

Thesis Title	Standard Factors of Thai Spa Quality Award Influencing Satisfaction on Using Service towards Foreign Tourists
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Academic	Year 2015

### **Abstract**

The objectives of this study 1) to find out the marketing factors in choosing Thai Spa Quality Award towards foreign tourists, 2) to study the perception of Thai Spa Quality Award's standards, 3) to obtain the satisfaction in using services of Thai Spa Quality Award towards foreign tourists, and 4) to examine the standard factors in services of Thai Spa Quality Award that influencing the satisfaction of foreign tourists. The samples for this research were 400 foreign tourists who acquired services from 10 Thai Spa Quality Awards with W.G. Cochran's formula by a convenience selection. The questionnaire has a Cronbach's alpha of 0.968. The data were analyzed by using t-test, F-test (ANOVA) and Multiple Regression Analysis Statistic.

The results revealed that most samples were female between aged 31-40 years, live in Asia, with a bachelor's degree, and monthly incomes more than 2,001 US dollars. Mostly is using service in 1-3 times a month and choosing a relaxing massage with priced 501-1,500 Baht each. The marketing factors in choosing Thai Spa Quality Award towards foreign tourists are the 4Ps marketing as 1) Product is the most significant, 2) Place, 3) Price, and 4) Promotion are very important respectively. The perception of quality standard in services of Thai Spa Quality Award is 4 aspects of 1) Foreign Tourists had the most perception of quality standard in Staff, 2) Place, 3) Service/ Process, and 4) Tools, Equipment, and Product respectively. According to the satisfaction of using service at Thai Spa Quality Award, mostly is likely to come back, followed by having a positive feeling with services, feeling satisfied with my decision to use the service, the service is beyond expectations at this time, and the service is worth for my money, and time

respectively. The standard factors which influencing satisfaction on using service towards foreign tourists which is the most important was Service / Process, Place, Staff and Tools, Equipment and Product respectively.