etc), and employees instill confidence in guests. These have the most average of top 3 ranks.

Part 4 : Hypothesis testing of foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok

Hypothesis testing of the three hypotheses are summarized as follows :

Hypothesis 1st found that:

- Difference of sex did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05

- Difference of race affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significant level of 0.05.

- Difference of age affected to foreign customers' satisfaction in the tangible factor. For the other factors, the difference of age did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference of marital status affected to foreign customers' satisfaction in the tangible factor. For the other factors, the difference of marital status did

not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference education did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference occupation did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference average income affected to foreign customers' satisfaction in tangible and responsiveness factors. For the other factors, difference average income did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Hypothesis 2 found that :

- Difference traveling objective affected to foreign customers' satisfaction in tangible and responsiveness factors. For the other factors, the difference traveling objective did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference traveling arrangement affected to foreign customers' satisfaction in people factor. For the other factors, the difference traveling arrangement did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Difference traveling duration did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Hypothesis 3 found that :

- Tangible factor affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

- Reliability factor affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Responsiveness factor affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Assurance factor affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

Empathy factor did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

People factor affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok at significance level of 0.05.

From the study has the findings as follows :

The result of foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok found that each element of service were satisfied in very good level. And all factors including tangible, reliability, responsiveness, assurance, and people have affected to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok. Except empathy factor that did not affect to foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok.

Tangible factors found that the hotel has modern and available facilities and the reservation system was fast and easy. There were satisfied in excellent level but there were the lowest average of this factor.

Reliability factors found that staffs gave helpful advice and easy to understand and the recording of service was correct, without any error. There were satisfied in excellent level but there were the minimum mean of this factor.

Responsiveness factors found that staffs always got ready and willing to serve the customers. Staffs were ready to serve the customer immediately. There were satisfied in excellent level but there were the lowest mean of this factor.

Assurance factors found that staffs served the customers with good hospitable and staff's behavior could make the customers to be trustful. There

were satisfied in excellent level but there were the minimum average of this factor.

Empathy factors found that staffs could provide personalize attention and service to customers and the hotel had the flexibility to provide service according to customer request. There were satisfied in excellent level but there were the lowest average of this factor.

People factor found that employees gave guests individual attention that made them feel special and employees always treated guests in a friendly manner. There were satisfied in excellent level but there were the minimum mean of this factor.

5.2 Discussion

The results of foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok were discussed by using the related concepts. The 6 factors selected in order to measure the customers' satisfaction include tangible, reliability, responsiveness, assurance, empathy, and people. It could debate the finding as follows :

Tangible factor : The respondents were satisfied to tangible factor in excellent level. All the results in each category range were in excellent level. The sub-factors that have the maximum mean of top 3 ranks include staffs of the hotel dress politely and finely, the hotel offers a variety of services, the hotel located in an area easily to access, and the rooms were clean and comfortable. It was conform with Pannawadee Pattanachai (2008) found that the respondents were satisfied with tangible factor in average level. The mean of sub-factors were in good level that consist of the hotel located in an area easily to access, hotel staffs dress politely and finely, and there was convenient time for customer service respectively.

Reliability factor : The respondents were satisfied about reliability factor in excellent level. All the results in each category range were in excellent level which had the highest average of top 3 ranks included when the customer have a problem, the staffs are attentive and eager to solve the problem

immediately, the hotel offers everything that was promised with the customers and staffs can provide the services correctly respectively. This result conformed with the result of Pannawadee Pattanachai (2008) found that the respondents were satisfied in good level. For sub-factors, the respondents had the same satisfaction in the section that staffs can provide the services correctly.

Responsiveness factor : The respondent were satisfied to the responsiveness factor in excellent level. All the results in each category range were in excellent level. For the maximum mean of top 3 ranks were staffs can identify the exact service time to customers, staffs are sufficient to the needs of customers and to provide them thoroughly, and staffs have the time to serve or help when guests request it respectively. It was conform with Pannawadee Pattanachai (2008) result that the respondents were satisfied in good level. For all sub-factors were satisfied in good level and the same factor was staffs have time to serve or help when guests request. But it was not conform with the result of Somsiri Nisitsiri (2005) that the customers were satisfied about accommodation payment by cash or credit card as customer requirement in good level.

Assurance factor : The respondents were satisfied to assurance factor in excellent level. All the result in each category range were in excellent level. Staffs can make the customers feel safe while serving, the hotel has a safe environment, staffs have the skills to perform expertly, and the hotel focus criticisms and issues of clients and to be able to solve them gracefully. These contents had the highest mean of top 3 ranks. This result was not conformed with Pannawadee Pattanachai (2008) the result that the respondents were satisfied to the assurance factor in good level. For sub-factors satisfaction of top 3 ranks were staffs serve the customers with good hospitable, staffs provide the services courteously, and staff's behavior can make the customer be trustful respectively.

Empathy factor : The respondents were satisfied to the empathy factor in excellent level. All the results in each category range were in excellent level. Staffs have a deep knowledge about the hotel, the hotel serves quality food and high nutritional value, and staffs can take care the customer as well

have the maximum average of top 3 ranks. It was conformed with Pannawadee Pattanachai (2008) that the respondents were satisfied in good level which staffs can look after the customer as well.

People factor : The respondents were satisfied to people factor in excellent level. All the results in each category range were in excellent level. For the highest mean of top 3 ranks were employees have in depth occupational knowledge (professional skills, foreign language, communication skill, etc.), employees provide prompt service, and employees have knowledge to provide information and assistance to guests in areas that they would require. It was conform with Pannawadee Pattanachai (2008) result that the respondents were satisfied to people factor in good level. For sub-factors were satisfied in the same level as to give an advice and solve problem of the customers.

5.3 Recommendations

There are certain recommendations that are associated with research. These recommendation are listed below:

In terms of tangible: From the above mentioned finding, the hotel should take care and check the facilities within the rooms and the hotel areas to be ready. If some of them are damaged and deteriorated, they should be improved and changed. Moreover, they should be keep in modern and unique style of hotel all the time. For reservation system, it should be a simple system which not too complicated. It should be convenient and fast. In addition, the staffs have to get be training course to serve before they start work. Because it make them have expertise in the system as well.

In terms of reliability: From the above mentioned finding, employees must be good listener. Try to understand what customers want in order to give the correct information that they needs.

In terms of responsiveness: From the above mentioned finding, employees should be aware of their own duties and responsibilities, understanding how to service and have good attitude in service. From these

reasons the employees will serve customers with sincerity and willingness. Therefore, the hotel should observe employee's behavior in order to prevent errors in their work.

In terms of assurance : From the above mentioned finding, the hotel should be interested and attentive staffs in a matter of personality, dress and speech, including the emotion shows out of the body and eyes. These things are what make customer trust in the staff and the hotel.

In terms of empathy : From the above mentioned finding, the hotel should have a priority in understanding and increasing customer awareness includes serving as customer request unconditional if it can be done.

In terms of people : From the above mentioned finding, employees must understand their customers deeply. Try to support the customers' needs as possible so these customers feel that the staffs take care them as their important person.

5.4 Recommendation for Further Research

This study was only focus on foreign customers' satisfaction towards the five-stars hotel services in Bang-rak district, Bangkok Metropolitan Area, A Case study of Five Tigers of Asia. The researcher suggests that this research could lead to further research as follows :

1. To be able to study other hotel star rating because each class of hotel does not have same quality and standards as well as including the unique of hotel that is another factor to attracts the customers. This makes hotels and related organizations truly know the customers' needs and bring data to improve and develop the service to be better.

2. To be able to study other factors which maybe make the customers satisfy and choose the hotel.

3. To be able to study five-stars hotels in other districts of Bangkok or other provinces of Thailand in order to compare pros and cons of the services in each hotel.

4. A study of customer satisfaction towards the services in each department of the hotel in order to get information and know the customers' needs.



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ศึกษาเฉพาะกรณีวัดพระเชตุพนวิมลมังคลารามราชวรมหาวิหาร: วิทยานิพนธ์,

ปริญญาวิทยาศาสตรมหาบัณฑิต, สาขาวิชาเทคโนโลยีเพื่อการพัฒนาทรัพยากร,

บัณฑิตวิทยาลัย, มหาวิทยาลัยมหิดล.

ประภัสรา เกษมสุวรรณ. *การรับรู้ปัญหาสิ่งแวดล้อมของนักท่องเที่ยวระหว่างประเทศที่เดินทางมา*

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สิ่งแวดล้อม, บัณฑิตวิทยาลัย, มหาวิทยาลัยมหิดล.

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กรุงเทพฯ: สมาคมส่งเสริมเทคโนโลยี (ไทย-ญี่ปุ่น)



APPENDIX A
INTERVIEW QUESTIONNAIRE

1. How are the current situation of tourism and accommodation? And future trends will be?

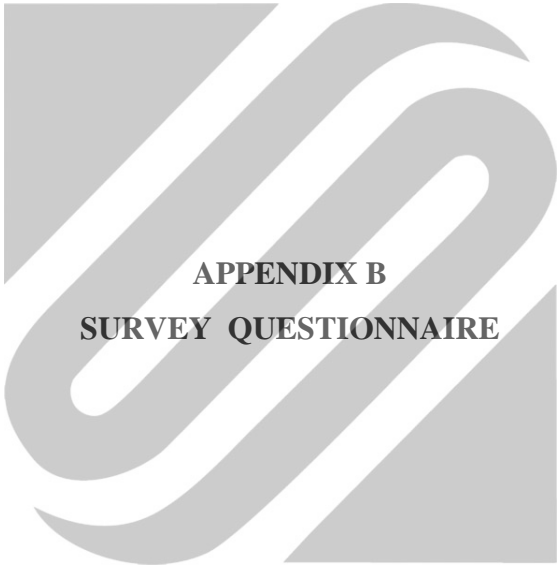
Answer : Base on interviews of executives of conclusion, Now the political situation is an important factor that determines the trend of the guests staying in the hotel business. The five-stars hotel industry is a big business which spending on investment is quite high, that makes it somewhat more affected Inn. We also have to bear the fixed costs such as labor costs higher than Small. It is caused layoffs, salary cuts, or the cooperation of employees not obtain the leave salary (leave without pay) etc.

In the future, the hotel will adjust sales and service strategy with focus on human resource development as a priority. In particular, the development of communication skills in foreign languages and attitudes in service due to the opening of a free trade area in the near future.

In the addition, the executives is seen as the future of tourism and hotels in the country to succeed and be accepted by the worldwide tourists is based on the promotion and furtherance of the government.

2. How do guidelines for the development of hotel business in Thailand should be possible in any direction?

Answer : The executives saw that training and development should be encouraged and supported by the government and management of funding and cooperation. The development plan should focus on instilling the patriotic spirit and service mind truly. Currently, hotel business face the problem of shortage of qualified labor. The approach to training and development should focus on the development of English. Since it is an universal language that most people can communicate. And to be able to communicate with clients effectively. It also should focus on the development of personality and manners to provide service to customers who use the service.



APPENDIX B
SURVEY QUESTIONNAIRE

**Part 3 : Foreign customers' satisfaction towards the five-stars hotel services
in Bang-Rak district, Bangkok Metropolitan Area**

Titles	Satisfaction Levels				
	Excellent (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
1. Tangibles					
1.1 Staffs of the hotel dress politely and finely.					
1.2 The rooms are clean and comfortable.					
1.3 The rooms are decorated from be beautiful and modern accessories.					
1.4 The hotel has modern and available facilities.					
1.5 Appliances and equipments in the room are convenient.					
1.6 The hotel's internal environment is beautiful.					
1.7 Check-in and Check-out is fast.					
1.8 The hotel located in an area easily to access.					
1.9 The external environment is clean, good quality, and suitable for relaxation.					
1.10 The reservation system is fast and easy.					
1.11 The hotel has prompt facilities to serve for customers					

such as fitness, swimming pool, spa, business center, etc.					
Titles	Satisfaction Levels				
	Excellent (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
1.12 Brochures of the hotel look beautiful to read.					
1.13 There are first-aid equipment and fire-extinguisher enough.					
1.14 The hotel offers a variety of service.					
2. Reliability					
2.1 Staffs give helpful advice and easy to understand for customers.					
2.2 Staffs can provide the services correctly.					
2.3 When the customers have a problem, the staffs are attentive and eager to solve the problem immediately.					
2.4 The hotel offers everything that was promised with the customers.					
2.5 The hotel can provide the service to customers on time.					
2.6 The hotel can provide a privacy to customers.					
2.7 Recording of the service is correct, to be without error.					
2.8 The hotel is a good image and reputation, has been generally accepted.					

2.9 Hotel / Reference rooms reservation are reliable.					
2.10 Providing information about services are accurate and reliable.					
Titles	Satisfaction Levels				
	Excellent (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
3. Responsiveness					
3.1 Staffs are sufficient to the needs of customers and to provide them thoroughly.					
3.2 Staffs are always ready and willing to provide the services to customers.					
3.3 Staffs are ready to serve the customer immediately.					
3.4 Staffs have the time to serve or help when guests request it.					
3.5 Staffs can identify the exact service time to customers.					
4. Assurance					
4.1 Staffs provide the services courteously.					
4.2 Staffs have sufficient knowledge to answer the questions of the customers.					
4.3 Staffs serve the customers with good hospitable.					
4.4 Staff's behavior can make the customers be trustful.					

4.5 Staffs have the skills to perform expertly.					
4.6 The hotel can make the customer feel safe during stay in the hotel.					
Titles	Satisfaction Levels				
	Excellent (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
4.7 The hotel focus criticisms and issues of clients and to be able to solve them gracefully.					
4.8 Transaction costs are correct, without an error.					
4.9 The hotel has a safe environment.					
4.10 Staffs can make the customers feel safe while serving.					
5. Empathy					
5.1 Staffs have a deep knowledge about the hotel.					
5.2 Staffs can take care the customer as well (such as can remember name of customer, etc.).					
5.3 Staffs can provide personalize attention and service to customers.					
5.4 Staffs understand the different requirement of the customers in the hotel.					
5.5 The hotel has the flexibility to provide service according to customer request.					

5.6 The hotel is willing to provide the best service to the customers.					
5.7 Staffs have tendance to the good service.					
5.8 The hotel serves quality food and high nutritional value.					
Titles	Satisfaction Levels				
	Excellent (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
6. People (employees)					
6.1 Employees of the hotel appear neat and tidy (as uniform and personal grooming).					
6.2 Employees provide prompt service.					
6.3 Employees are always willing to serve customer.					
6.4 Employees have knowledge to provide information and assistance to guests in areas that they would require (shopping, museum, places of interest, etc).					
6.5 Employees always treat guests in a friendly manner.					
6.6 Employees of the hotel understand the specific needs of guests.					
6.7 Employees give guests individual attention that make them feel special.					
6.8 Employees instill confidence in					

guests.					
6.9 Employees have in depth occupational knowledge (professional skills, foreign language, communication skills, etc).					

Part 4 : Other opinions and suggestions

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APPENDIX C
HISTORY OF TCEB

History of TCEB

Introduction

Thailand Convention and Exhibition Bureau or TCEB is a public organization established by Royal Decree published in the Royal Gazette on 28th September 2002. TCEB has been in operation since 2004.

TCEB's main objectives are to promote meetings, incentive travel, conventions and exhibitions, known by the acronym "MICE", and to strongly develop this collective industry in order to make Thailand a regional hub for MICE events. The Bureau's successes since its establishment reflect Thailand's growing stature as a destination of choice for international meetings, incentive travel, conventions and exhibitions.

Background

The Royal Thai Government established TCEB under the office of Prime Minister to be the flagship organization in charge of promoting, developing as well as regulating, coordinating and facilitating domestic and international MICE events held in Thailand. One of the Bureau's roles is to encourage the inclusion of Thai arts and cultures in these events in order to promote the national heritage.

As a public organization, the Bureau is Thailand's official representative at MICE events, in bidding for international MICE events to be held in Thailand, and in setting standards and directions for the Thai MICE industry. To achieve its vision of developing Thailand into a preferred destination for MICE in Asia, TCEB is also charged with raising standards of operation in the Thai MICE industry through training and development courses for MICE personnel, acting as a repository of information and resources about the Thai MICE industry and its operators, and developing a worldwide marketing network to promote Thailand's abilities internationally.

Vision

“Thailand to become a globally recognized and preferred MICE destination in Asia”

Mission

1. To enhance the impact of Thailand’s MICE industry on the Thai economy.
2. To create sustainable fundamentals for Thailand’s MICE industry to compete efficiently and effectively in the international arena.

Strategies

1. WIN

Strategy 1: Consolidate existing markets and expand to new target markets

2. PROMOTE

Strategy 2: Establish Thailand as “Top of Mind” MICE destination in Asia

3. DEVELOP

Strategy 3: Enhance the growth of domestic MICE market

Strategy 4: Develop MICE Cities to establish Thailand as a MICE leader in the region

Strategy 5: Differentiate the Thailand MICE market and add value through the creative economy

Strategy 6: Develop MICE infrastructure to sustain international competitiveness

Strategy 7: Strengthen cooperation network both at local and international market

Strategy 8: Enhance the role and potential of TCEB

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