

# THE EFFECT OF THAI TOURIST BEHAVIOR TO REVISIT BANGKOK STREET FOOD DURING COVID 19

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## Abstract

This paper studied the structural equation model of revisiting intention on street food in Bangkok, Thailand during COVID 19. The study intended to examine the influence of service-value, gastronomy, and word of mouth on revisiting intention in terms of direct and indirect effects simultaneously. This sample was 400 repeated customers of street food shops in Bangkok. As a mixed method research, the data were first collected by questionnaires and confirmed by qualitative technique. The findings revealed that revisit intentional behavior received the positive total effect from all selected variables with a high statistical significance and received the positive direct and indirect effects with a high statistical significance, respectively. Furthermore, the study developed the structural model of revisiting intention model on Thailand street food in Bangkok with the acceptable fitness scores from several model fit indices (Chi-square/df = 3.56, CFI=.98, GFI=.90, RMSEA=.08, SRMR=.04). Moreover, the results of a qualitative research, then confirmed most of the hypotheses proposed in this study in terms of both direct effects and mediating effects. The recommendation is that both the customer related factors and tourism factors should be defined as a clear plan with ongoing actions that cover a specific requirement for providing a better service-value, increasing customer satisfaction, offering an appropriate gastronomic atmosphere that could ensure the customers safety during the service, and generating a positive word of mouth communication.

**Keywords:** Tourist Behaviors, Revisit Intention Model, Street Foods

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## Introduction

Prior to the COVID 19 pandemic, Thailand used to be one of the best tourist destinations in the world and it had been predicted to generate more revenue than those of other competitors such as London, Paris, Dubai, and Singapore based on Mastercard's 2018 Global Destination Cities (Purchase, 2018). The total number of foreign tourist arrivals to Thailand tended to increase dramatically according to the country survey data from the Tourism Authority of Thailand (TAT) in 2018 showing that the number of international visitors was expected to reach 40 million people in 2019 from 34.4 million people in 2018 representing approximately 7.53 percent increase over the same period of 2017 and expected to generate 733 billion Baht just only in the first quarter and total revenue of 2.77 trillion Baht for the entire year (Tourism Authority of Thailand, 2018). The most acceptable reason is that Thailand has unique characteristics from visitors' viewpoints. There are plenty of activities and Thai foods that they can enjoy (Sritama, 2016). In the Thai tourism context, the Thai government and the Tourism Authority of Thailand have been encouraged Thai people for several years to allow Thais to popularize tourism in Thailand. Although traveling by foreign tourists will drive the country more income each year, the government has realized the importance of supporting and cultivating consciousness for Thai people to visit Thailand. As can be seen from the main policy that has encouraged Thais to travel more widely within the country (Tourism Authority of Thailand, 2019).

Unfortunately, these trends could continue to grow upward. If there is no crisis of the spread of COVID-19. The Kasikorn Research Center (2021)

reports that a new epidemic will pull back the recovery of the restaurant business (including the street food business) in 2021 and is expected to shrink continuously from the previous year (2020) to approximately 3.82 or 3.94 billion baht. That will allow the restaurant business to face ongoing challenges. After the return of the Covid-19 epidemic, the 3rd wave resulted in on April 29, 2021, the government announced the upgrade of preventive measures in 6 provinces to the highest and strictest control areas (dark red area) namely Bangkok, Chonburi, Chiang Mai, Nonthaburi, Pathum Thani and Samut Prakan including no eating in the restaurant is allowed and limiting the opening and closing times in the controlled areas and the maximum control areas which came into effect on May 1, 2021, has aggravated the survival of restaurant business operators. This situation is consistent with the Tourism Authority of Thailand's report (2020) estimated that the number of Thai visitors will be at around 93.30 million in 2021, a growth rate of 3% from the previous year (2020) which is still lower compared to 2019 before the outbreak of COVID-19. However, the number of Thai visitors may increase if Thai tourism is supported (Tourism Authority of Thailand, 2020). Therefore, there is still a light at the end of the tunnel for the food business particularly to boost it by increasing domestic travel with the safety protocol put in place.

Gastronomy was not the new term, but it was originally coined by Jean Anthelme and Brillat-Savarin between 1755-1826, which means the art of cooking and good eating (Kivela and Crotts, 2006). In the recent decades, researchers have proved that there is a strong relationship between foods, culture, and tourism (Du Rand and Heath,

2006) in which laid the ground for the study of gastronomic tourism. Bangkok had been nominated by CNN to be the best street food in the World in 2017 which is ahead of Tokyo, Honolulu, New Orleans, and so on (Shea, 2017).

While tourism and food cannot be taken apart, Bangkok as a tourist destination offers a mixture of traveling activities and foods which are potential attractions for all visitors. Because of low operation cost, less informal and its prevalence, street food has generated high income for developing countries. With the new experience they offer, street food tends to have a positive effect on community economies (Privitera and Nesci, 2015; Marras, 2014). According to the Guardian Magazine, five places in the Thai capital are known as the best neighborhoods for street foods including Thailand Chinatown (Yaowarat), Old Town (Banglamphu), Sukhumvit, Silom, and Sathorn, and Saphan Leung (Nualkhair, 2015). With special and unique characteristics, these five areas have become memorable to domestic and international tourists and some of those had been revisited several times. The specific question to be addressed here is how to increase the more attractiveness of Thai foods tourism through service value, gastronomic characters, along tourist behaviors in terms of tourist satisfaction and word of mouth management as results to revisit intention especially during the COVID 19. This study of tourist behavior would bring the key information to support important marketing activities to contribute to the development and promotion and sale of tourism-related products. Although, Yan, Wang and Chau (2015), Liu and Lee (2016), and Jensen, Limbu, and Choi (2016) considered the service value and gastronomy to explain the satisfaction,

word of mouth, or revisit intention, a few researchers considered among of these variables to explain the degree of revisit intention simultaneously and even lesser during the time of the COVID 19 pandemic when the restaurants need to adapt themselves to cope with this challenging situation.

In the following section, a summary of related literature is provided to shed some light on the potential relationship between selected variables to form the structural model used to assist researchers, practitioners, and others to have a better understanding of how to recognize tourists' behaviors during the COVID 19 which is primarily based on the quantitative technique followed by the qualitative part which provides the more in-depth information regarding the opinion of domestic visitors towards Thailand Street Foods and the area for further study is then presented in the final section.

## Objectives

This investigation primarily aims to examine the influence of service-value, gastronomy, satisfaction, and word of mouth on revisiting intention in terms of direct and indirect effects on street food in Bangkok, Thailand during COVID 19 especially in the case of Thai tourists. The study will confirm the result of quantitative approach by qualitative approach.

## Scope of research

The main objective of this quantitative study is to explore both direct and indirect relationships between service value, gastronomy, satisfaction, word of mouth and revisit intention within context of Thailand Street Foods especially in

Bangkok during COVID 19. Based on comprehensive research, the total population of approximately 22 million visitors who visit Bangkok (Tourism Authority of Thailand, 2020). According to Hair and his colleagues (2014), the acceptable sample size is 200 for modeling Structural Equations Model (SEM) and the larger simple size is included, the more sensitive model is. They also suggest that an appropriate range of simple size should be around 100 to 400 which could provide a sound basis for model's estimation. Therefore, the total sample of 400 are drawn from the five target areas and the subjects are asked the questions regarding the selected variables. The study employs the multi-Stage sampling as follows: 1) Stratified sampling is used to separates the population into sub-populations. The population units in each sub-population will have the same characteristics (homogenous) and simple randomness to obtain the number of samples according to the proportion of sample size and population. In this study, the top five tourist destinations are selected from the fifty districts in Bangkok area including Thailand Chinatown (Yaowarat), Old Town (Banglamphu), Sukhumvit, Silom and Sathorn, and Saphan Lueng. 2) Cluster sampling is then applied by dividing the population according to the area and then sampling the population from those proposed areas according to the desired amount which data will be randomly selected. In this case, the cluster sampling is then used to select domestic travelers from one of the selected areas. 3) convenience sampling is finally employed to collect the data from targeted sample of each selected destinations.

As for qualitative approach, the main objective of study is investigating different dimension of revisit intention of gastronomy tourists.

The population of qualitative study are entrepreneurs and experts who involve in gastronomy and tourism business such as restaurants, travel agencies, hotel restaurants which are unknown of their size. Green and Thorogood (2018) explained that most of the qualitative researchers used 20 or more for interview. Therefore, 20 samples who are representatives from relevant organizations such as travel agencies and restaurants in the Bangkok will be selected. Quota sampling for unknown population will be used for approaching 10 samples in restaurants and another 10 from travel agencies. In-depth interview is adopted as a tool along with structured questionnaire for collecting data. The content analysis technique is then used to analyze the derived data. This analysis is appropriate for qualitative data where occurrences of a word, phrase or theme from open-ended questions will be counted by frequency (Hancock, Windridge and Ockleford, 2009). The important of qualitative data for this research relies on the benefits of the mixed methods which is that qualitative data provides an in-depth understanding of survey responses while quantitative analysis can provide a detailed evaluation of the pattern of responses. However, the analysis process of combining qualitative data and quantitative surveys by quantifying qualitative data may take a long time and expensive and this may cause researchers to work over budget or time constraints. As such, to reduce sample size or time limitation for interviews, this mixed design would be the most appropriate for this research that does not require extensive in-depth analysis of qualitative or multivariate data of quantitative data analysis (Driscoll, Appiah-Yeboah, Salib and Rupert, 2007).

## Conceptual framework

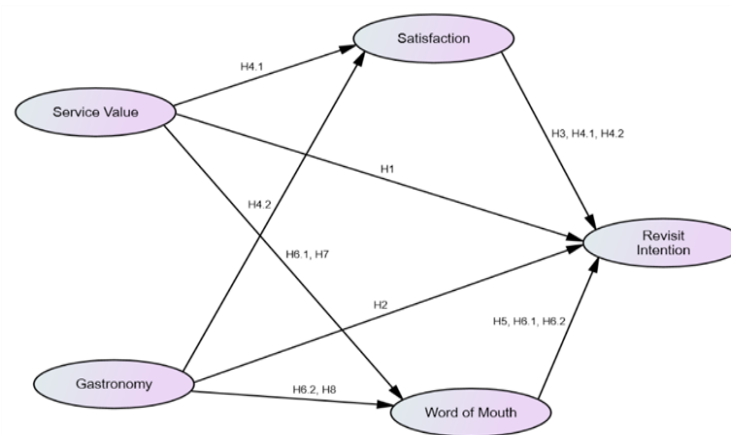


Figure 1 Conceptual Framework

## Literature Review

This investigation aims to extend the scope of explanation from the study of Um, Chon and Ro (2006) by considering the word of mouth to perform the role as mediator with satisfaction to explain the degree of revisiting intention. The belief literature review is presented as follows.

The most important point to note here is that revisit intention and customer satisfaction are inseparable in the sense that the higher the satisfaction a restaurant or a business delivers, the higher the possibility that customers will revisit (Ho Kim, Jae Ko, and Min Park, 2013). When a company offers goods or services, there is always the possibility that similar goods and services are offered on the market by other competitors. Since the customers always have many alternatives, it is very important that the companies do all that is within their disposal to ensure that they increase the value of the existing consumers besides attracting the new ones (Yan, Wang, and Chau, 2015). Taking these effective steps will automatically attract the customers repurchase

behaviors, there are different fields where customer revisit intention has been studied like tourism services, catering services, hospital services, retail businesses, bank services and telecom services. Logistic regression or structural equation modelling constructed and estimated several numbers of customer retentions driving factor models in those models, the factors such as satisfaction, trust, the number of previous visits, perceived switching cost and customer value were considered (Huang and Hsu, 2009; Lee, Kim, Ko, and Sagas, 2011). So, Service-value or service quality refers to the overall impression of the consumers regarding the relative inferiority or superiority of the organization as well as the services that the same organization offers (Liu and Lee, 2016). In many contexts of the businesses, high level of service quality delivered by the organizations to their clients is a very crucial factor of success. Worth noting is that these business contexts may include, but not limited to major professional sporting events. Other aspects that determine service quality include employees, price, facility access, concessions, fan comfort,

game experience, show time, convenience and even smoking. Most modern research have come up with four most salient targets of event quality evaluation regarding the events that are; event performance, during the event entertainment, staff quality and general physical surrounding (Brady & Cronin, 2001). The value perceived by customer was a key determinant to predict the intention of customer in medical tourism. The level of medical quality, service quality and enjoyment that were perceived by customers were the key factors that have statistically impact on customer perception (Wang, 2012).

Gastronomy refers to the relationship between food and the culture that several scholars tend to investigate in the gastronomy tourism. For instance, Correia, Moital, Da Costa, and Peres (2008) examined the determinants of gastronomic tourists' satisfaction: a second-order factor analysis has focused on the general satisfaction of the journey in tourists' experiences. It has tended to include the general elements of the gastronomic experience in their list of satisfaction items such as gastronomy, variety of food and quality of food. Similarly, Wang and Jie (2013) considered the food quality, price-quality relationship, atmosphere, hygiene, location, and convenience are some of the attributes that are perceived to facilitate recognition of food service satisfaction of the tourists. Hence, gastronomy can be described as the food experiences of tourists towards tangible and intangible products. To be more specific, atmosphere as an essential component of gastronomy can be defined as the design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing ability (Hussain & Ali, 2015). The environment has

a huge impact on the environments' emotion and satisfaction. The impression of the retail chain outlets enhances the customer satisfaction level and purchase experience. Even though, there is limited empirical research on the impacts of the store atmosphere on the consumer behavior, there are several researchers who have identified the effects of atmosphere on the behavior of consumers. For a conducive atmosphere to be maintained in the stores, the collective impact of all major atmospheric such as cleanliness, music, temperature, lighting, color, display or layout and scent or fragrance at one point in time must be considered (Hussain & Ali, 2015).

Satisfaction, by definition, can be referred to as the feeling that a customer experiences upon completing a purchase, in the phase following the acquisition of a service (Yan, Wang, & Chau, 2015). A function of expectations and perceived product, or attributes of the service is all representation of customer satisfaction. Customer satisfaction is an emotional reaction that is normally manifested in situations when the perceived performance of a product or service exceeds expectations. Of worth to note is that both cognitive and affective reactions to service encounters are very crucial in satisfaction. Satisfaction based on transaction and overall satisfactions are the two main distinct types of satisfaction that are known. Transaction based satisfaction emerges when a customer happens to judge the product or service based or gained in one purchase experience. Overall satisfaction is based on the total customer experience that has formed as a result of previously made purchases (Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic, 2014).

Word of Mouth (WOM). WOM is defined as a form of advertising communication where the recipient of the advertisement becomes sender of the information for others looking for such information. It is simply a practice where an exchange of information regarding a product available in the market takes place. WOM have been found to be mainly powerful when customers are making buying decisions about the products or services that are new in the marketplace and customers are only aware of those products and services but do not know well about them. Nowadays, WOM is found and accessible through diverse channels like networking sites, blogs, online forums, or purchase reviews available on respective online buying websites. WOM plays a very tangible role than any other situation when products that are newly released, because they are riskier due to the deficiency that occurs due to poor passage of information to the potential customers. The reason behind this is again the credibility of information that WOM provides that reduces the risks accompanying the customer's buying decisions (Wang & Jie, 2013).

### Hypotheses Development

Service quality has been a significant factor towards revisiting intention in terms of the positive impact that proved by several researchers (Ho Kim, Jae Ko, & Min Park, 2013; Liu & Lee, 2016; Marinkovic, Senic, Ivkov, Dimitrovski, & Bjelic, 2014; Yan, Wang & Chau, 2015). Correia, Moital, Da Costa, & Peres (2008) defined those components of gastronomy factor included local courses, food presentation, originality and exoticness, and staff presentation and Wang (2015) implied the impact of image of gastronomy tourism

on tourists' intention in terms of positive direction significantly.

Satisfaction of gastronomic tourists can be described through the three dimensions included the quality and price, gastronomy, and atmosphere, furthermore, this factor has a positive relationship towards revisiting intention significantly and mediated between explanatory variable and revisit intention (Correia, Moital, Da Costa, and Peres, 2008; Marinkovic, Senic, Ivkov, Dimitrovski, and Bjelic, 2014; Yan, Wang and Chau, 2015)

Word of Mouth (WOM) has a significant determinant that scholars considered the impact towards revisiting intention as the explanatory and mediator variable, especially in the gastronomic tourism phenomenon (Liu and Lee, 2016; Wang, 2015). For instance, Liu and Lee (2016) provided the framework to explain revisit intention through service quality and word of mouth, the result found that the service quality has a positive impact on word of mouth significantly. Several researchers implied and confirmed the determinants of service quality included price and quality, gastronomy, and atmosphere has a positive impact on word of mouth in the service industry significantly (Jensen, Limbu, & Choi, 2016; Liu & Lee 2016; Wang, 2015). Therefore, based on the literature review, the subsequent hypotheses are proposed:

H1: Service value has a positive influence on revisit intention towards gastronomic tourist in Bangkok during COVID 19.

H2: Gastronomy has a positive influence on revisit intention towards gastronomic tourist in Bangkok during COVID 19.

H3: Gastronomic tourists' satisfaction has a positive influence on revisit intention towards gastronomic tourist in Bangkok during COVID 19.

H4.1: Service value has an indirect effect on revisit intention which is mediated by Gastronomic tourists' satisfaction.

H4.2: Gastronomy has an indirect effect on revisit intention which is mediated by Gastronomic tourists' satisfaction.

H5: Word of mouth has a positive influence on revisit intention towards gastronomic tourist in Bangkok during COVID 19.

H6.1: Service value has an indirect effect on revisit intention which is mediated by word of mouth.

H6.2: Gastronomy has an indirect effect on revisit intention which is mediated by word of mouth.

H7: Service value has a positive influence on word of mouth towards gastronomic tourist in Bangkok during COVID 19.

H8: Gastronomy has a positive influence on word of mouth towards gastronomic tourist in Bangkok during COVID 19.

## Research Methodology

This investigation employed quantitative and qualitative methods to describe the antecedents of revisiting intentions for gastronomy tourism in Bangkok. Quantitative approach, the primary data obtained from the distribution of 400 questionnaires in Bangkok during COVID 19, which were collected from the five well-known street food areas, namely Yaowarat, Banglamphu, Sukhumvit, Silom and Sathorn, and Saphan Lueng during July to the beginning of August 2021 by employing the multi-stage sampling and the target samples were checked by three screening questions to assure the right target from both local and international groups; 1) Stratified sampling is used to separates the

population into sub-populations. The population units in each sub-population will have the same characteristics (homogenous) and simple randomness to obtain the number of samples according to the proportion of sample size and population. In this study, the top five tourist destinations are selected from the fifty districts in Bangkok area including Thailand Chinatown (Yaowarat), Old Town (Banglamphu), Sukhumvit, Silom and Sathorn, and Saphan Lueng. 2) Cluster sampling is then applied by dividing the population according to the area and then sampling the population from those proposed areas according to the desired amount which data will be randomly selected. In this case, the cluster sampling is then used to select domestic and foreign travelers from one of the selected areas. 3) convenience sampling is finally employed to collect the data from targeted sample of each selected destinations.

The following step is to exam the developed questionnaire in terms of content validity and content reliability tests. Firstly, the validity value of the research instrument was 0.66 which was acceptable. The received questionnaire was then used for assessing the content reliability by using the coefficient formula of Cronbach's Alpha Coefficient, the reliability of entire research instrument was around 0.90 which was above 0.70 and after that the following step was proceeded. In this study, descriptive statistics was used to check for the violation of data assumptions including sample size, missing data, normality, linearity, and multicollinearity. The study passed all basic criteria for data assumption testing.

Structural Equation Model (SEM) as the main statistical technique to the test at the statistical significance of .05 by using the criteria for model fit

index. Quantitative approach can be described through the questionnaire based on several items from reviewing the literature included six theories which related to investigating in this phenomenon. Revisit intention and satisfaction can be represented by 8 items based on Huang and Hsu (2009) has been confirmed the items to describe and analyze the revisit intention (GFI = .996, NFI = .998, CFI = 1.00) and satisfaction (GFI = .99, NFI = .99, CFI = .9) by measurement model which is in Hong Kong context. Moreover, Correia, Moital, Da Costa, and Peres, (2008) had confirmed 3, 5, and 4 items to measure the service-value ( $\alpha = 0.93$ ) and gastronomy ( $\alpha = 0.77$ ) respectively in the gastronomic tourism in Portugal context, and this measurement model had fit of the data empirically (GFI = .98, NFI = .89, CFI = .95). Lastly, word of mouth contained 2 items ( $\alpha = 0.77$ , CR = .81, AVE = .683) to explain this factor in the airline industry (Liu and Lee, 2016). Accordingly, this investigation considered to develop the items based on the items of Huang and Hsu (2009), Correia, Moital, Da Costa, and Peres, (2008), and Liu and Lee (2016) because several frameworks which confirmed the reliability and validity by measurement model based on exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) in the hospitality circumstances. Whereas, Qualitative approach, in-depth interviews by the method of semi-structured interview are used for qualitative research to understand the attitudes or mind-sets of a tourist, by asking for the “Why” and “How”. “If forces the interviewed person to think about the motivations and reasons for a certain behavior.” (Barnham, 2015). Moreover, the study followed the ethical guidelines and has been reviewed and approved according to the Standard Operating Procedures by

Ethical Committee of Research Institute of Rangsit University based on the Declaration of Helsinki and Good Clinical Practice with the Documentary Proof of Exemption Number. DPE.RSUERB2021-051.

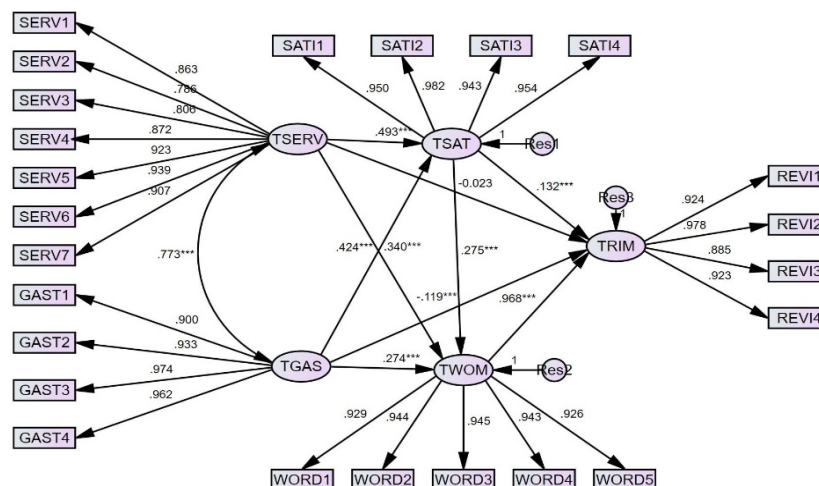
## Research Results

The result of the effect of Thai tourist behavior to revisit Thailand street food during COVID 19 survey shows that the majority of respondents is gathered from Silom and Sathorn (SM) with 22.50 percent followed by Yaowarat (YT) (20.80 percent), Sukhumvit (ST) (20.30 percent), Banglamphu (BU) (19.00 percent) and Saphan Lueng (SL) (17.50 percent). Most of respondents are male which accounts for 60.80 percent and about 40.50 percent of respondents come from the respondents' age of 20-29 years followed by the age of 30-39 years with 34.80 percent, followed by the age of 40-49 years (13.00 percent) and the age of 50-59 years (6.30 percent), and the age of 60 years or above (5.50 percent). The result of descriptive analysis also shows that the respondents are graduated at bachelor's degree 76.30 percent, Master's degree 14.80 percent, primary level 3.80 percent and other level 5.30 percent. During of their visit, the majority of respondents' trend to stay at hotel which accounts for 81.50 percent, followed by staying at hostel (14.00 percent), with their family and relatives (2.5 percent). The rest stayed at either luxury hotel or their own home with the same percentage (1 percent). For the reason of their visit, respondents' trend to answer “for holiday” with 67.99 percent and “for business purpose” with 25.30 percent and the other reason accounts for 7.80 percent.

According to the measurement model which indicates that the latent variables presented

the highest CR value of .992 and the minimum value of .956, which the value was greater than .60. In Addition, the maximum of AVE value was .918 and the minimum was .756, which has a value greater than .50 (Hair, Black, Babin, and Anderson,

2014). The measurement model presented the better fit according to the criteria (see table 4.10). The fit indices namely Chi-square/df (3.56), CFI (.975), GFI (.900), RMSEA (.080) and SRMR (.04) which meet all criteria of fit index.



Chi-square = 598.782, df = 168, CFI = .975, GFI = .900,  
RMSEA = .080, SRMR = .04

**Figure 2** The Adjusted Model after Computed Modification Indices: Mis

The researcher analyzed the structural equation model to learn the effect of Thai tourist behavior to revisit Thailand street food during COVID 19 among the selected variables with the Maximum Likelihood method using AMOS to compare the harmony between the purposed model with empirical data. By the criteria for checking the harmonization of the model and empirical data, the researcher considered from statistic values. It consists of the Chi-Square/df, CFI, GFI, RMSEA and SRMR indices (Hair, Black, Babin, and Anderson, 2014). The results of the basic model analysis shown that the homogeneity index was originally not consistent with empirical data or did not meet the criteria specified by the model fit indices. Therefore, the researcher has adjusted the

model according to the model modification index (Modification Indices: MI) and residual values in the form of standard scores (Standardized Residual) and then adjust the parameters until the goodness of fit indices was consistent with the empirical data. Overall, the model modification index was considered to make the model fit to the data. Figure 2 shown the model after compute modification indices. When considering the fit index of the model, it found that the model was harmonious with the data, with all the model fit index that meets the acceptance criteria, an index value of Chi-square / df = 3.564, CFI = .975, GFI = .900, RMSEA = .080 and SRMR = .04. Therefore, it could be concluded that this structural model was appropriate. This could be explained as follows: 1) The chi-squared/df

is equal to 3.564, indicating that the model was consistent with the empirical data. Since the relative chi-square/df value was less than 5.00, 2) Almost all selected model fit indices were in the acceptable range, indicating that the model was consistent with the empirical data.

The adjusted model presented the better fit according to the criteria. The fit indices, namely Chi-square/df (3.56), CFI (.975), GFI (.900), RMSEA (.080), and SRMR (.04) were apparently improved.

Then the study continued to the further step which was to investigate the results of the beta ( $\beta$ ) analysis of the relationship characteristics as shown in Table 1.

Interestingly, the result of mediation effect found that the TSAT and TWOM fully mediated between TSERV and TRIM, while TSAT and TWOM partially mediated between TSERV and TRIM.

**Table 1** The Beta Value of the Direct Relationship

Relationship	$\beta$	t-value
TSERV ---> TSAT	.493	10.728***
TGAS --> TSAT	.424	9.452***
TSERV --> TWOM	.340	5.686***
TGAS --> TWOM	.274	5.070***
TSAT --> TWOM	.275	4.393***
TSERV --> TRIM	-.023	-.616
TGAS --> TRIM	-.119	-3.531***
TSAT --> TRIM	.132	3.563***
TWOM --> TRIM	.968	24.559***

**Qualitative approach:** Using sequential explanatory design, the quantitative data were collected, and analysis followed by the qualitative data collection and analysis (Creswell, Plano Clark, Gutmann, & Hanson, 2003). Based on the quantitative results, the significant associations found in this study were used as guideline questions in qualitative section including 4 main parts: personal data, opinions towards the effect of Thai tourist behavior to revisit Thailand street food during COVID 19 among other variables and the other suggestions (13 items). In the process of testing the accuracy of the tool (Content Validity), the draft of the questionnaire was tested to find the directness of the tool according to the content. With the method of finding the Index of Item-Objective

Congruence (IOC), three of research experts or people who are specialized in the regarding topic were invited to check the content accuracy to adjust and improve the developed questionnaire according to their recommendations (Pallant, 2020). The test satisfied within the acceptable range. The in-depth interviews using semi-structured interview were proceeded to understand the attitudes or mind-sets of tourists in Thailand street food during COVID 19 by asking six persons including three of food and restaurant management experts, two tourism management experts and an experienced restaurant owner. According to our research method, the contents of target's answers were analyzed by performing the basic steps including a qualitative data collection, coding by using the

developed interview keywords regarding the selected variables, then performing the content analysis and data interpretation. However, the original qualitative findings were validated by a triangulation technique using several individuals analyzing the same data. Therefore, the summary reported that the effect of Thai tourist behavior to revisit Thailand street food during COVID 19 found that service-value and revisit intention was mentioned 8 times during the interview, the association between gastronomy and revisit intention was also one time less than the relationship of service with the same dependent variable as same as the relationships of customer satisfaction and word of mouth, which separately coexisted with the same dependent variable. Moreover, the association between independent variables and revisit intention and word of mouth was mentioned 8 times during the interview and the frequency of 10 times was said about the association between demographic factors and revisit intention.

## Discussion

In the qualitative aspect, “if customers have a positive satisfaction, it will make it easier to make a purchase”, “..whether how good the service is, how expensive the item is or not. If the lack of

satisfaction of customers who want to buy or use that service, then it makes the product less attractive...” or “..customers feel good and are impressed with the consumption or use of services is something that results from what he has received more than what he has to pay..”. Therefore, there was no doubt that tourist satisfaction could lead to repeated purchase. According to qualitative findings, the interviewees said that “mouth-to-mouth communication can be considered as the mediating factor, because in today’s world, there are a lot of options for consumption. Information based decisions are what modern people do with a full of facts and the opinions of consumers.”, “word of mouth communication is the directing factor in my view.” The result indicates that the direct effect of gastronomy on revisiting intention model which is mediated by satisfaction is statistically significant with a negative effect (Rawal & Saavedra, 2017). Although, the end-users must change their lifestyle to eat and order their product and service, however, among the customers attempted to change themselves to align with COVID-19 situation, this implies that increasingly more purchasers selected to dine in for the duration of the pandemic that user expectancies on provider exceptional and hygiene have been additionally heightened.

**Table 2** Word Association on the Relationship and Stimulation of Purchase Intention

Themes	Associations	Frequency of mentions
Service-value	revisit intention	8
Gastronomy	revisit intention	7
Customer Satisfaction	revisit intention	7
Word of Mouth	revisit intention	7
	revisit intention, word of mouth	8
Demographic Factors	revisit intention	10

In quantitative aspect, an expectation of perceived product or attributes of the service or perceived performance of a product or service that exceeded the expectations from previous purchase could then lead to revisit intention. This finding was consistent with the work from Correia and a colleague in 2008, Marinkovic and a colleague in 2014 and Yan, Wang and Chau (2015). The direct effect of the word of mouth on revisiting intention model was statistically significant with a positive effect because viral communication was more reliable and more than self-evident, as can be seen in reviews from websites or bloggers.", "word of mouth communication is highly reliable because it comes directly from information sources, so if tourist attractions or restaurants come out well..", "using customers who have tried the service to communicate good stories to other recipients honestly, there is no hidden benefit to the matter, which enhances reliability rather than criticisms." According to this result implied that Thai customers retain to include on-line buying and e-commerce, they may be an increasing number of the usage of their telephones to reserve and purchase goods during COVID-19 situation. Therefore, the reliable reason is that the credibility of information that WOM provides that will reduce the risks accompanying the customer's buying decisions (Wang & Jie, 2013) then could lead to revisiting intention. Besides, service quality included price and quality, and gastronomy had a significantly positive effect on word of mouth in the service industry significance. This implied that good service could lead to the positive word of mouth and then directly led to the customer behavior including revisit intention.

The indirect impact of service value on the potential of revisiting was mediated by gastronomic tourists' satisfaction. The results showed a statistically significant negative indirect effect of service-value on revisiting intention model, which was mediated by satisfaction. The studies examined the mediating effects of customer satisfaction and word-of-mouth, which proved that both variables were significantly able to mediate the given effects. Even though none of the selected scholars presented direct association between the given variables, they focused primarily on the mediating effects of customer satisfaction and word-of-mouth. This was as a result of the significant differences in gastronomic attributes. "They were the rationale and principles for choosing food for customers, which were likely to have high impact on the customer intention." and "word of mouth communicates about your experience of using the service or experience it which is the most influencing factor based on my opinion. If it is good communication, then it will be good, but if it is not good, it will cause a lot of bad experiences, resulting in a great impact." Nevertheless, service-value might not contain the positive effect because the customers would first consider the food quality and value for money every time before buying. Similarly, the gastronomy might not produce the positive outcome on revisiting intention because many types of restaurants were currently available; the monotonous options were increasing in number. There were more restaurant choices, but less food types because everyone chosen to sell only fast-earning, and fast-producing foods especially in the case of street food. According to the current lockdowns and social distancing, growing numbers of Thai buyers had been pressured to interchange from eating places

to domestic delivery. This alternate of purchaser behaviour added approximately with the aid of using the COVID-19 pandemic can also additionally grow to be the brand new everyday even after the pandemic is over. Among of customers expected the diners hop among apps to cowl all their favored take-out spots and get the satisfactory deal. The elements at the back of the achievement of the satisfactory-acting gamers on this region are the established order of partnerships with eating places, the smart use of era and data, and the mixing of crucial offerings in a single app during COVID-19 situation.

### Recommendations

Studying on the effect of Thai tourist behavior to revisit Thailand street food during COVID 19 have demonstrated the influence of service-value, customer's satisfaction, and word of mouth communication, including tourism factors such as gastronomic factor on revisiting intention in the case of street food in Bangkok. The findings would have the ability to predict and explain the behavior of customers or tourists to use street food restaurants in Bangkok. Therefore, street food shops and other restaurants should consider service-value, customer's satisfaction and word of mouth communication, and tourism factors as a business strategy to stimulate the revisit behavior (revisit intention). In addition, both the customer related factors and tourism factors should be defined as a clear plan with ongoing actions that cover a specific requirement for providing a better service-value, increasing customer satisfaction, offering an appropriate gastronomic atmosphere, and generating a positive word of mouth communication. In conclusion, the implications for marketing strategy and tourism management should

be due to the causal relationships among proposed variables in improving the revisit intention. The direct and indirect effects being explored in the study should be used to manage street food shops by considering both antecedent variables and mediating variables. For instance, the service value of customer perspective when ordering goods via online application during COVID-19 situation, the suggestions of this service value to attract the customer's satisfaction and word of mouth communication that needs to modify any unfair acts through on-line transport providers, consisting of the placing of fee fees, marketing and marketing and promoting fees, not on time credit score terms, and refusal to deal, the suggestions sign that law of the world should grow to be stricter.

Due to this research, the author studied only customer behavior factors, including service-value, customer's satisfaction and word of mouth communication, and tourism factors such as gastronomic factor that affects the behavior of revisiting intention in the case of street food in Bangkok. The researcher has chosen to use the traditional service-value attributes including quality and price, price of drink, staff cleanness, staff knowledge and staff behavior which may not cover other service-value factors involved in the service business such as responsiveness, security, reliability, facility access, or other physical surroundings. Accordingly, integrated marketing communication (IMC) tools are needed to be reviewed in terms of putting the right message to the right audience. That would result to the increasing of the customer perception on service value, gastronomy, word of mouth, and satisfaction, which could lead to repeatedly visit towards the Thailand Street Foods during and after COVID 19.

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