Factors Affecting the Intention to Use the Hotel Service of the Customers in Staycation

Pakawadee Trirasri[a*]

Jaruporn Tangpatthanakit[b]

[a*,b] *Faculty of Management Science,*
Kasetsart University Sriracha Campus,
E-mail: pakawadeetrirasria@gmail.com

Abstract

The purpose of this study was to investigate the factors that affected the intention to use the hotel service of consumers in the staycation by looking into the factors on components of tourism which include attractions, accessibility, accommodation service, tourism activities, amenities and affordability which are independent variables that result in intention behaviors to use hotel services of the consumers. The target group of the study were 509 people, being 390 females and 114 males. The statistics for testing hypothesis and finding the relation of the variables were inferential statistics. The research findings revealed that the ability in direct payment affected the intention to use the hotel service most, followed by the activities, attractions, facilities, and accommodation services respectively. However, accessibility of tourism attractions did not the intention to use the hotel service.

Key Words: Factors Affecting Intention to Use, Hotel Service, Customers in Staycation

Introduction

Currently, all over the world has confronted with the COVID-19 crisis which has widely and seriously spread, causing many countries including Thailand to lockdown the country, refraining from travelling both inside and outside the country in order to control and prevent infection which affected tourism and hotels businesses. In 2020 tourists postponed their travelling plans with no time limit or cancelled their hotel reservations. As a result, the hotels had a shortage of incomes and had difficulty paying their employees. Many hotels made decision to close down the business since they could not handle their expenses and debts and eventually announced for sale while some hotels laid off their employees to reduce their expenses.

After the first COVID-19 outbreak situation, there was a tendency to unravel or reduce, the government set up a policy to run a project to stimulate tourism inside the country under the so called "Travel Together" and "Travel for Happiness Sharing" from which the government predicted that it would result in GPD to grow up to 0.2-0.3 % and that a new way of tourism within the country or nearby called staycation was originated after COVID-19 situation. This staycation tourism could meet the new trend of tourism providing experience that inspires the tourists to travel again.

For this reason the researcher wishes to investigate the factors affecting the consumer's intention to use the hotel service in the form of staycation for the benefits of the hotel entrepreneur to use the research information to make plans for business development in order to meet the tourist's wants and needs in the future.

Objective

1.To investigate the factors most affecting the consumer's intention to use the hotel service in the staycation form of tourism in Thailand.
2. To investigate the tourism components (5A) affecting the consumer's intention to use the hotel service in the staycation form of tourism in Thailand.

Literature Review

Related Concept and Theories on Tourism Component (5A)

What the entrepreneur will have to prepare for the tourist is all kind of convenience and facility since tourists expect to receive from the tourist attraction they are going to visit and use as the criteria to make decision to visit the attraction, all of which are as follows.

The first factor is attraction which is probably the most important thing that interests and attracts the tourists to visit the tourist attraction.

The second factor is accessibility: tourists will check the route of transportation whether it is convenient to get access to the destination or not (Ternchit, 2006). What they the tourists want is the bus time table which is punctual and a transportation system which is safe enough.

The third factor is accommodation: it must be well prepared for the tourists who have reserved it because they normally look for a clean and standardized place in terms of service and safety ranging from a place with common rooms to five star elegant hotel.

The fourth factor is amenities available at the attraction can provide facilities and conveniences for the tourists such as a restaurant for food and beverages, an internet system, a good system of communication, police station, hospital, ATMs, especially a good system of electricity and sufficient water supply.

The fifth factor is activities which should be interesting since the tourists come for relaxation. They wish to see new and strange things every day. Therefore, the activities should be in variety and appropriate for different age groups and meet the tourists' wants and needs (Thipmanee, 2016).

A part from the 5A, there is another A or the sixth factor, namely, affordability. Affordability refers to the ability of the tourists to afford for their travel and accommodation on their holidays. Normally, they will set a travel schedule in advance in order to reserve every thing, so that they will have a lower price than without reservation.

Related Concept and Theories on Intention to Purchase

What marketers studying about consumers' royalty to brand names or repurchasing behaviors is to consider from what the consumers like to purchase and the amount of money spent on repurchasing (Nimboonjach, 2015). Besides, an intention to purchase is another step between an evaluation of choices to purchase and a decision to purchase. Normally, the consumers often purchase the products they are interested in and the products they like most as well (Adul Jaturongkakul, 2003).

Research Hypothesis

1.The factors of tourism component on attraction affect the consumer's intention to use the staycation form of tourism in Thailand.

2.The factors of tourism component on accessibility affect the consumer's intention to use the staycation form of tourism in Thailand.

3.The factors of tourism component on accommodation affect the consumer's intention to use the staycation form of tourism in Thailand.

4.The factors of tourism component on activity affect the consumer's intention to use the staycation form of tourism in Thailand.

5.The factors of tourism component on amenity

6.The factors of tourism component on affordability affect the consumer's intention to use the staycation form of tourism in Thailand.
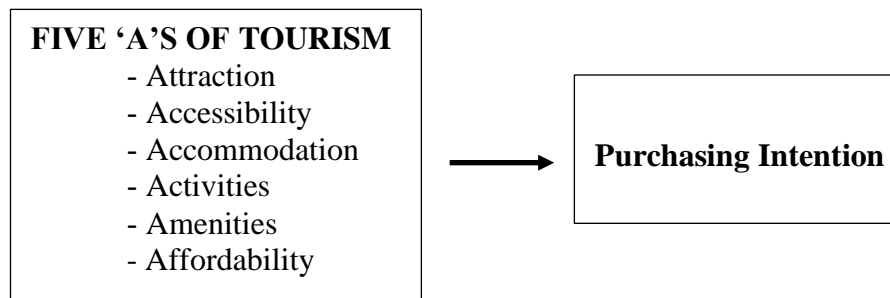
Research Conceptual Framework

Figure 1: Conceptual framework

Research Methodology

A study of the factors affecting the customers' intention to use the hotel service in a staycation form of tourism in Thailand is a quantitative approach using a survey study.

Population and Samples

This study chose the samples from the tourists called first jobber aged between 21-15 years old selected by convenience sampling, thus not knowing the exact number of the population, because the duration for collecting the data was limited. To save the study cost, the researcher distributed a questionnaire through Google Forms and calculated the sample size using Hair, et al (2009) having 20 times of the number of questionnaires. In this study there were 24 items in the questionnaire, thus having 480 samples. In order to avoid any obstacles in calculating statistics, the researcher collected more the information from another 29 samples making the total of 509 samples altogether and having the reliability 0f 95%.

Research Instrument

The research instrument for collecting data is a questionnaire consisting of four parts.

Part 1 is on general information of the informants.

Part 2 is on behaviors of consumers or informants pertaining to the factors of tourist attractions and motivation on tourism that affect the decision to choose tourism of working people in Bangkok Metropolis. (Praditrod, 2014)

Part 3 and Part 4 are questions measuring level of opinion towards component factors of tourism using Likert's five-level rating scale. The steps of making the questionnaire are as follows:

Step 1, the researcher looked for studies with component factors on tourism and intention to purchase as a guide for making questions.

Step 2, the researcher adjusted to data to be consistent with the study.

Step 3, the researcher tried out the questionnaire with 30 samples and then tested with SPSS computer program using Conbrach's Alpha. It was found that every factor had alpha value of 0.86 which was more than 0.7, meaning that the questionnaire was reliable and could be used to collect data from the samples (Kanlaya Wanitchbancha, 2009).

Research Statistics

Descriptive statistics were used to explain the general information of the informants in terms of percentage (%). Standard Deviation (S.D.) was used to analyze to find the average and the level of significance of the factors of tourism affecting the intention to use the hotel service. Pearson's Correlation Coefficient was used to find the relation between the independent variables of tourism factors affecting the intention to choose the hotel service in the staycation form, the dependent variable. Multipel linear regression was used to test the hypotheses to find the relation of more than one independent variable and the dependent variable.

Research Result

The result of an analysis of the demographic information of the informants using descriptive statistics could be presented in percentage as follows.

Gender

It was found that the majority of the informants were 390 females or 76.6 %, 114 males o 22.4 %, and 5 informants with no indication of gender or 1%.

Age

Based on the data analysis, it was found that the majority of the informants with a number of 203 (39.9%) aged 25 years old, 121 informants (23.8%) aged 22, 88 informants (17.3%) aged 21, 51 informants (10%) aged 23, and 46 (9%) of them aged 24.

Occupation

The data analysis showed that the majority of the informants were students with a number of 200 (39.3%), 118 of them (23.2%) were employees of private organizations, 96 (18.9%) of them had personal businesses, 62 (12.2 %) of them were government official/employees, 24 (4.7%) of them were general employees, 5 persons (1%) were housewives, 1 person (0.2%) was a freelance worker, 1 person (0.2%) was an entrepreneur, and 1 person (0.2%) unemployed.

Income

The data analysis revealed that the majority of the informants with a total of 183 (36 %) had an income less than 15,000 baht, 104 informants (20.4%) had an income of 30,001 baht and above, 103 informants (20.2%) had an income 15,000-20,000 baht, 65 informants (12.8%) had an income of 20,001-25,000 baht, 54 informants (10.6%) had an income of 25,001-30,000 baht.

The result of the study in Table 1 shows the average and standard deviation interpreting the level of significance of the factors of tourism affecting the intention to use the hotel service.

Table 1: The sum of opinions of 5 A's

	Mean	**S.D.**	**Interpretation**
A1	4.1906	.62117	High
A2	4.2402	.72559	Highest
A3	4.0405	.66971	High
A4	4.5987	.53145	Highest
A5	4.0113	.74390	High
A6	4.0133	.72663	High
PI	4.3158	.66020	Highest

Based on Table 1, the result of an analysis showing the average and standard deviation revealed that the informants place emphasis on tourism activities (A4) at the highest level ($\bar{x}$= 4.5987), followed by accessibility (A2) ($\bar{x}$= 4.2402). The informants placed emphasis at a high level on attraction (A1) ($\bar{x}$= 4.1906), amenities (A5) ($\bar{x}$= 4.0113) and affordability (A6) ($\bar{x}$= 4.0113) respectively. However, for the dependent variable, the intention to purchase (PI) was placed emphasis by the informants at the highest level ($\bar{x}$= 4.3158).

Table 2: Pearson's Correlation Coefficient

	A1	**A2**	**A3**	**A4**	**A5**	**A6**	**PI**
A1	1						
A2	.519	1					
A3	.472	.558	1				
A4	.564	.503	.430	1			
A5	.418	.340	.437	.401	1		
A6	.394	.239	.236	.346	.400	1	
PI	.468	.305	.249	.521	.418	.528	1

Table 2 shows the result of an analysis of Correlation Coefficient between the independent variables on attraction (A1), accessibility (A2), accommodation (A3), activities (A4), amenities (A 5), and affordability (A6), all of which affected the intention to use the hotel service (Pl) that had a positive relation at the significant level 0.05 with the value between 0.236-0.564.

Table 3: Result of Hypotheses Testing

Independent Variable	β	Std.Error	t	Result
Attraction	.151	.048	3.346	.001
Accessibility	-.003	.040	-.068	.946
Accommodation	-.092	.043	-2.120	.034
Activities	.306	.054	7.041	.000
Amenities	.142	.036	3.506	.000
Affordability	.328	.035	8.597	.000

R square = 0.439 Adjusted R Square = 0.433 F = 65.33

Table 3 above shows the research findings that the independent variables on various tourism factors affected the consumer's intention to use the hotel service in the form of staycation in Thailand with a statistical significant level 0.05. When considering each variable, affordability (β= 0.328) affected the intention to use the hotel service most, followed by activities (β= 0.306), attraction (β= 0.151), amenities (β= 0.142), accommodation (β= -0.092), and accessibility (β= 0.003) did not affect the intention to use the hotel service.

Conclusion and Discussion

The result of the study could be concluded that the factor that had highest influence on the consumer's intention to use the hotel service in the staycation form of tourism in Thailand was attraction because the samples were interested in beautiful and dominant atmosphere which was in trend and nowadays the consumers use social media to upload the pictures of the attractions and other stories. Once they were interested in attractions, they would have intention to use the hotel service which is in line with a study by (Piyanuwatkun & other, 2019). It could be concluded and discussed as follows.

The factor on accessibility to the tourist attraction did not affect the intention to use the hotel service since the sample group was not interested in the route of transportation and direction pointer, but they paid more attention to other factors because they could use other technology in travelling (GPS) instead of the direction indicator along the way which is consistent with a study by Naphachotsiri (2017).

Based on the factor on accommodation, the sample group paid attention to this factor because they wanted a private, peaceful and safe accommodation and that currently they emphasized significance of taking photos which is consistent with a study by Waiahapha, (2013)

A factor on activities was also an interesting point for the sample group since they wanted to travel if there were interesting and appropriate activities. As such they may intend the use the hotel service in the future and this is in line with a study by Nimboonjach (2015).

The most important factor on amenities was the most important factor for the tourists which could be seen in the fact that there were hotel accommodations growing up in the tourist areas to provide amenities for the tourists with the price ranging from a thousand to ten thousands baht. It could be said that where there are good facilities and conveniences, the tourists are ready to visit. This is consistent with a study by Nilphat (2018).

A factor on affordability of the sample group would depend on their wants and desires. If they wanted more, they would pay more; if their wants did not increase, they would not pay more but at the previous or original level. This is in consonance with a study by Vechvongvan (2013)

Suggestions

Suggestions for Business Application

In this study, the researcher could conclude the benefits for entrepreneurs, based on each question item that they should give significance on affordability factor most by making reasonable room prices. Activities are also important because tourists give significance to the hotel that provides interesting and appropriate activities every age group. For attraction factor, the tourists are interested in the hotel with private, beautiful and peaceful atmosphere most. For amenities, they prefer the hotel with the internet network most. Therefore, entrepreneurs should bring into consideration this information when making decision pertaining to running hotel businesses in the future. However, they should also look into other factors as well such as behaviors of the consumers or the sample groups which may change in the future.

References

Adul Jaturongkakul. (2003). *Service Marketing.* Bangkok: Indo-china Pearson Education.

Hair, Joseph, et al. (2009). *Multivariate Data Analysis: A Global Perspective*. (7th ed.). Upper Saddle River: Prentice Hall

Kanlaya Wanitchbancha. (2009). *Statistics for Research.* (4th Ed.). Namgkok: Chulalongkorn Univvversity.

Naphachotsiri, S. (2017). *Thai Tourism Policy For The Development Of The Community Economy*. Retrieved January 15, 2021, from http://www.dsdw2016.dsdw.go.th/doc_pr/ndc_2560-2561/PDF/8572e/

Nilphat, R. (2018). *Service Quality And Satisfaction Related To Customer's Repurchase At Paolo Rangsit Hospital Service.* Retrieved February 1, 2021, from http://www.repository.rmutt.ac.th/dspace/bitst ream/1234 56789/3508/1/RMUTT-161651.pdf.

Nimboonjach, M. (2015). *The Tourism Factors And Participation Of The Community Influencing The Sustainability Of Eco-Tourism At Khao San Nhok Whour. (Khao Laem National Park)*. Retrieved January 19, 2021, from http://ithesis-ir.su.ac.th/dspace/bitstream/

Piyanuwatkun, K. Suphalerdjaruphat, A. Ninnopparat, S. (2019). *Factor Affecting The Sport Tourism Behavior Of The Jet Ski Spectator In "Jet Ski – World Cup 2019*". Retrieved December 24, 2020, from http://research.bkkthon.ac.th/abstac/ab_21052563133914.pdf

Praditrod, C. (2014). *Components of Tourist Attractions and Tourism Motivation Affecting to Working People's Decision Making to Travelling in Vicinity Areas*. Retrieved January 3, 2021, from http://dspace.bu.ac.th/bitstream/123456789/1969/1/chitaworn_prad.pdf.

Ternchit, S. (2016). *Factors Affecting of Intention of Products or Services Purchasing through Outdoor Digital Advertising Media of Consumers in Bangkok*. Retrieved

February 6, 2021, from http://dspace.bu.ac.th /jspui/bitstrea m /123456789/3728/5/salowbon_tuen.pdf.

Thipmanee, C. (2016). *The Effect of Marketing Communications towards Purchase Intention of Healthy Food in Hatyai District, Songkhla Province*. Retrieved January 4, 2021, from https://kb.psu.ac.th/psukb/bitstream/2016/12380/4/430859.pdf.

Vechvongvan, N. (2013). *The Willingness And Ability To Pay Of Residence For Wastewater Treatment Charge*. Retrieved January 8, 2021, from http://www.sure.su.ac.th/xmlui/bitstream/handle/123456789/10786/fulltext.pdf?sequence=2.

Waiahapha, Y. Chailert, B. Raksathip, R. Temdee, P. (2013). *Cultural Resource Management for Sustainable Tourismin Pongyang Sub-district, Maerim District, Chiang Mai Province, Thailand*. Retrieved January 22, 2021, from https://iqs.mju.ac.th/openFile.aspx ?id =OTkxMjI=