



Marketing Communication Process Affecting Skincare Buying Behavior of Millennials in Thailand

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Abstract

The rapid growth of online accommodation booking platforms has significantly transformed consumer behavior in Thailand's tourism and hospitality industry. This study aims to examine the factors influencing customer satisfaction with electronic services when booking accommodation through online websites in Thailand. Specifically, the objectives are: (1) to investigate the factors of service quality and digital media usability affecting satisfaction with electronic booking services; (2) to analyze the influence of service quality and digital media usability on users' satisfaction with online booking services; and (3) to develop a causal factor model explaining satisfaction with electronic services for online room reservations. The theoretical framework is based on the Service Quality of Online Booking and Reservation Satisfaction Model, which integrates electronic service quality, digital media usability, and website quality. A mixed-method research design was employed. Qualitative data were collected through in-depth interviews with 12 accommodation business operators who sell vacant rooms through online booking platforms. Quantitative data were obtained from questionnaires distributed to 500 users of online hotel booking websites in Thailand. The research instruments included structured interview guides and survey questionnaires. Data were analyzed using statistical techniques including Pearson's correlation analysis and structural equation modeling (SEM) to examine the relationships among variables.

The results indicate that electronic service quality, digital media usability, and website quality have significant positive indirect effects on electronic loyalty through electronic satisfaction. These findings suggest that improving digital usability, service efficiency, and website functionality can enhance customer satisfaction and loyalty in online hotel booking platforms. The study contributes a new conceptual model, the Electronic Service of Online Booking Reservation Satisfaction (ESOBRS) Model, which explains the causal factors influencing electronic



satisfaction in online accommodation booking in Thailand. The results provide practical implications for businesses offering online reservation or purchasing services.

Keywords: Service Quality, Digital Media Usability, Satisfaction of Electronic Services, Electronic Loyalty

Introduction

The hospitality industry is a major sector that contributes significantly to the global economy. It is a rapidly growing industry that generates economic value and supports a wide range of related businesses. In addition, the hospitality sector creates added value by providing services that enhance customer satisfaction. In the digital era, businesses increasingly adopt online systems to improve operational efficiency and customer accessibility. These technological advancements have transformed the way hospitality businesses operate and interact with customers.

In Thailand, the hotel industry plays an important role in generating tourism revenue for the country. According to the Ministry of Tourism and Sports (2022), tourism statistics indicate a gradual recovery and increase in the number of tourists. In 2021, tourism numbers increased to approximately 27 million compared to 21 million in 2020. This growth reflects the recovery of the tourism industry and the continued importance of digital platforms in supporting travel-related services.

The advancement of digital technology has also led to the emergence and expansion of Online Travel Agents (OTAs). OTAs provide convenient platforms where tourists can search for information, compare prices, make reservations, and complete payments in a single system, often referred to as a "one-stop service." Popular OTA platforms such as Agoda, Booking.com, Expedia, Traveloka, TripAdvisor, and Hotels.com have become widely used channels for booking accommodation (Chansakul, 2015). These platforms provide convenience and accessibility for travelers while also offering hotels additional distribution channels to reach customers worldwide. Electronic satisfaction has therefore become an important concept in the hospitality industry. Many service businesses, particularly accommodation providers, rely on web-based platforms as a major sales channel to generate revenue. However, despite the convenience provided by online booking systems, challenges remain in delivering high-quality electronic services to customers. Therefore, it is important for businesses to ensure high levels of electronic service quality (E-S-QUAL), which reflects the level of service quality that users expect from online services. Furthermore, when service problems occur, businesses must respond effectively



to customer concerns through recovery processes, which are measured by electronic recovery service quality (E-RecS-QUAL) (Parasuraman, Zeithaml, & Malhotra, 2005). In addition, website quality is another critical factor influencing users' online experiences and satisfaction when interacting with digital platforms (Sumana, 2022).

These factors play an important role in facilitating online transactions and enhancing user convenience, which ultimately leads to electronic satisfaction (Sakhonkaruhatdej & Chaimongkol, 2020). Previous studies have also highlighted the importance of service quality measurement models such as SERVQUAL in evaluating technology-based service performance and customer satisfaction. Such frameworks help assess the capability of businesses to deliver effective digital services and maintain competitiveness in the technology-driven marketplace (Jasti & Varalakshmi, 2023). Despite the growing popularity of OTA platforms, users may still encounter several challenges when booking accommodation online, such as complicated booking processes, difficulty navigating websites, and other usability issues. These problems may affect customers' satisfaction and their willingness to reuse the service. Therefore, understanding the factors that influence electronic satisfaction and electronic loyalty has become increasingly important.

Based on these considerations, this study aims to examine the empirical factors influencing electronic satisfaction and electronic loyalty among users who book accommodation through online travel agent websites. The findings of this research are expected to provide valuable insights for accommodation business operators in improving their online service quality and customer experience. Additionally, the results may contribute to academic knowledge and serve as a useful reference for researchers, academics, and students interested in further studies related to electronic service quality and online customer behavior in the hospitality industry.

Research Objective

1. To study the factors of service quality and ability to use digital media and the satisfaction of using electronic services in making room reservations on online websites in Thailand.
2. To study the influence of the factors of service quality and ability to use digital media on the satisfaction of using electronic services in making room reservations on online websites in Thailand.
3. To develop a model of service quality and ability to use digital media and satisfaction with the use of electronic services for booking rooms on online websites in Thailand.



Literature review and Concepts

Concepts and theories on electronic satisfaction

Philip and Keller (2016) stated that electronic satisfaction is generally how the users feel whether they are satisfied or disappointed when they compared the performance of the products and the services that are expected in the context of online satisfaction. This is often referred to as electronic satisfaction. Therefore, it can be concluded that electronic satisfaction is an assessment of the competitive advantage of a business on electronics that contributes to the satisfaction of a product, service, that positively affects customer loyalty and service user satisfaction. This can be the potential of the future source of income, especially repeat purchases, resales, reducing the transaction costs and opening to brand extension product lines. This is consistent with Ranjbarian, Fathi, and Rezaei (2012) developing a model to measure user satisfaction factors resulting from consumers' perceptions of the convenience of online shopping. The important components are selling products online website design and security of accessing services on online websites.

Concepts and theories of electronic service quality

Parasuraman, Zeithaml, & Malhotra (2005) described quality of service as the extent of a website that facilitates the efficiency and effectiveness of the purchase and delivery of products and services. It is identified by the five dimensions of service quality, system availability, efficiency, compliance credibility and privacy. This is consistent with the research of Durmus, Ullusu, & Erdema (2013) on the concept of electronic service quality. As online services today are more important than retaining users, service quality greatly affects customer satisfaction. Omorodion, Joseph and David (2022) additionally mentioned that the improvement of service quality should come with the aim of creating satisfaction and treatment of service users. Even in Asia, the service quality variable is still important and affects the application of technology. There are many Asian business studies on service quality and the results show a significant correlation between service quality and satisfaction (Tam and Thuy, 2023).

Concepts and theories on the Digital Media Usability

The existence of the Internet has resulted in more communication channel choices. At the same time, it can be channels to receive information, motivate and provide decision-making



power for consumers (Stokes, 2011). Consumers today prefer to use online media for information rather than receiving information from television commercials (Berman et al., 2007). Among the rapidly increasing number of young consumers (Rappaport, 2007), Gantz (2008) states that the amount of digital information produced is about three million times the total information contained in books. However, the rise of digital data will continue in the future. Using digital media to present information while enhancing the experience of receiving information such as searching for information, opt-in evaluating the information received and consumer purchasing decisions gives consumers a feeling of being able to control media exposure, receive information and make their own purchasing decisions (Meera & Gayathiri, 2015). Consumers feel free to evaluate and choose a product. It makes consumers feel that they are important from the brand and this affects long-term consumption and word of mouth. Technological advances play a role in promoting advertising communication channels, known as digital media, which are channels that create opportunities for presentations, reduce communication cost inequality and provide opportunities for small businesses to create awareness and expand their target consumer base more widely.

Concepts and theories about website quality

Afshardost (2013) explains that the quality concept of the website is the quality perceived by users. The quality of the website depends on the features and the website that meets the needs of the users and impress with the excellence of the website. The quality of the website in many dimensions can be divided into security, diversity, quality of information, ease of use and the quality of electronic services. This is consistent with Kedah, Ismail, Haque, & Ahmed (2015) who conducted a study on the quality of websites, service quality, customer satisfaction and customer loyalty on online food ordering experience. The study was conducted by collecting data from 353 customers. The results showed that website confidence was positively correlated with website quality and customer satisfaction. Customer satisfaction was also found to be positively correlated with service quality.

Concepts and theories of electronic loyalty

Anderson & Srinivasan (2003) have stated that in the context of e-commerce, building electronic loyalty is a key challenge facing companies, merchants and organizations looking to differentiate themselves from their electronic loyalty competitors as an attitude. This is consistent with the research of (Lewis & Soureli, 2006) looking at electronic loyalty behaviors.



That alone is not enough to explain how multiple purchasing situations motivate consumers to buy the same brand. Therefore, behavior must attend to a cognitive component. Knowledge and understanding of users' understanding of online website transactions.

The literature review of all concepts shows that electronic service quality, the digital media usability and website quality are important factors that contribute to the satisfaction of electronic systems and electronic loyalty. All of the concepts mentioned above are important issues for researchers, entrepreneurs and users. All these principles and concepts can be incorporated in order to solve such problems and develop a good service system with more stable performance.

Conceptual Framework

Mixed-Methods Research was implemented. The researcher defines the research conceptual framework according to the theory and synthesizes related research of concepts and theories on electronic preferences, concepts and theories of electronic service quality, concepts and theories on the digital media usability, concepts and theories on website quality and electronic loyalty concepts and theories. It includes research by Philip and Keller (2016); Parasuraman, Zeithaml, & Malhotra (2002) Miller, Craighead, & Karwan (2000); Afshardost (2013); Anderson & Srinivasan (2003).

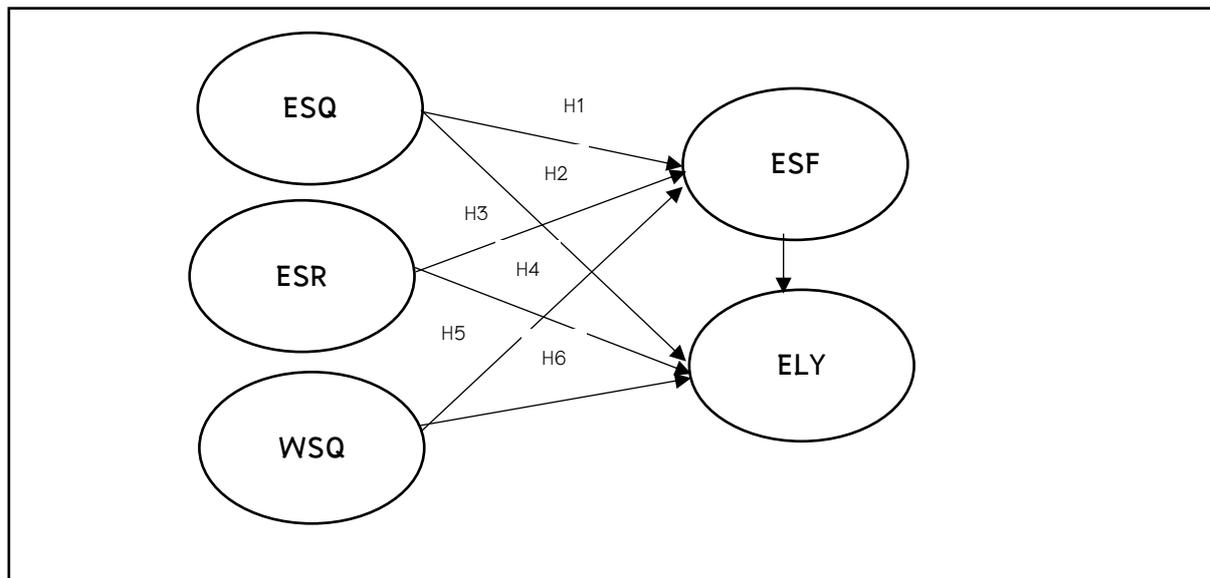


Figure 1 Research conceptual framework



Research Methodology

Mixed-Methods were implemented using both quantitative and qualitative approach. For qualitative method, the population consisted of 12 accommodation business operators who sold rooms through online booking agency (OTA). For quantitative method, the population consisted of 500 users who booked through online booking agency (OTA) business (Ministry of Tourism and Sports, 2019). Several methods were implemented to determine the sample size. The details are as follows.

Structural equation modeling was conducted. From the research conceptual framework, there were 5 latent variables and 25 observed variables. The sample size should be 15 to 20 times the number of observable variables (Hair et al, 2006) to be considered an appropriate sample size for multivariate analysis. Therefore, the appropriate and adequate sample size should range from 15×25 observable variables = 375 samples to 20×25 observable variables = 500 samples (Uon, 2010) in order to get a sample size that can be used as a good statistical representation of the population.

Data Collection

This research used documentary and in-depth interviews as a data collection tool. The framework for interview questions was based on the study of theories, concepts and related research bringing to create a specific definition defined according to the conceptual framework including the problem of questions. The interview questions covered the required content using the unstructured interview method or an informal interview with open-ended questions. Content Validity was implemented to confirm, explain the results and create a model to develop and create an in-depth interview form as a tool for collecting data. In addition to this, the data were saved in various formats for further analysis of the content.

Data Analysis

The researcher carried out a statistical analysis (Pearson Correlation) to find the relationship of all 25 components to confirm that the elements were related. There was a certain correlation so that the Structural Equation Model (SEM) can be analyzed by using LISREL program (Suksawang, 2014) to develop a hypothesis model, measurement model and structural model. The model would be adjusted based on the test results, the harmony of the structural



model with the empirical data before and after the model adaptation to examine the validity of the model built from the concept and related theories.

Research Results

According to the first objective which was to study the factors of service quality and ability to use digital media and the satisfaction of using electronic services in making room reservations on online websites in Thailand, the results can be demonstrated as follows:

1. Electronic Service Quality (ESQ) had a direct positive effect on Electronic Satisfaction (ESF). Electronic Service Quality (ESQ) had a direct positive effect on electronic satisfaction with a t-value of 2.26 which was greater than the statistical value (t-value) at 1.96. Electronic service quality (ESQ) directly positively influenced electronic system satisfaction (ESF) with a statistically significant at the level of 0.05.

2. Electronic Service Quality (ESQ) had a direct positive impact on Electronic Loyalty (ELY) with a t-value of 2.40, which was greater than the t-value of 1.96. Electronic Service Quality (ESQ) directly positively influenced Electronic Loyalty (ELY) at a statistically significant level of 0.05.

3. The digital media usability (ESR) had a positive direct impact on electronic satisfaction (ESF). The digital media usability (ESR) had a positive direct impact. The electronic system satisfaction (ESF) had a t-value of 2.48, which was higher than the statistical value (t-value) of 1.96. The digital media usability (ESR) had a statistically significant positive direct effect on electronic satisfaction (ESF) at a statistically significant level of 0.05.

4. The digital media usability (ESR) had a positive direct impact on electronic loyalty (ELY). The digital media usability (ESR) had a positive direct impact on electronic loyalty (ELY) with the t-value of 2.00, which was greater than the t-value of 1.96. The digital media usability (ESR) had a statistically significant positive direct effect on electronic loyalty (ELY) at a statistically significant level of 0.05.

5. Website quality (WSQ) had a positive direct effect on electronic satisfaction (ESF). It was found that website quality (WSQ) had a positive direct effect on electronic satisfaction (ESF) with a value of t-value was 5.63, which was greater than the statistical value (t-value) was 2.56, so it can be concluded that Website quality (WSQ) had a statistically significant positive direct effect on electronic system satisfaction (ESF) at a statistically significant level of 0.01 level.

6. Website quality (WSQ) directly positively influenced electronic loyalty (ELY) It was found that website quality (WSQ) directly positively influenced electronic loyalty (ELY) with a t-value



of 3.29, which was greater than the t-value of 2.56. It can be concluded that Website quality (WSQ) directly positively influenced electronic loyalty (ELY) at a statistically significant of 0.01 level.

7. Electronic satisfaction (ESF) had a positive direct effect on electronic loyalty (ELY). Electronic satisfaction (ESF) had a positive direct effect on electronic loyalty (ELY) at a t-value of 7.06, which was greater than the t-value of 2.56. Thus, it can be concluded that electronic satisfaction (ESF) had a statistically significant positive direct effect on electronic loyalty (ELY) at a statistically significant of 0.01 level.

According to the second objective which was to study the influence of the factors of service quality and ability to use digital media on the satisfaction of using electronic services in making room reservations on online websites in Thailand, the results can be demonstrated as follows:

1. Electronic service quality (ESQ) directly positively affected electronic satisfaction (ESF). According to Table 4.95, electronic service quality (ESQ) directly positively affected electronic satisfaction (ESF) with a total influence of 0.24 and a direct influence of 0.24 and no indirect influence.

2. Electronic Service Quality (ESQ) had a direct positive effect on Electronic Loyalty (ELY). According to Table 4.95, Electronic Service Quality (ESQ) had a positive direct effect on Electronic Loyalty (ELY) with a total influence of 0.35, a direct influence of 0.11, and an indirect influence of 0.24.

3. The digital media usability (ESR) directly had a positive direct effect on electronic satisfaction (ESF). According to Table 4.95, the digital media usability (ESR) had a positive direct effect on electronic satisfaction (ESF). The positive direct effect on electronic system satisfaction (ESF) was 0.31 total influence and 0.31 direct influence and no indirect influence.

4. The digital media usability (ESR) directly positively influenced electronic loyalty (ELY). According to Table 4.95, The digital media usability (ESR) had a positive direct effect on electronic loyalty (ELY). The positive direct influence on Electronic Loyalty (ELY) was a total influence of 0.42, a direct influence of 0.12, and an indirect influence of 0.30.

5. Website quality (WSQ) had a positive direct effect on electronic satisfaction (ESF). According to Table 4.95, website quality (WSQ) had a positive direct effect on electronic satisfaction (ESF). The total influence was 0.40 and the direct influence was 0.40 and there was no indirect influence.



6. Website quality (WSQ) had a positive direct effect on electronic loyalty (ELY). According to Table 4.95, website quality (WSQ) had a positive direct effect on electronic loyalty (ELY) by: The total influence was 0.54, the direct influence was 0.14, and the indirect influence was 0.40.

7. Electronic satisfaction (ESF) had a positive direct effect on electronic loyalty (ELY). According to Table 4.95, electronic satisfaction (ESF) had a positive direct effect on system loyalty. Electronic (ELY) with a total influence of 0.98 and a direct influence of 0.98 and no indirect influence.

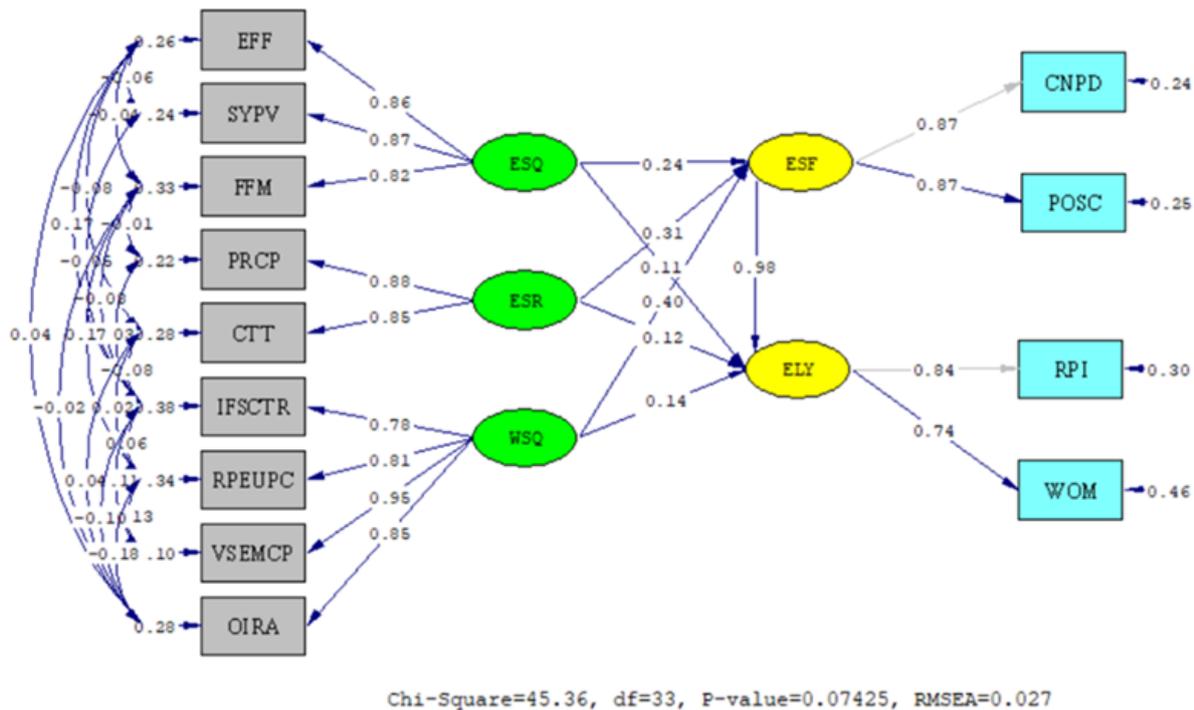
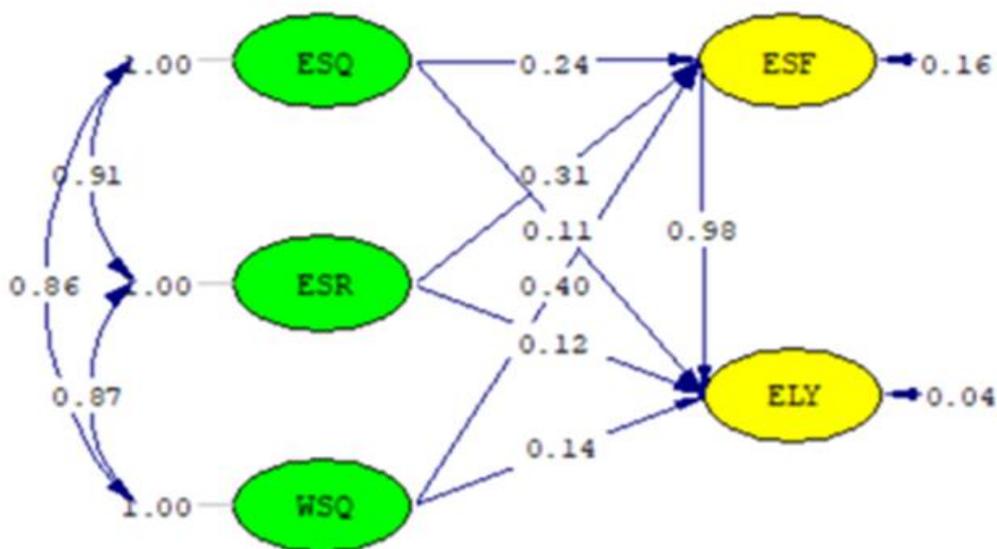


Figure 2 An analysis of the effects of the influence of service quality and ability to use digital media on the satisfaction of using electronic services in online booking sites in Thailand

According to the second objective which was to develop a model of service quality and ability to use digital media and satisfaction with the use of electronic services for booking rooms on online websites in Thailand, the results can be demonstrated as follows:



Chi-Square=45.36, df=33, P-value=0.07425, RMSEA=0.027

Figure 3 A model of service quality and digital media capability and the satisfaction of using electronic services in online bookings in Thailand.

From Figure 3, the causal factor model of electronic satisfaction for hotel bookings on online websites in Thailand demonstrated that the model was consistent with the empirical data when considering the value $\chi^2 = 45.36$, $df = 33$, $\chi^2 / df = 1.375$, $p\text{-value} = 0.07425$, $RMSEA = 0.027$, $RMR = 0.006$, $SRMR = 0.012$, $CFI = 1.00$, $GFI = 0.99$, $AGFI = 0.96$, $NFI = 1.00$, $NNFI = 1.00$. The index of conformity was defined as χ^2 / df which was less than 2, $RMSEA$, RMR and $SRMR$ less than 0.05, and CFI , GFI , $AGFI$, NFI , $NNFI$ greater than 0.95.

Table 1 The Results of the Analysis Based on the Hypothesis

No.	Hypothesis	Results
1	Electronic service quality directly positively affected the satisfaction of electronic systems.	Hypothesis accepted
2	Electronic service quality had a direct positive impact on electronic loyalty.	Hypothesis accepted
3	The digital media usability directly positively affected the satisfaction of electronic systems.	Hypothesis accepted



No.	Hypothesis	Results
4	The digital media usability had direct positive impact on electronic loyalty.	Hypothesis accepted
5	Website quality directly positively affected the satisfaction of electronic systems.	Hypothesis accepted
6	Website quality had direct positive impact on electronic loyalty.	Hypothesis accepted
7	Electronic satisfaction had direct positive impact on electronic loyalty.	Hypothesis accepted

Path Analysis Results

1) Electronic service quality (ESQ) had a positive direct effect on electronic system satisfaction (ESF) with a direct influence magnitude of 0.24 with a statistically significant influence at the 0.05 level.

2) Electronic service quality (ESQ) had a positive direct effect on electronic loyalty (ELY) with a direct influence magnitude of 0.11 with a statistically significant influence at the 0.05 level.

3) The digital media usability (ESR) had a positive direct effect on electronic satisfaction (ESF) with a direct influence magnitude of 0.31, which was a statistically significant influence at the 0.05 level.

4) Electronic digital media (ESR) had a positive direct effect on electronic loyalty (ELY) with a direct influence magnitude of 0.12 with a statistically significant influence at the 0.05 level.

5) Website quality (WSQ) had a positive direct effect on electronic system satisfaction (ESF) with a direct influence scale of 0.40 with a statistically significant influence of 0.01.

6) Website quality (WSQ) had a positive direct effect on electronic loyalty (ELY) with a direct influence scale of 0.14 with a statistically significant influence of 0.01.

7) Electronic satisfaction (ESF) had a positive direct effect on electronic loyalty (ELY) with a direct influence magnitude of 0.98 with a statistically significant influence of 0.01.

8) Electronic Service Quality (ESQ), Electronic Digital Availability (ESR), and Website Quality (WSQ) had a positive indirect influence on Electronic Loyalty (ELY) through satisfaction. The electronic indirect influence (ESF) scale was 0.24, 0.30 and 0.40, respectively, which were statistically significant at 0.01 level.



Discussion

This study aimed to (1) examine the factors of electronic service quality, digital media usability, and satisfaction with electronic services in online room reservations in Thailand, (2) investigate the influence of electronic service quality and digital media usability on electronic satisfaction, and (3) develop a causal model of electronic service quality, digital media usability, and electronic satisfaction in online hotel booking systems.

The research findings indicate that Electronic Service Quality (ESQ) has a direct positive influence on Electronic Satisfaction (ESF) and Electronic Loyalty (ELY). This finding supports previous research conducted by Sahadev & Purani, which examined the relationship between electronic service quality, customer satisfaction, trust, and electronic loyalty. Their study demonstrated that the dimensions of electronic service quality significantly influence both customer satisfaction and trust in electronic services. Furthermore, satisfaction and trust were found to have a direct positive impact on customer loyalty. Similarly, the results of this study confirm that higher levels of electronic service quality in online booking platforms enhance user satisfaction and strengthen their loyalty toward the platform.

In addition, the results show that Digital Media Usability (ESR) has a direct positive effect on Electronic Satisfaction (ESF) and Electronic Loyalty (ELY). This finding is consistent with previous studies emphasizing the importance of usability in digital environments. For instance, the research of James G. Maxham III highlighted that usability and ease of interaction within digital systems are key determinants of customer satisfaction in electronic services such as online banking and transactional platforms. When digital media platforms are easy to use, accessible, and efficient, users experience higher satisfaction levels and are more likely to continue using the service, thereby increasing electronic loyalty.

Furthermore, Website Quality (WSQ) was found to have a direct positive influence on Electronic Satisfaction (ESF) and Electronic Loyalty (ELY). This result is consistent with the findings of Winnie Wong, who examined the relationship between website design quality and customer loyalty in electronic commerce. The study demonstrated that effective website design, clear structure, and efficient navigation significantly contribute to customer satisfaction and loyalty. However, the research also suggested that poorly structured website architecture could negatively affect customer satisfaction, indicating the importance of user-friendly design and functional layout in online service environments.

Moreover, the study revealed that the causal model of electronic satisfaction in online hotel booking systems in Thailand consists of five key variables, namely Electronic Service



Quality (ESQ), Digital Media Usability (ESR), Website Quality (WSQ), Electronic Satisfaction (ESF), and Electronic Loyalty (ELY). The structural model showed good fit with the empirical data. The goodness-of-fit indices indicated that the model was appropriate, with values of $\chi^2 = 45.36$, $df = 33$, $\chi^2/df = 1.375$, $p\text{-value} = 0.07425$, $RMSEA = 0.027$, $RMR = 0.006$, $SRMR = 0.012$, $CFI = 1.00$, $GFI = 0.99$, $AGFI = 0.96$, $NFI = 1.00$, and $NNFI = 1.00$. These values meet the recommended criteria for structural equation modeling, indicating that the proposed model is consistent with empirical data.

This finding also aligns with the theoretical perspective proposed by Kevin Lane Keller, who emphasized that perceived service quality and customer experience significantly influence satisfaction and loyalty behavior. In the context of online hotel booking platforms, service quality, usability of digital media, and website quality collectively shape user experience, which ultimately leads to satisfaction and long-term loyalty.

New Contribution

The key contribution of this research is the development of a causal factor model explaining electronic satisfaction in online hotel booking systems in Thailand, referred to as the ESOBRS Model (E-Service Online Booking and Reservation Satisfaction Model). The ESOBRS Model proposes that Electronic Service Quality, Digital Media Usability, and Website Quality are the primary antecedents influencing Electronic Satisfaction, which subsequently leads to Electronic Loyalty among users of online hotel booking platforms. The findings provide a comprehensive framework for understanding user satisfaction and loyalty in electronic booking systems and offer practical implications for online travel platforms and hospitality businesses seeking to improve customer experience and long-term engagement.

Conclusion

This study aimed to examine the factors influencing satisfaction with electronic services in online room reservations in Thailand and to develop a causal factor model explaining these relationships. The findings revealed that service quality, digital media usability, and website quality are important factors affecting users' satisfaction with online booking platforms. The analysis showed that these factors positively influence electronic satisfaction and indirectly contribute to electronic loyalty through users' preferences toward online services. In relation to the research objectives, the study successfully identified the key components of service quality



and digital media usability that affect the satisfaction of users who make room reservations through online websites. Furthermore, the statistical analysis confirmed that these factors significantly influence electronic service satisfaction. The structural equation modeling results supported the proposed relationships among variables and provided empirical evidence for the theoretical framework of the study.

Based on the findings, this research developed a causal factor model known as the Electronic Service of Online Booking Reservation Satisfaction (ESOBRS) Model, which explains the relationships among electronic service quality, digital media usability, website quality, and electronic satisfaction. This model provides a useful framework for understanding customer behavior in online accommodation booking services. The significance of this study lies in its contribution to both academic knowledge and practical application. The findings offer valuable insights for accommodation businesses and online booking platforms to improve service quality, enhance website usability, and develop more effective digital services to increase customer satisfaction and loyalty. Moreover, the results can be applied to various industries that provide online purchasing or reservation services in the digital economy.

Recommendations

Recommendation for the benefits from the research

The results of Objective 1 research found that this research provides insight into the relationship that affects variables related to satisfaction and loyalty in electronic systems which can be used to further develop academically to study and further applied in academic fields in other fields.

The results of the second objective research found that the quality of electronic services, the digital media usability and the quality of the website had a direct influence on the level of satisfaction and electronic loyalty. The results can be used if the operator complies with and optimizes the use of service quality taking into account the availability of the system. It also results in customer satisfaction and loyalty to the system and service.

The results of the third objective research revealed that the causal factor model of electronic satisfaction in online booking websites in Thailand can lead to further development in academics to study and can be applied in other academic fields in the future.



Recommendation for further research

This research draws on the findings that construct new knowledge about electronic satisfaction which is important in their application to online businesses. This issue should be studied further regarding quality awareness, value recognition and expectations.

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