

## THE ANALYSIS OF THE OPINIONS OF SERVICE USERS OF THE HOTEL AND RESORT IN BANGSAEN REGION

Sarunya Lertputtarak<sup>1</sup>, Pongprom Chanklieng<sup>1</sup>

<sup>1</sup>Graduate School of Commerce, Burapha University, Chon Buri 20131, Thailand

### ABSTRACT

The research was (1) to analyze negative opinions (dissatisfaction) of the service users of 2-4-star hotel and resort in Bangsaen Region from the complaints, praises or recommendation via online system, and (2) to recommend the approach to improve both quality and service of the hotel and resorts. The sample for the study was the data from the complaints, praises or recommendation from the websites for reservation of hotel or resort via online systems of the agencies from [www.agoda.com](http://www.agoda.com) and [www.booking.com](http://www.booking.com). These two websites have offered 49 hotels in Bangsaen, Chonburi. The samples chosen were 2-4 star hotels and resorts. The samples gave the opinions on 23 hotels, but they didn't give the opinions on 16 hotels. Other 6 hotels were just only one- star hotels, and the other four hotels didn't have any details about the opinions. The data were analyzed through qualitative research. In other words, the data were grouped and then they were regrouped. The findings were as follows:

To parking, it was found that on the websites the service users who reserved hotels via the website had the highest negative opinion on cramped car park. Secondly, there were a limited number of car park units. They had the least negative opinion on the car park outside the hotels.

To the hotel room, it was found that most service users who reserved the room via the websites had the highest negative opinion on the unhygienic room. Secondly, they thought that the room was not soundproofed and they had the least negative opinion on unreasonable room rate.

To the location of the hotel, most of the service users who reserved the room via the websites had the highest negative opinion on the fact that the hotel was very close to the entertainment venue. Next, the service users thought that the hotel didn't have clear hotel signs, so it was difficult for them to find the hotel. They had the least negative opinion on narrow hotel entrances.

To hotel staff, it was found that most of the service users who reserved the hotel room via the websites had the highest negative opinion on unimpressive staff's service. Next, the service users agreed that the staff was impolite and unfriendly. They had the least negative opinion on unimpressive security guards' service.

To the bathroom, it was found that most of the service users who reserved the room from the websites had the highest negative opinion on old and dirty bathrooms. Next, they found that the water supply was not clean and the water pressure was not strong enough. They had the least opinion on insufficient toiletries.

To hotel food, it was found that most of the service users who reserved the room from the websites had the highest negative opinion on tasteless breakfast, followed by the service of the restaurant. They had the least negative opinion on no provision of breakfast/dinner. To the room amenities, it was found that the service users who reserved the room from the websites had the highest negative opinion on no Wi-Fi/ weak Wi-Fi signal, followed by the fact that the air-conditioner didn't seem to be cooling/ or made humming noise. They had the least negative opinion on small television set/blurry image on the television. To other features, it was found that the service users who reserved the room from the websites had the highest negative opinion on unsystematic hotel management. This was followed by small/ dirty swimming pool. They had the least negative opinion on the hotel without elevators / with scary elevators.

**Keywords:** Service users, hotels, resorts, Bangsaen

### **Introduction and rationale**

Tourism has played the important role in the country's economic and social development because the service industry consists of businesses that are primarily associated like the chain and its principal businesses include tour, International travel business, hotel business, and the minor businesses which are souvenir shops, restaurants, and domestic travel businesses, etc. The hotel business is the business that stimulates continuous industries such as food business, construction business and land development. It also promotes SMEs business which leads to income redistribution to the people at the grass root level. The tourism is the industry that many country's governments consider as a key strategy to generate revenue in foreign currency to the country's economy rapidly. Many countries set tourism as a top priority of national economic and social development plan. They also accelerated the development of tourism in order to compete with the existing and new tourist attractions (Wimada Kraidech, 2013, P.1).

The overall tourism rate in Bangsaen, Chonburi reduced by 4.21%, especially those who visited Thailand fell 1.32 %. On the other hand, the foreigners have reduced too. It is possible that over the past there were fewer foreigners visiting Thailand. However,

when the number of the tourists has been increasing, there was higher growth rate. Bangsaen Beach is still popular and peaceful for foreigners. Moreover Bangsaen Beach has abundant tourist attractions. The place that attracts Asian tourists was Khao Sammuk. For Thai tourists, there are still many factors that affect travel such as the increase in oil prices and economic condition. These make Thai people careful about spending for tourism. Bangsaen was a popular place to which Thai tourists usually travel during the weekend. The growth rate of tourists in Bangsaen has grown up steadily. The entrepreneurs of accommodation industry have seen the market opportunity, so they invest, expand and improve the lodge to accommodate the tourists' demand that is expected to increase steadily in the future. This leads to the steady growth rate of tourists. The entrepreneurs of hospitality industry in Bangsaen, who have seen the market opportunity invest, expand, and improve the lodge to accommodate the expected demand which will increase steadily in the future. As a result, the rate of the number of places for tourists to stay overnight has increased greatly in order to accommodate tourists.

For hotels and resorts, good management is required and it will directly give an impact on the image of the hotel and resort. If the management is not

qualified, the image will not appear. To modify operations in terms of personnel, administration, and working pattern accordingly, the hotel or resort will be able to enhance its operations and will increase the capacity of the service to achieve the most satisfaction for the tourists.

For the hotel service, it should always be developed and modified continuously to meet the needs of service users by going over the existing defects and creating a sense of quality and service. It is important to make a difference over competitors (Disapong Pornchanoknart, 2003, page 11).

Thus, The researcher has been interested in the analysis of service users' opinions on hotels and resorts in Bangsaen to know the service users' opinions. It is expected that the information gained from

this research will benefit the entrepreneurs of the hotels and resorts in order to improve the service.

### The Objectives of the Research

1. To analyze the negative opinions (dissatisfaction) of the service users of the 2-4 star hotel or resort in Bangsaen from the guests' opinions via online system.
2. To propose ways to improve the quality and service of a hotel and resorts.

### The scope of the research

The scope of the research content was the analysis of the service users' negative opinions (dissatisfaction) on the 2-4 star hotels and resorts in Bangsaen via the Agoda.com and Booking.com online system.

#### Conceptual framework

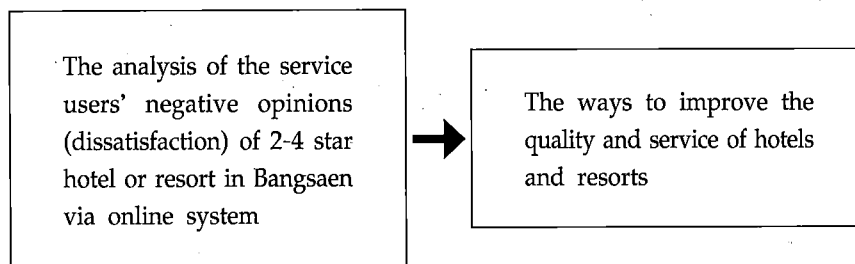


Figure 1-1 Conceptual Framework

### Expected Outcomes

1. The information could be used as a guideline for the entrepreneurs to improve the services of hotels and resorts.
2. The information could be used in determining the marketing strategy to attract tourists to come back to Bangsaen.

### Concepts and theories of the research

#### The concept of the opinion

Maier, 1995 (cited by Suchaya Cuptiyanuwat, 2000, page 43) stated that opinion is an expression of attitude in one part; the other is an interpretation of a fact. The interpretation of that fact will be based solely on the interpreters' past experience and ideas. Good, 1973 (cited by Suchaya Cuptiyanuwat, 2000, page 43) also states that the opinion was the beliefs

or opinion about something which we could not say whether it was valid or not.

#### The types of the opinion

Remmer, 1954 (cited by the Duanguma Sopa, 2008, page 20) divided "opinion" into 2 types:

1. Extreme opinion is an opinion that is learned or comes from experience in which the direction can be easily predicted. For instance, the highest side of this type of opinion is an excessive love which is beyond reasoning, while the lowest side of this type of opinion is intense hatred. This type of opinion is very strong and hard to change.
2. Cognitive contents is an opinion for something which depends on the understanding of a subject. For example, the positive side of this would be like, accepting, and agreeing. The negative side would be dislike, unaccepting, and disagreeing.

## Hotels

Hotel Act B.E. 2547 defines the word "hotel" as all types of the places which are set up to provide temporary accommodation for travellers or individuals wishing to find temporary accommodation by receiving compensation and these places are registered as a hotel, except that the place is set up to give people a temporary residence for the government benefits, charity, and education. Any dwelling house is used for individuals who wish to stay for at least one month. The person who has the right to allow them to use the place didn't sell any food nor drink to the people. The homes with at least two rooms and give service and provide temporary accommodation for travellers or individuals wishing to find temporary accommodation.

### The hotel administration

Trades and industries including hotels of all sizes and all types need to be managed at all levels in order to be able to serve society because the public needs effective services. The goal of the hotel management is to succeed in increasing its profits and reduce the costs. To achieve the quality standards of products and services, including creating and maintaining a positive image to the public, the hotel should have various goals which depend on the classes and various types of the hotels. It is important that executives of all levels know the exact target in order to improve management to achieve it. (Preecha Daengroj. 2006, page 306).

### The Concept of Management and Public Administration

Gulick&Lydall.(1973,p. 245) explained the process of POSDCORB administration process by using the acronym which stands for steps in the administrative process: Planning, Organizing, Staffing, Decision, Co-Ordinating, Reporting and Budgeting.

**Planning (P):** that is working out in broad outline the things that need to be done and the methods for doing them. Planning is done before the actual operation.

**Organizing (O):** that is the establishment of the formal structure of authority through which work subdivisions are arranged, defined so that the staff know their own role and they had clear position.

**Staffing (S):** that is the whole personnel function of bringing in and training the staff for the defined objective.

**Decision (D):** that is making decisions from different approaches by considering good reasons and consequences that will follow.

**Co-ordinating (Co):** that is forming work and communicating with each other, including making all parties of staff collaborative and harmonious so that there will no redundancy, conflicts or overlap to ensure that the operations will run smoothly, fast, cost-effectively and efficiently.

**Reporting (R):** that is keeping those to whom the executive responsible informed as to what is going on, which thus includes keeping himself and his subordinates informed through records, research, and inspection;

**Budgeting (B):** that is future plans and details of the plan to operate, supply and spend money and other resources for a period of time. In fact, the budget is used as a tool to control the operations.

## Theories about the service

Important and essential factors to the business viewed by current customer are service quality that service providers give and deliver the impression of excellent service to their customers. The results from the delivery of better services cause satisfaction and good relationship with the customers. In addition, good services do not only encourage the customers to purchase goods or services continuously, but they also create long-term customer relationships and loyalty to their products or services.

### Principle of word of mouth

Dave Balter, 2011 (CEO of BzzAgent) stated that word of mouth is a communication from consumers about a product or service in a positive or negative way. It occurs naturally because no operator or marketer can control or direct the direction as he or she wants. It is a powerful communication of peers who influence consumers.

### Factors affecting online reservation of service users

The concept of the components of electronic marketing mix (Kunlachat Chatkun Na Ayudhya, 2006) is the new marketing strategy which consists of products,

price, distribution (Place), and promotion and all factors are equally relevant and particularly important in the implementation of electronic business.

#### **The concept and theory concerning trust**

Dick & Basu (1994) identifies that building relationships with customers is like a staircase that leads to success. The trust is also important and comparable to the first step of the staircase. Talking with the sales professional, we always hear that creating trust is the answer to the factor contributing to success.

#### **Theories about the Customer Satisfaction**

Wittaya Pornpatcharapong (2011) stated that customer satisfaction is a customer's sense of either impression or dissatisfaction after using the product and service by comparing the expectations towards a product or service. The measurement of the satisfaction of customers is an activity that aims to assess whether the product or service meets or exceeds the customers' need or expectation.

#### **Theories about the Intention to Repurchase.**

Haward (1994) says that the intention to repurchase is a mental process that indicates the consumers' plan to use any products in any periods of time. The intention to repurchase the service comes from the consumers' attitude toward the brand and their confidence in the brand evaluation.

#### **The Concept of Service Quality Dimensions**

Zeithaml & Bitner, 2000 (cited in Ratanakiri Bahadur polyphony, 2002, pages 110-114) states that customers evaluate the quality of service by using five key factors, namely reliability, responsiveness, assurance, empathy and tangibility.

### **Research Methodology**

#### **The sample determination**

The samples used in the research were the feedback information from the two websites from which visitors reserved the hotel room. These two online agency websites were [www.agoda.com](http://www.agoda.com) and [www.booking.com](http://www.booking.com). The sites had a total of 49 hotels in Bangsaen, Chon Buri. The hotels and resorts selected were 2-4 star hotels. The visitors gave the opinions on only 23 hotels, but they didn't give the opinion on 16 hotels. However, the other six hotels were one-star hotels and the other four hotels didn't

show any details.

#### **Data analysis**

1. The data obtained from the sites were considered several times in order to understand the overall picture of information and important issues were considered.
2. The information was read again, and then it was interpreted and the messages or key phrases related were retrieved.
3. Information or sentences that had the same meaning were put in the same group. The topics or concepts were concluded for the information. The code label of every message or every sentence was grouped and keywords were set into larger groups (themes) and sub-groups which were under the definition of larger groups.
4. The phenomena were explained entirely in detail. The author provided a continuity and harmony among texts, sentences, definitions or topics. At this stage, the researcher had to try to cut out unnecessary information or topics.
5. The findings were clearly described in detail without the theories to control the incidents. The samples were given with words and important keywords to demonstrate clear phenomena.

#### **Conclusions**

From the results of the data analysis of the feedback on websites from which visitors reserved the hotel, the websites were [www.agoda.com](http://www.agoda.com) and [www.booking.com](http://www.booking.com), and there were a total of 49 hotels in Bangsaen, Chonburi. The guests gave the reviews to 23 hotels, but they didn't give the reviews to 16 hotels. The other 6 hotels were one-star hotels and there were no details shown to another four hotels. The researcher selected only the negative opinions from customers. The data were then analyzed by qualitative process, and were put into main groups and sub-groups. The results were as follows:

To parking, it was found that on the websites the service users who reserved hotels via the website had the highest negative opinion on cramped car park. Secondly, there were a limited number of car park units. They had the least negative opinion on

the car park outside the hotels.

To the hotel room, it was found that most service users who reserved the room via the websites had the highest negative opinion on the unhygienic room. Secondly, they thought that the room was not soundproofed and they had the least negative opinion on unreasonable room rate.

To the location of the hotel, most of the service users who reserved the room via the websites had the highest negative opinion on the fact that the hotel was very close to the entertainment venue. Next, the service users thought that the hotel didn't have clear hotel signs, so it was difficult for them to find the hotel. They had the least negative opinion on narrow hotel entrances.

To hotel staff, it was found that most of the service users who reserved the hotel room via the websites had the highest negative opinion on unimpressive staff's service. Next, the service users agreed that the staff was impolite and unfriendly. They had the least negative opinion on unimpressive security guards' service.

To the bathroom, it was found that most of the service users who reserved the room from the websites had the highest negative opinion on old and dirty bathrooms. Next, they found that the water supply was not clean and the water pressure was not strong enough. They had the least opinion on insufficient toiletries.

To hotel food, it was found that most of the service users who reserved the room from the websites had the highest negative opinion on tasteless breakfast, followed by the service of the restaurant. They had the least negative opinion on no provision of breakfast/dinner.

To the room amenities, it was found that the service users who reserved the room from the websites had the highest negative opinion on no Wi-Fi/ weak Wi-Fi signal, followed by the fact that the air-conditioner didn't seem to be cooling/ or made humming noise. They had the least negative opinion on small television set/blurry image on the television.

To other features, it was found that the service users who reserved the room from the websites

had the highest negative opinion on unsystematic hotel management. This was followed by small/filthy swimming pool. They had the least negative opinion on the hotel without elevators /with scary elevators.

## **Discussion**

To parking, it was found that the service users who reserved hotels via the website gave the opinion that the car park was cramped because of the lack of space. The space the hotels had was only for building hotels and accommodation. There were also a limited number of car park units so that the guests' cars were parked in the sun or the guests had to park next to the hotel building or on the alley next to the hotel. As a result, their cars were not protected by any security guards. From the things mentioned, if we used Hotel Act B.E. 2547 to be the guidelines, it is found the first category which was the location of the building, environmental condition and parking, 4-5 star hotels must be located in appropriate environment to the type of accommodation and the access to the hotels must be safe and convenient. In addition, the signs of the names and symbols of the hotel should be prominent. In fact, for 4-5 star hotels, there must be more detailed indicators that suit the hotel.

To the hotel room, it was found that most service users who reserved the room via the websites had negative opinion on dirty and dusty room floor with leaf debris. The mattress had a musty smell and there were a lot of ants and debris in hair loss. At night, there were noises of the cars late at night. When there was car racing, it was very noisy on the road along the beach in front of the hotel. The hotel was near the nightlife entertainment so there was noise interference. There were street cars running all the night. There were a lot of mosquitoes in the hotel room, and the air conditioning was not cooling. The bed was too hard or too soft. There was not a couch or corner for lounging. There was no hairdryer. Lighting in the room was luxuriously designed, but there was not enough light. The closet was beautiful but musty. Drinking glasses smelled awful. Curtains were not regularly

cleaned, so they were musty. Towels had a foul odor. Smell of the cigarette smoke from outside could creep into the room. The guests wanted a smoke-free hotel room because after they checked in, they smelt some smoke drifting into the room. They also thought that the room was very small. They found sea view room didn't have the same atmosphere as they had seen from the picture. There were too few rooms. The standard rooms were charged like the deluxe rooms. The price didn't agree with the location. The room price was unduly expensive. Although the hotel was not new, the room charge was too high. Room price was too high. This was consistent with the research of the Pussadee Somporn (2009) whose title was *"Customer satisfaction with the service of Lamai Wanta on Samui Island, Suratthani"*. The findings of the research stated that to a hotel room the respondents focused on the overall aspects at the high level. The factor with highest average was cleanliness, which was followed by comfort of the bed, the image and the reputation of the hotel.

To the location of the hotel, most of the service users who reserved the room via the websites had the highest negative opinion on the fact that the hotel was very close to the entertainment venue, so the noises disturbed the guests. There was the sound of radio broadcast all the time. In addition, the hotel was near the construction site, so it was so noisy. Some hotels were close to bars; therefore, at night these nearby bars played loud music and the noises caused vibration to the room. The hotel signs were not clear because the hotel was adjacent to other hotels so it was confusing and difficult to find, especially when the letters on the signs were not big enough. Furthermore some hotels were located far from the main roads and the beaches. In other words, they were isolated; the guests had to go pretty far into the alley. The hotel entrance was very narrow and there were a lot of the car parked in the alley, so it was difficult to walk to the hotel and there were a lot of stray dogs. This was consistent with the research of Kittipong Kiatchaiyakorn (2009) whose title was *"The Selection of Thai Hotels for Tourists in Chiang Mai"*. The

results showed that tourists primarily focused on the hotel whose location was near stores. Secondly, the location of the hotel should be easy access. Thirdly, there should be public buses passing the hotels. Next, the hotel should be located in a community that was safe and the hotel should be near tourist attractions.

To hotel staff, it was found that most of the service users who reserved the hotel room via the websites had the highest negative opinion on unimpressive and bad service of the staff who were not ready to work and didn't want to give the service to the customers. The arrangement of the room was slow and the maid cleaned up the room slowly. The staff didn't look cheerful and friendly. The staff stood in their group and didn't care the guests. They didn't have good human relationship with customers. They didn't feel like welcoming their hotel guests. Staff was rude and didn't pay attention to their guests. The staff at the service counter did not speak politely or they didn't have service mind. People on the shift had bad manners and they did not pay attention to the customers. There was no staff to take care of the car going in and out. Employees seemed attentive but they didn't take any actions. There were not porters to carry the luggage. This was consistent with Pussadee Somporn (2009) whose title was *"Customer satisfaction with the Service of Lamai Wanta on Samui Island, Suratthani"*. The research found that the respondents focused on the overall factors at the high level. The sub-factor with the highest average was that the staff should have good relationship, followed by a sufficient number of employees giving service and the fast service of the staff.

To the bathroom, it was found that most of the service users who reserved the room from the websites had the highest negative opinion on bathroom door which was quite hard to open. Bathrooms were small and were not clean. The toilet inside the bathroom was not suitably separated from the bath. Bathroom wall had not been cleaned yet, and there was no shower curtain to separate the dry area with the wet area. The bathrooms were somewhat stuffy. Toiletries weren't checked whether everything

was prepared. Bathrooms should have a shower curtain in order not to mess up the dry area floor. The water was dirty, unclear or opaque. The faucet water in the bathtub was yellowish and had much sediment. Toilet didn't flush efficiently, and the sink sewer drained very slowly. The water pressure of the basin was weak. Shower was embedded in the wall and the shower water flowed weakly. The rain shower head made showering difficult. In some hotels, there was no shower. The shower lock arm was missing. The water flowed from the shower slowly so the guests wondered whether there was a water pump or not. The toilet smelled awful. The bathtub or the bathroom drained slowly. The bathroom had no ventilation fan. Therefore, when the door was not closed tightly, the room smelled damp. There was dirt stuck on the toilet lid. When the toilet lid was opened, there was a very strong smell. There was no bath tub stopper, so the guests could not relax in the bathtub. The bathtub was out of order and there was debris on bathtub edge. The bathtub was sometimes rusty and there was no bidet shower. Liquid soap and shampoo were not provided sufficiently. There was no hand shower. Instead of shower gel, the hotel provided soap bars. The towels were old. From the above reasons, we used Section 2 of the Hotel Act B.E. 2547 to explain the standard of the hotel which tells that the lobby, public restrooms, elevators and walkways inside the walls and the ceiling had to be clean and decorated with good ventilation. Sitting areas or multi-service facility must be provided with telephones, books, magazines, brochures and information services.

To food, it was found that from people who had used the service to reserve hotels through the websites agreed that breakfast had little selection, no breakfast provided, breakfast provided slowly, not enough breakfast provided (coffee, toast, fried rice), no varieties of breakfast. Breakfast should be improved because it was not tasty. In addition, there were not any chairs for children, and the service of the restaurant was bad. Dining room had a lot of mosquitoes, and there were no breakfast tables. Instead of providing buffets for breakfast, set breakfast

was provided. Breakfast time was closed too soon. There was no breakfast, and there were no food shops and dinner food sold in the evening. This was consistent with the research of Wongsakorn Kumperm (2010) who studied "Factors that Influence the Use of Vietnamese Food to Give Service in the Hotel in Muang District, Chiangmai Province. The research revealed that the hotel respondents focused on the taste of the food, followed by the cleanliness of the food, a variety of food to choose from, healthy diet / with low calories, a new menu to choose from respectively.

To the room amenities, it was found that the service users who reserved the room from the websites had the highest negative opinion on no Wi-Fi in the hotel room/ very weak Wi-Fi signal.

Wi-Fi signal didn't cover every room, and only one user could use Wi-Fi in each room. In addition, the room didn't have a telephone, and the air-conditioner didn't seem to be cooling and made humming noise. In fact, it was too small, so it took a long time for the room to be cool. There was an air conditioner, so it could not make the other parts of the room cool. The refrigerator in the room wasn't cooling. The cleaners didn't clean the room. There was hair loss on the bed sheets. Towels were hard and rugged and they caused itches. Towels were somewhat old and there was no baby bed. The beds in the room were hard, very small and non-standard. The towels were hard and smelly. There was no dressing table. The TV was small and obviously old. There were too few TV channels. From the above reasons, if we used Section 9 of Hotel Act B.E. 2547 which describes the safety systems in general. The lights and electricity should be installed with safety standards and they should have been maintained properly. Regular check-up and the security system could be effective and observable. There should be 24-hour record of entrances and exits at the key points. There should be a fast communications system for emergency assistance to various networks. There should be patent-medicine and quality first aid kit which can be applied effectively.

To other features, it was found that the service users



who reserved the room from the websites had the highest negative opinion on a dirty lobby and old and dusty sofa. The hotel should have computers for customer service. The waterslides were out of order so they should be fixed immediately. It was crowded, and the crowd of people made loud noises which disturb the guests in the hotel. The hotel was too narrow and no space. Emergency power outage often occurred. The family room was on the top floor, so it was not suitable for the elderly. There were too many nearby bars and the music was heard in the room and it also caused vibration. When the guests checked out, there was no staff at the front desk so they had to contact the cleaners and the guards to return keys and get the room key deposit back. In fact, staff should be available all the time. The hotel was too close to the road so it was very noisy. In some hotels, there was no lobby where the employees had to keep contact to check in, check out or ask some more information. The swimming pool was too dirty to swim. There was growing grass which made the hotel messy. The hotel was old and the floor ceramic tiles were broken and missing. The pool was very small and dirty. Some hotels had no elevators, so the guests had to walk up the stairs to the 2-3-4 floors. The elevators were very dirty and smelly. From the above reasons, we use Section 12 of Hotel Act B.E. 2547 as the guidelines to explain that the hotels should have at least 3-5 indoor and outdoor services and activities such as gift shops, beauty salons, karaoke, playgrounds, bicycle lane and golf course. There should also be financial benefits for employees such as housing, food, transportation to commute the hotel.

## **Recommendations**

### **Recommendations for operation**

1. For parking, the hotel owners should find the parking space for customers by renting space near the hotel or providing shady area for parking. The staff should facilitate customers and for adding more safety, the hotel should install CCTV cameras in the car park.
2. For rooms, the hotel owners should adjust the

hotel room to be the same as the rooms they advertised on the websites. They should focus on the cleanliness of the room. The cleaners should be scheduled to clean the room and should have staff check the room again in order to prevent the mistakes in cleaning.

3. For location, entrepreneurs should make the clear entrance-exit signs to direct customers clearly and distinctly. This was because most customers could not see the hotel signs because Bangsaen was a tourist attraction, so there were many banner signs hindering the hotel signs. The hotel signs with the contact numbers should be installed so that they can be easily seen. Unless many organizations were cooperative, it would be tough to solve the noise problem. Therefore, there should be cooperation.
4. For employees, the hotel owners should provide trainings for the staff before they are in charge of serving and taking care of customers. The employees should be supervised more stringently in terms of etiquettes, manners, and service providing. This will make the customers impressed and satisfied with coming back to the hotel again.
5. For bathroom, the hotel owners should assign employees responsible to check the bathroom regularly. Particularly, they have to check water and sewer every day to prevent the problems and toiletries should be checked regularly to avoid inadequacy.
6. For, food service the hotel owners should pay special attention to cleanliness, the taste of the food and there should be a variety of food to choose.
7. For the facilities in the hotel room, the hotel owners should have staff check the toiletries so that they know which things should be added, improved or repaired for normal use.
8. For other things, the hotel owners should have staff monitor and improve other things to work efficiently. At the lobby, there should be staff who answers customer questions and they have to make sure that all equipment is clean and neat in order to make customer satisfied and appreciated, and then they will tell other people about the hotel service.

### **Suggestions for further research**

1. There should be the study of the behavior of

hotel users to see whether they return to the service of online reservation or not.

2. There should be the study of foreigners' opinion towards the use of the hotel or resort service.

3. There should be the study of behavior and marketing mix factors that influence the choice.

of the service by using in-depth interviews in order to know the service users' needs so that the hotels should respond to the current situation and make the service even more beneficial for them and the hotel can determine the strategic planning properly to meet the needs of the service users.

## References

- Best, J. W. (1977). *Research in Education*. (3<sup>rd</sup> ed). Englewood Cliffs, New Jersey: Prentice Hall.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 101.
- Disapong Pornchanoknart. (2003). The 8 Core Components: Creating CRM. *Productivity World Journal*, 8(March-April), 43.
- Duanguma Sopa. (2008). *The opinions of the public on the services of the Office of the Registrar of Muangarakham District*. Faculty of Political Science and Public Administrator, Graduate School, Mahasarakham Rajabhat Mahasarakham University
- Good, Carter. (1973). *Dictionary of Education*. Education. New York: McGraw-Hill.
- Gulick, L., & Urwick, L. (1973). *Papers on the Science of Administration*. New York: Institute of Public Administration.
- Haward, J. A. (1994). *Buyer Behavior in Marketing Strategy*. (2<sup>nd</sup> ed). New Jersey: Prentice Hall.
- Kittipong Kiatchaiyakorn. (2009). Thai Tourists Choices of Hotel in Mueang Chiang Mai District. Master of Arts, Department of Politics and Economics, Graduate School of Chiang Mai University.
- Kunlachat Chatkun Na Ayudhya. (2006). *Development of a strategic planning information technology system for the Thai-Nichi Industry Company Limited*. Chiang Mai: Chiang Mai University.
- Maier, N. R. F. (1995). *Psychology in Industry*. Boston: Houghton Muffin Company.
- Preecha Daengroj. (2006). *Management and workers in the 21st Century*. Bangkok: Chulalongkorn University Book Center.
- Pussadee Somporn. (2009). *Customer Satisfaction with the Service of Lamai Wanta on Samui Island, Suratthani*. Master Degree of Business Administration, Graduate School, Chiang Mai University
- Wimada Kraidech. (2013). *The Impact of Tourism on the Economy and Society in the Municipalities in Phe Sub-district, Muang District, Rayong Province*. Thesis of Business Administration of the Graduate School, Rambhaibarni Rajabhat University
- Remmer, H. H. (1954). *Introduction to Opinions and Attitude*. New York: Harper and Brothers Publisher Measurement.
- Suchaya Kuptiyanuwat. (2000). *Performance Indicators: A Case Study of the Petroleum Authority of Thailand*. MBA Thesis. Graduate School, Kasetsart University.
- Wittaya Pornpatcharapong. (2011). *Branding Strategy for Thailand Market*. Retrieved from. <http://gotoknow.org/blog/modernmanagement>.
- Zeithaml, V., & Bitner, M. J. (2000). *Service Marketing: Integrating Customer Focus Across the Firm*. (2<sup>nd</sup> ed). New York: Irwin McGraw-Hill Publishing Company.