The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists

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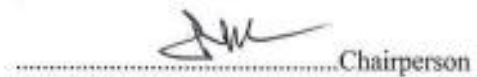**Prince of Songkhla University**

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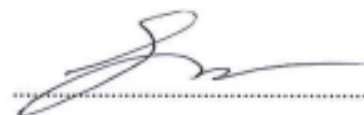
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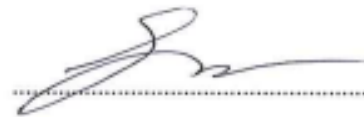
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ABSTRACT

Thailand has long been a competitive tourist destination. Tourism appears to contribute significantly to Thailand's GDP and economic growth. Global travel and tourism are being affected by the COVID-19 pandemic as it spreads across the world. Particularly in Phuket, which is heavily reliant on tourism as a growth driver. The impact of COVID-19 found that Phuket's 2020 tourist arrivals would have fallen to just 4 million, a 72 percent decline, and its revenue would have fallen to 108 billion baht, a 75 percent decline from 2019. (Ministry of tourism and sports, 2021). While hotels are categorized as businesses that are impacted by the pandemic. Thus, the study of the factors influencing hotel selection is essential and beneficial to the public. The objective of this study is first to identify the source of information used by tourists for hotel selection in Phuket. Secondly, to investigate tourists' behavior for hotel selection in Phuket. Thirdly, to identify emerging factors that influence hotel selection in Phuket. Finally, to investigate the deterministic factors for hotel selection during the pandemic.

This study is quantitative and applies quota sampling techniques. Over 420 usable questionnaires have been completed from May to October 2021 at three major tourist destinations, including Promthep Cape, Patong Beach, and Phuket Old Town by an equal portion of 140 questionnaires in each destination. The data analysis of descriptive statistics was used to determine tourists' characteristics, behavior, and hotel attributes. While the inferential statistics included Pearson's Chi-square were implemented to investigate the relationship between the source of information and hotel selection, it was also used to examine the relationship between tourists' behavior and hotel selection. Moreover, a one-way ANOVA was performed to investigate the relationship between hotel attributes and hotel selection in order to identify emerging factors among the groups for hotel selection. Factor analysis was also used to investigate the insightful relationships between variables. Furthermore, an independence sample T-test and binary logistic regression was implemented to investigate the hotel factors that

influenced the possibility of the hotel selection. The hotel selection as the dependent variable of this study consists of two hotel selections which are accommodation rate and accommodation type.

The study's finding indicated that due to travel restrictions, all participants were Thai, mainly female, aged 21–30 years old, single status, with a bachelor's degree and earning less than 150,000 baht per year. The result found that "friend and family" and "direct contact" with the hotel have significant influence at non-upscale hotels in Phuket during COVID-19. While the purpose of tourists' travels has significant influence on hotel selection, including both accommodation rate and type. However, travel duration and first-time travelers have no significant hotel selection, both accommodations rate and type. Furthermore, the investigation of emerging factors discovered that cleanliness and hygiene, which include SHA standards, physical social distance, and daily room cleaning, have a significant influence on hotel selection in Phuket during COVID-19. Furthermore, the result indicated that hotel service facilities, hotel image and reputation, hotel location and features all have a significant impact on the selection of an upscale hotel. Besides that, the findings discovered that hotel selection by accommodation type is significantly influenced by value for money, staff service, and education level.

According to the findings, the hospitality and tourism industries would benefit from strengthening their planning and strategy in the event of a future pandemic. Traditional sources of information from friends and family and direct contact are costless tools that result in significant cost savings for hotel operations during the pandemic. Moreover, upscale hotels should emphasize vacationing tourists while non-upscale hotels must emphasize business and sightseeing tourists. Meanwhile, Thailand's tourism must rely on cleanliness and hygiene as a basic requirement for hotel operations during the pandemic. Additionally, the upscale hotel must emphasize customer positive perceptions of hotel service facilities, hotel image and reputation, and hotel location and features to attract customers during the pandemic. Traditional accommodations must emphasize customer positive perceptions of staff service, while alternative accommodations emphasize the value of money. Furthermore, the outcome would provide an insight into the needs of domestic tourists in Phuket, enabling the hospitality and tourism industries to provide the appropriate products and services. However, the researcher suggests that

future research should focus on both international and domestic tourists, which would provide greater benefit to the community.

Keyword: Hotel selection, COVID-19, Accommodation rate, Accommodation type,
    Domestic tourists

ชื่อวิทยานิพนธ์ ปัจจัยที่ส่งผลกระทบต่อการเลือกโรงแรมในจังหวัดภูเก็ตช่วงโควิด19: กรณีศึกษา
ของนักท่องเที่ยวภายในประเทศ

ผู้เขียน นางสาวปิยนุช ลิมะพันธุ์

สาขาวิชา การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)

ปีการศึกษา 2564

บทคัดย่อ

ประเทศไทยถือเป็นจุดหมายปลายทางท่องเที่ยวที่มีการแข่งขันสูงมาอย่างยาวนาน
อีกทั้งการท่องเที่ยวยังมีส่วนสำคัญต่อ GDP และการเติบโตทางเศรษฐกิจของประเทศไทย การ
ท่องเที่ยวเดินทางทั่วโลกได้รับผลกระทบจากการแพร่ระบาดใหญ่ของโควิด19ไปทั่วโลก
โดยเฉพาะอย่างยิ่งในจังหวัดภูเก็ตซึ่งต้องพึ่งพาธุรกิจการท่องเที่ยวในฐานะตัวขับเคลื่อนการเติบโต
ทางเศรษฐกิจของจังหวัด ผลกระทบของโควิด19 พบว่านักท่องเที่ยวที่มาเยือนภูเก็ตปี 2020 จะ
ลดลงเหลือเพียง 4 ล้านคนลดลง 72% และรายได้จะลดลงเหลือเพียง 108,000 ล้านบาท ลดลง 75%
จากปี 2019 (กระทรวงการท่องเที่ยวและกีฬา, พ.ศ. 2564) ในขณะที่ธุรกิจโรงแรมจัดอยู่ในประเภท
ธุรกิจที่ได้รับผลกระทบจากโรคระบาดครั้งนี้ ดังนั้นการศึกษาปัจจัยที่มีผลต่อการเลือกโรงแรมจึงมี
ความจำเป็นและเป็นประโยชน์ต่อสาธารณะ วัตถุประสงค์ของการศึกษาครั้งนี้ประการแรกคือเพื่อ
ระบุแหล่งที่มาของข้อมูลที่นักท่องเที่ยวใช้ในการเลือกโรงแรมในภูเก็ต ประการที่สองเพื่อศึกษา
พฤติกรรมนักท่องเที่ยวในการเลือกโรงแรมในภูเก็ต ประการที่สามเพื่อระบุปัจจัยใหม่ที่มีอิทธิพล
ต่อการเลือกโรงแรมในภูเก็ต ประการสุดท้ายเพื่อตรวจสอบปัจจัยที่กำหนดในการเลือกโรงแรม
ในช่วงการระบาดใหญ่

การศึกษานี้เป็นการศึกษาเชิงปริมาณและใช้เทคนิคการสุ่มตัวอย่างโควตา (Quota
sampling method) โดยใช้งานแบบสอบถาม 420 ชุดในการเก็บข้อมูลตั้งแต่เดือนพฤษภาคมถึง
ตุลาคม พ.ศ. 2564 ในสถานที่ท่องเที่ยวสำคัญ 3 แห่ง ได้แก่ แหลมพรหมเทพ, หาดป่าตองและเมือง
เก่าภูเก็ตโดยแต่ละใช้แบบสอบถาม 140 ชุดเท่ากันในแต่ละสถานที่ท่องเที่ยว การวิเคราะห์ข้อมูล
สถิติเชิงพรรณนาใช้เพื่อกำหนดลักษณะ, พฤติกรรมและคุณลักษณะของโรงแรมของนักท่องเที่ยว
ในขณะที่ใช้สถิติอนุมานของ Pearson Chi-square เพื่อตรวจสอบความสัมพันธ์ระหว่างแหล่งที่มา
ของข้อมูลกับการเลือกโรงแรมรวมถึงใช้เพื่อตรวจสอบความสัมพันธ์ระหว่างพฤติกรรมของ
นักท่องเที่ยวกับการเลือกโรงแรมด้วยเช่นกัน นอกจากนี้มีการใช้การวิเคราะห์ความแปรปรวนทาง
เดียว(One-way ANOVA) เพื่อตรวจสอบความสัมพันธ์ระหว่างคุณลักษณะของโรงแรมและการ
เลือกโรงแรมเพื่อระบุปัจจัยที่เกิดขึ้นใหม่ระหว่างกลุ่มสำหรับการเลือกโรงแรม การวิเคราะห์ปัจจัย
(factor analysis)ถูกใช้เพื่อตรวจสอบความสัมพันธ์ระหว่างตัวแปรเพื่อยืนยันปัจจัยที่เกิดขึ้นใหม่

รวมถึงมีการใช้การวิเคราะห์กลุ่มตัวแปรอิสระ (t-test) และการถดถอยโลจิสติกแบบไบนารี (binary logistics regression) เพื่อตรวจสอบปัจจัยโรงแรมที่มีอิทธิพลต่อความเป็นไปได้ของการเลือกโรงแรมตามราคาและประเภทของที่พัก การเลือกโรงแรมที่เป็นตัวแปรตามในการศึกษานี้ประกอบด้วยการเลือกโรงแรมแบบการเลือกตามอัตราราคาที่พักและประเภทที่พัก

ผลการศึกษาพบว่า เนื่องจากข้อจำกัดในการเดินทางของชาวต่างชาติจึงทำให้ผู้เข้าร่วมทั้งหมดเป็นคนไทย ส่วนใหญ่เป็นผู้หญิง อายุ 21-30 ปี โสด มีวุฒิปริญญาตรีและมีรายได้น้อยกว่า 150,000 บาทต่อปี ผลการวิจัยพบว่า"เพื่อนและครอบครัว"และ"การติดต่อโดยตรง"กับโรงแรมมีอิทธิพลอย่างมากต่อการเลือกโรงแรมที่ไม่ใช่โรงแรมกลุ่มลูกค้าตลาดบน (upscale hotel) ในจังหวัดภูเก็ตในช่วงโควิด19 ในขณะที่วัตถุประสงค์ในการเดินทางของนักท่องเที่ยวมีอิทธิพลอย่างมากต่อการเลือกโรงแรมทั้งตามอัตราราคาที่พักและประเภทที่พัก อย่างไรก็ตามระยะเวลาการเดินทางและผู้เดินทางครั้งแรกไม่มีผลต่อการเลือกโรงแรม นอกจากนี้จากการตรวจสอบปัจจัยที่เกิดขึ้นใหม่พบว่าความสะอาดและสุขอนามัย (cleanliness and hygiene) ซึ่งประกอบด้วยมาตรฐาน SHA (SHA standard), การเว้นระยะห่างทางสังคม (Physical social distancing), และการทำความสะอาดห้องพักทุกวัน(Daily room clean) มีอิทธิพลอย่างมากต่อการเลือกโรงแรมในจังหวัดภูเก็ตในช่วงโควิด19 โดยผลการวิจัยยังระบุด้วยว่า สิ่งอำนวยความสะดวกบริการโรงแรม (hotel service facilities), ภาพลักษณ์และชื่อเสียงของโรงแรม (hotel image and reputation), สถานที่ตั้งและคุณลักษณะของโรงแรม (hotel location and feature) ล้วนส่งผลกระทบอย่างมีนัยสำคัญต่อการเลือกโรงแรมกลุ่มลูกค้าตลาดบน (upscale hotel) ทั้งนี้ผลการวิจัยยังพบว่าการเลือกโรงแรมตามประเภทที่พักได้รับอิทธิพลอย่างมากจากความคุ้มค่า (value of money), การบริการของพนักงาน (staff service) และระดับการศึกษา (education level)

จากผลการวิจัยพบว่า อุตสาหกรรมการบริการและการท่องเที่ยวจะได้รับประโยชน์จากการเสริมความแข็งแกร่งในการวางแผนและกลยุทธ์สำหรับการระบาดใหญ่ที่อาจจะเกิดในอนาคต นอกจากนี้ แหล่งข้อมูลดั้งเดิมจากเพื่อนและครอบครัวและการติดต่อโดยตรงเป็นเครื่องมือที่ไม่ต้องเสียค่าใช้จ่ายซึ่งส่งผลให้มีการประหยัดต้นทุนได้อย่างมากสำหรับการดำเนินงานของโรงแรมในช่วงการแพร่ระบาด นอกจากนี้โรงแรมกลุ่มลูกค้าตลาดบนควรเน้นนักท่องเที่ยวที่เดินทางมาพักผ่อน ในขณะที่โรงแรมที่ไม่ใช่กลุ่มลูกค้าตลาดบนต้องเน้นนักท่องเที่ยวเพื่อธุรกิจและท่องเที่ยว โดยการท่องเที่ยวของประเทศไทยต้องอาศัยความสะอาดและสุขอนามัยเป็นข้อกำหนดพื้นฐานสำหรับการดำเนินงานของโรงแรมในช่วงที่มีการระบาดใหญ่ นอกจากนี้ยังพบว่าโรงแรมกลุ่มลูกค้าตลาดบนยังต้องเน้นย้ำถึงการรับรู้เชิงบวกของลูกค้าต่อสิ่งอำนวยความสะดวกของโรงแรม ภาพลักษณ์และชื่อเสียงของโรงแรม และสถานที่ตั้งของโรงแรมและคุณลักษณะต่าง ๆ เพื่อ

ดึงดูดลูกค้าในช่วงการระบาดใหญ่ ที่พักแบบดั้งเดิมต้องเน้นถึงการรับรู้เชิงบวกของลูกค้าต่อการ
บริการของพนักงาน ในขณะที่ที่พักทางเลือกจะเน้นที่ความคุ้มค่าของเงิน ผลการวิจัยยังเผยให้เห็น
ถึงความต้องการของนักท่องเที่ยวภายในประเทศต่อการเดินทางมาท่องเที่ยวในจังหวัดภูเก็ตซึ่งทำ
ให้อุตสาหกรรมการบริการและการท่องเที่ยวสามารถจัดหาผลิตภัณฑ์และบริการที่เหมาะสมได้
อย่างไรก็ตามคณะผู้วิจัยชี้ให้เห็นว่าการวิจัยในอนาคตควรเน้นที่นักท่องเที่ยวทั้งในประเทศและ
ต่างประเทศซึ่งเป็นประโยชน์ต่อชุมชนมากขึ้น

คำสำคัญ: การเลือกโรงแรม, โควิด19, อัตราราคาที่พัก, ประเภทที่พัก, นักท่องเที่ยวภายในประเทศ

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

In chapter one will be discussing the introduction of "The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists". It will be consisting of the background and problem statement, research objective, research question, hypothesis, scope and significant for the study.

1.1 Background and problem of statement

1.1.1 Thailand tourism situation

Thailand has established itself as a competitive tourism destination and has risen to become one of the most popular tourist destinations to attracting tourists from all over the world. Since 2015, the country has seen a significant increase in the number of tourists visiting, due mainly to competitive accommodation pricing and a low cost of living that provide better value for money than other countries. As a result, Thailand ranked third in the World Travel and Tourism Competitiveness Index for 2019 (Lunkam, 2021). The report found that the number of tourists visiting was estimated to be 38.17 million in 2018 and rise to 39.90 million in 2019 (Ministry of tourism and sports, 2021). Thailand's tourism business is tremendously vital to the country's economy, accounting for more than 16 percent of the country's gross domestic product (GDP) in 2019, with international tourists accounting for 61% of revenue and domestic tourists accounting for 39% (Ruangthong and Laosumrid, 2020). Thailand's top tourist destinations include Bangkok, Pattaya, Chiang Mai, Krabi, and Phuket. Thailand has regularly ranked among the top tourism destinations for Chinese tourists over through the decades (Ministry of tourism and sports, 2021). The worst pandemic in history, The Novel-Coronavirus 2019, which originated in Wuhan, China, caused damage on the international economy, particularly in Thailand, which has long been a popular tourism destination for Chinese travelers. As of January 3, 2020, Thailand had its first confirmed case of COVID-19 among Chinese tourists, and the number of cases is steadily rising although since (WHO, 2021). Thailand has declared a national state of emergency in order to control the spread of COVID-19 and has closed its borders to prevent the spread of the virus further. Health rules and travel restrictions have also been implemented by all

countries worldwide to prevent the spread of COVID-19 within its borders. Economic growth in Thailand faces threats from border controls and travel restrictions, and the country's tourism sector is expected to reduce GDP in 2019 and add only 6 to 7 percent to GDP in 2020 (Kaendera & Leigh, 2021). While The Ministry of Tourism and Sports recently reported that international tourist arrivals to Thailand would decline by 83.21 percent in 2020 compared to 2019 as a result of global travel restrictions. However, the Thai government has attempted to assist tourism entrepreneurs despite the grave circumstances by promoting domestic travel amid the global shutdown.

Table 1.1 International tourists' arrival to Thailand 2015-2020

International tourists' arrival to Thailand 2015-2020											
	Amount (person)						%CH (Y-o-Y)				
	2020	**2019**	**2018**	**2017**	**2016**	**2015**	**20/19**	**19/18**	**18/17**	**17/16**	**16/15**
JANUARY	3,810,155	3,713,172	3,531,483	3,197,053	2,996,442	2,613,699	+2.61	+5.14	+10.46	+6.69	+14.64
FEBRUARY	2,061,990	3,600,922	3,552,119	2,966,522	3,080,535	2,664,216	-42.74	+1.37	+19.74	-3.70	+15.63
MARCH	819,429	3,478,687	3,494,645	3,018,411	2,927,226	2,555,362	-76.44	-0.46	+15.78	+3.12	+14.55
APRIL		3,216,929	3,096,067	2,853,288	2,627,809	2,406,727		+3.90	+8.51	+8.58	+9.19
MAY		2,736,598	2,737,834	2,600,624	2,459,093	2,301,625		-0.05	+5.28	+5.76	+6.84
JUNE		3,056,697	3,013,304	2,731,072	2,422,998	2,269,523		+1.44	+10.33	+12.71	+6.76
JULY		3,342,750	3,177,088	3,099,409	2,949,102	2,641,514		+5.21	+2.51	+5.10	+11.64
AUGUST		3,472,655	3,229,031	3,188,148	2,883,594	2,589,652		+7.54	+1.28	+10.56	+11.35
SEPTEMBER		2,890,039	2,636,115	2,600,279	2,416,821	2,044,658		+9.63	+1.38	+7.59	+18.20
OCTOBER	1,201	3,074,099	2,704,002	2,725,943	2,252,775	2,245,841		+13.69	-0.80	+21.00	+0.31
NOVEMBER	3,065	3,386,366	3,170,996	3,039,567	2,452,457	2,566,077		+6.79	+4.32	+23.94	-4.43
DECEMBER	6,556	3,947,337	3,835,510	3,571,662	3,060,736	3,024,291	-99.83	+2.92	+7.39	+16.69	+1.21
รวม(YTD)	**6,702,396**	**39,916,251**	**38,178,194**	**35,591,978**	**32,529,588**	**29,923,185**	**-83.21**	**+4.55**	**+7.27**	**+9.41**	**+8.71**

Source: Ministry of tourism and sport, 2021.

1.1.2 Phuket tourism situation

With regard to attracting tourists from other countries, Phuket comes out on top as Thailand's most successful tourism destination. Phuket has long been marketed to tourists from around the world as a wonderful beach destination with stunning architecture and an exciting nightlife (Tourism Thailand, 2021). Phuket attracted almost 10.6 million foreign tourists in 2019 as demand grew rapidly. Meanwhile, Thai domestic tourists only accounted for 3.9 million visitors in that same year (Ministry of tourism and sports, 2021). Chinese, Russian, Korean, and Indian tourists are among the most frequent tourist arrival in Phuket, with an estimated 393 billions baht in receipts in 2019 (Ministry of tourism and sports, 2021). The tourism industry in Phuket has long been an important source of income for the local community, and it was extremely heavily damaged by COVID-19. The study indicated that 84% of Phuket's economy is composed of the service sector, including accommodation and food service activities (46%), transportation and storage (16%), administrative and support service activities (5%), financial and insurance activities (5%), and other activities (9%) (Faculty of Hospitality and Tourism, 2020). As service is such a fragmented commodity, it includes a wide range of businesses. Travel restriction has a huge impact on the world's tourism, accommodation, transportation, and other service tourism industries, particularly in Phuket, which welcomes a large number of international tourists every year (Head, 2020). Phuket's economy, which is heavily reliant on the service sector, has been impacted significantly as a result of an economic cycle. The tourism industry in Phuket was forced to close due to supply exceeding demand, and the majority of people were unemployed. According to the findings, Phuket's 2020 tourist arrivals would have been down to only 4 million, a decline of 72%, and its revenue would then fall to 108 billion baht, a decrease of 75% from 2019 (Ministry of tourism and sports, 2021). Previous, it's been revealed that international travelers are the primary source of revenue for Phuket's service sector. However, COVID-19 has stated that Phuket should not be overly heavily dependent on foreign tourists. Phuket began suffering the consequences of the coronavirus epidemic in March 2020, and the government declared a lockdown for April to May the same year. Phuket tourism experienced a significant decline during the country's lockdown, before increasing slightly in July 2020 due to the higher volume of domestic tourists from government subsidy campaign in tourism sector (Faculty of Hospitality and Tourism, 2020).

Table 1.2 Phuket tourism statistic

Phuket tourism statistic (January to December)	2020	2019	%Changed
Total room occupancy	19.47	75.25	-55.78
Number of guest in-house (person)	3,544,395	13,047,000	-72.83
Number of visitors (person)	4,003,290	14,576,466	-72.54
Number of Thai visitors (person)	1,892,436	3,977,545	- 52.42
Number of International visitors (person)	2,110,854	10,598,921	- 80.08
Total revenue from visitors (million)	108,464	442,891	- 75.51
Total revenue from Thai visitors (million)	20,936.53	49,725.77	-57.90
Total revenue from international visitors (million)	87,527.00	393,164.90	-77.74

Source: Ministry of tourism and sport, 2021

1.1.3 Thailand tourism support

Tourism has always been critical to the development of the Thai economy, as seen by the country's history and current success. National closures and travel restrictions on a globally will have an effect on Thailand's tourism industry and economy. As a result of the epidemic crisis, domestic tourism support appears to be an important alternative for stimulating the economy during an epidemic situation. Thailand's government has launched two campaign to encourage domestic tourism. Firstly, the "Travel together campaign" is a government subsidy campaign over 40% of travel expense for Thai domestic tourist to travel with in Thailand. It was discovered that over 3.5 million Thai tourists had signed up for the travel together campaign (Bangkok Post, 2020). The success of a travel-together campaign has revealed that the number of Thai tourists increases by approximately 24.3 million person-trip between July and September 2020 (Ministry of tourism and sports, 2021). Moreover, the studies found that the Travel Together campaign might help Thailand generate approximately 3.6 to 6.2 billion baht more in tourism revenue (Ruangthong and Laosumrid, 2020). It reveals that promoting domestic tourism can help to support the tourist industry in challenging circumstances. Secondly, a "Kam Lang Jai campaign" is launched to encourage medical staff who assist patients with COVID-19 to travel for relaxation. This campaign contributes with over 2,000 baht each person per trip to medical staff via travel companies. Additionally, the government has additional policies that contribute to domestic economic stimulation, such as "half-half campaign". This indicates that, despite the

epidemic, tourism is crucial to the majority of people's lives today. Furthermore, the study by Krungthai compass was discovered that the travel together campaign can only compensate for the disappearance of foreign tourists by 3.7 - 6.4 percent of revenue, especially in Phuket, which is heavily reliant on international tourists (Ruangthong and Laosumrid, 2020). Although the overall picture does little to boost tourism within the country, it aids the rehabilitation of specific provinces' economies. It recently found that a travel-together campaign helps Phuket businesses thrive by increasing occupancy and raising over 100 million baht for Phuket tourism (The Phuket News, 2020). Government economic stimulation through various campaign and policies may not be the greatest solution, but it is a back-up and survival strategy for the Thai economy also tourism sector in this moment of crisis.

In compliance with service providers' practices, the government has promoted new normal tourism in the backdrop of the coronavirus outbreak. The Amazing Thailand Safety and Health Administration (SHA) project is a collaboration between the Ministry of Tourism and Sports, Ministry of Public Health, and the tourism authority of Thailand (TAT). The objective is to assist tourism entrepreneurs in establishing confidence in safe travel in the event of a pandemic through the implementation of new tourism protocols. This project includes tourism into disease prevention strategies, which enable both Thai and foreign tourists to have a positive experience, happiness, and confidence in the safety and sanitation of Thailand's tourism products and services by integrating public health safety measures with the establishment's quality service standards, thereby reducing the risk of the COVID-19 virus spreading and improving the quality of Thai tourism products and services (Thailandsha, 2021). Domestic tour entrepreneurs are required to participate and pass the SHA standards prior to obtaining the certification. Thailand's tourism industry has a new benchmark to live up to in light of the COVID-19 crisis. The SHA certificate is awarded to hospitality and tourism entrepreneurs who improve their products and services by measuring sanitation to control the spread of COVID-19 (Thailandsha, 2021). Government sectors are also attempting to raise SHA+ standards, which would require establishments or businesses to have at least 70% of all employees who have received the full dose of the COVID-19 vaccine in the organization before being allowed to operate. The catastrophic coronavirus scenario has resulted in a new way of life, as well as a new type of tourism, which must rely on new tourism regulations and policies in order to survive.

Organizations involved in Thailand's tourism industry have demonstrated that, in the context of shifting conditions, Thailand tourism must consider the assurance of safety and sanitation. Moreover, the Amazing Thailand Safety and Health Administration (SHA) may serve as a model for the cleanliness and safety standards of tourism in counties that rely on tourism like Thailand. Furthermore, the SHA and SHA+ (Plus) could be utilized in marketing to attract and reassure travelers that are engaged in safe tourism activities, among other things. In addition, the government's tourism promotion, which includes subsidizing tourism-related expenses, has contributed greatly to the expansion of the domestic tourism business during the worst of the pandemic's consequences.

Tourism has remained vital to people throughout history and remains a major challenge. An important part of planning any trip involves selecting an appropriate place to stay. When selecting a hotel, travelers must consider a variety of aspects, factor and attributes, including safety, price, cleanliness, facilities. location, value for money, etc. Many studies reveal important determinants for hotel selection in various locations worldwide before the COVID-19 pandemic. According to Dolnicar and Otter's (2003) study, the determinants for hotel selection vary depending on the study area, current circumstances, and several focus groups. The coronavirus pandemic is a massive global pandemic that has disrupted people's way of life, beliefs, economy, and among many other concerns. Many activities and enterprises must shut down operations or adapt to change, just as tourism would require new policies and procedures to survive. This is directly comparable to the tourism industry in Thailand, where service providers must examine the safety and cleanliness of its products and services prior providing it to customers. While travelers are encouraged to travel with a subsidized campaign during a coronavirus outbreak. This could be a sign that Thailand's tourism industry must prioritize safety, cleanliness, and value for money in the context of the COVID-19 crisis, also choosing accommodation.

Prior to the crisis, numerous research revealed significant determinants of hotel selection in various locations worldwide. According to Lockyer's (2005) study, the two most important determinants of hotel selection are cleanliness and pricing. While Chan and Wong (2006) cited convenient location and service quality as factors in the selection of hotels in Hong Kong. Meanwhile, business travelers in China place more emphasis on front desk service, hotel

image, and security when selecting a hotel (Xue and Cox, 2008). According to the findings of a study conducted in Korea, safety is the most important factor to consider when choosing a hotel (Lee, Kim, Kim, and Lee, 2010). It was confirmed by a study conducted by Tsai, Yeung, and Yim (2011), who discovered that leisure travelers visiting Hong Kong are concerned about safety and security, the value of money, and the cleanliness of the hotel when traveling. In contrast, a study conducted in Phuket discovered that promotional discounts, design, and cleanliness are all important factors in determining which boutique hotels to choose in Phuket (Choochote, 2014). Furthermore, according to the findings of the survey, which focused on both tangible and intangible attributes, the room feature is the most essential tangible attribute for hotel selection in South Korea (Kim, Lee, and Han, 2019).

Recently, there are few studies about hotel selection under the COVID-19 circumstance. The study discovered that safety and cleanliness are significant factors influencing Indonesian tourists' decision to travel during the epidemic on a short duration trip (Wachyuni and Kusumaningrum, 2020). Perfectly in line with the traveler sentiment survey conducted over nine countries (United States, Canada, United Kingdom, Spain, France, Germany, Italy, China, and Australia) found that cleanliness & health measure, clean and frequency communication, and flexibility for a customer are top three determinant for travelers' response to COVID-19 (Stansbury, Spear, Pruvot and Alport, 2021). Moreover, the study conducted in Bulgaria found that hygiene, reliable health system, and overall perception of personal safety and security are determinants of travel behavior for travel decisions (Ivanova, Ivanov and Ivanov, 2021). A flexible booking and price guarantee with a discount is an important determinant of hotel selection, safety going to be a new sign to consider traveling for a traveler (Siantar and Joye, 2020). Additionally, Atadil and Lu's study (2021) discovered that hygiene control and health communication have a substantial impact on the hotel selection of Americans. Furthermore, the Bank of Thailand study found that health and hygiene concerns would significantly influence tourists' behavior, and safety & security, the environment, soft & hard transportation, and international openness will be Thailand tourism competitiveness transitions during the pandemic (Surawattananon et al., 2021). As evidenced by a number of recent studies, a cleanliness and hygiene, as well as safety and security, are becoming increasingly important factors in tourism,

including hotel selection. To keep abreast of developments, the research team will undertake the study to investigate the change in Phuket.

Nevertheless, there is no literature review discussing the determinant factors for hotel selection in Phuket during the COVID-19 pandemic. This study will explore tourist characteristics and behaviors of hotel selection in Phuket during COVID-19. Moreover, this study intends to identify emerging factors that influence hotel selection in Phuket. Along with deterministic factors for hotel selection during the pandemic. Furthermore, this study will be beneficial for the hotel industry in Phuket facing a future pandemic as it will be able to plan to improve its service and management strategy concerning the current situation. The result of this study will help the hotel business industry to understand tourist characteristics and behavior for hotel selection in Phuket under new circumstances. Lastly, the result of this study will be valuable information for future studies.

1.2 Research question

1.2.1 What is a crucial factor for hotel selection in Phuket during the pandemic?

1.2.2 What is tourist characteristic and behaviour for hotel selection in Phuket during a pandemic?

1.3 Research objective

1.3.1 To identify the source of information used by tourists for hotel selection in Phuket

1.3.2 To investigate tourist's behaviour for hotel selection in Phuket during the pandemic.

1.3.3 To identify emerging factors which influence hotel selection in Phuket during the pandemic.

1.3.4 To investigate the deterministic factors for hotel selection during the pandemic.

1.4 Hypothesis of the study

H_1: Source of information has a significant influence on hotel selection in Phuket during the pandemic.

H_2: Tourist behaviors has a significant influence on hotel selection in Phuket during the pandemic.

$H_{2.1}$: Travel purpose has a significant influence on hotel selection in Phuket during the pandemic.

$H_{2.2}$: Travel duration has a significant influence on hotel selection in Phuket during the pandemic.

$H_{2.3}$: First time travel tourist has a significant influence on hotel selection in Phuket during the pandemic.

H_3: Hotel cleanliness and hygiene are emerging factors that have a significant influence on hotel selection in Phuket during the pandemic.

H_4: Value of money has a significant influence on hotel selection in Phuket during the pandemic

H_5: Hotel safety and security has a significant influence on hotel selection in Phuket during the pandemic.

1.5 Scope of the study

1.5.1 Scope of time

Over 420 questionnaires have been distributed to domestic tourists face to face at the main tourist attraction in Phuket such as Promthep Cape, Patong Beach, and Phuket Old Town from May to October 2021.

1.5.2 Scope of geography

The questionnaires were distributed to travellers who spend at least one night in Phuket at three popular tourist attractions: Promthep Cape, Patong Beach, and Phuket Old Town.

1.5.3 Scope of demography

The questionnaires were distributed to tourists who stayed overnight in Phuket for at least one night and were asked to participate in the study regardless of their gender, age, marital status, level of education, and income level.

1.6 Significant of research

The hospitality industry in Phuket will benefit from this research since it will be able to plan to strengthen its service and management strategy throughout the future pandemic. The findings of this study will enable the hospitality industry to understand tourist characteristics, behavior, and critical hotel factors for hotel selection in Phuket under new circumstances. Finally, the study findings will be beneficial to future studies.

1.7 Definition of key term

Table1.3 Definitions of key term

Key term	Definition
Domestic tourist	Refer to residents in the country, including ex-pats staying within Thailand during an international lockdown and traveling to Phuket.
Upscales hotel	Refer to the hotel in Phuket that offer a room rate of more than 2,000 THB bath per night as the study found that an average daily rate (ADR) of an upscale hotel in Phuket was recorded at 2,342 THB during H1, 2021 (Martinez, 2021).
Traditional accommodation	Refer to the hotel and resort as primary accommodation and a private pool villa increasingly important in Phuket (Canwell and Satherland, 2003).
Alternative accommodation	Refers to accommodations not included in traditional accommodation consist of service apartments, guest houses, and commercial properties such as bed and breakfasts and homestays (Canwell and Satherland, 2003).
Hotel attribute in hotel selection	Refers to the accommodation feature that is necessary to hotel management, enabling the hotel's optimal development decision, and influencing the guest's decision for their stay (Dolnicar and Otter, 2003).

Regarding table 1.3, the definition of the key term in this study consists of domestic tourist, upscales hotel, traditional accommodation, alternative accommodation, and hotel attribute in hotel selection which applied throughout the study.

CHAPTER 2

LITERATURE REVIEW

In this chapter will be discussing concerning theory with the thesis topic of "The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists". It will be consisted of:

2.1 Consumer decision making model

2.2 Tourist demographic related to hotel selection

     2.2.1 Gender

     2.2.2 Age

     2.2.3 Marital status

     2.2.4 Education level

     2.2.5 Income level

     2.2.6 Nationality

2.3 Channel of information

     2.3.1 Website

     2.3.2 Blogger and influencer

     2.3.3 Word of mouth by friend and family

     2.3.4 Social media

     2.3.5 Experience

2.4 Hotel attribute on hotel selection (Related research)

2.5 Type of accommodation

     2.5.1 Traditional accommodation

     2.5.2 Alternative accommodation

2.6 Accommodation pricing

2.7 Conceptual framework

2.1 Consumer decision making model

The consumer decision-making model refers to a process in which a consumer will go through five steps before purchasing any good or service. According to Kotler (2003), consumer decision-making model consists of problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase evaluation. This model would be used by tourists in the hospitality and travel business for destination selection, tour package selection, hotel selection, and etc. Similarly, to hotel selection, the tourist would go through five stages before making a hotel reservation. This model is used to investigate the tourists' characteristics, behavior, and deterministic factors under the study topic "The deterministic factor of hotel selection in Phuket during COVID-19". Below is an explanation of consumer decision making model in each process.

Figure2.1 Consumer decision making model
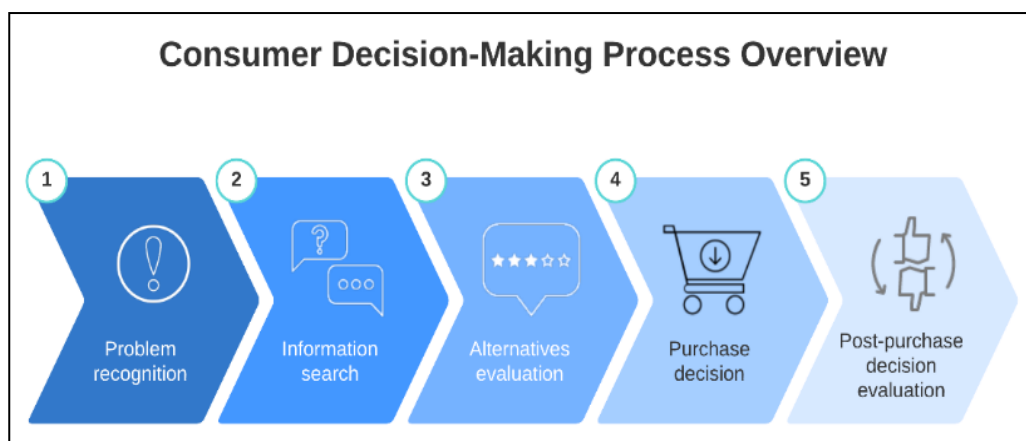
Source: Lucid Content Team, 2020

1. <u>Problem recognition</u>: The consumer decision-making process began when the consumer recognized a need or desire and start looking for goods and services to satisfy its. Similarly with tourism, the tourists seek to travel to any location in the world and seek services to fulfill their desires. The need and desire to travel are occurring, which may be driven by an internal or external factor.

2. <u>Information search</u>: When a traveler wants to visit any location. In the following procedure, tourists will look for or search for information that can assist them learn

more about a specific destination, hotel, or other relevant. The internet, friends, and relatives may be useful sources of information depending on individual. Customers will get an active information search as they will looking to learn about a particular product or service. Information search process able to categorize into the four groups of information source as following:

Table 2.1 Source of information

Personal source	Family, Friend, Neighbors, Acquaintances
Commercial source	Advertising, Salesperson, Packaging, Displays
Public source	Media
Experiential source	Own experience

3. <u>Evaluation of Alternative</u>: The following steps are involved in the travel evaluation process stage: First, the traveler seeks to fulfill a need or a want. Second, the traveler will be looking for product and service benefits. Finally, the traveler considers the quality of the product and service in order to meet a demand. On selecting a hotel, a traveler may consider the location, cleanliness, image, and pricing of a hotel.

4. <u>Purchasing decision</u>: At this stage, the traveler intends to select preferred hotel from the list of choices. The two major elements capable of interfering with purchasing intention and purchase decision. The first factor is the attitude of others, which reduces personal preference. The second factor, unanticipated situational, may occur for travelers and influence purchase intention. A traveler's decision to decline, modify, avoid, or postpone may be influenced by perceived risk.

5. <u>Post-purchase behavior</u>: refer to the stage that the traveler experience with product and service brought. Monitoring of post-purchase satisfaction, post-purchase action, and post-purchase product uses are needed. A traveler who is satisfied with the product and service tends to have more intention to buy that particular product again and say a positive thing about the brand.

2.2 Tourist demographic related to hotel selection

Demographics refers to characteristics of an individual from the population such as gender, age, marital status, education level, income level, and nationality. It plays a crucial role in measured and adequate to affecting tourist consumer behaviour for the hotel selection process as different demographic factors contribute to a different perception and decision of hotel selection according to a study by Uca, Altintas, Tuzunkan, and Toanoglou (2017). This research attempt to investigate how factors including gender, age, marital status, education level, income level, and nationality of tourists influence the hotel selection in Phuket.

2.2.1 Gender**:** Males and females seem to perceive and evaluate hotel attributes differently. According to a study conducted by Soulidou, Karavasilis, Vrana, Kehris, Theocharidis, and Azaria (2018), males and females perceive and assess hotel attributes differently, with price, hotel reputation, and marketing being more important to women. Related research showed that the business travelers placed the importance of hotels attributed to gender differences (McCleary, Weaver & Lan, 1994). A different study by Uca et al. (2017) discovered that gender did not influence hotel selection. Furthermore, the research found that tourists' evaluations of hotel attributes were unaffected by their gender (Bor, Kieti, and Rotich, 2018).

2.2.2 Age: The term "age" represents the length of time an individual has been alive. Age can significantly impact personal decisions, which can vary depending on the context. According to Chan and Wong's (2006) study, tourists of different ages give distinct "value of recommendation" for hotel selection. The study by Uca et al. (2017) discovered that tourists aged 30-39 years old emphasize service for kids over other groups, while tourists aged 50-59 years old emphasize hotel location due to physical movement, and tourists aged below 19 years old emphasize on affordable price and sea-entertainment facility. Tourists of various ages seem to value hotel attributes differently during the hotel selection process.

2.2.3 Marital status: A person's marital status may have an impact on the hotel selection. Marital status describes a person's relationship, either single, married, or in a different partnership. According to the Greek study, a single tourist puts in place and location for the hotel selection procedure (Soulidou et al., 2018). A married couple seems to value service for kids for hotel selection in Istanbul (Uca et al., 2017). Bor et al. (2018) found that single and married tourists imply "value for money and hotel facilities" while choosing a hotel in Kenya.

2.2.4 Education level: People's perceptions of the same thing differed depending upon the level of education. Chu and Choi (2000) discovered a difference in hotel selection based on education level between business and leisure travelers. According to a study conducted by Chan and Wong (2006), tourists from secondary/high school prefer to acquire recommendations about hotel selection from travel agencies, whereas friends and family influence postgraduates in the hotel selection process.

2.2.5 Income level: The level of income indicated the significance of individual purchasing power. According to a study conducted by Lee et al. (2010), household income significantly influences convenience and traffic variables for hotel selection in Korea. Tourists with lower income levels prioritize affordable price when choosing a hotel in Istanbul (Uca et al., 2017). It's important to realize that tourists from various socioeconomic backgrounds have varying influences on hotel factors for hotel selection.

2.2.6 Nationality: Refer to identifying a particular person who may belong in any country. According to a study conducted in 2002 by Xie and Wall, tourists from various countries have diverse perceptions of a destination's characteristics. It may indicate that hotel preferences vary widely among visitors from different countries, cultures, religions, and philosophical backgrounds. Inconsistent with the findings of the study, mainland Chinese and foreign tourists to Hong Kong perceive hotel attributes differently (Tsai et al., 2011)

2.3 Channel of information/ Source of information

Travelers looking for a hotel will explore a variety of sources to gain knowledge and learn about the accommodation before making a hotel reservation selection. The term "source of information" refers to where anyone can obtain information and data about something. The source of information influences travelers' pre-and post-purchase decisions that contribute to satisfaction.

2.3.1 Hotel website: A hotel website refers to a digital source of information representing the hotel's product and service. A hotel website considers as an external source of information for the customer. The purpose of a hotel website is to provide information to customers, offer hotel brand, build the brand image, and offer a chance for direct sales (Ettinger, Grabner-Kräuter & Terlutter, 2018).

2.3.2 Blogger and influencer: Blogger is a term to describe a person who manages a website and blog that provides valuable information to others. In comparison, an Influencer is someone whose content contributes to an online platform and has a significant impact on the buying decisions of their followers. Bloggers and influencers seem to be an efficient hotel marketing strategy as they connect with a larger audience (Huang, 2020).

2.3.3 Word of mouth: Refers to an action that transfers knowledge and experience from one person to another as a recommendation. One of the advertising marketing strategies is word of mouth (Warren, 2020). According to Gellerstedt and Arvemo (2019), word of mouth from friends and family has a significant impact on recommending the hotel.

2.3.4 Social media: With the rapid growth of innovative technologies, social media is another platform that influences traveler decision-making in hotel selection as a double-edged sword. According to Abuhashesh, Al-Khasawneh, Al-Dmour and Masa'deh (2019) research, social media will be effective as a marketing strategy while generating negative by worse reviews. It can potentially impact the behavior and lifestyle of a younger generation significantly. Thus, according to Filieri and McLeay (2014), the social media influence of online reviews (UGC) can predict hotel booking persuasion and increase hotel competitive advantage. To a different survey, consumers seem to be more likely to use social media in the post-purchase stage rather than the pre-purchase stage (Murphy and Chen, 2014).

2.3.5 Experience: According to Chu and Choi (2000), if a traveler is satisfied with the hotel's performance, the experience with the product and service is a significant factor in post-purchase and repurchase. Moreover, finding by Chan and Wong (2006)'s found that Asian travelers place a high value on prior hotel experience when choosing a hotel in Hong Kong regardless of budget.

2.4 A related hotel attribute and factor for hotel selection

Accommodation selection is a significant component of tourism. Before making a hotel selection, travelers will go through stages to examine all hotel attributes and factors before deciding on the most favored hotel. The deterministic factors and attributes that influence hotel selection vary according to individual circumstances. The study by Abuhashesh, Al-Khasawneh, and Al-Dmour, 2019 discovered that tourists perceived hotel attributes as an essential stage in hotel selection. Tourists expend effort on hotel choosing by considering hotel attributes and hotel factors, which seem dynamic and variable (Soulidou et al., 2018). Travelers' interests, perspectives, requirements, and demands may evolve throughout time due to changes in the environment and social environment (Tsai, Yeung, and Yim, 2011). Numerous studies have been conducted in the past to ascertain the factors influencing hotel selection, and the findings vary according to the study area's environment, with each component having a varying degree of importance. When COVID-19 has a significant impact, the relative importance of various factors can be stronger or weaker. Therefore, recognizing customer needs also contributes to tourist satisfaction. To increase tourist satisfaction, the hotel management team must be understood and the responsiveness to change. According to the study by (Baruca & Civre, 2012), a successful hospitality business must understand how tourists perceive service attributes and performance compared to competitors. As previously stated, the perception of a hotel's attributes is a crucial stage in selecting a hotel for travelers.

One of the critical deterministic factors is safety and security, frequently used interchangeably. Hotel safety focuses on protecting guests and employees safe from harm and death, whereas hotel security refers to protecting guests' personal belongings and hotel property safe from theft and crimes (Enz, 2009). According to the findings of the studies conducted by Qu, Ryan, and Chu (2000) and Xue and Cox (2008), safety and security were essential requirements in selecting hotels in China for both leisure and business travelers. At the same time, Lee et al. (2010) found that safety & security is the most critical determinant for hotel selection in Korea. Including the research that safety & security, the value of the money, service quality, location, and room quality were significant criteria for hotel selections in Koh Lanta Yai, Thailand (Choosrichom, 2011). Tsai, Yeung, and Yim (2011) study found that leisure travelers are concerned about safety & security, the value of money, and hotel cleanliness while traveling to

Hongkong. In a survey conducted by Sohrabi et al. (2012), the most critical considerations for Turkish visitors when booking accommodations are comfort, safety and protection, and the hotel service network due to instability. While tourists traveling with a kid ranked hotel safety and security as the essential factors in Phuket hotel selection, followed by room quality and value for money (Kowisuth, 2015). Additionally, Tuan's (2019) study discovered that safety and security are essential aspects in hotel selection in Vietnam. Previously, many studies of hotel selection have already identified safety and security as critical determinants related to environmental and personal factors. Nevertheless, COVID-19 has evolved and is now having an impact on tourism. Several recent research has discovered and supported that safety and security are critical to tourism. Chebli and Ben Said's (2020) recent study found that tourist consumption behavior can be influenced by concerns about personal safety, economic expenditure, conviction, and attitude due to COVID-19. Meanwhile, research conducted in Indonesia discovered that tourists appear to be concerned about the safety and cleanliness of their traveling in COVID-19 (Wachyuni and Kusumaningrum, 2020). Furthermore, Pappas and Glyptou (2021) discovered that health safety, price-quality, risk aspect, quality-related health, and safety are tourist decision marking attributes influencing their accommodation purchasing preference during COVID-19. As previously stated, safety and security seem to be becoming increasingly critical issues to consider while selecting a hotel amid the pandemic's pressure.

Precautions for health and sanitation have grown in importance and influenced travel demand during the outbreak (Ivanova, Ivanov, and Ivanov 2021). According to Dolnicar's (2002) research, cleanliness and hygiene are the most crucial hotel attributes for business travelers, both in expectations and dissatisfaction. While a study in New Zealand discovered that cleanliness was the most critical attribute for hotel selection, the price was rated far less important (Lockyer, 2005). Yusoff and Abdullah (2010) revealed that Middle Eastern tourists identified cleanliness, service attribute, and location as determinants of hotel selection in Malaysia that catered to common Islamic culture; it appears that tourists' familiarity with the destination influences their hotel selection. Additionally, the survey showed that one of the essential considerations in deciding on a hotel in Greece is cleanliness (Soulidou et al., 2018). Historically, cleanliness and hygiene were considered essential for countries with high standards and particular cultures. However, the COVID-19 pandemic is increasing global awareness of the importance of

cleanliness and hygiene's in all aspects of life, including travel and hotel selection. Therefore, Shin and Kang's (2020) study revealed that cleanliness influenced perceived health risks to attract hotel visitors during an outbreak. Similar findings were found in Spoerr's (2021) research, which indicated that cleanliness is a significant factor to consider when selecting a hotel in Germany. In Bulgaria, Ivanova, Ivanov, and Ivanov (2021) discovered that hygiene, disinfection, and a trustworthy health system are enablers of travel behavior and decision-making during pandemics. Awan, Shamim, and Ahn (2020) stated that cleanliness would determine the hotel industry's service redesign in Malaysia during COVID-19. The most significant predictor of future hotel selection behavior was discovered to be cleanliness control (Atadil and Lu, 2021). It proved that cleanliness and health measures, clear and frequent communication, and customer flexibility are essential determinants of travelers' reactions to the pandemic (Stansbury et al., 2021). Numerous studies have proved that cleanliness and hygiene are essential requirements for travelers and affect hotel selection during the outbreak. Moreover, the findings of a study conducted by the Bank of Thailand found that cleanliness and hygiene would impact tourist behavior. Furthermore, Thailand's tourism organizations have also demonstrated that cleanliness and hygiene are critical to new normal tourism by enforcing SHA and SHA plus standards.

Accommodation pricing is a significant factor for travelers when choosing accommodation. According to a study by Chan and Wong (2006), hotel pricing in Hong Kong is more aggressive due to the highly competitive structure of large supply, with cut-price strategies used to secure favorable room occupancy. While in high-cost-of-living countries such as the United States, the value of money and room are the two most important attributes of hotel selection, followed by cleanliness and location among the overall traveler group (Rhee and Yang, 2015). A high cost of living in the United States impacts tourists' expenditures, whereas a study showed. The study found promotional discounts, unique design features, and clean rooms indicators Phuket boutique hotel selection by Choochote (2014). Additionally, the analysis indicated that the most crucial hotel selection factors for leisure travelers in Germany are economic value, cleanliness, and security (Spoerr, 2021). Numerous studies have proved that the value of money and economic issues have become deciding factors for hotel selection, especially under the outbreak. Furthermore, according to the study findings by Siantar and Joye (2020),

price guarantees with discounts, flexibility in booking, and safety are the most significant factors to consider when choosing a hotel during a pandemic.

A hotel's tangible attributes, including hotel facilities, front desk, room features, etc., seem to contribute a higher level of guest satisfaction but are less important for hotel selection in Korea (Kim, Lee, and Han, 2019). According to the important findings of Chu and Choi's (2000) study, business and leisure tourists in Hong Kong share determining factors on hotel selection toward room and front desk, followed by security. Asian visitors prioritized hotel facilities and security, whereas western tourists prioritized cleanliness and ambiance as key determinants of hotel selection in Hong Kong. Xue & Cox's (2008) studies have confirmed that Chinese business travelers perceive front desk service, image, security, and common facilities as most important, while western business travelers agree that hotel location is most desired when selecting the hotel. Moreover, Jones and Chen (2011) suggested that non-smoking, a swimming pool, high-speed internet, a hot tub, a fitness center, room service, and a set pricing range were the most preferred hotel attributes based on online behaviors of leisure tourists in Las Vegas. Furthermore, the survey conducted in India found that hotel public area, guest room provisions, room and garden, flower and light management are key determinants when selecting a hotel (Kumar and Singh, 2014). Several studies have found that hotel tangible attributes are an important consideration for a wide range of travelers, particularly Asians and business travelers. However, tangible attributes may be a significant aspect to consider when selecting a hotel for another group of tourists.

Employee quality seems to have a role in increasing customer satisfaction. According to Qu, Ryan, and Chu (2000), the quality of staff performance, room amenities, and value for money are important factors determining tourists' satisfaction while choosing a hotel in Hong Kong. Mainland Chinese travelers place a high value on staff attentiveness and courtesy when selecting a hotel, as proven by the study of Tsai, Yeung, and Yim (2011). Similarly, Dolnicar (2002) reported that one important element in Hong Kong hotel choosing is the friendliness of the staff. This is reinforced by research from the tourists' perspective in the hotel selection study, which indicates that the most significant hotel attribute for over six years of hotel review is the staff, which contributes to improved customer satisfaction (Jang, Liu, Kang and Yang, 2018). Staff service has been recognized as a critical component in hotel selection in

various studies aimed at enhancing customer satisfaction and loyalty. Also, hotel management must prioritize staff quality as a crucial resource.

The location of a hotel is crucially important in many geographical areas and is permanent. According to Dolnicar and Otter (2003), a study involving 21 published studies and 173 hotel features found that the three most important attributes for hotel selection are a convenient location, service quality, and reputation. Similarly, a Hong Kong study confirmed that the convenience of location and excellent hotel service is the most influential attributes for leisure tourists, even when hotel pricing is not considered (Chan and Wong, 2006). As per a study conducted by Baruca and Civre (2012), the most significant factors influencing international travelers' hotel selection on Slovenian coasts were location, recommendations from a friend or travel agency, and hotel pricing. While domestic travelers in Danang, Vietnam, emphasize hotel location, staff quality, and safety when making hotel decisions (Tuan, 2019). Numerous studies show that hotel location is an essential factor in hotel selection. However, hotel location considerations are typically related to increased accommodation prices, influencing tourists' purchasing decisions. In contrast, Lee et al. (2010) discovered that if a hotel has an excellent reputation and a loyalty program to enhance customer experience, location is an unnecessary criterion because the hotel still obtains customer segment.

Table2.2 Past research for hotel selection prior the pandemic.

Author	Methodology	Research setting	Important factors finding
Chu & Choi, 2000	Quantitative (questionaries)	Hongkong international airport, China	Service quality, Business facilities, Room and front desk, Food and recreation, Value, and security
Qu, Ryan & Chu, 2000	Quantitative (questionaries)	Hongkong international airport, China	Quality of staff performance, Quality of room facilities, Value for money, Variety and efficient services, Business related services, Safety, and security
Dolnicar, 2002	Quantitative (Interview)	Austria	Cleanliness and friendliness of staff
Dolnicar and Otter 2003	Quantitative (questionaries)		Convenient location, quality service, reputation, friendly staff, price

Table 2.2 Continued

Author	Methodology	Research setting	Important factors finding
Lockyer, 2005	Mix method of questionaries and focus group	Hamilton, New Zealand	Cleanliness and price
Chan and Wong, 2006	Quantitative (questionaries)	Hongkong international airport, China	Convenient location and good hotel service
Xue and Cox, 2008	Quantitative (questionaries)	Business executive in China	Front desk service, Image, Security
Lee, Kim, Kim, and Lee, 2010	Quantitative (questionaries)	17 hotels in Seoul, and Incheon International Airport	Safety, Ease of access, Close connection to attraction
Jones and Chen, 2011	Analysis of online reviews	Las Vegas, United state	Non-smoking, Swimming pool, High-speed internet, Hot tub, Fitness center, Room service, price
Tsai, Yeung, and Yim, 2011	Quantitative (questionaries)	The Avenue of Stars and Victoria Park in Hongkong	Safety and security, Value of money, Cleanliness
Choosrichom, 2011	Quantitative (questionaries)	Lanta Yai island, Krabi, Thailand	Safety and security, Value of money, Staff service quality, Location, Room facility quality
Yusoff and Abdullah, 2010	Quantitative (questionaries)	Kuala Lumpur, Malaysia	Location, Service, Cleanliness, Facilities
Baruca and Civre, 2012	Quantitative (questionaries)	10 hotels on Slovenian coast	Location and price
Sohrabi et al., 2012	Quantitative (questionaries)	19 hotels in Tehran, Turkey	Promenade and comfort, Security and protection, Network services

Table 2.2 Continued

Author	Methodology	Research setting	Important factors finding
Kumar and Singh, 2014	Quantitative (questionaries)	Five-star hotel in India	Aesthetic sense, Hotel public area and guestroom provisions, Brand and location, Value service for money, Cleanliness and other public area, Pool and shopping area, room and garden, Flower and light management, furniture
Choochote, 2014	Quantitative (questionaries)	Phuket, Thailand	Promotional discount, Design, Cleanliness, Facilities in the room
Rhee and Yang, 2015	Analysis of online reviews	New York city, United state	Value of money and room
Kowisuth, 2015	Quantitative (questionaries)	Phuket	Hotel safety and security, Room quality, Value of money
Soulidou et al., 2018	Quantitative (questionaries)	Greece	Cleanliness, Price, Hotel reputation and marketing
Kim, Lee & Han, 2019	Quantitative (questionaries)	South Korea	Intangible - Value for money, Safety and security, Cleanliness. Tangible - room feature dimensions
Tuan, 2019	Quantitative (questionaries)	3-4 stars hotel in Danang, Vietnam	Location, Service personnel quality service, Safety, and security
Spoerr, 2021	Quantitative (questionaries)	Germany	Cleanliness, Economic value, Security

Table 2.3 Current research for hotel selection during the pandemic.

Author	Methodology	Research setting	Important factors finding
Ivanova, Ivanov & Ivanov, 2021	Quantitative (questionaries)	Bulgaria	Hygiene, Reliable health system, Overall perception of personal safety and security
Chebli & Ben Said, 2020	Quantitative (questionaries)	Tunisia	Personal safety, Economic Expenditure, Conviction attitude
Wachyuni & Kusumaningrum, 2020	Quantitative (questionaries)	Indonesia	Safety and cleanliness
Shin & Kang, 2020	Analysis of online reviews	Korea	Cleanliness
Siantar and Joye, 2020	Analysis of online reviews	APAC (China, New Zealand & South Korea)	Price guarantee with discount, flexible booking, Safety
Pappas and Glyptou, 2021	Quantitative (Landline interview)	Athenian, Greece	Health and safety, Price quality, Risk aspect, Quality related health and safety
Awan, Shamim & Ahn, 2020	Quantitative (Interview)	Malaysia	Disinfection and sanitation
Stansbury et al., 2021	Quantitative (questionaries)	United States, Canada, United Kingdom, Spain, France, Germany, Italy, China, Australia	Cleanliness & health measures, Clear & frequent communication, and flexibility for the customer
Atadil & Lu, 2021	Quantitative (questionaries)	American sample	Hygiene control and health communication

2.5 Accommodation type

Phuket reports the number of hotel rooms is approximately 1,800 hotels with 84,700 rooms in 2018 and is expected to increase about 7.8% in 2020 and 2025 (Wongsuwan, Masan and Chaisiriroj, 2020). Phuket provides a wide range of accommodation options, including hotels and resorts, private pool villas, hostels, condominiums, apartments, among others, in both registered and unregistered units. According to the findings, there are already 3,871 villas available for rent in Phuket, with another 162 units set to be built and released by 2020 (Kahapana, 2020). Phuket villas are in high demand among foreign investors and visitors to Phuket. Although, this study will be divided accommodation types into traditional and alternative accommodation.

2.5.1 Traditional accommodation

The majority of traditional accommodation refers to hotels and resorts that serve as the primary source of accommodation in Phuket. While Private pool villas appear to be the most preferred type of accommodation at Phuket's beach destinations, which are frequently referred to as resorts. The survey discovered that travelers examine a variety of factors while selecting traditional accommodations, including cleanliness, location, room rate, security, service quality, and the hotel's reputation (Chu and Choi, 2000). Furthermore, the majority of studies on hotel selection in the literature review focus on traditional accommodation and only a few on alternative accommodation studies.

2.5.2 Alternative accommodation

Alternative accommodation options include service apartments, guest houses, and commercial properties such as bed and breakfasts and homestays that could play a significant future trend in the hospitality industry (Canwell and Satherland, 2003). Although the survey discovered that four elements influence tourists' decision to stay in alternative accommodations: a homely atmosphere, value for money, a local touch, and the relationship between the guest and the host (Gunasekaran and Anandkumar, 2012).

2.6 Accommodation pricing

Pricing is extremely important in consumer businesses, including tourism. Hotel pricing strategies vary depending on location, size, demographic, competition, and service offering (Siteminder, 2021). When combined with other attributes, the study discovered that room pricing/rate has little significance for hotel selection, despite being the most important for hotel management (Lockyer, 2005). Before the pandemic, the Phuket hotel industry used a distinctive pricing strategy that included cost-based pricing, competition-driven pricing, customer-driven pricing, and hedonic pricing (Önder, Weismayer, and Gunter, 2019). Although the situation was changing due to the pandemic, Phuket recorded an occupancy rate drop to 8.5 percent, a 59.6 percent decrease year on year, an average daily rate (ADR) decreases of 23.9 percent year on year to 2,518 THB, and a RevPAR decrease of 90.7 percent year on year to 213 THB during H2 of 2020 (CBRE Thailand, 2021). Moreover, the survey also indicated that in H1 2021, Phuket's luxury and upscale hotel's average daily rate (ADR) dropped to 2,342 THB (Martinez, 2021). As a result of the pandemic, Phuket's hotel sector gives a special discount to domestic travelers to encourage domestic tourism and fill available space. Furthermore, A study found that promotional discounts are pulled motivations for domestic Thai tourists traveling to Phuket after the tsunami (Rittichainuwat, 2008).

2.7 Conceptual Framework

Figure2.2 Conceptual framework
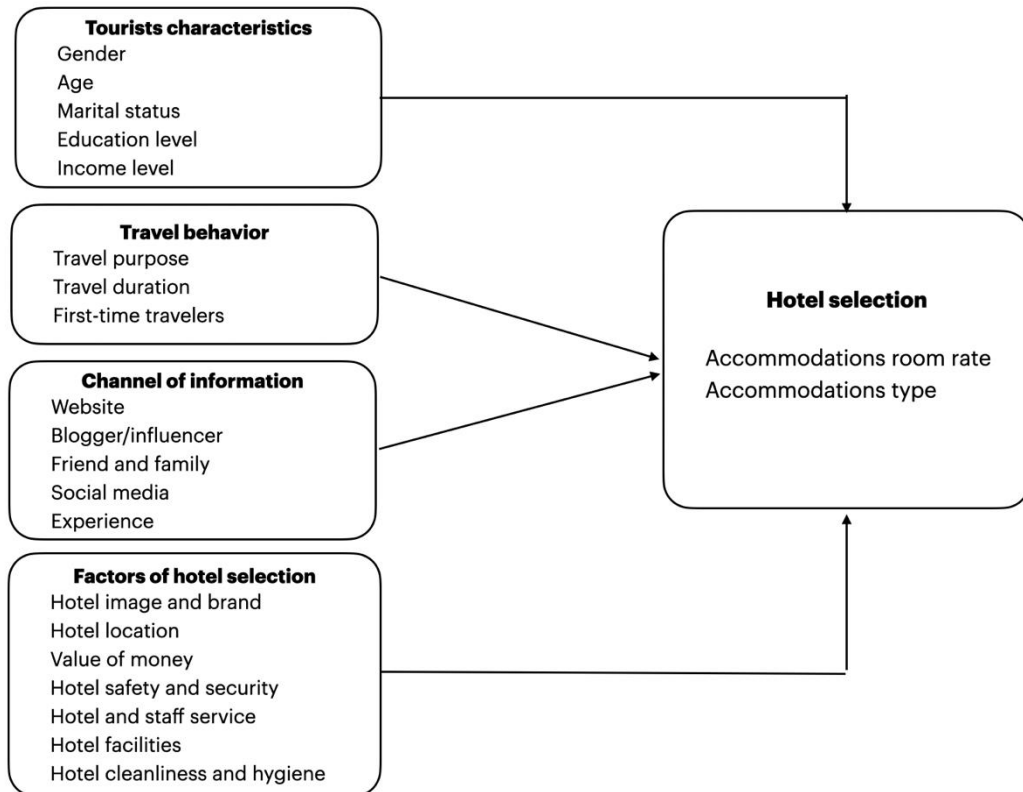
CHAPTER 3

METHODOLOGY

This chapter describes the methodology of the thesis topic of "The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists". The quantitative approach is selected as a research design because this study involved descriptive statistics. The methodology is designed is to examine factors influencing hotel selection in Phuket under the COVID-19 pandemic. This chapter will explain all methodology used to achieve the purpose of this study as follows:

3.1 Population of the study

3.2 Sampling

    3.2.1 Sampling size

    3.2.2 Sampling method

3.3 Data collection

    3.3.1 Primary data

    3.3.2 Secondary data

3.4 Research instrument

3.5 Validity and reliability

    3.5.1 Validity

    3.5.2 Reliability

3.6 Data analysis method

3.1 Population of the study

The population of this study was a tourist who came to travel and spend the nights in Phuket during the COVID-19 pandemic. According to figures from the Ministry of Tourism and Sports, the number of tourists arriving in Phuket in 2020 was 4,003,290, with Thai tourists accounting for 1,892,436 people and tourists arrival abroad accounting for 2,110,854 people during January to March 2020 before international travel lockdown.

3.2 Sampling

3.2.1 Sampling size

This research was applied a quantitative methodology. The sample size of this study calculated by using Yamane Taro, (1967) formula:

$$n = \frac{N}{1+Ne^2}$$

Where:

n = Sample size

N = Population size

e = Confidence interval at 5%

Thus, the calculation sample size will be:

$$n = \frac{1,892,436}{1 + 1,892,436(0.05)^2}$$

from the calculation of population at 1,892,436 tourist's arrivals to Phuket in the year 2020 with confidence interval 5%. The result showed that the sample size of this study should be 400. Therefore, the 420 sets of questionnaires were used to prevent an error case. Pilot-test of questionnaires were tested with 50 tourists.

3.2.2 Sampling method

To avoid bias in the data, a sample size of 400 people is required for this study, which will be distributed among three tourist locations. The three most popular tourist destinations in Phuket, namely Promthep Cape, Phuket Old Town, and Patong Beach, have been selected as the survey area. The quota sampling technique is also applied for selected samples in a particular tourist destination by using the screening question of " Are you tourist or Phuketian?".

3.3 Data collection

3.3.1 Primary data

The primary data source for this study is collected data from the questionnaire survey. The survey area to collect data is Promthep Cape, Phuket old town, and Patong Beach from May to October 2021. The questionnaires for this study were organized into three sections: tourist characteristics, tourist behaviors, and important hotel attributes for hotel selection during the COVID-19 pandemic.

3.3.2 Secondary data

The secondary data source for this study is collected data from the relevant theories and previous research such as journals, websites, etc., where related to this research topic.

3.4 Research instrument

A self-administrated questionnaire was a research instrument for the data collection method. The questionnaires were designed as closed-ended questions and developed based on a prior study about hotel selection literature review. Every hotel variable and attribute has been customized by (Chu & Choi, 2000; Qu, Ryan, & Chu, 2000; Dolnicar, 2002; Dolnicar & Otter, 2003; Lockyer, 2005; Chan & Wong, 2006; Lee, Kim, Kim & Lee, 2010; Xue & Cox, 2010; Jones & Chen, 2011; Choosrichom, 2011; Tsai, Yeung & Yim, 2011; Yusoff & Abdullah, 2010; Sohrabi, Vanani, Tahmasebipur & Fazli 2012; Baruca & Civre, 2012; Rhee & Yang, 2015; Choochote, 2014; Kumar & Singh, 2014; Soulidou et al., 2018; Tuan, 2019; Pappas & Glyptou, 2021; Siantar & Joye, 2020; Spoerr, 2021; Shin & Kang, 2020; Ivanova, Ivanov & Ivanov, 2021; Wachyuni & Kusumaningrum, 2020; Awan, Shamim & Ahn, 2020; Atadil & Lu, 2021; Stansbury et al., 2021). The questionnaires gathered data using a checklist, multiple-choice, and Likert scale response methodologies. Tourists were asked to rate the importance of various hotel attributes related to hotel selection during the COVID-19 pandemic on a scale of one (least important) to five (most important). Additionally, the characteristics and behaviors of tourists were analyzed. The questionnaires of this study consist of three main sections.

Part I: Tourist characteristics

The first section of the questionnaire was designed to identify tourist characteristics of the respondent, which include gender, age, marital status, nationality, education level, occupation, and level of income.

Part II: Tourist behaviors

The second section of the questionnaire was to identify the tourist behavior of the respondent. This part was included the purpose of travel, travel duration, frequency of travel to Phuket, travel plan, source of information, and channel for booked accommodation for this trip.

Part III: Important hotel attributes of hotel selection during the pandemic

The final section measured the importance of hotel attributes for hotel selection in Phuket during the pandemic by closed-ended questions with Likert scale responses. The main hotel factor is divided into seven factors: hotel brand & image, hotel location, the value of money, hotel safety & security, hotel and staff service, hotel facilities, hotel cleanliness, hygiene & health.

Table 3.1 Hotel factor with attribute

Factor and variable	Instrument
Factor 1: Hotel image and brand	5 = Most important
Hotel star rating	
Brand image	4 = Important
Hotel reputation	3 = Average
Review by blogger and influencer	2 = Less important
Recommendation by friend and relative	
Hotel style (ex. boutique, pool villa, model, and luxury)	1 = Least important
Factor 2: Hotel location	
Close to the beach or beach access	
Close to city center and tourist attraction	
Close to airport	
Located in a quiet and private area	
Close to shopping center	
Factor 3: Value of money	
Special room rate and discount	
Hotel joined government campaign such as we travel together and half-half etc.	
Room rate with special package such as inclusive spa, tour, and food & beverage.	
Food and beverage with reasonable price	
Flexible room booking with price guarantee	
Factor 4: Hotel safety and security	
Key card system, chain lock, and safety box available	
Hotels provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	
24 hours CCTV and security staff on floors	

Table 3.1 Continued

Factor and variable	Instrument
Natural disaster evacuation plans available	5 = Most
Hotels provide bright walkways in public areas	important
Factor 5: Hotel and staff service	4 = Important
Staff are polite and friendly	3 = Average
Staff are helpful, courtesy, and attentive to your request	2 = Less
Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	important
Promptness of service of pre-arrange arrival, during check-in and check-out	1 = Least
Factor 6: Hotel facilities	important
Swimming pool available	
Parking area available	
Fitness center, health facilities, and spa available	
Restaurant, bar, and café available	
WIFI and internet free access 24 hours	
Factor 7: Hotel cleanliness and hygiene	
Hotels provide SHA standard. (Amazing Thailand Safety and Health Administration)	
Hotels provide physical social distancing	
Hotels provide mask and hand sanitizer inside the room and around the hotel	
Hotels provide contactless keycard, check-in/check-out process and e-payment	
Hotel provides daily room clean	

3.5 Validity and Reliability

3.5.1 Validity develop from review of literature and past study from SAR

This study's questionnaire proposal is based on data and information from journals publications from past studies and is adapted to this research. The questionnaires were reviewed by three lecturers and one research coordinator of the faculty of hospitality and tourism to ensure validity. First round exclude advisor Moreover, the questionnaires have been passed by the institutional review board (IRB).

3.5.2 Reliability

Consult an adviser, lecturer, and research coordinator on the validity check and adjustment of surveys. The Pilot-test of this study was done with 50 tourists who qualified according to the target sample in Patong Beach and Promthep Cape in April 2021. Cronbach's Alpha was analyzed and should be at 0.6 above for acceptable (Hair, Anderson, Babin & Black, 2014). The result of overall Cronbach's Alpha is 0.93 as follows:

Table3.2 Reliability Statistics

	N of Items	Cronbach's Alpha
Total	35	0.93

3.6 Data analysis method

This study applied data analyzed as the following: Firstly, Descriptive statistics including mean, percentage, and standard deviations to analyze the tourist's characteristics, tourist's behavior, and a related hotel attribute for hotel selection. Secondly, the inferential analysis of the Chi-square test was used to test a hypothesis and examine the significant difference source of information (hotel website, TripAdvisor/pantip.com, social media, friend & family, blogger/influencer, YouTube, call to hotel directly, previous experience, magazine/newspaper, and other source), tourist behavior (travel purpose, travel duration, first time traveler to Phuket) and a related hotel attribute and factor for hotel selection (all attributes) toward hotel selection (room rate and type of accommodation). Thirdly, the inferential analysis of one-way ANOVA and factor analysis was implemented to test a hypothesis and identify emerging hotel selection factors. Lastly, the inferential analysis of independence T-test and binary logistic regression was used to test a hypothesis and examine the significant difference between a related hotel factor for hotel selection (eight factors) toward hotel selection (room rate and type of accommodation).

Table 3.3 Class interval for rating level of importance by Likert 1932

Mean	Level of importance
4.21-5.00	Consider most important
3.41-4.20	Consider important
2.61-3.40	Consider average
1.81-2.60	Consider less important
1.00-1.80	Consider least important

Table3.4 Classification of hotel selections

This study's hotel selection is classified into two categories: room rate and type of accommodations according Canwell and satherland, 2003; Martinez, 2021

Hotel selection	Classification
Accommodation room rate below 2,000 baht	Not upper scales hotel
Accommodation room rate more than 2,001 baht	Upper scales hotel
Accommodation type of hotel and resort, private pool villa	Traditional accommodations
Accommodation type of condominium and apartment	Alternative accommodation

CHAPTER 4

RESULTS

This chapter describes the result of the study topic of "The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists". This study aims to identify the source of information used by tourists, investigate tourist behavior, identify emerging factors that influence hotel selection, and investigate the deterministic factors for hotel selection during the pandemic. This study selected the quantitative approach with completed 420 questionnaires which collected data at Promthep Cape, Patong Beach, and Phuket Old Town. The data analysis used descriptive analysis, Chi-square, ANOVA (Analysis of variance), factor analysis, independence T-test, and binary logistic regression. This chapter will be divided into two sections as follow:

4.1 Descriptive statistics

    4.1.1 Tourists' characteristic for hotel selection

    4.1.2 Tourists' behaviors for hotel selection

    4.1.3 Important hotel attribute related to hotel selection

4.2 Inferential statistics

    4.2.1 Chi-square of tourist's characteristic toward hotel selection

    4.2.2 Chi-square of tourist behavior toward hotel selection

    4.2.3 One-way ANOVA of hotel attribute toward hotel selection and factor analysis

    4.2.4 Independence T-Test and binary logistic regression toward hotel selection

4.1 Descriptive statistic

4.1.1 Tourists characteristic for hotel selection in Phuket during pandemic

Regarding table 4.1, tourist characteristics showed that from a total of 420 respondents divided to female (58.3 percent), male (38.3 percent) and not prefer to say (3.3 percent). While age group 21-30 years old (49.5 percent), 31-40 years old (27.9 percent), 41-50

years old (10.5 percent), below 20 years old (5.7 percent), 51-60 years old (4.3 percent), and above 60 years old (2.1 percent). Most of the respondents were single (63.3 percent), married (23.8 percent), living with a partner (7.1 percent), divorced (3.1 percent), not prefer to say (1.9 percent), engaged (0.7 percent). Due to travel restrictions for overseas tourists to Phuket, the whole group was of Thai nationality. Moreover, education level included a bachelor's degree (66.4 percent), a master's degree (15.2 percent), primary or high school (11.7 percent), diploma (5.0 percent), Ph. D (1.4 percent), and other (0.2 percent). The majority of occupations were an employee (43.1 percent), self-employed/entrepreneur (27.9 percent), student (11.4 percent), government officer (8.8 percent), unemployed (4.8 percent), other occupation such as doctor and government-owned (2.1 percent) and retired (1.9 percent). However, the level of income of respondents was below 150,000 THB per year (27.4 percent), 150,001-300,000 THB per year (25.0 percent), 300,001-500,000 THB per year (23.6 percent), 500,001-750,000 THB per year (9.8 percent), 750,001- 1,000,000 THB per year (5.0 percent), 1,000,001-2,000,000 THB per year (7.1 percent), 2,000,001-5,000,000 THB per year (1.2 percent), and more than 5,000,000 THB per year (1 percent).

Table 4.1 Tourist's characteristic

Variable	Description	N=420	
		N	Percentage
Gender	Male	161	38.3%
	Female	245	58.3%
	Not prefer to say	14	3.3%
	Total	**420**	**100%**
Age	Below 20 years old	24	5.7%
	21-30 years old	208	49.5%
	31-40 years old	117	27.9%
	41-50 years old	44	10.5%
	51-60 years old	18	4.3%
	Above 60 years old	9	2.1%
	Total	**420**	**100%**

Table 4.1 Continued

Variable	Description	N=420	
		N	Percentage
Marital status	Single	266	63.3%
	Married	100	23.8%
	Divorced	13	3.1%
	Engaged	3	0.7%
	Living with partner	30	7.1%
	Not prefer to say	8	1.9%
	Total	**420**	**100%**
Nationality	Thai	420	100%
Education	Primary or high school	49	11.7%
	Diploma	21	5.0%
	Bachelor's degree	279	66.4%
	Master's degree	64	15.2%
	Ph. D	6	1.4%
	Other	1	0.2%
	Total	**420**	**100%**
Occupation	Self-employed/Entrepreneur	117	27.9%
	Employee	181	43.1%
	Government officer	37	8.8%
	Unemployed	20	4.8%
	Retired	8	1.9%
	Student	48	11.4%
	Other	9	2.1%
	Total	**420**	**100%**
Level of income	Below 150,000 THB per year	115	27.4%
	150,001-300,000 THB per year	105	25.0%
	300,001-500,000 THB per year	99	23.6%
	500,001-750,000 THB per year	41	9.8%
	750,001-1,000,000 THB per year	21	5.0%
	1,000,001-2,000,000 THB per year	30	7.1%
	2,000,001-5,000,000 THB per year	5	1.2%

Table 4.1 Continued

Variable	Description	N=420	
		N	Percentage
	More than 5,000,001 THB per year	4	1.0%
	Total	**420**	**100%**

4.1.2 Tourists behaviors for hotel selection in Phuket during pandemic

Regarding table 4.2, tourist behavior showed that the majority of respondents travel during COVID-19 once a month (48.8 percent), other (21 percent), twice a month (13.8 percent), three times a month (9.3%), and more than three times a month (7.1%). Most of the tourists (80.5 percent) are first-time traveling to Phuket during COVID-19 and the non-first time (19.5 percent) while repeating tourists visiting Phuket counted as twice times (61 percent) and three times (14.6 percent) during COVID-19 as table 4.2. The primary purpose of traveling to Phuket was vacation and relaxation (74.5 percent), business (6.9 percent), sightseeing and cultural (6 percent), visiting a friend and family (5.5 percent), meeting and conference (3.8 percent), the honeymoon (2.6 percent), and other purposes (0.7 percent). The travel duration of tourists to Phuket was mainly three days two nights (48.6 percent), four days three-night (22.9 percent), two days one night (17.6 percent), more than six-night (5.7 percent), and five days four-night (5.2 percent). The majority of tourists plan to Phuket less than one month before the traveling date (29.3 percent), less than one week before the traveling date (27.4 percent), Two to three months before the traveling date (21.2 percent), one to two months before traveling date (21 percent), and other such as no plan (1.2 percent).

Moreover, most tourists booked accommodation through an online travel agency (45 percent), hotel websites (24.5 percent), call the hotel directly (16.7 percent), social media by inbox to book accommodation (11.9 percent), travel agency (1 percent), and other (1 percent). The majority of accommodation booked was hotel and resort (80.7 percent), private pool villa (11 percent), apartment and condominium (5 percent), and hostel (3.3 percent). While most of the tourist pay for accommodation was 501-1,000 baht per night (30.5 percent), 1,001-1,500 baht per night (23.1 percent), 1,501-2,000 baht per night (14.8 percent), 2,001-3,000 baht per night (13.6

percent), more than 3,001 baht per night (10.7 percent), and below 500 baht per night (7.4 percent).

Table 4.2 Tourist's behaviors

Variable	Description	N=420	
		N	Percentage
How often are you traveling during COVID-19?	Once a month	205	48.8%
	Twice a month	58	13.8%
	Three times a month	39	9.3%
	More than three times a month	30	7.1%
	Other	88	21.0%
	Total	420	100%
This is your first time traveling to Phuket during COVID-19?	Yes	338	80.5%
	No	82	19.5%
	Total	420	100%
What is your traveling purpose for this trip?	Vacation and relaxation	313	74.5%
	Business	29	6.9%
	Visit a friend and family	23	5.5%
	Honeymoon	11	2.6%
	Meeting and conference	16	3.8%
	Sightseeing and cultural	25	6.0%
	Other	3	0.7%
	Total	420	100%
How long was your trip to Phuket?	2 days 1 night	74	17.6%
	3 days 2 nights	204	48.6%
	4 days 3 nights	96	22.9%
	5 days 4 nights	22	5.2%
	More than 6 nights	24	5.7%
	Total	420	100%
When did you start to make a traveling plan to Phuket for this trip? (Before traveling date)	Less than one week	115	27.4%
	Less than one month	123	29.3%
	One to two months	88	21.0%
	Two to three months	89	21.2%

Table 4.2 Continued

Variable	Description	N=420	
		N	Percentage
	Other	5	1.2%
	Total	420	100%
How did you book accommodation for this trip?	Hotel website	103	24.5%
	Travel agency	4	1.0%
	Online travel agency	189	45.0%
	Social media by inbox to book accommodation (ex. Facebook)	50	11.9%
	Call to hotel directly	70	16.7%
	Other	4	1.0%
	Total	420	100%
What type of accommodation did you book for this trip?	Hotel and resort	339	80.7%
	Private pool villa	46	11.0%
	Hostel (bed & breakfast)	14	3.3%
	Apartment and condominium	21	5.0%
	Total	420	100%
How much did you pay for your accommodation per night?	Price below 500 baht	31	7.4%
	Price between 501-1,000 baht	128	30.5%
	Price between 1,001-1,500 baht	97	23.1%
	Price between 1,501-2,000 baht	62	14.8%
	Price between 2,001-3,000 baht	57	13.6%
	Price more than 3,001 baht	45	10.7%
	Total	420	100%

Table 4.3 Tourist's behaviors – Number of times visiting Phuket during COVID-19

Number of times visiting Phuket	N=82	Percentage
Second times	50	61.0%
Third times	12	14.6%
Fourth times	4	4.9%
Five times	10	12.2%
Six times	3	3.7%
Seven times	3	3.7%
Total	**82**	**100%**

Figure 4.1 Number of times visiting Phuket during COVID-19

NUMBER OF TIMES VISITING PHUKET DURING COVID-19
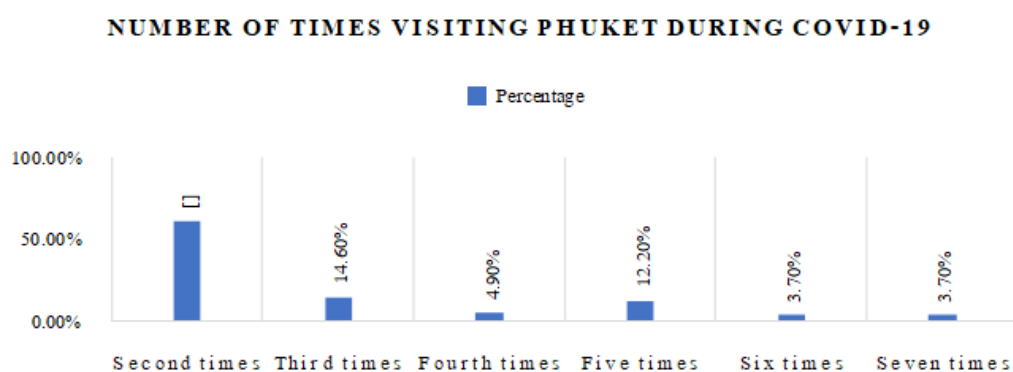
Table 4.4 Tourist's behaviors – Preferred payment method

What is your preferred payment method for booking accommodation for this trip?	Responses	
	N	Percentage
Credit card	187	39.4%
Cash	164	34.5%
E-payment via mobile/ Bank transfer	124	26.1%
Total		**100.0%**

a. Dichotomy group tabulated at value 1.

b. Multiple response question

Table 4.4, The majority of respondents' preferred payment method was credit (39.4 percent), cash (34.5 percent), and E-payment via mobile/ Bank transfer (26.1 percent) for booked accommodation to Phuket for this trip.

Figure 4.2 Tourist preferred payment method

PREFERRED PAYMENT METHOD BY PERCENTAGE

■ Credit card ■ Cash ▨ E-payment via mobile/ Bank transfer

E-payment via mobile/
Bank transfer
26%

Credit card
39%

Cash
35%
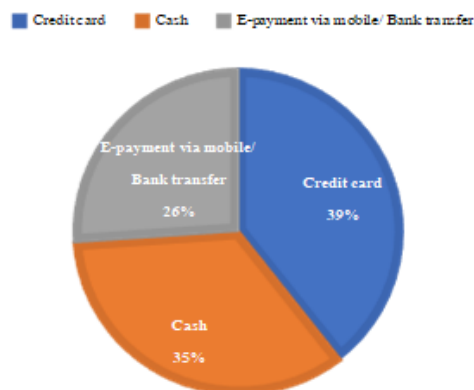
Table 4.5 Tourist's behaviors – Source of information

Source of information	Responses	
	N	Percentage
Hotel website	167	19.5%
TripAdvisor or Pantip.com	103	12.0%
Social media (ex. Facebook, Instagram, Tiktok)	207	24.2%
Friend and family	117	13.7%
Blogger or Influencer	70	8.2%
YouTube	61	7.1%
Call to hotel directly	43	5.0%
Previous experience at Phuket	77	9.0%
Magazine or Newspaper	4	0.5%
Other source of information	8	0.9%
Total		**100.0%**

a.   Dichotomy group tabulated at value 1. b. Multiple response question

Table 4.4, Source of information for booked accommodation to Phuket shows that most of the respondent used social media (ex. Facebook, Instagram, Tiktok) (24.2 percent), hotel website (19.5 percent), friend and family (13.7 percent), TripAdvisor or Pantip.com (12 percent), Previous experience at Phuket (9.0 percent), YouTube (7.1 percent), Blogger or Influencer (8.2 percent), call to hotel directly (5.0 percent), other sources of information (0.9 percent), and magazine or newspaper (0.5 percent).

Figure 4.3 Tourist's source of information
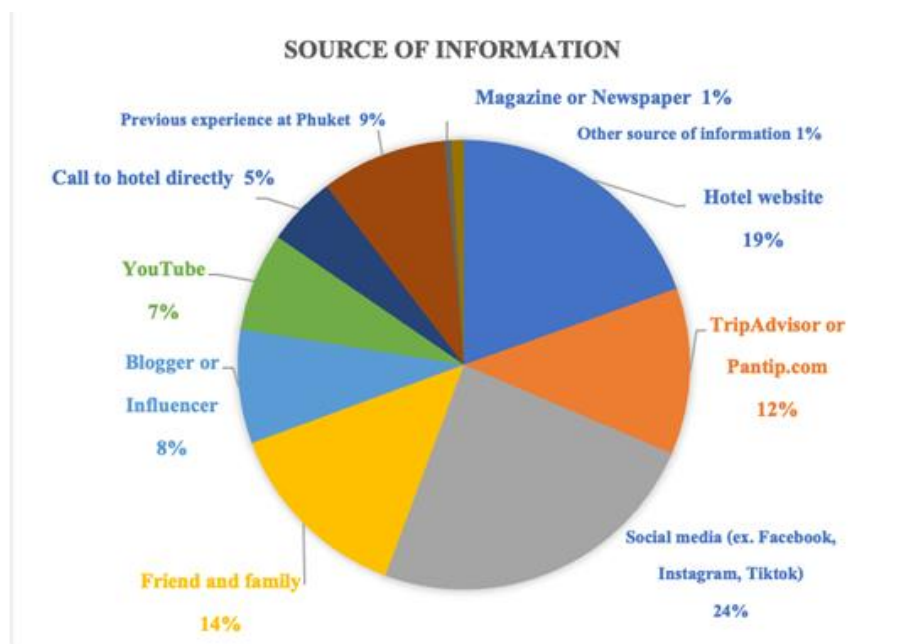
4.1.3 Important hotel attribute related to hotel selection during pandemic

Table 4.6 Important hotel attribute of hotel image and brand

Hotel image and brand	Mean	S.D.	Meaning
Hotel star rating	4.01	0.85	Important
Hotel image	3.99	0.80	Important
Hotel reputation	4.09	0.83	Important
Review by blogger and influencer	3.88	0.97	Important
Recommendation by friend and relative	3.90	0.91	Important
Hotel style (ex. boutique, pool villa, model, and luxury)	3.92	0.89	Important
Grand mean	**3.97**		**Important**

Table 4.6 Important hotel attribute of hotel image and brand factor showed that level of the important attribute was "Hotel reputation"(Mean=4.09, S.D.=0.83), followed by "Hotel star rating"(Mean=4.01, S.D.=0.85), "Hotel image"(Mean=3.99, S.D.=0.80), "Hotel style ex. boutique, pool villa, model and luxury"(Mean=3.92, S.D.=0.89), "Recommendation by friend and relative"(Mean=3.90, S.D.=0.91), and "Review by blogger and influencer"(Mean=3.88, S.D.=0.97).

Table4.7 Important hotel attribute of hotel location

Hotel location	Mean	S.D.	Meaning
Close to the beach or beach access	4.24	0.91	Most important
Close to city center and tourist attraction	4.03	0.88	Important
Close to airport	3.18	1.17	Average
Located in a quiet and private area	4.10	0.95	Important
Close to shopping center	3.58	1.02	Important
Grand mean	**3.83**		**Important**

Table 4.7 Important hotel attribute of hotel location factor showed that level of the important attribute was "Close to the beach or beach access"(Mean=4.24, S.D.=0.91), followed by "Located in a quiet and private area"(Mean=4.10, S.D.=0.95), "Close to the city center and tourist attraction"(Mean=4.03, S.D.=0.88), "Close to the shopping center"(Mean=3.58, S.D.=1.02), and "Close to airport"(Mean=3.18, S.D.=1.17).

Table 4.8 Important hotel attribute of value of money

Value of money	Mean	S.D.	Meaning
Special room rate and discount	4.34	0.80	Most important
Hotel joined government campaign such as we travel together (เราเที่ยวด้วยกัน) and half-half (คนละครึ่ง) etc.	3.81	1.19	Important
Room rate with special package such as inclusive spa, tour, and food & beverage	3.93	1.03	Important
Food and beverage with reasonable price	4.13	0.92	Important
Flexible room booking with price guarantee	4.14	0.91	Important
Grand mean	**4.07**		**Important**

Table 4.8 Important hotel attribute of value of money factor showed that level of the important attribute was "Special room rate and discount"(Mean=4.34, S.D.=0.80), followed by "Flexible room booking with price guarantee"(Mean=4.14, S.D.=0.91), "Food and beverage with reasonable price"(Mean=4.13, S.D.=0.92), "Room rate with a special package such as inclusive spa, tour, and food & beverage"(Mean=3.93, S.D.=1.03), and "Hotel joined government campaign such as we travel together and half-half" (Mean=3.81, S.D.=1.19).

Table 4.9 Important hotel attribute of hotel safety and security

Hotel safety and security	Mean	S.D.	Meaning
Key card system, chain lock, and safety box available	4.52	0.78	Most important
Hotels provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	4.46	0.79	Most important
24 hours CCTV and security staff on floors	4.50	0.74	Most important
Natural disaster evacuation plans available	4.29	0.90	Most important
Hotels provide bright walkways in public areas	4.45	0.74	Most important
Grand mean	**4.44**		**Most important**

Table 4.9 Important hotel attribute of hotel safety and security factor showed that level of the important attribute was "Key card system, chain lock, and safety box available"(Mean=4.52, S.D.=0.78), followed by "24 hours CCTV and security staff on floors"(Mean=4.50, S.D.=0.74), "Hotel provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler"(Mean=4.46, S.D.=0.79), "Hotel provide bright walkways in public areas"(Mean=4.45, S.D.=0.74), and "Natural disaster evacuation plan available"(Mean=4.29, S.D.=0.90).

Table 4.10 Important hotel attribute of hotel and staff service

Hotel and staff service	Mean	S.D.	Meaning
Staff are polite and friendly	4.61	0.65	Most important
Staff are helpful, courtesy, and attentive to your request	4.60	0.66	Most important
Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	4.14	0.92	Important
Promptness of service of pre-arrange arrival, during check-in and check-out	4.43	0.68	Most important
Grand mean	**4.45**		**Most important**

Table 4.10 Important hotel attribute of hotel and staff service factor showed that level of the important attribute was "Staff are polite and friendly"(Mean=4.61, S.D.=0.65), "Staff are helpful, courtesy and attentive to your request"(Mean=4.60, S.D.=0.66), followed by

"Promptness of service of pre-arrange arrival, during check-in and check-out"(Mean=4.43, S.D.=0.68), and "Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service"(Mean=4.14, S.D.=0.92).

Table 4.11 Important hotel attribute of hotel facilities

Hotel facilities	Mean	S.D.	Meaning
Swimming pool available	4.21	0.91	Most important
Parking area available	4.55	0.67	Most important
Fitness center, health facilities, and spa available	3.77	1.07	Important
Restaurant, bar, and cafe available	4.02	1.03	Important
WIFI and internet free access 24 hours	4.47	0.83	Most important
Grand mean	**4.20**		**Important**

Table 4.11 Important hotel attribute of hotel facilities factor showed that level of the important attribute was "Parking area available"(Mean=4.55, S.D.=0.67), followed by "WIFI and internet free access 24 hours"(Mean=4.47, S.D.=0.83), "Swimming pool available"(Mean=4.21, S.D.=0.91), "Restaurant, bar, and cafe available"(Mean=4.02, S.D.=1.03), and "Fitness center, health facilities, and spa available"(Mean=3.77, S.D.=1.07).

Table 4.12 Important hotel attribute of hotel cleanliness and hygiene

Hotel cleanliness and hygiene	Mean	S.D.	Meaning
Hotels provide SHA standard. (Amazing Thailand Safety and Health Administration)	4.37	0.78	Most important
Hotels provide physical social distancing	4.37	0.80	Most important
Hotels provide mask and hand sanitizer inside the room and around the hotel	4.45	0.78	Most important
Hotels provide contactless keycard, check-in/check-out process and e-payment	4.39	0.80	Most important
Hotel provides daily room clean	4.61	0.67	Most important
Grand mean	**4.44**		**Most important**

Table 4.12 Important hotel attribute of hotel cleanliness and hygiene factor showed that level of the important attribute was "Hotel provides daily room clean"(Mean=4.61, S.D.=0.67), followed by "Hotel provide mask and hand sanitizer inside the room and around the hotel"(Mean=4.45, S.D.=0.78), "Hotel provides contactless keycard, check-in/check-out "(Mean=4.39, S.D.=0.80), "Hotel provide SHA standard. (Amazing Thailand Safety and Health Administration)"(Mean=4.37, S.D.=0.78), and "Hotel provides physical social distancing"(Mean=4.37, S.D.=0.80).

4.2 Inferential statistic

4.2.1 Chi-square of tourist's characteristic toward hotel selection

4.2.1.1 Chi-square of tourist's characteristic toward accommodations room rate

Regarding table 4.13, A chi-square of independence was performed to examine the relationship between the tourist's characteristics and the accommodation room rate. The relationship between that <u>age</u> variable and the accommodation rate was significant; X^2 (df = 25, N = 420) = 69.221[a], p = 0.00. Over 36.60 percent of those aged 21-30 paid between 501 and 1,000 baht per night for lodging. While the relationship between that <u>education</u> variable and the accommodation rate was significant, X^2 (df = 25, N = 420) = 62.999[a], p = 0.00. Over 31.90 percent of the education level at bachelor's degree level were booked at an accommodation rate of between 501 and 1,000 THB per night. Moreover, the relationship between that <u>level of income</u> variable and the accommodation rate was significant, X^2 (df = 35, N = 420) = 137.478[a], p = 0.00. Over 46.67 percent of the income level of 150,000-300,000 baht per year was booked at an accommodation rate of between 501-1,000 baht per night. However, the relationship between other tourist characteristics, including gender, marital status, occupation, and accommodation room rate, was not significant among variables.

Table 4.13 Pearson Chi-Square of tourist's characteristic toward hotel selection by room rate

Tourists' characteristic		Room rate baht per night						Total
		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	
Gender	Male	8	44	43	27	21	18	161
		4.97%	27.33%	26.71%	16.77%	13.04%	11.18%	100%
	Female	22	77	49	35	35	27	245
		8.98%	31.43%	20.00%	14.29%	14.29%	11.02%	100%
	Prefer not to say	1	7	5	0	1	0	14
		7.14%	50.00%	35.71%	0.00%	7.14%	0.00%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	12.007[a]	10	0.285

		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
Age	Below 20 yrs.	8	10	2	2	0	2	24
		33.33%	41.67%	8.33%	8.33%	0.00%	8.33%	100%
	21-30 yrs.	11	75	54	27	15	26	208
		5.29%	36.06%	25.96%	12.98%	7.21%	12.50%	100%
	31-40 yrs.	7	28	28	22	24	8	117
		5.98%	23.93%	23.93%	18.80%	20.51%	6.84%	100%
	41-50 yrs.	4	6	10	7	11	6	44
		9.09%	13.64%	22.73%	15.91%	25.00%	13.64%	100%
	51-60 yrs.	1	4	3	3	4	3	18
		5.56%	22.22%	16.67%	16.67%	22.22%	16.67%	100%
	Above 60 yrs.	0	5	0	1	3	0	9
		0.00%	55.56%	0.00%	11.11%	33.33%	0.00%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	69.221[a]	25	**0.000***

Table 4.13 Continued

Tourists' characteristic		Room rate baht per night						Total
		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	
Marital status	Single	21	82	62	37	34	30	266
		7.89%	30.83%	23.31%	13.91%	12.78%	11.28%	100%
	Married	6	29	20	18	17	10	100
		6.00%	29.00%	20.00%	18.00%	17.00%	10.00%	100%
	Divorced	0	2	6	2	3	0	13
		0.00%	15.38%	46.15%	15.38%	23.08%	0.00%	100%
	Engaged	0	3	0	0	0	0	3
		0.00%	100%	0.00%	0.00%	0.00%	0.00%	100%
	Living with partner	2	11	7	5	3	2	30
		6.67%	36.67%	23.33%	16.67%	10.00%	6.67%	100%
	Prefer not to say	2	1	2	0	0	3	8
		25.00%	12.50%	25.00%	0.00%	0.00%	37.50%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	Df	Asymptotic Significance
	29.904[a]	25	0.228

		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
Education	Primary or high school	12	16	8	5	5	3	49
		24.49%	32.65%	16.33%	10.20%	10.20%	6.12%	100%
	Diploma	3	11	3	4	0	0	21
		14.29%	52.38%	14.29%	19.05%	0.00%	0.00%	100%
	Bachelor's degree	14	89	69	40	38	29	279
		5.02%	31.90%	24.73%	14.34%	13.62%	10.39%	100%
	Master's degree	2	11	14	10	14	13	64
		3.13%	17.19%	21.88%	15.63%	21.88%	20.31%	100%
	Ph.D.	0	0	3	3	0	0	6
		0.00%	0.00%	50.00%	50.00%	0.00%	0.00%	100%
	Other	0	1	0	0	0	0	1
		0.00%	100%	0.00%	0.00%	0.00%	0.00%	100%

Table 4.13 Continued

Tourists' characteristic		Room rate baht per night						Total
		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	62.999[a]	25	0.000*

Tourists' characteristic		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
Occupation	Self-employed/ Entrepreneur	7	34	31	15	15	15	117
		5.98%	29.06%	26.50%	12.82%	12.82%	12.82%	100%
	Employee	12	49	47	26	32	15	181
		6.63%	27.07%	25.97%	14.36%	17.68%	8.29%	100%
	Government officer	1	18	3	9	3	3	37
		2.70%	48.65%	8.11%	24.32%	8.11%	8.11%	100%
	Unemployed	3	6	4	3	3	1	20
		15.00%	30.00%	20.00%	15.00%	15.00%	5.00%	100%
	Retired	0	3	2	1	2	0	8
		0.00%	37.50%	25.00%	12.50%	25.00%	0.00%	100%
	Student	7	16	9	7	0	9	48
		14.58%	33.33%	18.75%	14.58%	0.00%	18.75%	100%
	Other	1	2	1	1	2	2	9
		11.11%	22.22%	11.11%	11.11%	22.22%	22.22%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	39.196[a]	30	0.121

Level of income baht per year	Below 150,000	24	36	25	11	9	10	115
		20.87%	31.30%	21.74%	9.57%	7.83%	8.70%	100%
	150,000-300,000	4	49	26	9	6	11	105
		3.81%	46.67%	24.76%	8.57%	5.71%	10.48%	100%
	300,001-500,000	0	30	28	23	9	9	99
		0.00%	30.30%	28.28%	23.23%	9.09%	9.09%	100%

Table 4.13 Continued

Tourists' characteristic	Room rate baht per night						Total
	below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	
500,001-	3	6	11	8	10	3	41
750,000	7.32%	14.63%	26.83%	19.51%	24.39%	7.32%	100%
750,001-	0	5	3	5	5	3	21
1,000,000	0.00%	23.81%	14.29%	23.81%	23.81%	14.29%	100%
1,000,001-	0	2	3	6	12	7	30
2,000,000	0.00%	6.67%	10.00%	20.00%	40.00%	23.33%	100%
2,000,001-	0	0	1	0	3	1	5
5,000,000	0.00%	0.00%	20.00%	0.00%	60.00%	20.00%	100%
More than	0	0	0	0	3	1	4
5,000,001	0.00%	0.00%	0.00%	0.00%	75.00%	25.00%	100%
Total	31	128	97	62	57	45	420
	7.38%	30.48%	23.10	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	137.478^a	35	**0.000***

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

  $p \leq 0.05$, percentage presented in horizontal

4.2.1.2 Chi-square of tourist's characteristic toward accommodations type

Regarding table 4.14, it shows that a chi-square of independence was performed to examine the relationship between the tourist's characteristics (gender, age, marital status, education, occupation, level of income) and type of accommodation (hotel and resort, pool villa, hostel, apartment, and condominium), as hotel selection had no significant relationship among variables.

Table 4.14 Pearson Chi-Square of tourist's characteristic toward hotel selection by

accommodation type

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Gender	Male	129	19	3	10	161
		80.12%	11.80%	1.86%	6.21%	100%
	Female	201	24	9	11	245
		82.04%	9.80%	3.67%	4.49%	100%
	Prefer not to say	9	3	2	0	14
		64.29%	21.43%	14.29%	0.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	9.803^a	6	0.133

Age		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
Age	Below 20 yrs.	19	2	1	2	24
		79.17%	8.33%	4.17%	8.33%	100%
	21-30 yrs.	163	30	5	10	208
		78.37%	14.42%	2.40%	4.81%	100%
	31-40 yrs.	93	13	7	4	117
		79.49%	11.11%	5.98%	3.42%	100%
	41-50 yrs.	38	1	0	5	44
		86.36%	2.27%	0.00%	11.36%	100%
	51-60 yrs.	18	0	0	0	18
		100%	0.00%	0.00%	0.00%	100%
	Above 60 yrs.	8	0	1	0	9
		88.89%	0.00%	11.11%	0.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	22.474^a	15	0.096

Table 4.14 Continued

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Marital status	Single	217	29	10	10	266
		81.58%	10.90%	3.76%	3.76%	100%
	Married	81	12	1	6	100
		81.00%	12.00%	1.00%	6.00%	100%
	Divorced	10	0	2	1	13
		76.92%	0.00%	15.38%	7.69%	100%
	Engaged	3	0	0	0	3
		100%	0.00%	0.00%	0.00%	100%
	Living with partner	22	3	1	4	30
		73.33%	10.00%	3.33%	13.33%	100%
	Prefer not to say	6	2	0	0	8
		75.00%	25.00%	0.00%	0.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	17.474[a]	15	0.291

		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
Education	Primary or high school	37	4	3	5	49
		75.51%	8.16%	6.12%	10.20%	100%
	Diploma	15	3	1	2	21
		71.43%	14.29%	4.76%	9.52%	100%
	Bachelor's degree	221	35	9	14	279
		79.21%	12.54%	3.23%	5.02%	100%
	Master's degree	59	4	1	0	64
		92.19%	6.25%	1.56%	0.00%	100%
	Ph.D.	6	0	0	0	6
		100%	0.00%	0.00%	0.00%	100%
	Other	1	0	0	0	1
		100%	0.00%	0.00%	0.00%	100%

Table 4.14 Continued

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Total		339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		14.280[a]		15	0.504	
Occupation	Self-employed /Entrepreneurs	92	16	3	6	117
		78.63%	13.68%	2.56%	5.13%	100%
	Employee	150	14	8	9	181
		82.87%	7.73%	4.42%	4.97%	100%
	Government officer	32	3	1	1	37
		86.49%	8.11%	2.70%	2.70%	100%
	Unemployed	13	5	0	2	20
		65.00%	25.00%	0.00%	10.00%	100%
	Retired	7	0	1	0	8
		87.50%	0.00%	12.50%	0.00%	100%
	Student	38	6	1	3	48
		79.17%	12.50%	2.08%	6.25%	100%
	Other	7	2	0	0	9
		77.78%	22.22%	0.00%	0.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		15.902[a]		18	0.599	
Level of income baht per year	Below 150,000	85	15	3	12	115
		73.91%	13.04%	2.61%	10.43%	100%
	150,000-300,000	85	13	5	2	105
		80.95%	12.38%	4.76%	1.90%	100%
	300,001-500,000	78	10	4	7	99
		78.79%	10.10%	4.04%	7.07%	100%

Table 4.14 Continued

Tourists' characteristic	Type of accommodation				Total
	Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
500,001-	38	3	0	0	41
750,000	92.68%	7.32%	0.00%	0.00%	100%
750,001-	17	3	1	0	21
1,000,000	80.95%	14.29%	4.76%	0.00%	100%
1,000,001-	28	1	1	0	30
2,000,000	93.33%	3.33%	3.33%	0.00%	100%
2,000,001-	4	1	0	0	5
5,000,000	80.00%	20.00%	0.00%	0.00%	100%
More than	4	0	0	0	4
5,000,001	100%	0.00%	0.00%	0.00%	100%
Total	339	46	14	21	420
	80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square	Value		df	Asymptotic Significance	
	23.512[a]		21	0.317	

Remark: *indicated statistically significant difference p ≤ 0.01, **indicated statistically significant difference

  p ≤ 0.05, percentage presented in horizontal

4.2.2 Chi-square of tourist behavior toward hotel selection

Regarding to objective 1: To identify the source of information used by tourists during the pandemic.

Hypothesis 1: Source of information has a significant influence on hotel selection in Phuket during the pandemic.

4.2.2.1 Chi-square of source information toward accommodations room rate

Regarding table 4.15, A chi-square independence test was performed to examine the relationship between the source of information and the accommodation room rate. The relationship between that call to the hotel directly variable and the accommodation rate was significant; X^2 (df = 5, N = 420) = 10.965[a], p = 0.05. Over 39.53 percent of the calls to the hotel directly as the source of information were for booking accommodation rates of between 1,001 and

1,500 baht per night. Moreover, the relationship between that <u>friend and family</u> variable and the accommodation rate was significant; X^2 (df = 5, N = 420) = 11.381[a], p = 0.04. Over 32.48 percent of friends and family reserved hotel rooms priced between 501 and 1,000 baht per night. However, the relationship between another source of information (accommodation website, TripAdvisor/Pantip.com, social media, blogger/influencer, YouTube, previous experience at Phuket, magazine/newspaper, and other sources) and accommodation room rate as hotel selection was not significant among variables.

Table 4.15 Pearson Chi-Square of source of information toward hotel selection by room rate

Source information		Room rate baht per night						Total
		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	
Accommodation website	Yes	14	46	33	30	23	21	167
		8.38%	27.54%	19.76%	17.96%	13.77%	12.57%	100%
	No	17	82	64	32	34	24	253
		6.72%	32.41%	25.30%	12.65%	13.44%	9.49%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	Df	Asymptotic Significance
	5.324[a]	5	0.378

		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
TripAdvisor Pantip.com	Yes	4	25	31	20	13	10	103
		3.88%	24.27%	30.10%	19.42%	12.62%	9.71%	100%
	No	27	103	66	42	44	35	317
		8.58%	32.49%	20.82%	13.25%	13.88%	11.04%	100%
	Total	31	128	97	62	57	46	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	9.105[a]	5	0.105

		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
Social media	Yes	16	58	54	28	29	22	207
		7.73%	28.02%	26.09%	13.53%	14.01%	10.63%	100%
	No	15	70	43	34	28	23	213
		7.04%	32.86%	20.19%	15.96%	13.15%	10.80%	100%

Table 4.15 Continued

Source information		Room rate baht per night						Total
		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	2.940[a]	5	0.709

Friend and family		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
	Yes	15	38	20	13	16	15	117
		12.8%	32.48%	17.09%	11.11%	13.68%	12.82%	100%
	No	16	90	77	49	41	30	303
		5.28%	29.70%	25.41%	16.17%	13.53%	9.90%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.70%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	11.381[a]	5	**0.044****

Blogger or influencer		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
	Yes	1	19	19	12	12	7	70
		1.43%	27.14%	27.14%	17.14%	17.14%	10.00%	100%
	No	30	109	78	50	45	38	350
		8.57%	31.14%	22.29%	14.29%	12.86%	10.86%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	6.086[a]	5	0.298

YouTube		below 500	501- 1,000	1,001- 1,500	1,501- 2,000	2,001- 3,000	more than 3,001	Total
	Yes	3	21	14	11	7	5	61
		4.92%	34.43%	22.95%	18.03%	11.48%	8.20%	100%
	No	28	107	83	51	50	40	359
		7.80%	29.81%	23.12%	14.21%	13.93%	11.14%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	2.123[a]	5	0.832

Table 4.15 Continued

Source information		Room rate baht per night						Total
		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Call to hotel directly	Yes	1	12	17	5	2	6	43
		2.33%	27.91%	39.53%	11.63%	4.65%	13.95%	100%
	No	30	116	80	57	55	39	377
		7.96%	30.77%	21.22%	15.12%	14.59%	10.34%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	10.965[a]	5	**0.050****

Source information		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
Previous experience at Phuket	Yes	5	28	18	10	7	9	77
		6.49%	36.36%	23.38%	12.99%	9.09%	11.69%	100%
	No	26	100	79	52	50	36	343
		7.58%	29.15%	23.03%	15.16%	14.58%	10.50%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	2.856[a]	5	0.722

Source information		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
Magazine or Newspaper	Yes	0	1	1	1	0	1	4
		0.00%	25.00%	25.00%	25.00%	0.00%	25.00%	100%
	No	31	127	96	61	57	44	416
		7.45%	30.53%	23.08%	14.66%	13.70%	10.58%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	1.948[a]	5	0.856

Source information		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
Other source	Yes	0	4	1	2	0	1	8
		0.00%	50.00%	12.50%	25.00%	0.00%	12.50%	100%
	No	31	124	96	60	57	44	412
		8.00%	30.00%	23.00%	15.00%	14.00%	11.00%	100%

Table 4.15 Continued

| Source information | Room rate baht per night | | | | | | Total |
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Total	31	128	97	62	57	45	420
	7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	3.729^a	5	0.589

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.2.2 Chi-square of source information toward accommodations type

Regarding table 4.16, it shows that a chi-square of independence was performed to examine the relationship between the source of information (hotel website, TripAdvisor, Pantip.com, social media, friend and family, blogger/influencer, YouTube, call to hotel directly, previous experience at Phuket, magazine/newspaper, and other sources) and type of accommodation (hotel and resort, private pool villa, hostel, apartment, and condominium), but there was no significant relationship among variables. The result showed that the source of information has no influence on hotel selection by accommodation type during COVID-19.

Table 4.16 Pearson Chi-Square of source of information toward hotel selection by

accommodation type

| Tourists' characteristic | | Type of accommodation | | | | Total |
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Accommodation website	Yes	138	15	6	8	167
		82.63%	8.98%	3.59%	4.79%	100%
	No	201	31	8	13	253
		79.45%	12.25%	3.16%	5.14%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5%	100%

Table 4.16 Continued

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Pearson Chi-Square		Value		df	Asymptotic Significance	
		1.190[a]		3	0.755	
TripAdvisor or Pantip.com	Yes	82	15	2	4	103
		79.61%	14.56%	1.94%	3.88%	100%
	No	257	31	12	17	317
		81.07%	9.78%	3.79%	5.36%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		2.778[a]		3	0.427	
Social media	Yes	167	24	7	9	207
		80.68%	11.59%	3.38%	4.35%	100%
	No	172	22	7	12	213
		80.75%	10.33%	3.29%	5.63%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		.504[a]		3	0.918	
Friend and family	Yes	95	8	5	9	117
		81.20%	6.84%	4.27%	7.69%	100%
	No	244	38	9	12	303
		80.53%	12.54%	2.97%	3.96%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		5.293[a]		3	0.152	
Blogger or influencer	Yes	56	10	2	2	70
		80.00%	14.29%	2.86%	2.86%	100%

Table 4.16 Continued

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
	No	283	36	12	19	350
		80.86%	10.29%	3.43%	5.43%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	1.686^a	3	0.640

Tourists' characteristic		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
YouTube	Yes	43	11	2	5	61
		70.49%	18.03%	3.28%	8.20%	100%
	No	296	35	12	16	359
		82.45%	9.75%	3.34%	4.46%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	5.650^a	3	0.130

Tourists' characteristic		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
Call to hotel directly	Yes	32	4	2	5	43
		74.42%	9.30%	4.65%	11.63%	100%
	No	307	42	12	16	377
		81.43%	11.14%	3.18%	4.24%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	4.813^a	3	0.186

Tourists' characteristic		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
Previous experience at Phuket	Yes	63	6	4	4	77
		81.82%	7.79%	5.19%	5.19%	100%
	No	276	40	10	17	343
		80.47%	11.66%	2.92%	4.96%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5%	100%

Table 4.16 Continued

Tourists' characteristic		Type of accommodation				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Pearson Chi-Square		Value		df	Asymptotic Significance	
		1.861[a]		3	0.602	
Magazine or Newspaper	Yes	3	1	0	0	4
		75.00%	25.00%	0.00%	0.00%	100%
	No	336	45	14	21	416
		80.77%	10.82%	3.37%	5.05%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		1.081[a]		3	0.782	
Other source	Yes	6	1	1	0	8
		75.00%	12.50%	12.50%	0.00%	100%
	No	333	45	13	21	412
		80.83%	10.92%	3.16%	5.10%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		2.514[a]		3	0.473	

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant

difference $p \leq 0.05$, percentage presented in horizontal

Regarding to objective 2: To investigate tourist's behavior for hotel selection in Phuket during the pandemic.

Hypothesis 2: Tourist's behavior has a significant influence on hotel selection in Phuket during the pandemic.

Hypothesis 2.1: Travel purpose has a significant influence on hotel selection in Phuket during the pandemic.

4.2.2.3 Chi-square of travel purpose toward accommodations room rate

Regarding table 4.17, A chi-square of independence was performed to examine the relationship between <u>travel purpose</u> and accommodation room rate. The relationship between the travel purpose variable and the accommodation room rate variable was significant; X^2 (df = 30, N = 420) = 63.526^a, p = 0.00. During the pandemic, the majority of travel was for vacation and relaxation purposes, with over 29.39 percent of vacation and relaxation purposes booked for accommodation at a rate of 501–1,000 baht per night. Additionally, accommodations at a rate of over 2,001 baht per night were booked by tourists who travel for vacation and relaxation purposes, and accommodations below 2,000 baht per night were booked by tourists who travel for sightseeing and cultural experiences. Moreover, tourists with business purposes seem to select accommodation rates of between 500 and 2,000 baht per night for hotel selection during COVID-19.

Table 4.17 Pearson Chi-Square of travel purpose toward hotel selection by room rate

Traveling purpose	Room rate baht per night						Total
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Vacation and relaxation	14	92	73	47	50	37	313
	4.47%	29.39%	23.32%	15.02%	15.97%	11.82%	100%
Business	0	10	6	6	4	3	29
	0.00%	34.48%	20.69%	20.69%	13.79%	10.34%	100%
Visit a friend and family	4	9	6	2	1	1	23
	17.39%	39.13%	26.09%	8.70%	4.35%	4.35%	100%
Honeymoon	2	1	4	2	1	1	11
	18.18%	9.09%	36.36%	18.18%	9.09%	9.09%	100%
Meeting and conference	2	9	1	2	1	1	16
	12.50%	56.25%	6.25%	12.50%	6.25%	6.25%	100%
Sightseeing and cultural	9	5	7	2	0	2	25
	36.00%	20.00%	28.00%	8.00%	0.00%	8.00%	100%
Other purpose	0	2	0	1	0	0	3
	0.00%	66.67%	0.00%	33.33%	0.00%	0.00%	100%

Table 4.17 Continued

| Traveling purpose | Room rate baht per night | | | | | | Total |
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Total	31	128	97	62	57	45	420
	7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	63.526[a]	30	**0.000***

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.2.4 Chi-square of travel purpose toward accommodations type

Regarding table 4.18, it shows that a chi-square of independence was performed to examine the relationship between <u>traveling purpose</u> and type of accommodation. The relationship between the travel purpose variable and the type of accommodation variable was significant; X^2 (df = 18, N = 420) = 32.666[a], p = 0.018. The majority of travelers' purposes of vacation and relaxation, at 81.47 percent, are booked at hotels and resorts as types of accommodation during the pandemic.

Table 4.18 Pearson Chi-Square of travel purpose toward hotel selection by accommodation type

| Traveling purpose | Type of accommodation | | | | Total |
	Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Vacation and relaxation	255	39	9	10	313
	81.47%	12.46%	2.88%	3.19%	100%
Business	25	3	0	1	29
	86.21%	10.34%	0.00%	3.45%	100%
Visit a friend and family	17	1	2	3	23
	73.91%	4.35%	8.70%	13.04%	100%
Honeymoon	7	2	0	2	11
	63.64%	18.18%	0.00%	18.18%	100%
Meeting and conference	15	0	0	1	16
	93.75%	0.00%	0.00%	6.25%	100%

Table 4.18 Continued

Traveling purpose	Type of accommodation				Total
	Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Sightseeing and cultural	18	1	3	3	25
	72.00%	4.00%	12.00%	12.00%	100%
Other	2	0	0	1	3
	66.67%	0.00%	0.00%	33.33%	100%
Total	339	46	14	21	420
	80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square	Value		df	Asymptotic Significance	
	32.666[a]		18	**0.018****	

Remark: *indicated statistically significant difference $p \le 0.01$, **indicated statistically significant difference

p $\le$ 0.05, percentage presented in horizontal

Hypothesis 2.2: Travel duration has a significant influence on hotel selection in Phuket during the pandemic.

4.2.2.5 Chi-square of travel duration toward accommodations room rate

Regarding table 4.19, A chi-square of independence was performed to examine the relationship between travel duration and the rate of accommodation. The relationship between the traveling duration variable and the accommodation room rate variable was not significant; X^2 (df = 20, N = 420) = 26.040[a], p = 0.165.

Table 4.19 Pearson Chi-Square of travel duration toward hotel selection by room rate

Traveling duration	Room rate baht per night						Total
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Two days one night	4	31	17	11	5	6	74
	5.41%	41.89%	22.97%	14.86%	6.76%	8.11%	100%
Three days two nights	15	65	46	32	26	20	204
	7.35%	31.86%	22.55%	15.69%	12.75%	9.80%	100%
Four days three nights	8	20	22	11	20	15	96
	8.33%	20.83%	22.92%	11.46%	20.83%	15.63%	100%

Table 4.19 Continued

Traveling duration	Room rate baht per night						Total
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Five days four nights	2	3	5	7	3	2	22
	9.09%	13.64%	22.73%	31.82%	13.64%	9.09%	100%
More than six nights	2	9	7	1	3	2	24
	8.33%	37.50%	29.17%	4.17%	12.50%	8.33%	100%
Total	31	128	97	62	57	45	420
	7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square	Value		df		Asymptotic Significance		
	26.040[a]		20		0.165		

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.2.6 Chi-square of travel duration toward accommodations type

Regarding table 4.20, A chi-square of independence was performed to examine the relationship between travel duration and the type of accommodation. The relationship between the traveling duration variable and the type of accommodation variable was not significant; X^2 (df = 12, N = 420) = 15.796[a], p = 0.201.

Table 4.20 Pearson Chi-Square of travel duration toward hotel selection by accommodation type

Traveling duration	Type of accommodation				Total
	Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Two days one night	59	7	4	4	74
	79.73%	9.46%	5.41%	5.41%	100%
Three days two nights	170	24	5	5	204
	83.33%	11.76%	2.45%	2.45%	100%
Four days three nights	73	13	4	6	96
	76.04%	13.54%	4.17%	6.25%	100%
Five days four nights	16	2	1	3	22
	72.73%	9.09%	4.55%	13.64%	100%

Table 4.20 Continued

| Traveling duration | Type of accommodation | | | | Total |
	Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
More than six nights	21	0	0	3	24
	87.50%	0%	0%	12.50%	100%
Total	339	46	14	21	420
	80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square	Value		df	Asymptotic Significance	
	15.796[a]		12	0.201	

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

 $p \leq 0.05$, percentage presented in horizontal

Hypothesis 2.3:   First time traveler has a significant influence on hotel selection in Phuket during the pandemic.

4.2.2.7 Chi-square of first-time traveler toward accommodations room rate

Regarding table 4.21, its A chi-square of independence was performed to examine the relationship between first-time travelers to Phuket during the pandemic and their accommodation room rate. The relationship between the first-time traveler variable and the accommodation room rate variable was not significant. X^2 (df = 5, N = 420) =9.152[a], p = 0.103.

Table 4.21 Pearson Chi-Square of first-time traveler toward hotel selection by room rate

| This is your first time to Phuket during COVID-19 | Room rate per night | | | | | | Total |
	below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
Yes	30	97	79	52	47	33	338
	8.88%	28.70%	23.37%	15.38%	13.91%	9.76%	100%
No	1	31	18	10	10	12	82
	1.22%	37.80%	21.95%	12.20%	12.20%	14.63%	100%
Total	31	128	97	62	57	45	420
	7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square	Value		df		Asymptotic Significance		
	9.152[a]		5		0.103		

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

　　　$p \leq 0.05$, percentage presented in horizontal

4.2.2.8 Chi-square of first-time traveler toward accommodations type

　　　Regarding table 4.22, it shows that a chi-square of independence was performed to examine the relationship between first-time travelers and the type of accommodation. The relationship between the first-time traveler variable and the type of accommodation variable was not significant; X^2 (df = 3, N = 420) = 5.050^a, p = 0.168.

Table 4.22 Pearson Chi-Square of first-time traveler toward hotel selection by accommodation

　　　type

This is your first time to Phuket during COVID-19	Type of accommodation				Total
	Hotel and resort	Private pool villa	Hostel	Apartment & condominium	
Yes	270	40	9	19	338
	79.88%	11.83%	2.66%	5.62%	100%
No	69	6	5	2	82
	84.15%	7.32%	6.10%	2.44%	100%
Total	339	46	14	21	420
	80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square	Value		df	Asymptotic Significance	
	5.050^a		3	0.168	

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

　　　$p \leq 0.05$, percentage presented in horizontal

4.2.2.9 Chi-square of other tourists' behaviors toward accommodations room rate

　　　Additionally, this study emphasizes the significance of examining additional relationships between other tourist behaviors and hotel selection. Regarding table 4.23, A chi-square of independence was performed to examine the relationship between other tourist behaviors and the accommodation room rate. The relationship between the travel frequency variable and accommodation room rate variable was significant, X^2 (df=20, N=420) =31.483^a, p = 0.049. The majority of travel frequency over 33.17 percent travel once a month was

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booked accommodations room rate 501-1,000 bath per night for hotel selection during the pandemic. While the relationship between the credit card as preferred payment method variable and accommodation room rate variable was significant, X^2 (df=5, N=420) =54.157[a], p = 0.000. Over 20.86 percent equally was booked accommodations room rate 501-1,000 baht per night and 1,001-1,500 baht per night for hotel selection during the pandemic. Additionally, the relationship between the cash as preferred payment method variable and accommodation room rate variable was significant, X^2 (df=5, N=420) =29.202[a], p = 0.000. Over 33.54 percent was booked accommodations room rate 501-1,000 baht per night for hotel selection during the pandemic. However, the relationship between other tourists' behaviors (travel plan, channel of booking, e-payment as preferred payment method) and accommodation room rate as hotel selection was no significant relationship among variables.

Table 4.23 Pearson Chi-Square of other tourist behaviors toward hotel selection by room rate

Tourist behavior		Room rate baht per night						Total
		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
How often are you travelling during the pandemic	Once a month	9	68	55	25	21	27	205
		4.39%	33.17%	26.83%	12.20%	10.24%	13.17%	100%
	Twice a month	8	10	14	9	14	3	58
		13.79%	17.24%	24.14%	15.52%	24.14%	5.17%	100%
	Three times a month	4	12	7	8	5	3	39
		10.26%	30.77%	17.95%	20.51%	12.82%	7.69%	100%
How often are you travelling during the pandemic	> Three times a month	3	12	5	7	1	2	30
		10.00%	40.00%	16.67%	23.33%	3.33%	6.67%	100%
	Other	7	26	16	13	16	10	88
		7.95%	29.55%	18.18%	14.77%	18.18%	11.36%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square		Value		df		Asymptotic Significance		
		31.483[a]		20		0.049**		

Table 4.23 Continued

Tourist behavior		Room rate baht per night						Total
		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	
When did you start to make a traveling plan (Before traveling date)	< one week	10	40	34	10	6	15	115
		8.70%	34.78%	29.57%	8.70%	5.22%	13.04%	100%
	< one month	6	39	29	15	23	11	123
		4.88%	31.71%	23.58%	12.20%	18.70%	8.94%	100%
	1-2 months	6	28	19	15	12	8	88
		6.82%	31.82%	21.59%	17.05%	13.64%	9.09%	100%
	2-3 months	8	20	15	20	15	11	89
		8.99%	22.47%	16.85%	22.47%	16.85%	12.36%	100%
	Other	1	1	0	2	1	0	5
		20.00%	20.00%	0.00%	40.00%	20.00%	0.00%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	30.988[a]	20	0.055

		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
How did you book accommodation for this trip?	Hotel website	11	30	24	12	14	12	103
		10.68%	29.13%	23.30%	11.65%	13.59%	11.65%	100%
	Travel agency	1	0	1	1	1	0	4
		25.00%	0.00%	25.00%	25.00%	25.00%	0.00%	100%
	Online travel agency	5	55	45	32	29	23	189
		2.65%	29.10%	23.81%	16.93%	15.34%	12.17%	100%
	Social media	9	18	10	3	7	3	50
		18.00%	36.00%	20.00%	6.00%	14.00%	6.00%	100%
	Call to hotel directly	4	25	17	12	6	6	70
		5.71%	35.71%	24.29%	17.14%	8.57%	8.57%	100%
	Other	1	0	0	2	0	1	4
		25.00%	0.00%	0.00%	50.00%	0.00%	25.00%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%

Table 4.23 Continued

Tourist behavior		below 500	501-1,000	1,001-1,500	1,501-2,000	2,001-3,000	more than 3,001	Total
		Room rate baht per night						
Pearson Chi-Square		Value		df		Asymptotic Significance		
		36.942[a]		25		0.058		
Credit card is preferred payment	Yes	3	39	39	38	36	32	187
		1.60%	20.86%	20.86%	20.32%	19.25%	17.11%	100%
	No	28	89	58	24	21	13	233
		12.02%	38.20%	24.89%	10.30%	9.01%	5.58%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square		Value		df		Asymptotic Significance		
		54.157[a]		5		**0.000***		
Cash is preferred payment method	Yes	23	55	42	20	13	11	164
		14.02%	33.54%	25.61%	12.20%	7.93%	6.71%	100%
	No	8	73	55	42	44	34	256
		3.13%	28.52%	21.48%	16.41%	17.19%	13.28%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square		Value		df		Asymptotic Significance		
		29.202[a]		5		**0.000***		
e-payment is preferred payment method	Yes	6	45	34	12	15	12	124
		4.84%	36.29%	27.42%	9.68%	12.10%	9.68%	100%
	No	25	83	63	50	42	33	296
		8.45%	28.04%	21.28%	16.89%	14.19%	11.15%	100%
	Total	31	128	97	62	57	45	420
		7.38%	30.48%	23.10%	14.76%	13.57%	10.71%	100%
Pearson Chi-Square		Value		df		Asymptotic Significance		
		8.456[a]		5		0.133		

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.2.10 Chi-square of other tourists' behaviors toward accommodations type

Regarding table 4.24, it shows that a chi-square of independence was performed to examine the relationship between other tourist behaviors and the type of accommodation. The relationship between the channel of booking variable and type of accommodations variable was significant, X^2 (df=15, N=420) =35.610^a, p = 0.002. Over 81.48 percent of online channel booking was booked accommodations room rate below 500 bath per night for hotel selection during the pandemic. Additionally, the relationship between the cash as preferred payment method variable and type of accommodations variable was significant, X^2 (df=3, N=420) =8.508^a, p = 0.037. Over 75.61 percent was booked accommodations room rate below 500 bath per night for hotel selection during the pandemic. However, the relationship between other tourists' behaviors (travel frequency, travel plan, credit card and e-payment as preferred payment method) and type of accommodations as hotel selection was no significant relationship among variables.

Table 4.24 Pearson Chi-Square of other tourist behaviors toward hotel selection by accommodations type

Tourist behavior		Type of accommodations				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
How often are you travelling during the pandemic	Once a month	9	68	55	25	205
		4.39%	33.17%	26.83%	12.20%	100%
	Twice a month	8	10	14	9	58
		13.79%	17.24%	24.14%	15.52%	100%
	Three times a month	4	12	7	8	39
		10.26%	30.77%	17.95%	20.51%	100%
	< Three times a month	3	12	5	7	30
		10.00%	40.00%	16.67%	23.33%	100%
	Other	7	26	16	13	88
		7.95%	29.55%	18.18%	14.77%	100%
	Total	31	128	97	62	420
		7.38%	30.48%	23.10%	14.76%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		10.371^a		12	0.583	

Table 4.24 Continued

Tourist behavior		Type of accommodations				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
When did you start to make a traveling plan (Before traveling date)	< one week	92	15	3	5	115
		80.00%	13.04%	2.61%	4.35%	100.00%
	< one month	102	15	1	5	123
		82.93%	12.20%	0.81%	4.07%	100%
	1-2 months	68	10	3	7	88
		77.27%	11.36%	3.41%	7.95%	100%
	2-3 months	72	6	7	4	89
		80.90%	6.74%	7.87%	4.49%	100%
	Other	5	0	0	0	5
		100.00%	0.00%	0.00%	0.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Pearson Chi-Square	Value	df	Asymptotic Significance
	13.398[a]	12	0.341

How did you book accommodation for this trip?		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	Total
	Hotel website	81	13	4	5	103
		78.64%	12.62%	3.88%	4.85%	100%
	Travel agency	4	0	0	0	4
		100.00%	0.00%	0.00%	0.00%	100%
	Online travel agency	154	21	6	8	189
		81.48%	11.11%	3.17%	4.23%	100%
	Social media	39	6	1	4	50
		78.00%	12.00%	2.00%	8.00%	100%
	Call to hotel directly	60	6	1	3	70
		85.71%	8.57%	1.43%	4.29%	100%
	Other	1	0	2	1	4
		25.00%	0.00%	50.00%	25.00%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%

Table 4.24 Continued

Tourist behavior		Type of accommodations				Total
		Hotel and resort	Private pool villa	Hostel	Apartment and condominium	
Pearson Chi-Square		Value		df	Asymptotic Significance	
		35.610[a]		15	**0.002***	
Credit card is preferred payment method	Yes	155	20	8	4	187
		82.89%	10.70%	4.28%	2.14%	100%
	No	184	26	6	17	233
		78.97%	11.16%	2.58%	7.30%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		6.638[a]		3	0.084	
Cash is preferred payment method	Yes	124	21	5	14	164
		75.61%	12.80%	3.05%	8.54%	100%
	No	215	25	9	7	256
		83.98%	9.77%	3.52%	2.73%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		Df	Asymptotic Significance	
		8.508[a]		3	**0.037****	
e-payment is preferred payment method	Yes	103	9	5	7	124
		83.06%	7.26%	4.03%	5.65%	100%
	No	236	37	9	14	296
		79.73%	12.50%	3.04%	4.73%	100%
	Total	339	46	14	21	420
		80.71%	10.95%	3.33%	5.00%	100%
Pearson Chi-Square		Value		df	Asymptotic Significance	
		2.717[a]		3	0.437	

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.3 One-way ANOVA of hotel attribute toward hotel selection and factor analysis

Regarding to objective 3: To identify emerging factors which influence hotel selection in Phuket during the pandemic.

Hypothesis 3: <u>Hotel cleanliness and hygiene</u> are emerging factors that have a significant influence on hotel selection in Phuket during the pandemic.

4.2.3.1 One-way ANOVA of hotel attribute toward accommodations room rate

Regarding table 4.25, A one-way ANOVA was performed to examine the relationship between emerging hotel attributes toward hotel selection of accommodations room rate. The relationship showed significant difference between emerging hotel attributes toward accommodation room rate that <u>hotel provide SHA standard</u>(p=0.000), <u>hotel provide physical social distancing</u>(p=0.032), <u>accommodation provides daily room clean</u>(p=0.015). While the relationship between another emerging hotel attributes toward hotel selection by accommodations room rate was no significant relationship among variables.

Furthermore, appendix C showed the significant difference between other hotel attribute toward accommodation room rate that hotel star rating(p=0.000), hotel image(p=0.000), hotel reputation(p=0.000), review by blogger and influencer(p=0.005), recommendation by friend and relative (p=0.018), hotel style (p=0.000), close to the beach or beach access(p=0.000), located in a quiet and private area(p=0.050), special room rate and discount (p=0.032), staff are polite and friendly(p=0.000), staff are helpful, courtesy and attentive to your request(p=0.000), swimming pool available(p=0.000), parking area available (p=0.050), fitness center, health facilities, and spa available(p=0.001), and restaurant, bar, and cafe available(p=0.001).

Table 4.25 One-way ANOVA of hotel attribute toward hotel selection by room rate

Room rate per room per night		N	Mean	S.D.	F	Sig.
	Price below 500 baht	31	3.81	1.078	4.564	**0.000***
	Price between 501-1,000 baht	128	4.31	0.750		
Hotels provide SHA	Price between 1,001-1,500 baht	97	4.44	0.790		
standard. (Amazing	Price between 1,501-2,000 baht	62	4.55	0.619		
Thailand Safety and	Price between 2,001-3,000 baht	57	4.44	0.682		
Health Administration)	Price more than 3,001 baht	45	4.42	0.723		
	Total	420	4.37	0.775		
	Price below 500 baht	31	3.90	1.044	2.476	**0.032****
	Price between 501-1,000 baht	128	4.40	0.807		
Hotels provide physical	Price between 1,001-1,500 baht	97	4.38	0.809		
social distancing	Price between 1,501-2,000 baht	62	4.47	0.671		
	Price between 2,001-3,000 baht	57	4.39	0.726		
	Price more than 3,001 baht	45	4.44	0.725		
	Total	420	4.37	0.797		
	Price below 500 baht	31	4.19	0.980	2.855	**0.015****
	Price between 501-1,000 baht	128	4.63	0.651		
Hotel provides daily	Price between 1,001-1,500 baht	97	4.64	0.664		
room clean	Price between 1,501-2,000 baht	62	4.69	0.616		
	Price between 2,001-3,000 baht	57	4.67	0.577		
	Price more than 3,001 baht	45	4.56	0.586		
	Total	420	4.61	0.670		
	Price below 500 baht	31	4.16	0.934	1.236	0.291
	Price between 501-1,000 baht	128	4.50	0.763		
Hotels provide mask and	Price between 1,001-1,500 baht	97	4.53	0.751		
hand sanitizer inside the	Price between 1,501-2,000 baht	62	4.44	0.781		
room and around the	Price between 2,001-3,000 baht	57	4.46	0.758		
hotel	Price more than 3,001 baht	45	4.38	0.747		
	Total	420	4.45	0.776		

Table 4.25 Continued

Room rate per room per night		N	Mean	S.D.	F	Sig.
Hotels provide contactless keycard, check-in/check-out process and e-payment	Price below 500 baht	31	4.00	0.931	1.935	0.087
	Price between 501-1,000 baht	128	4.45	0.751		
	Price between 1,001-1,500 baht	97	4.41	0.813		
	Price between 1,501-2,000 baht	62	4.34	0.767		
	Price between 2,001-3,000 baht	57	4.49	0.759		
	Price more than 3,001 baht	45	4.38	0.806		
	Total	420	4.39	0.794		

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

4.2.3.2 One-way ANOVA of hotel attribute toward accommodations type

Regarding table 4.26, it shows that a one-way ANOVA was performed to examine the relationship between hotel attributes toward hotel selection of type of accommodations. The relationship showed significant difference between emerging hotel attributes toward type of accommodation that hotel provides daily room clean(p=0.008). While the relationship between another emerging hotel attributes toward hotel selection by type of accommodations was no significant relationship among variables.

Furthermore, appendix C showed the significant difference between other hotel attribute toward accommodation type that hotel style (p=0.004), close to shopping center(p=0.007), and swimming pool available(p=0.001).

Table 4.26 One-way ANOVA of hotel factor toward hotel selection by accommodation type

Room rate per room per night		N	Mean	S.D.	F	Sig.
	Hotel and resort	339	4.64	0.620	3.974	**0.008***
	Private pool villa	46	4.54	0.808		
Hotel provides daily	Hostel (bed &breakfast)	14	4.71	0.611		
room clean	Apartment & condominium	21	4.14	0.964		
	Total	420	4.61	0.670		
Hotels provide SHA	Hotel and resort	339	4.37	0.768	1.637	0.180
standard. (Amazing	Private pool villa	46	4.20	0.859		
Thailand Safety and	Hostel (bed &breakfast)	14	4.64	0.842		
Health	Apartment and condominium	21	4.52	0.602		
Administration)	Total	420	4.37	0.775		
	Hotel and resort	339	4.37	0.793	0.858	0.463
Hotels provide	Private pool villa	46	4.28	0.861		
physical social	Hostel (bed &breakfast)	14	4.64	0.842		
distancing	Apartment and condominium	21	4.48	0.680		
	Total	420	4.37	0.797		
	Hotel and resort	339	4.46	0.754	0.219	0.883
Hotels provide mask	Private pool villa	46	4.37	0.951		
and hand sanitizer	Hostel (bed &breakfast)	14	4.50	0.650		
inside the room and	Apartment and condominium	21	4.43	0.811		
around the hotel	Total	420	4.45	0.776		
Hotels provide	Hotel and resort	339	4.40	0.779	0.194	0.901
contactless keycard,	Private pool villa	46	4.33	0.920		
check-in/check-out	Hostel (bed &breakfast)	14	4.36	0.929		
process and e-	Apartment and condominium	21	4.48	0.680		
payment	Total	420	4.39	0.794		

Remark: *indicated statistically significant difference $p \leq 0.01$, **indicated statistically significant difference

$p \leq 0.05$, percentage presented in horizontal

The one-way ANOVA analysis revealed that emerging hotel attributes such as providing SHA standards, physical social distancing, and providing daily room cleaning had a

significant difference with hotel selection in Phuket during COVID-19. However, to assess the result's robustness and address the hypothesis, the study also conducted a factor analysis as detailed in the following section.

4.2.3.3 Factor analysis of hotel factor

Factor analysis is an ideal starting point for conducting additional multivariate analyses. Its purpose is to provide insight into the relationships between variables and the underlying structure of data, enabling the researcher to determine which variables should be expected to have an effect on the analysis (Hair, Anderson, Babin & Black, 2014). This research employed factor analysis to examine thirty-five (35) attributes variables according to Hair, Anderson, Babin, and Black (2014) criteria.

Table 4.27 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.917
Bartlett's Test of Sphericity	Approximate Chi-Square	7,323.164
	df	595
	Sig.	0.000

Table 4.27, The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity indicate the appropriateness of using an exploratory factor analysis for the set of benefit attributes. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy at 0.917 suggested that the data were appropriate for factor analysis. While the Bartlett's Test of Sphericity at 7,323.16 at significant level at 0.000, indicating that there is correlation between variables and that this study can proceed with factor analysis. Moreover, communalities of all attributes were more than 0.5, principal component analysis with VARIMAX rotation was utilized. Furthermore, a decision on the number of retained factors based on an Eigen value greater than 1, a percentage of variance explained of at least 60% or higher, and a factor loading greater than or equal to 0.40 is determined to meet the minimal requirement for structure interpretation as defined in table 4.28.

Table 4.28 Factor Analysis of hotel factor

	Factor loading	Eigen value	% Of Variance	Cumulative %	Cronbach Alpha
Factor 1: Hotel safety and security					
24 hours CCTV and security staff on floors	0.823				
Hotels provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	0.797				
Key card system, chain lock, and safety box available	0.775	11.137	31.821	31.821	0.89
Hotels provide bright walkways in public areas	0.735				
Natural disaster evacuation plans available	0.693				
Factor 2: Hotel cleanliness and hygiene					
Hotels provide contactless keycard, check-in/check-out process and e-payment	0.784				
Hotels provide physical social distancing	0.776				
Hotels provide mask and hand sanitizer inside the room and around the hotel	0.720	2.676	7.645	39.466	0.88
Hotel provides daily room clean	0.660				
Hotels provide SHA standard. (Amazing Thailand Safety and Health Administration)	0.570				
Factor 3: Hotel service facilities					
Fitness center, health facilities, and spa available	0.757				
Restaurant, bar, and cafe available	0.707	1.902	5.435	44.901	0.80
Swimming pool available	0.654				
WIFI and internet free access 24 hours	0.642				

Table 4.28 Continued

	Factor loading	Eigen value	% Of Variance	Cumulative %	Cronbach Alpha
Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	0.454				
Factor 4: Value of money					
Food and beverage with reasonable price	0.671				
Room rate with special package such as inclusive spa, tour, and food & beverage	0.650				
Hotel joined government campaign such as we travel together and half-half etc.	0.637	1.599	4.569	49.470	0.77
Flexible room booking with price guarantee	0.620				
Special room rate and discount	0.615				
Factor 5: Staff service					
Staff are polite and friendly	0.811				
Staff are helpful, courtesy, and attentive to your request	0.784				
Promptness of service of pre-arrange arrival, during check-in and check-out	0.549	1.515	4.328	53.798	0.83
Parking area available	0.403				
Factor 6: Hotel image and reputation					
Hotel image	0.792				
Hotel reputation	0.760				
Hotel star rating	0.750	1.298	3.710	57.508	0.74
Review by blogger and influencer	0.414				
Factor 7: Hotel location and feature					
Hotel style (ex. boutique, pool villa, model, and luxury)	0.642	1.183	3.381	60.889	0.67

Table 4.28 Continued

	Factor loading	Eigen value	% Of Variance	Cumulative %	Cronbach Alpha
Recommendation by friend and relative	0.609				
Close to the beach or beach access	0.512				
Located in a quiet and private area	0.560				
Factor 8: Accessibility to attraction					
Close to airport	0.736				
Close to city center and tourist attraction	0.725	1.035	2.956	63.845	0.65
Close to shopping center	0.683				

Regarding to table 4.28, To test the reliability and inter-consistency among attribute of factor, Cronbach's coefficient alpha was applied with alpha above 0.6 for further analysis. All eight factor of Cronbach's alpha were robust between 0.65 to 0.89, which indicated high inter-consistency among attribute within factor. However, factor analysis is generated into eight factors with explained a total of variance at 63.845% of all variances.

Factor 1 "Hotel safety and security" consist of five attributes of "24 hours CCTV and security staff on floors", "Hotel provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler", "Key card system, chain lock, and safety box available", "Hotel provide bright walkways in public areas", and "Natural disaster evacuation plan available". Factor explained with 31.821% of variance data and eigenvalue of 11.137. Cronbach's alpha of 0.89 greater than 0.6 and consider as acceptable.

Factor 2 "Hotel cleanliness and hygiene" consist of five attributes of "Hotel provide physical social distancing", "Hotel provide contactless keycard, check-in/check-out process and e-payment", "Hotel provide mask and hand sanitizer inside the room and around the hotel", "Hotel provides daily room clean", and "Hotel provide SHA standard (Amazing Thailand Safety and Health Administration)". Factor explained with 7.645% of variance data and eigenvalue of 2.676. Cronbach's alpha of 0.88 greater than 0.6 and consider as acceptable.

Factor 3 "Hotel service facilities" consist of five attributes of "Fitness center, health facilities, and spa available", "Restaurant, bar, and cafe available", "WIFI and internet free access 24 hours", "Swimming pool available", and "Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service. Factor explained with 5.435% of variance data and eigenvalue of 1.902. Cronbach's alpha of 0.80 greater than 0.6 and consider as acceptable.

Factor 4 "Value of money" consist of five attributes of "Hotel joined government campaign such as we travel together and half-half etc.", "Special room rate and discount", "Room rate with special package such as inclusive spa, tour, and food & beverage, "Food and beverage with reasonable price", and "Flexible room booking with price guarantee". Factor explained with 4.569% of variance data and eigenvalue of 1.599. Cronbach's alpha of 0.77 greater than 0.6 and consider as acceptable.

Factor 5 "Staff service" consist of four attributes of "Staff are polite and friendly", "Staff are helpful, courtesy and attentive to your request", "Promptness of service of pre-arrange arrival, during check-in and check-out" and "Parking area available". Factor explained with 4.328% of variance data and eigenvalue of 1.515. Cronbach's alpha of 0.83 greater than 0.6 and consider as acceptable.

Factor 6 "Hotel image and reputation" consist of four attributes of "Hotel image", "Hotel reputation", "Hotel star rating", and "Review by blogger and influencer". Factor explained with 3.710% of variance data and eigenvalue of 1.298. Cronbach's alpha of 0.74 greater than 0.6 and consider as acceptable.

Factor 7 "Hotel location and feature" consist of four attributes of "Hotel style (ex. boutique, pool villa, model and luxury)", "Recommendation by friend and relative", "Close to the beach or beach access" and "Located in a quiet and private area". Factor explained with 3.381% of variance data and eigenvalue of 1.183. Cronbach's alpha of 0.67 greater than 0.6 and consider as acceptable.

Factor 8 "Accessibility to attraction" consist of three attributes of "Close to airport", "Close to shopping center", and "Close to city center and tourist attraction". Factor explained with 2.956% of variance data and eigenvalue of 1.035. Cronbach's alpha of 0.65 greater than 0.6 and consider as acceptable.

The result of one-way ANOVA and factor analysis revealed that emerging hotel attributes including providing SHA standards, physical social distancing, and providing daily room cleaning have an inside relationship among variables, resulting in the creation of a new factor called the hotel cleanliness and hygiene factor. In conclusion, we found that hotel cleanliness and hygiene are emerging factors that have a significant influence on hotel selection in Phuket during the pandemic.

4.2.4 Independence T-Test and binary logistic regression toward hotel selection

Regarding to objective 4: To investigate the deterministic factors for hotel selection during the pandemic.

Hypothesis 4: Value of money has a significant influence on hotel selection in Phuket during the pandemic.

Hypothesis 5: Hotel safety and security has a significant influence on hotel selection in Phuket during the pandemic.

4.2.4.1 Independence T-Test hotel factor toward accommodations room rate

Regarding table 4.29, an independence T-test was performed to examine the relationship between hotel factors and hotel selection of accommodation room rate. The relationship showed a significant difference between hotel factors toward accommodation room rate that "hotel service facilities," "hotel image and reputation," and "hotel location and features." The result found that tourists who booked room rates of more than 2,001 baht per night (Mean = 4.28) were more concerned about hotel service facilities (p = 0.007) than tourists who booked room rates below 2,000 baht per night (Mean = 4.0). Additionally, tourists who booked room rates of more than 2,001 baht per night (Mean = 4.26) were more concerned about hotel image and reputation (p = 0.000) than tourists who booked room rates below 2,000 baht per night (Mean = 3.9). Meanwhile, tourists who booked room rates of more than 2,001 baht per night (Mean = 4.29) were more concerned about hotel location and features (p = 0.000) than tourists who booked room rates below 2,000 baht per night (Mean = 3.96). However, when comparing the mean value among hotel selections by room rate, it was found that the highest mean value of tourists who booked room rates of more than 2,001 baht per night fell into "hotel cleanliness and hygiene." While tourists who book room rates below 2,000 baht per night fall into "staff service"

Table 4.29 Independence T-Test of hotel factor toward hotel selection by room rate

How much did you pay for your accommodation per night?		N	Mean	S.D.	F	Sig. (2-tailes)
Safety and security	Below 2,000 baht	318	4.4572	0.65142	0.184	0.514
	More than 2,001 baht	102	4.4078	0.70355		
Hotel cleanliness and hygiene	Below 2,000 baht	318	4.4296	0.64764	2.418	0.625
	More than 2,001 baht	102	4.4647	0.57551		
Hotel service facilities*	Below 2,000 baht	318	4.0692	0.75454	10.064	**0.007***
	More than 2,001 baht	102	4.2882	0.54469		
Value of money	Below 2,000 baht	318	4.0579	0.70772	0.341	0.566
	More than 2,001 baht	102	4.1039	0.69381		
Staff service	Below 2,000 baht	318	4.5228	0.56904	6.851	0.096
	More than 2,001 baht	102	4.6250	0.43050		
Hotel Image and reputation*	Below 2,000 baht	318	3.9009	0.65441	2.934	**0.000***
	More than 2,001 baht	102	4.2696	0.55478		
Hotel location and feature*	Below 2,000 baht	318	3.9607	0.67722	8.527	**0.000***
	More than 2,001 baht	102	4.2941	0.49927		
Accessibility to attraction	Below 2,000 baht	318	3.6247	0.79672	0.205	0.230
	More than 2,001 baht	102	3.5163	0.77733		

Remark: *indicated statistically significant difference $p \leq 0.01$, ** indicated statistically significant difference $p \leq 0.05$

4.2.4.2 Independence T-Test hotel factor toward accommodations type

Regarding table 4.30, an independence T-test was performed to examine the relationship between hotel factors and hotel selection of accommodation type. The relationship showed a significant difference between the hotel's factors toward accommodation, "value for money," and "staff service." The result found that tourists who booked alternative accommodation (Mean = 4.23) were more concerned about the value of money (p = 0.028) than tourists who booked traditional accommodation (Mean = 4.05). Meanwhile, tourists who booked traditional accommodation (Mean = 4.55) were more concerned about staff service (p = 0.014)

than tourists who booked alternative accommodation (Mean = 4.47). However, when comparing the mean value among hotel selections by accommodation type, they found that the highest mean value of tourists who booked both traditional and alternative accommodation fell into "staff service."

Table 4.30 Independence T-Test of hotel factor toward hotel selection by accommodation type

What type of accommodation did you book for this trip?		N	Mean	S.D.	F	Sig. (2-tailes)
Safety and security	Traditional	385	4.4431	0.67354	1.176	0.828
	Alternative	35	4.4686	0.55507		
Hotel cleanliness and hygiene	Traditional	385	4.4348	0.62959	0.027	0.723
	Alternative	35	4.4743	0.64732		
Hotel service facilities	Traditional	385	4.1164	0.71149	0.001	0.568
	Alternative	35	4.1886	0.75917		
Value of money*	Traditional	385	4.0540	0.71530	2.290	**0.028****
	Alternative	35	4.2343	0.54338		
Staff service*	Traditional	385	4.5539	0.53142	1.098	**0.014***
	Alternative	35	4.4786	0.63121		
Hotel Image and reputation	Traditional	385	3.9922	0.65596	0.305	0.857
	Alternative	35	3.9714	0.59647		
Hotel location and feature	Traditional	385	4.0468	0.65632	0.451	0.598
	Alternative	35	3.9857	0.63287		
Accessibility to attraction	Traditional	385	3.5792	0.78736	0.313	0.100
	Alternative	35	3.8095	0.82954		

Remark: *indicated statistically significant difference $p \leq 0.01$, ** indicated statistically significant difference $p \leq 0.05$

4.2.4.3 Binary logistic regression of accommodations room rate

      A binary regression was used to determine the influence of the hotel factor on the likelihood of selecting an accommodation based on the room rate. The following equation was implemented for analysis:

$$RATE = \beta_0 + \beta_1 SAFE + \beta_2 CLEAN + \beta_3 FAC + \beta_4 VALUE + \beta_5 STAFF + \beta_6 IMAGE + \beta_7 LOC + \beta_8 AEC + \beta_9 AGE + \beta_{10} EDU$$

Table 4.31 Explanation of key variable in equation

Variable	Explanation	Measurement	Expected sign
RATE	Accommodations room rate	Pricing of accommodations per room per night	0: below 2,000 1: more than 2,001
SAFE	Hotel safety and security	The accommodations' safety and security services are available.	
CLEAN	Hotel cleanliness and hygiene	Accommodations' cleanliness and hygiene standards	
FAC	Hotel service facilities	Service available by accommodations	
VALUE	Value of money	The monetary value of the expected service to be received.	Scales 1-5
STAFF	Staff service	Accommodations provide staff service.	
IMAGE	Hotel image and reputation	The accommodations' image and reputation	
LOC	Hotel location and feature	The location of the accommodation and its own uniqueness	
AEC	Accessibility to attraction	Accommodation capabilities for easy access to places to visit	
AGE	Age	Respondent's age group	0: below 40 yrs. 1: above 41 yrs.
EDU	Education level	Respondent's educational level	0: below bachelor's degree 1: Bachelor's degree and above

Regarding able 4.32, A binary logistic regression was performed to investigate the influence of hotel factor on likelihood to hotel selection by accommodations room rate. The logistic regression model was statistically significant, χ2(df=10, N=420) = 68.978, p = 0.000, suggesting that it could distinguish between tourists who select accommodations below 2,000 and above 2,001 baht per night. The model explained between 15.1% (Cox & Snell R Square) and 22.6% (Nagelkerke R Square) of the variance in the dependent variable and correctly classified 77.6% of cases. As shown in table, hotel facilities (B=0.348, p=0.011), hotel image and reputation (B=0.638, p=0.000), hotel feature, recommendation, and location (B=0.547, p=0.000), age (B= 1.003, p=0.001), and education (B=0.859, p=0.044) statistically significant contribute to the model. While hotel safety and security (p=0.066), hotel cleanliness and hygiene (p=0.656), value of money (p=0.492), Staff service (p=0.157), and accessibility to attraction (p=0.078) were not statistically significant contribute to the model.

The hotel service facilities odd ratio suggests that for every increase in the level of importance of hotel service facilities factor, tourists were 1.417 times more likely to select the accommodation of more than 2,001 baht per night for hotel selection during COVID-19. While the hotel image and reputation odd ratio suggest that for every increase in the level of importance of hotel image and reputation factors, tourists were 1.892 times more likely to select the accommodation of more than 2,001 baht per night for hotel selection during COVID-19. Additionally, the hotel location and features odd ratio suggests that for every increase in the level of importance of hotel location and features factor, tourists were 1.728 times more likely to select the accommodation of more than 2,001 baht per night for hotel selection during COVID-19. Moreover, the age and education level odd ratio suggest that for increasing age group and education level, tourists were 2.727 and 2.360 times respectively more likely to select the accommodation of more than 2,001 baht per night for hotel selection during COVID-19.

Furthermore, there is no statistically significant difference in the value of money and hotel safety and security on the likelihood of accommodation of more than 2,001 baht per night.

Table 4.32 Binary logistic regression toward hotel selection by room rate

Omnibus Tests of Model Coefficients			Chi-square		df		Sig.	
Step/Block/Model			68.978		10		0.000	

Variable	B	S.E.	Wald	df	Sig.	Exp (B)	95% C.I.for EXP(B)	
							Lower	Upper
Constant*	-2.302	0.416	30.683	1	**0.000***	0.100		
Hotel safety and security	-0.231	0.126	3.374	1	0.066	0.793	0.620	1.016
Hotel cleanliness and hygiene	-0.061	0.137	0.198	1	0.656	0.941	0.720	1.230
Hotel service facilities*	0.348	0.137	6.503	1	**0.011****	1.417	1.084	1.851
Value of money	-0.086	0.125	0.471	1	0.492	0.918	0.718	1.173
Staff service	0.186	0.131	2.005	1	0.157	1.205	0.931	1.559
Hotel image and reputation*	0.638	0.148	18.634	1	**0.000***	1.892	1.417	2.528
Hotel location and feature*	0.547	0.143	14.742	1	**0.000***	1.728	1.307	2.285
Accessibility to attraction	-0.220	0.125	3.104	1	0.078	0.802	0.628	1.025
Age*	1.003	0.309	10.527	1	**0.001***	2.727	1.488	5.000
Education*	0.859	0.425	4.075	1	**0.044****	2.360	1.025	5.432
Cox & Snell R Square	0.151							
Nagelkerke R Square	0.226							

Remark: *indicated statistically significant difference $p \leq 0.01$, ** indicated statistically significant difference

$p \leq 0.05$

4.2.4.4 Binary logistic regression of accommodations type

A binary regression was used to determine the influence of the hotel factor on the likelihood of selecting an accommodation based on type. The following equation was implemented for analysis:

$$TYPE = \beta_0 + \beta_1 SAFE + \beta_2 CLEAN + \beta_3 FAC + \beta_4 VALUE + \beta_5 STAFF + \beta_6 IMAGE \\ + \beta_7 LOC + \beta_8 AEC + \beta_9 AGE + \beta_{10} EDU$$

Table 4.33 Explanation of key variable in equation

Variable	Explanation	Measurement	Expected sign
TYPE	Accommodation's type	Type of accommodations booked by tourist	0: Traditional 1: Alternative
SAFE	Hotel safety and security	The accommodations' safety and security services are available.	
CLEAN	Hotel cleanliness and hygiene	Accommodations' cleanliness and hygiene standards	
FAC	Hotel service facilities	Service available by accommodations	
VALUE	Value of money	The monetary value of the expected service to be received.	Scales 1-5
STAFF	Staff service	Accommodations provide staff service.	
IMAGE	Hotel image and reputation	The accommodations' image and reputation	
LOC	Hotel location and feature	The location of the accommodation and its own uniqueness	
AEC	Accessibility to attraction	Accommodation capabilities for easy access to places to visit	
AGE	Age	Respondent's age group	0: below 40 yrs. 1: above 41 yrs.
EDU	Education level	Respondent's educational level	0: below bachelor's degree 1: Bachelor's degree and above

Regarding table 4.34, A binary logistic regression was performed to investigate the influence of the hotel factor on likelihood of hotel selection by accommodations type. The logistic regression model was statistically significant, $\chi 2(df=10, N=420) = 19.879$, $p = 0.030$, suggesting that it could distinguish between tourists who select accommodations type of

traditional and alternative. The model explained between 4.6% (Cox & Snell R Square) and 10.6% (Nagelkerke R Square) of the variance in the dependent variable and correctly classified 91.7% of cases. As shown in table, value of money (B=0.526, p=0.017), staff service (B=-0.449, p=0.008), and education (B=-0.938, p=0.021) statistically significant contribute to the model. While hotel safety and security (p=0.770), hotel cleanliness and hygiene (p=0.429), hotel service facilities (p=0.257), hotel image and reputation (p=0.998), hotel location and feature (p=0.423), accessibility to attraction (p=0.150), and age (p=0.579) were not statistically significant contribute to the model.

The value of money odd ratio suggests that for every increase in the level of importance of the value of money factor, the tourists were 1.692 times more likely to select an alternative accommodation for hotel selection during COVID-19. While the staff service odd ratio suggests that for every increase in the level of importance of staff service factor, the tourist were 0.638 times less likely to select an alternative accommodation for hotel selection during COVID-19. Moreover, the education odd ratio suggests that for increasing education level, the tourist were 0.391 times less likely to select an alternative accommodation for hotel selection during COVID-19.

Furthermore, the result suggests that is significant different between value of money on likelihood to selecting an alternative as hotel selection during COVID-19. However. there is not statistically significant different on hotel safety and security on likelihood to hotel selection by accommodations type.

Table 4.34 Binary logistic regression toward hotel selection by accommodations type

Omnibus Tests of Model Coefficients			Chi-square			df		Sig.	
Step/Block/Model			19.879			10		0.030	

Variable	B	S.E.	Wald	df	Sig.	Exp (B)	95% C.I.for EXP(B)	
							Lower	Upper
Constant*	-1.858	0.361	26.445	1	0.000*	0.156		
Hotel safety and security	0.055	0.189	0.086	1	0.770	1.057	0.730	1.530
Hotel cleanliness and hygiene	0.149	0.188	0.627	1	0.429	1.160	0.803	1.677
Hotel service facilities	0.236	0.208	1.283	1	0.257	1.266	0.842	1.905
Value of money*	0.526	0.221	5.660	1	0.017**	1.692	1.097	2.611
Staff service*	-0.449	0.169	7.105	1	0.008*	0.638	0.459	0.888
Hotel image and reputation	0.000	0.182	0.000	1	0.998	1.000	0.700	1.428
Hotel location and feature	-0.144	0.179	0.643	1	0.423	0.866	0.610	1.230
Accessibility to attraction	0.288	0.200	2.069	1	0.150	1.334	0.901	1.976
Age	-0.278	0.501	0.308	1	0.579	0.758	0.284	2.021
Education*	-0.938	0.407	5.301	1	0.021**	0.391	0.176	0.870
Cox & Snell R Square	0.046							
Nagelkerke R Square	0.106							

Remark: *indicated statistically significant difference $p \leq 0.01$, ** indicated statistically significant difference

$p \leq 0.05$

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter describes the overall finding of the study topic of "The deterministic factor of hotel selection in Phuket during COVID-19". This study aims to identify the source of information used by tourists, investigate tourist behavior, identify emerging factors that influence hotel selection, and investigate the deterministic factors for hotel selection during the pandemic. The hotel attributes used in this study based on previous study by (Chu & Choi, 2000; Qu, Ryan, & Chu, 2000; Dolnicar, 2002; Dolnicar & Otter, 2003; Lockyer, 2005; Chan & Wong, 2006; Lee, Kim, Kim & Lee, 2010; Xue & Cox, 2010; Jones & Chen, 2011; Choosrichom, 2011; Tsai, Yeung & Yim, 2011; Yusoff & Abdullah, 2010; Sohrabi, Vanani, Tahmasebipur & Fazli 2012; Baruca & Civre, 2012; Rhee & Yang, 2015; Choochote, 2014; Kumar & Singh, 2014; Soulidou et al., 2018; Tuan, 2019; Pappas & Glyptou, 2021; Siantar & Joye, 2020; Spoerr, 2021; Shin & Kang, 2020; Ivanova, Ivanov & Ivanov, 2021; Wachyuni & Kusumaningrum, 2020; Awan, Shamim & Ahn, 2020; Atadil & Lu, 2021; Stansbury et al., 2021). This chapter will be divided into sections as follow:

        5.1 Conclusion and discussion of the study

            5.1.1 Conclusion of tourist's characteristic and behaviors

            5.1.2 Conclusion and discussion of objective 1

            5.1.3 Conclusion and discussion of objective 2

            5.1.4 Conclusion and discussion of objective 3

            5.1.5 Conclusion and discussion of objective 4

        5.2 Recommendations of the study

        5.3 Limitation and suggestions for further study

5.1 Conclusion

5.1.1 Conclusion of tourist's characteristics

Regarding the finding, the tourist characteristics of this study show that participants are primarily female at 58.3 percent, with the majority of the age group between 21 to 30 years old at 49.5 percent, and their marital status is single at 63.3 percent. Due to travel

restrictions, all participants are of Thai nationality; bachelor's degrees are the most common educational level at 66.4 percent. The majority of them work as employees (43.1 percent) and earn less than 150,000 baht per year. Moreover, the tourists' behaviors indicated that most tourists traveled once a month, at 48.8 percent, with their first time traveling during COVID-19 at 80.5 percent. The majority (74.5 percent) travel for vacation and relaxation, with a travel duration of three days and two nights (48.6 percent). Almost all travelers planned their trip less than one month before their departure date, with 29.3 percent using an online travel agency at 45 percent, primarily sourced from social media (ex. Facebook, Instagram, Tiktok) at 24.2 and credit card payment at 39 percent.

Furthermore, table 5.1 Pearson Chi-square test was implemented to investigate the relationship between tourist characteristics and hotel selection. The study found that age, education, and level of income were correlated with hotel selection by the room rate. At the same time, tourist characteristics are unrelated to hotel selection by accommodation type of the study.

Table 5.1 Conclusion of tourist's characteristics for hotel selection during the pandemic

Tourist characteristics	Hotel selection	
	Accommodation room rate	Accommodation type
▪ Gender	X	X
▪ Age	√	X
▪ Marital status	X	X
▪ Education	√	X
▪ Occupation	X	X
▪ Level of income	√	X

√ Statistically significant 0.05, **X** not statistically significant 0.05

5.1.2 Conclusion and discussion of objective 1

Regarding objective 1 and finding, to identify the source of information used by tourists during the pandemic. Table 5.2, Pearson Chi-square test was implemented to investigate the relationship between the source of information and hotel selection. The study found that friends and family and hotel calls directly correlated with hotel selection by the accommodation

room rate. At the same time, sources of information are unrelated to hotel selection by accommodation type of the study. The findings of this study corroborate those of Toh, DeKay, and Raven (2011), who found that direct contact with hotels continues to play a significant role in providing hotel information and booking in Seattle, Washington, as personal contact by phone appears to offer a chance to negotiate a lower rate than that found online. While Chan and Wong (2006) discovered that FIT travelers who spend more on hotels are more likely to have their hotel selection influenced by friends and family. The study by Hsu, Kang, and Lam (2006) indicated that Chinese tourists seem to comply with the opinion of friends and family when making purchasing decisions. Additionally, a study conducted by (Baruca & Civre, 2022) discovered that friend and family recommendations are a significant factor in a consumer's hotel selection decision on the Slovenian coast due to accommodation pricing. The study is further supported by Chaithanee (2013), who found that friends and family are one of the most important sources of information for both international and domestic tourists when it comes to the hotel selection in Phuket.

Furthermore, this study's findings indicate that tourists who choose hotels based on their accommodation rates in Phuket during COVID-19 appear to be influenced by friends and family and call the hotel directly for information. A friend & family recommendation and direct contact with the hotel have become increasingly important for hotel selection in Phuket during COVID-19. As a result, tourists have a lot of time during COVID-19 and the country's lockdown to gather as much information about the hotel as possible online. Trustworthy sources of information such as friends and family guarantee and influence customer decision-making. Direct contact with the hotel also provides an opportunity to obtain accurate information from the service provider and a chance for pricing negotiation compared with online. It has demonstrated that hotel selection during the COVID-19 pandemic in Phuket correlated with friend and family recommendations and direct contact with the hotel for information.

However, from the finding found that source of information has little influence hotel selection. As only friend and family and contact directly has influence hotel selection in Phuket during COVID-19.

Table 5.2 Conclusion of source of information used by tourists for hotel selection during the

pandemic

Source of information	Hotel selection	
	Accommodation room rate	Accommodation type
▪ Accommodation website	X	X
▪ TripAdvisor Pantip.com	X	X
▪ Social media	X	X
▪ Friend and family	√	X
▪ Blogger and influencer	X	X
▪ YouTube	X	X
▪ Call to hotel directly	√	X
▪ Previous experience	X	X
▪ Magazine or Newspaper	X	X
▪ Other source	X	X

√ Statistically significant 0.05, **X** not statistically significant 0.05

5.1.3 Conclusion and discussion of objective 2

Regarding objective 2 and finding, to investigate tourist's behavior for hotel selection in Phuket during the pandemic. Table 5.3, Pearson Chi-square test was implemented to investigate the relationship between tourists' behaviors and hotel selection. The focusing tourists' behavior of objective 2 is travel purpose, travel duration, and a first-time traveler during a pandemic. The study found that travel purpose was correlated with hotel selection by accommodation room rate and type. While travel duration and a first-time traveler during COVID-19 is unrelated with hotel selection, either accommodations room rate or accommodations type.

The findings of this study were corroborated by Dolnicar (2002), who discovered that business travelers have a significant gap between their expectations and disappointments when staying in different hotel categories. While Rhee and Yang (2015) discovered that travelers with various travel goals contribute significantly to the hotel selection in different ways. Additionally, according to Luekveerawattana (2018), leisure travelers are less likely to choose a

friendly hotel in Bangkok than other types of travelers. Further, numerous studies have established that travel purpose affects hotel selection, including the outcome of this study.

Table 5.3 Conclusion of tourist behaviours for hotel selection during the pandemic

Tourist behaviour	Hotel selection	
	Accommodation room rate	Accommodation type
■ Travel purpose	√	√
■ Travel duration	X	X
■ First time traveller during pandemic	X	X
■ Travel frequency	√	X
■ Travel plan	X	X
■ Channel of booking	X	√
■ Credit card payment	√	X
■ Cash payment	√	√
■ E-payment	X	X

√ Statistically significant 0.05, X not statistically significant 0.05

5.1.4 Conclusion and discussion of objective 3

Regarding objective 3 and finding, identify emerging factors that influence hotel selection in Phuket during the pandemic. In table 5.4, a one-way ANOVA was performed to investigate the relationship between hotel attributes toward hotel selection by the accommodations room rate. The result showed that hotel provide SHA standard, hotel provide physical social distancing, accommodation provides daily room clean, hotel star rating, hotel image, hotel reputation, review by blogger and influencer, recommendation by friend and relative, hotel-style, close to the beach or beach access, located in a quiet and private area, special room rate and discount, staff are polite and friendly, staff are helpful, courtesy and attentive to your request, swimming pool available, parking area available, fitness center, health facilities, and spa available, restaurant, bar, and café available are significant influence hotel selection by accommodations room rate. While the relationship between hotel attributes toward hotel selection by type of accommodations. The result showed that the hotel provides daily room clean, hotel-

style, close to shopping center, and a swimming pool available significantly influences hotel selection by type of accommodations.

According to hypothesis 3, hotel cleanliness and hygiene are emerging factors that significantly influence hotel selection in Phuket during the pandemic. The result found that emerging hotel attributes consist of the hotel providing SHA standard, the hotel providing physical social distancing, and accommodation providing daily room clean are included under the cleanliness and hygiene factor by factor analysis. It indicated that hotel cleanliness and hygiene are emerging factors that significantly influence hotel selection in Phuket during the pandemic. Moreover, the result of this study was supported by the previous research:

"Amazing Thailand Safety and Health Administration (SHA) standard" The result found that hotel-provided SHA standard is an emerging factor for hotel selection in Phuket during COVID-19. According to the investigation, the Amazing Thailand Safety and Health Administration (SHA) has developed into an effective tourism recovery protocol in Thailand. The SHA standard will serve as a new indicator that tourism operators in Thailand have enhanced their product and service to prevent the spread of COVID-19 through public health measurement (Thailandsha, 2021). Meanwhile, the SHA standard is considered a health control measure for hospitality and tourism establishments in Thailand that must continue operations in the event of a pandemic. Atadil and Lu's study (2021) discovered that hygiene control and health communication contribute to customers' perceptions of a safe hotel under COVID-19 and influence hotel selection behaviors.

"Social distancing" The result found that hotel-provided physical social distancing is an emerging factor for hotel selection in Phuket during COVID-19. According to Ivanova, Ivanov, and Ivanov (2021), the hotel provides sufficient common space for physical distancing, one of Bulgaria's meaningful travel decision behaviors after COVID-19. Meanwhile, the study by Im, Kim, and Choeh (2021) discovered a positive relationship between social distancing and hospitality and tourism products, as product consumption requires human mobility and COVID-19 is transmitted via physical contact. The hospitality and tourism industries must address the health concerns of their customers by providing physical social distancing, and contactless services.

"Room clean" The result found that hotel provides daily room clean is an emerging factor for hotel selection in Phuket during COVID-19. Daily room cleaning appears to be a fundamental requirement of hotel service, as confirmed by previous research; Sembajwe, Spaeth, and Dropkin (2020) indicated that room cleaning is one of the public health strategies required for hotel operation. Due to COVID-19 and public health restrictions, daily room cleaning may become increasingly important for hospitality and tourism businesses, as shown result of this study.

Furthermore, a previous study found that cleanliness is a significant factor in hotel selection before COVID-19, including the study by Dolnicar, 2002; Lockyer, 2005; Choosrichom, 2011; Tsai, Yeung & Yim, 2011; Yusoff & Abdullah, 2010; Choochote, 2014; Soulidou et al., 2018. While the current study found that cleanliness increasing significant factor for hotel selection during COVID-19 by the study of Pappas & Glyptou, 2021; Spoerr, 2021; Shin & Kang, 2020; Ivanova, Ivanov & Ivanov, 2021; Wachyuni & Kusumaningrum, 2020; Awan, Shamim & Ahn, 2020; Atadil & Lu, 2021; Stansbury et al., 2021.

Table 5.4 Conclusion of hotel attributes toward hotel selection during the pandemic

Hotel attributes	Hotel selection		Factor analysis
	Rate	Type	
▪ Hotels provide SHA standard. (Amazing Thailand Safety and Health Administration)	√	X	Factor1: Hotel cleanliness and hygiene
▪ Hotels provide physical social distancing	√	X	
▪ Hotel provides daily room clean	√	√	
▪ Hotels provide contactless keycard, check-in/check-out process and e-payment	X	X	
▪ Hotels provide mask and hand sanitizer inside the room and around the hotel	X	X	
▪ 24 hours CCTV and security staff on floors	X	X	Factor2: Hotel safety and security
▪ Hotels provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	X	X	
▪ Key card system, chain lock, and safety box available	X	X	
▪ Hotels provide bright walkways in public areas	X	X	
▪ Natural disaster evacuation plans available	X	X	

Table 5.4 Continued

Hotel attributes	Hotel selection		Factor analysis
	Rate	Type	
▪ Fitness center, health facilities, and spa available	√	X	
▪ Restaurant, bar, and cafe available	√	X	
▪ Swimming pool available	√	√	Factor3:
▪ WIFI and internet free access 24 hours	X	X	Hotel service
▪ Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	X	X	facilities
▪ Food and beverage with reasonable price	X	X	
▪ Room rate with special package such as inclusive spa, tour, and food & beverage	X	X	Factor4:
▪ Hotel joined government campaign such as we travel together and half-half etc.	X	X	Value of money
▪ Flexible room booking with price guarantee	X	X	
▪ Special room rate and discount	√	X	
▪ Staff are polite and friendly	√	X	
▪ Staff are helpful, courtesy, and attentive to your request	√	X	Factor5:
▪ Promptness of service of pre-arrange arrival, during check-in and check-out	X	X	Staff service
▪ Parking area available	√	X	
▪ Hotel image	√	X	Factor 6:
▪ Hotel reputation	√	X	Hotel image
▪ Hotel star rating	√	X	and
▪ Review by blogger and influencer	√	X	reputation
▪ Close to the beach or beach access	√	X	Factor 7:
▪ Located in a quiet and private area	√	X	Hotel
▪ Hotel style (ex. boutique, pool villa, model, and luxury)	√	√	location and
▪ Recommendation by friend and relative	√	X	feature

Table 5.4 Continued

Hotel attributes	Hotel selection		Factor analysis
	Rate	Type	
▪ Close to airport	X	X	Factor 8:
▪ Close to city center and tourist attraction	X	X	
▪ Close to shopping center	X	√	Accessibility

√ Statistically significant 0.05, X not statistically significant 0.05

5.1.5 Conclusion and discussion of objective 4

Regarding objective 4 and finding, to investigate the deterministic factors for hotel selection during the pandemic. Table 5.5, An independence T‑test and a binary logistic regression test were implemented to examine the influence of hotel factors to predict the hotel selection by accommodation room rate and type. The overall finding by an independence T‑test and binary logistic regression were correlated. The study found that hotel facilities, hotel image and reputation, hotel location and feature, age, and education level were influenced by the hotel selection of the accommodation room rate. The result indicated that with the increasing importance of hotel facilities, hotel image and reputation, and hotel location and feature, tourists were more likely to select the upscale hotel for hotel selection during COVID‑19. While tourists who age group in generation Y above and education level of bachelor's degree or higher, were more likely to select the upscales hotel for hotel selection during COVID‑19. Additionally, comparing the highest mean value among the two groups found that tourists who booked upscale hotels fall into hotel cleanliness and hygiene; meanwhile, tourists who booked not upscale hotels fall into staff service.

Moreover, the study found that the value of money, staff service, and education level were influenced the hotel selection by accommodation type. The result indicated that tourists were more likely to select alternative accommodations for hotel selection with the increasing importance of the value of money. Additionally, with the rising importance of staff service, tourists were less likely to select alternative accommodations for hotel selection. Meanwhile, tourists with a bachelor's degree or higher education level were less likely to choose the alternative accommodations for hotel selection during COVID‑19. Comparing the highest mean value among two groups found that both tourists who booked both traditional and

alternative accommodation fall into staff service. Furthermore, the overall result of this study found that hotel facilities, the value of money, staff service, hotel image and reputation, hotel location and feature, age, and education level are the deterministic factors that influence hotel selection in Phuket during the COVID-19. The previous study supported the result of this study as following below,

"Age" The result of the study found that tourists in different generation by age group has contributed differently to the hotel selection in Phuket during COVID-19. This is supported by von Oertzen (2017) study that hotel pricing influences the hotel selection of generation Y travelers. While the study by Uca, Altintas, Tuzunkan, and Toanoglou (2017) indicated that tourists in different age groups seem to value hotel attributes for hotel selection differently depending on age requirement.

"Education level" The result of the study found that tourists with education levels below bachelor's degree and bachelor's degree above have selected hotels differently for hotel selection in Phuket during COVID-19. This is supported by the study of Chu and Choi (2000) found that business and leisure travelers have a different perspective in hotel selection based on education level.

"Hotel service facilities" The result of the study found that hotel service facilities that consist of "Fitness center, health facilities, and spa available," "Restaurant, bar, and cafe available", "Swimming pool available", "WIFI and internet free access 24 hours" and "Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service" has influencing hotel selection in Phuket during COVID-19. This is supported by a study conducted by Chan and Wong (2006), which discovered that hotel selection in Hongkong is influenced by the quality-of-service facilities, regardless of hotel pricing. While Jones and Chen (2011) discovered that hotel service facilities such as a swimming pool, high-speed internet, fitness center, room service, and non-smoking rooms were the most important factor to consider when choosing a hotel. Moreover, Kim, Lee, and Han (2019) found that tangible attributes, including hotel facilities, offer higher guest satisfaction for hotel selection in Korea.

"Value of money" The result of the study found that value of money that consist of "Food and beverage with reasonable price", "Room rate with special packages such as

inclusive spa, tour, and food & beverage", "Hotel joined government campaigns such as we travel together and half-half, etc.", "Flexible room booking with price guarantee" and "Special room rate and discount" influence hotel selection in Phuket during COVID-19. This is supported by a study conducted by Tsai, Yeung, and Yim (2011), which discovered that Chinese tourists are willing to pay extra for hotels with superior location and value for money. The value of money is a significant factor in Indian tourists' hotel selection (Kumar and Singh, 2014). Meanwhile, Choochote (2014) discovered that the most important factor influencing boutique hotel selection in Phuket is a promotional discount, including a reasonable room rate and hotel promotion. The value of money is the most important attribute for domestic and international travelers for hotel selection (Rhee and Yang, 2015). Moreover, the study by Kowisuth (2015) discovered that the value of money is an influencing factor for the hotel selection of travelers with children in Phuket.

"Staff service" The result of the study found that staff service consists of "Staff are polite and friendly," "Staff is helpful, courtesy, and attentive to your request", and "Promptness of service of pre-arrange arrival, during check-in and check-out" has influencing hotel selection in Phuket during COVID-19. The result was corroborated by a study conducted by Qu, Ryan, and Chu (2000), which discovered that the quality of staff performance was the most significant determinant of overall tourists' satisfaction with hotel selection in Hong Kong. While Dolnicar (2002) discovered that business travelers who choose a higher hotel category place more emphasis on intangible hotel attributes such as staff friendliness, while travelers in lower hotel categories place more value on fundamental hotel components. Additionally, the study of Tsai, Yeung, and Yim (2011) found that Chinese tourists are highly concerned about staff courtesy and attentiveness of service, while non-Chinese are concerned with the service for hotel selection in Hongkong. Moreover, Choosrichom (2011) discovered that staff service quality is a significant deterministic factor in hotel selection on Lanta Yai Island.

"Hotel image and reputation" The result of the study found that hotel image and reputation that consist of "Hotel image", "Hotel reputation", "Hotel star rating" and "Review by blogger and influencer" has influenced hotel selection in Phuket during COVID-19. The result was confirmed by a study conducted by Xu and Cox (2008), which found that Chinese business travelers prioritize hotel image and reputation, as well as hotel facilities, when selecting a hotel, as they reflect Chinese culture on "face." While Lee, Kim, Kim, and Lee (2010) indicated that a

positive hotel reputation and customer loyalty help a hotel survive during difficult situations. Moreover, Soulidou et al., 2018 discovered that hotel reputation and marketing play a significant role in the hotel selection process for women, Greek travelers.

"Hotel location and feature" The result of the study found that hotel location and feature that consist of ""Located in a quiet and private area"", ""Close to the beach or beach access"", ""Hotel style (ex. boutique, pool villa, model, and luxury)"" and ""Recommendation by friend and relative"" has influencing hotel selection in Phuket during COVID-19. The findings of this study, which are corroborated by Chan and Wong (2006), indicate that convenient hotel locations influence hotel selection without regard for the price in Hongkong. Middle eastern tourists consider hotel location as an essential hotel characteristic when selecting a hotel in Kuala Lumpur, Malaysia (Yusoff and Abdullah, 2010). Meanwhile, a study conducted by (Baruca & Civre, 2012) on hotel selection along the Slovenian coast discovered that the most important decision-making factor is the hotel'shotel's location. Additionally, the hotel selection study in Danang, Vietnam, discovered that hotel location is essential for domestic tourists (Tuan, 2019).

Table 5.5 Conclusion of hotel factor toward hotel selection during the pandemic

Hotel factor	Hotel selection	
	Accommodation room rate	Accommodation type
▪ Hotel safety & security	X	X
▪ Hotel cleanliness & hygiene	X	X
▪ Hotel facilities	√	X
▪ Value of money	X	√
▪ Staff service	X	√
▪ Hotel image and reputation	√	X
▪ Hotel location and feature	√	X
▪ Accessibility to attraction	X	X
▪ Age	√	X
▪ Education	√	√

√ Statistically significant 0.05, X not statistically significant 0.05

5.2 Recommendations of the study

          The research explores the deterministic factor for hotel selection in Phuket during COVID-19. The finding reveals important tourist characteristics, behavior, and hotel factors influencing the pandemic's hotel selection. The study result would be a benefit to the hospitality and tourism industry in Phuket as follows:

          Firstly, the findings show that friends and family and direct contact with a hotel for information raise the importance of hotel selection during the pandemic. Most hotel operations in Phuket have been forced to shut down the business because its revenues have fallen short of expenses. A traditional channel of information, such as word of mouth from friends and family and direct contact with the hotel, is low in cost and appears to work well during difficult economic times. The hotel management must emphasize returning guests who can be the best marketing tools of the hotel. The referral program by booking directly with the hotel would offer a chance to gain new booking with a lower commission fee than other distribution channels. It will also help reduce operating costs. Moreover, domestic tourist prefers to contact the hotel directly. The hotel management must ensure that the staff working as a contact center for the property has accurate information posted online with a service mind attitude. Thai tourists, in particular, who book a hotel through the We Travel Together campaign are often confused about the terms and conditions of the booking, and contacting the hotel direct ensures accuracy and the possibility of negotiation. However, the findings indicate that the source of information has little influence on hotel selection during COVID-19. Still, hotel management must provide the customer with accurate and up-to-date information throughout all information channels.

          Secondly, the findings show that travel purpose influences hotel selection. Travelers with different travel purposes prioritize different hotel selections. The hotel management must be understood customer segment requirements and emphasize mixing customer segments by proper pricing strategy. However, the results suggest that upscale hotels charging more than 2,001 baht per night are likely to cater to tourists on vacation for hotel selection during the pandemic. While not an upscale hotel, a hotel with a nightly rate of less than 2,000 baht must cater to tourists on business and sightseeing trips for hotel selection during the pandemic. Additionally, travel duration and first-time travel have no influence on hotel selection during COVID-19, implying that the hotel does not need to target this group of tourists for

promotion and advertising. Moreover, the result indicated that credit card usage influenced hotel selection, implying that the hotel should attempt to offer a promotional rate in conjunction with credit card usage to attract potential consumers.

Thirdly, the findings indicated that cleanliness and hygiene factors, including Amazing Thailand Safety and Health Administration (SHA), physical social distancing, and daily room cleaning, are emerging factors that influence hotel selection during COVID-19. The hotel's management must be emphasized on the SHA standard to increase confidence in safe tourism, safeguard its product and service through physical social distancing, and consistently emphasize room cleanliness. The hospitality and tourism products that must be provided under the new normal of tourism are concerned with consumer health. Thailand's tourism industry has seemed to place emphasis on cleanliness and hygiene as a basic requirement for hotel operations.

Fourthly, the findings indicate that the following factors impact the selection of a upscales hotel during COVID-19: hotel facilities, hotel image and reputation, hotel location, and feature. A upscales hotel's management team must ensure that all facilities and services are provided following hotel standards and information available online to prevent dissatisfied guests. While the hotel marketing team must be monitoring negative reviews through online sources with appropriate problem-solving. Particularly, Thai domestic tourists willing to pay more to obtain a better hotel image and reputation posted on social media shared with friends and family. In the digitalization era, hotel image and reputation provide a hotel with the resilience necessary to survive in difficult times, which is why all types of hotel businesses must prioritize them. Moreover, the location of a hotel, such as a quiet area with beach access and the hotel's uniqueness, plays a significant role in hotel selection during COVID-19. The study result suggests that the more important of those mentioned factors increases, the more tourists are likely to select upscale hotels for hotel selection in Phuket.

Last but not least, the finding indicated that the value of money and staff service influence the selection of a traditional and alternative accommodation during COVID-19. The result showed that the management of the traditional accommodation must be emphasized on staff service for the hotel operation under the pandemic. Customer satisfaction is directly related to staff services. While the alternative accommodation management must be concerned about the value of money to secure an additional booking during the pandemic. Nevertheless, in a

pandemic, travel appears to be a concern for economic factors, though hotel management must emphasize their business to stay competitive. Particularly, Thailand's domestic tourists received support from travel and a campaign that encouraged tourism within Thailand.

Finally, the study discovered that age and education level significantly influenced hotel selection in Phuket during the pandemic. The result indicated that tourists in generation Y with bachelor's degrees or higher seem to have higher expectations of traditional accommodations and can pay more than 2,001 baht per night for hotel selection during COVID-19. Hotel management must understand generational requirements to achieve their needs.

5.3 Limitation and suggestions for further study

5.3.1 Limitations

This study consists of several limitations: Firstly, the study was conducted from May to October, Phuket Island's low season. The findings of this study may be insufficient to represent Phuket's high season for hotel selection accurately. Secondly, the quota sampling technique limited the data collection to Promthep Cape, Phuket Old Town, and Patong Beach. The findings of this study may not apply to other tourist attractions in Phuket. Finally, due to many hotels and non-standard star ratings, the study is unable to conduct hotel selection by star rating.

5.3.2 Suggestion for further study

Further study should focus on Thai and international tourists, as both contribute significantly to Phuket's hospitality and tourism industries. Moreover, future research may focus on a more extensive study area like the Andaman coastline to benefit the entire community.

Table 5.6 Study results summary by study objective

Study objectives	Study hypothesis	Data analysis of the study	Study result	Implementation	Related Table
1.To identify the source of information used by tourists for hotel selection in Phuket during the pandemic.	H_1: Source of information has a significant influence on hotel selection in Phuket during the pandemic.	-Descriptive statistics -Inferential statistics: the Pearson Chi-Square of independence test	The study found that source of information consists of <u>friends and family</u> and <u>contact hotel directly</u> were significant relationship with hotel selection by accommodation room rate. While another source of information is no significant relationship with hotel selection either accommodation type or type. <u>Hypothesis testing</u> Accepted: H1: Source of information has a significant influence on hotel selection in Phuket during the pandemic.	Traditional source information of friends and family and contact directly are costless tools that could result in significant cost saving for hotel operation during the pandemic. Nevertheless, while the source of information has little influence on hotel selection in Phuket during COVID-19, hotel management is responsible for providing accurate and up-to-date information to customers via all available channels.	4.15 4.16

Table 5.6 Continued

Study objectives	Study hypothesis	Data analysis of the study	Study result	Implementation	Related Table
2.To investigate tourist's behavior for hotel selection in Phuket during the pandemic.	H_2: Tourist behaviors has a significant influence on hotel selection in Phuket during the pandemic.	-Descriptive statistics -Inferential statistics: the Pearson Chi-Square test	The study found that tourist behaviors of travel purpose were significant relationship with hotel selection by accommodation room rate and type. While tourists' behaviors of travel duration and first-time traveler during COVID-19 are no significant relationship with hotel selection.	The upscale hotel charging more than 2,001 baht per night must cater to vacationing tourists. While not upscale, hotels must cater to business and sightseeing tourists. Additionally, travel duration and first-time travel have no effect on hotel selection during COVID-19, implying that the hotel is not required to market to this group of tourists. Furthermore, the hotel may be offering a promotional rate in conjunction with the use of a credit card.	4.17 4.18 4.19 4.20 4.21 4.22
		Hypothesis testing Accepted: $H_{2.1}$: Travel purpose has a significant influence on hotel selection in Phuket during the pandemic. Rejected: $H_{2.2}$: Travel duration has a significant influence on hotel selection in Phuket during the pandemic. $H_{2.3}$: First time travel tourist has a significant influence on hotel selection in Phuket during the pandemic.			

Table 5.6 Continued

Study objectives	Study hypothesis	Data analysis of the study	Study result	Implementation	Related Table
3.To identify emerging factors which influence hotel selection in Phuket during the pandemic.	H3: Hotel cleanliness and hygiene are emerging factors that have a significant influence on hotel selection in Phuket during the pandemic.	-Descriptive statistics -Inferential statistics: the one-way analysis of variance (ANOVA) and factor analysis	The result showed that emerging hotel attribute including SHA standard, physical social distancing, and daily room clean significant influence hotel selection by accommodations room rate. While the result showed that emerging hotel attribute of daily room clean are significant influence hotel selection by accommodations type. Moreover, the factor analysis confirmed that the aforementioned hotel attributes were included in the factor of cleanliness and hygiene. Hypothesis testing Accepted: H3: Hotel cleanliness and hygiene is emerging factor that has a significant influence on hotel selection in Phuket during the pandemic.	Thailand's tourism industry must emphasize cleanliness and hygiene as an essential requirement for hotel operations during the pandemic. This includes adhering to the SHA standard, physical social distancing, and daily room cleaning increasing importance during the pandemic.	4.25 4.26 4.27 4.28 Appendix C

Table 5.6 Continued

Study objectives	Study hypothesis	Data analysis of the study	Study result	Implementation	Related Table
4.To investigate the deterministic factors for hotel selection during the pandemic.	H4: Value of money has a significant influence on hotel selection in Phuket during the pandemic H5: Hotel safety and security has a significant influence on hotel selection in Phuket during the pandemic.	-Descriptive statistics -Inferential statistics: the independence sample T-test and binary logistics regression	Factor analysis was used to distribute all 35 hotel attributes into eight hotel factors. It reveals that three of the eight factors significantly impact the selection of upscale hotels (versus non-upscale) during the pandemic. The study's findings indicate that as tourists develop positive perceptions of hotel service facilities, hotel image and reputation, and hotel location and features, tourists are more likely to choose an upscale hotel in Phuket. While the ages and educational levels of tourists in generation Y and those with bachelor's degrees or higher, tourists are also more likely to choose an upscale hotel for hotel selection in Phuket during COVID-19.	1. Upscale hotels must be focusing on tourists in generation Y and above with an education level of bachelor's degree and above, as they are affordable for hotel pricing of more than 2,001 baths per night during the pandemic. 2. Upscale hotels must emphasize customer positive's perceptions of hotel service facilities, hotel image and reputation, and hotel location and features to attract customers during the pandemic.	4.29 4.30 4.31 4.32 4.33 4.34

Table 5.6 Continued

Study objectives	Study hypothesis	Data analysis of the study	Study result	Implementation	Related Table
			Moreover, it reveals that two out of eight factors significantly influence alternative accommodations during the pandemic. The study found that tourists are more likely to choose alternative accommodations in Phuket as a positive perception of the value of money. While increasing the importance of staff service, tourists are less likely to select alternative accommodation in Phuket. Meanwhile, tourists with bachelor's degrees or higher are less likely to choose alternative accommodation in Phuket during COVID-19.	3. Traditional accommodation must be emphasized to keep a positive perception of staff service to gain a competitive advantage and achieve customer satisfaction. Besides that, it should target tourists with a bachelor's degree or higher, as they are more likely to book traditional accommodations during the pandemic. 4. Alternative accommodations must emphasize value for money in terms of product and service to sustain customer segments during the pandemic.	
		Hypothesis testing Accepted: H$_4$: Value of money has a significant influence on hotel selection in Phuket during the pandemic. Rejected: H$_5$: Hotel safety and security has a significant influence on hotel selection in Phuket during the pandemic.			

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APPENDIX

Appendix A: Questionnaires (English version)

Questionnaires

The deterministic factor of hotel selection in Phuket during COVID-19

Dear Respondents,

This questionnaire is a part of Master's Degree in Business Administration study in Faculty of Hospitality and Tourism Management (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this survey is to collect data for the thesis topic of "**The deterministic factor of hotel selection in Phuket during COVID-19: A case study of domestic tourists"** Please kindly assist to complete this survey as your answer would be valuable to contribute to my research. If you have any further information request, please feel free to contact Ms. Piyanuch Limapan Email: Piyanuch_lim@hotmail.com

The data collected will be used for academic purposes only and will be kept confidential.

Thank you for your kind participation,

Direction: *Please answer the question below within tick box at your best answer. The questionnaire was divided into three parts:*

Part I: *Tourist characteristics*

Part II: *Tourist behaviors*

Part III: *Important hotel attributes related to hotel selection during COVID-19 pandemic*

PART I: Tourist characteristics

1.   Gender   ☐ Male   ☐ Female

☐ Prefer not to say   ☐ Other

2.   Age   ☐ Below 20 years old   ☐ 21 - 30 years old

☐ 31 – 40 years old   ☐ 41 – 50 years old

☐ 51 – 60 years old   ☐ 60 years old, older

3.   Marital status   ☐ Single   ☐ Married

☐ Divorced   ☐ Engaged

☐ Living with partner   ☐ Prefer not to say

4.   Nationality   ☐ Thai   ☐ Foreigner, specify__

5.   Education   ☐ Primary or High school   ☐ Diploma

☐ Bachelor's degree   ☐ Master's degree

☐ Ph.D.   ☐ Other, specify_____

6.   Occupation   ☐ Self-employed/Entrepreneur   ☐ Unemployed

☐ Employee   ☐ Retired

☐ Government Officer   ☐ Student

☐ Other, please specify_____

7.   Level of income   ☐ Below 150,000   ☐ 150,001-300,000

(Baht per year)   ☐ 300,001-500,000   ☐ 500,001-750,000

☐ 750,001-1,000,000   ☐ 1,000,001-2,000,000

☐ 2,000,001-5,000,000   ☐ More than 5,000,001

PART II: Tourist behaviors

8.　　　How often are you traveling during COVID-19?

☐ Once a month

☐ Twice a month

☐ Three times a month

☐ More than three times a month

☐ Other, please specify _____

9.　　　This is your first time traveling to Phuket during COVID-19?

☐ Yes　　　　☐ No, please specify number of_____times

10.　　What is your traveling purpose for this trip? **Choose only one answer**

☐ Vacation and relaxation　　☐ Honeymoon

☐ Business　　　　　　　　☐ Meeting and conference

☐ Visit a friend and family　　☐ Sightseeing and cultural

☐ Retirement　　　　　　　☐ Other, please specify_____

11.　　How long was your trip to Phuket?

☐ 2 days 1 night　　☐ 3 days 2 night

☐ 4 days 3 night　　☐ 5 days 4 night

☐ More than 6 days

12.　　When did you start to make a traveling plan to Phuket for this trip? **Choose only**

one answer

☐ Less than <u>one week</u> before travelling date

☐ Less than <u>one month</u> before travelling date

☐ 1-2 month before travelling date

☐ 2-3 month before travelling date

☐ Other, please specify _____

13.　　　　What is the main source of information for choosing accommodation for this

trip? **Check all that apply**

| | Hotel website | | YouTube |

| | Trip advisor/ Pantip | | Call to hotel directly |

| | Social media (ex. Facebook, Instagram, Tiktok) | | Blogger/ Influencer |

| | Previous experience at Phuket | | Friend and family |

| | Magazine/Newspaper | | Other, specify_____ |

14.　　　　How did you book accommodation for this trip? **Choose only one answer**

| | Hotel website | | Call to hotel directly |

| | Travel agency | | Online travel agent (ex. Agoda, Booking.com etc.) |

| | Social media by inbox to book accommodation (ex. Facebook & Instagram) |

| | Other, please specify _____ |

15.　　　　What is your preferred payment method for booking accommodation for this

trip? **Check all that apply**

| | Credit card | | Cash |

| | E-payment via mobile/ Bank transfer |

16.　　　　What type of accommodation did you book for this trip?

| | Hotel and resort | | Private pool villa |

| | Hostel (bed & breakfast) | | Apartment and condominium |

| | Other, please specify_____ |

17.　　　　How much did you pay for your accommodation per night? **Choose only one**

answer

| | Price below 500-baht | | Price between 501-1,000 baht |

| | Price between 1,001-1,500-baht | | Price between 1,501-2,000 baht |

| | Price between 2,001-3,000 baht | | Price more than 3,001 baht |

PART III: *Important hotel attributes related to hotel selection during COVID-19 pandemic*

Direction: Please rate the level of importance of the following hotel attributes when choosing an accommodation <u>during COVID-19</u> in Phuket as 5 = Most important, 4 = Important, 3 = Average, 2 = Less important and, 1 = Least important.

Hotel Attributes	Level of Important				
	5	**4**	**3**	**2**	**1**
Factor 1: Hotel image and brand					
○ Hotel star rating					
○ Brand image					
○ Hotel reputation					
○ Review by blogger and influencer					
○ Recommendation by friend and relative					
○ Hotel style (ex. boutique, pool villa, model, and luxury)					
Factor 2: Hotel location					
○ Close to the beach or beach access					
○ Close to city center and tourist attraction					
○ Close to airport					
○ Located in a quiet and private area					
○ Close to shopping center					
Factor 3: Value of money					
○ Special room rate and discount					
○ Hotel joined government campaign such as we travel together (เราเที่ยวด้วยกัน) and half-half (คนละครึ่ง) etc.					
○ Room rate with special package such as inclusive spa, tour, and food & beverage.					
○ Food and beverage with reasonable price					
○ Flexible room booking with price guarantee					
Factor 4: Hotel safety and security					
○ Key card system, chain lock, and safety box available					
○ Hotels provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler					
○ 24 hours CCTV and security staff on floors					
○ Natural disaster evacuation plans available					

Hotel Attributes	Level of Important				
	5	4	3	2	1
○ Hotels provide bright walkways in public areas					
Factor 5: Hotel and staff service					
○ Staff are polite and friendly					
○ Staff are helpful, courtesy, and attentive to your request					
○ Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service					
○ Promptness of service of pre-arrange arrival, during check-in and check-out					
Factor 6: Hotel facilities					
○ Swimming pool available					
○ Parking area available					
○ Fitness center, health facilities, and spa available					
○ Restaurant, bar, and café available					
○ WIFI and internet free access 24 hours					
Factor 7: Hotel cleanliness and hygiene					
○ Hotels provide SHA standard. (Amazing Thailand Safety and Health Administration)					
○ Hotels provide physical social distancing					
○ Hotels provide mask and hand sanitizer inside the room and around the hotel					
○ Hotels provide contactless keycard, check-in/check-out process and e-payment					
○ Hotel provides daily room clean					

Please rank the <u>importance factor</u> during COVID-19 when choosing an accommodation in Phuket as 5 = Most important, 4 = Important, 3 = Average, 2 = Less important and, 1 = Least important as below

Ranking No.

<u>Factor 1</u>: Hotel image and brand   _____

<u>Factor 2</u>: Hotel location   _____

<u>Factor 3</u>: Value of money   _____

<u>Factor 4</u>: Hotel safety and security   _____

<u>Factor 5</u>: Hotel service   _____

<u>Factor 6</u>: Hotel facility   _____

<u>Factor 7</u>: Hotel cleanliness and hygiene   _____

Additional recommendation and suggestion for hotel selection during COVID-19

_____

_____

_____

_____

Thank you for your kindly cooperation

Appendix B: Questionnaires (Thai version)

แบบสอบถาม

ปัจจัยที่มีผลต่อการเลือกโรงแรมในจังหวัดภูเก็ตช่วงสถานการณ์โควิด19

เรียน ผู้เข้าร่วมตอบแบบสอบถาม,

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโทสาขาบริหารธุรกิจ คณะการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ), มหาวิทยาลัยสงขลานครินทร์, วิทยาเขตภูเก็ต วัตถุประสงค์ของการสำรวจนี้เพื่อรวบรวมข้อมูลสำหรับการทำวิทยานิพนธ์ในหัวข้อ "ปัจจัยที่มีผลต่อการเลือกโรงแรมในจังหวัดภูเก็ตช่วงสถานการณ์โควิด19: กรณีศึกษาของนักท่องเที่ยวภายในประเทศ" ทางคณะผู้วิจัยขอความร่วมมือช่วยกรอกแบบสอบถามให้ครบถ้วนอย่างตรงไปตรงมาเนื่องจากคำตอบของท่านจะเป็นประโยชน์ต่อการวิจัย หากท่านมีข้อสงสัยสามารถสอบถามข้อมูลเพิ่มเติมผ่าน นางสาวปิยนุช ลิมะพันธุ์ email: Piyanuch_lim@hotmail.com โดยข้อมูลที่รวบรวมจะถูกใช้เพื่อวัตถุประสงค์ทางวิชาการและจะถูกเก็บไว้เป็นความลับเท่านั้น

ขอบคุณสำหรับการมีส่วนร่วมในทำการวิจัยครั้งนี้

คำชี้แจง: กรุณาเลือกคำตอบที่ดีที่สุดของท่านเพื่อตอบคำถามด้านล่าง แบบสอบถามนี้ประกอบด้วยสามส่วนดังนี้

ส่วนที่ 1: ลักษณะนักท่องเที่ยว

ส่วนที่ 2: พฤติกรรมของนักท่องเที่ยว

ส่วนที่ 3: คุณลักษณะสำคัญของการเลือกโรงแรมช่วงสถานการณ์โควิด19ในจังหวัดภูเก็ต

ส่วนที่ 1: ลักษณะนักท่องเที่ยว

1. เพศ
   - ☐ ชาย
   - ☐ หญิง
   - ☐ ไม่ต้องการระบุ
   - ☐ อื่น ๆ_____

2. อายุ
   - ☐ อายุต่ำกว่า 20 ปี
   - ☐ อายุ 21 - 30 ปี
   - ☐ อายุ 31 – 40 ปี
   - ☐ อายุ 41 – 50 ปี
   - ☐ อายุ 51 – 60 ปี
   - ☐ อายุ 60 ปี ขึ้นไป

3. สถานภาพการสมรส
   - ☐ โสด
   - ☐ แต่งงานแล้ว (สมรส)
   - ☐ หย่าร้าง
   - ☐ หมั้น
   - ☐ ใช้ชีวิตร่วมกัน (ไม่ได้สมรส)
   - ☐ ไม่ต้องการระบุ

4. สัญชาติ
   - ☐ ไทย
   - ☐ ต่างชาติ, ระบุ_____

5.	ระดับการศึกษาสูงสุด	☐ ประถมหรือมัธยมศึกษา	☐ ประกาศนียบัตร	
		☐ ปริญญาตรี	☐ ปริญญาโท	
		☐ ปริญญาเอก	☐ อื่น ๆ ระบุ_____	
6.	อาชีพ	☐ อาชีพอิสระ / ผู้ประกอบการ	☐ ว่างงาน	
		☐ พนักงาน /ลูกจ้าง	☐ เกษียณแล้ว	
		☐ ข้าราชการ	☐ นักเรียน	
		☐ อื่น ๆ กรุณาระบุ_____		
7.	ระดับรายได้ต่อปี	☐ ต่ำกว่า 150,000 บาท	☐ 150,001-300,000 บาท	
		☐ 300,001-500,000 บาท	☐ 500,001-750,000 บาท	
		☐ 750,001-1,000,000 บาท	☐ 1,000,001-2,000,000	
		☐ 2,000,001-5,000,000 บาท	☐ มากกว่า 5,000,001 บาท	

ส่วนที่ 2: พฤติกรรมของนักท่องเที่ยว

8. คุณเดินทางท่องเที่ยวในช่วงสถานการณ์โควิด19 บ่อยแค่ไหน?

☐ เดือนละครั้ง ☐ สองครั้งต่อเดือน

☐ สามครั้งต่อเดือน ☐ มากกว่าสามครั้งต่อเดือน

☐ อื่น ๆ กรุณาระบุ_____

9. นี่เป็นครั้งแรกที่คุณเดินทางมาภูเก็ตในช่วงสถานการณ์โควิด19 ใช่หรือไม่?

☐ ใช่ ☐ ไม่ใช่ กรุณาระบุจำนวน_____ครั้ง

10. จุดประสงค์การเดินทางของคุณสำหรับทริปนี้คืออะไร? เลือกคำตอบที่ดีที่สุดเพียงข้อเดียว

☐ วันหยุดพักผ่อนและผ่อนคลาย ☐ ฮันนีมูน

☐ ธุรกิจ ☐ การประชุมและสัมมนา

☐ เยี่ยมเพื่อนและครอบครัว ☐ เยี่ยมชมแหล่งท่องเที่ยวและวัฒนธรรม

☐ การเกษียณอายุ ☐ อื่น ๆ กรุณาระบุ_____

11. คุณท่องเที่ยวนานแค่ไหนสำหรับทริปนี้?

☐ 2 วัน 1 คืน ☐ 3 วัน 2 คืน

☐ 4 วัน 3 คืน ☐ 5 วัน 4 คืน

☐ มากกว่า 6 วัน

12. คุณเริ่มวางแผนการเดินทางมาท่องเที่ยวภูเก็ตสำหรับทริปนี้นานแค่ไหน? เลือกคำตอบที่ดีที่สุด
เพียงข้อเดียว?

☐ น้อยกว่าหนึ่งสัปดาห์ก่อนวันเดินทาง ☐ น้อยกว่าหนึ่งเดือนก่อนวันเดินทาง

☐ ก่อนวันเดินทาง 1-2 เดือน ☐ ก่อนวันเดินทาง 2-3 เดือน

☐ อื่น ๆ กรุณาระบุ_____

13.   อะไรคือแหล่งข้อมูลหลักในการเลือกที่พักสำหรับทริปนี้? โปรดเลือกทุกข้อที่เกี่ยวข้อง

☐ เว็บไซต์โรงแรม   ☐ YouTube

☐ Trip advisor/ Pantip   ☐ โทรไปที่โรงแรมโดยตรง

☐ โซเชียลมีเดีย (เช่น Facebook, Instagram, Tiktok)   ☐ Blogger/ Influencer

☐ เพื่อนและครอบครัว   ☐ นิตยสาร / หนังสือพิมพ์

☐ ประสบการณ์ของคุณก่อนหน้าที่เดินทางมาท่องเที่ยวยังจังหวัดภูเก็ต   ☐ อื่น ๆ กรุณาระบุ_____

14.   คุณจองที่พักสำหรับทริปนี้อย่างไร? เลือกคำตอบที่ดีที่สุดเพียงข้อเดียว

☐ เว็บไซต์โรงแรม   ☐ โทรไปที่โรงแรมโดยตรง

☐ ตัวแทนจองที่พักใกล้บ้าน   ☐ อื่น ๆ กรุณาระบุ_____

☐ ตัวแทนจองที่พักออนไลน์ (เช่น Agoda, Booking.com, Traveloka อื่น ๆ)

☐ โซเชียลมีเดียโดย inbox เพื่อจองที่พัก (เช่น Facebook & Instagram)

15.   วิธีการชำระเงินสำหรับการจองที่พักสำหรับทริปนี้คืออะไร? สามารถเลือกได้มากกว่าหนึ่งคำตอบ

☐ บัตรเครดิต   ☐ เงินสด   ☐ E-Payment ผ่านมือถือ / โอนเงินผ่านธนาคาร

16.   คุณจองที่พักประเภทใดสำหรับทริปนี้?

☐ โรงแรมและรีสอร์ท   ☐ วิลล่าพร้อมสระว่ายน้ำส่วนตัว

☐ โฮสเทล (เบดแอนด์เบรคฟาสต์)   ☐ อพาร์ทเม้นท์และคอนโดมิเนียม

☐ อื่น ๆ_____

17.   คุณเลือกราคาห้องพักระดับใดสำหรับทริปนี้?

☐ ราคาต่ำกว่า 500 บาทต่อคืน   ☐ ราคา 501-1,000 บาทต่อคืน

☐ ราคา 1,001-1,500 บาทต่อคืน   ☐ ราคา 1,501-2,000 บาทต่อคืน

☐ ราคา 2,001-3,000 บาทต่อคืน   ☐ ราคาคืนละกว่า 3,001 บาท

ส่วนที่ 3: คุณลักษณะสำคัญของการเลือกโรงแรมช่วงสถานการณ์โควิด19ในจังหวัดภูเก็ต

คำชี้แจง: กรุณาให้คะแนนระดับความสำคัญของคุณลักษณะโรงแรมเมื่อท่านเลือกที่พักในช่วงสถานการณ์โควิด19 โดย
5 = สำคัญมาก, 4 = สำคัญ, 3 = สำคัญปานกลาง, 2 = สำคัญน้อย และ 1 = สำคัญน้อยที่สุด

คุณลักษณะสำคัญของโรงแรม	ระดับความสำคัญ				
	5	**4**	**3**	**2**	**1**
ปัจจัยที่ 1: ภาพลักษณ์และแบรนด์ของโรงแรม					
○ ระดับดาวของโรงแรม					
○ ภาพลักษณ์ของแบรนด์ที่โรงแรมสังกัดอยู่					
○ ชื่อเสียงของโรงแรม					
○ โรงแรมที่รีวิวโดยบล็อกเกอร์และนักรีวิวออนไลน์					
○ โรงแรมที่แนะนำโดยเพื่อนและครอบครัว					

คุณลักษณะสำคัญของโรงแรม	ระดับความสำคัญ				
	5	4	3	2	1
○ ลักษณะรูปแบบเฉพาะของโรงแรม เช่น บูติก, พูลวิลล่า, โมเดิล, ลักซูรี่					
ปัจจัยที่ 2: ที่ตั้งโรงแรม					
○ ใกล้หรือติดชายหาด					
○ ใกล้ใจกลางเมืองและแหล่งท่องเที่ยว					
○ ใกล้สนามบิน					
○ โรงแรมตั้งอยู่ในพื้นที่เงียบสงบและเป็นส่วนตัว					
○ ใกล้แหล่งช้อปปิ้ง					
ปัจจัยที่ 3: มูลค่าของเงิน/ความคุ้มค่าของเงินที่จ่ายไปสำหรับการเลือกที่พักครั้งนี้					
○ ห้องพักราคาพิเศษและมีส่วนลด					
○ โรงแรมเข้าร่วมแคมเปญของรัฐบาล เช่น เราเที่ยวด้วยกัน, คนละครึ่ง และอื่น ๆ					
○ ราคาห้องพักพร้อมแพ็คเกจ (เช่นรวมสปา, ทัวร์และอาหารเครื่องดื่ม)					
○ อาหารและเครื่องดื่มของโรงแรมราคาสมเหตุสมผล					
○ การจองห้องพักที่ยืดหยุ่นพร้อมการรับประกันราคาที่จอง					
ปัจจัยที่ 4: การรักษาความปลอดภัยของโรงแรม					
○ ห้องพักมีระบบคีย์การ์ด โซ่ล็อคและกล่องนิรภัย					
○ โรงแรมมีระบบความปลอดภัยจากอัคคีภัย เช่น แผนการอพยพอัคคีภัย ในห้องพัก สัญญาณเตือนไฟไหม้และเครื่องฉีดน้ำอัตโนมัติในห้องพัก					
○ กล้องวงจรปิดบริการตลอด 24 ชั่วโมงและเจ้าหน้าที่รักษาความ ปลอดภัยตรวจเดินตรวจบริเวณห้องพัก					
○ โรงแรมมีแผนอพยพภัยธรรมชาติ เช่น สึนามิ, แผ่นดินไหว					
○ ทางเดินในบริเวณโรงแรมมีแสงสว่างเพียงพอ					
ปัจจัยที่ 5: การบริการของโรงแรมและพนักงาน					
○ พนักงานสุภาพและเป็นมิตร					
○ พนักงานมีมารยาท ให้ความช่วยเหลือ เอาใจใส่ในคำร้องขอของลูกค้า					
○ โรงแรมมีบริการ เช่น รูมเซอร์วิส 24 ชั่วโมง, บริการซักรีด, พนักงาน บริการสัมภาระ, บริการทางการแพทย์และบริการรถรับส่งของโรงแรม					
○ ความรวดเร็วในการให้บริการของพนักงาน การจัดเตรียมห้องพักก่อน มาถึง, การบริการระหว่างเช็คอินและเช็คเอาท์					
ปัจจัยที่ 6: สิ่งอำนวยความสะดวกในโรงแรม					
○ โรงแรมมีสระว่ายน้ำให้บริการ					
○ โรงแรมมีพื้นที่จอดรถให้บริการ					
○ โรงแรมมีบริการฟิตเนต, สิ่งอำนวยความสะดวกด้านสุขภาพและสปา					
○ โรงแรมมีร้านอาหาร, บาร์และคาเฟ่ให้บริการ					

คุณลักษณะสำคัญของโรงแรม	ระดับความสำคัญ				
	5	4	3	2	1
○ โรงแรมมี WIFI และอินเทอร์เน็ตฟรี 24 ชั่วโมง					
ปัจจัยที่ 7: ความสะอาด สุขอนามัยของโรงแรม					
○ โรงแรมมีมาตรฐาน SHA (Amazing Thailand Safety and Health Administration)					
○ โรงแรมมีบริการ social distancing เช่น การกำหนดจุดยืนเข้ารับการต่างๆในโรงแรม					
○ โรงแรมมีบริการหน้ากากอนามัย, น้ำยาล้างมือภายในห้องพักและบริเวณรอบ ๆในโรงแรม					
○ โรงแรมมีบริการ contact less key card, check in/check out process, and e-payment					
○ โรงแรมมีบริการทำความสะอาดห้องทุกวัน					

คำชี้แจง: กรุณาให้คะแนนปัจจัยสำคัญที่มีผลกระทบต่อการเลือกที่พักในช่วง COVID-19 ต่อไปนี้ โดย 5 = สำคัญมาก, 4 = สำคัญ, 3 = สำคัญปานกลาง, 2 = สำคัญน้อย และ 1 = สำคัญน้อยที่สุด

ระดับความสำคัญ

ปัจจัยที่ 1: ภาพลักษณ์และแบรนด์ของโรงแรม   _____

ปัจจัยที่ 2: ที่ตั้งโรงแรม   _____

ปัจจัยที่ 3: มูลค่าของเงิน(ความคุ้มค่าของเงินที่จ่ายไปสำหรับการเลือกที่พักครั้งนี้)   _____

ปัจจัยที่ 4: การรักษาความปลอดภัยของโรงแรม   _____

ปัจจัยที่ 5: การบริการของโรงแรมและพนักงาน   _____

ปัจจัยที่ 6: สิ่งอำนวยความสะดวกในโรงแรม   _____

ปัจจัยที่ 7: ความสะอาดสุขอนามัยของโรงแรม   _____

คำแนะนำและข้อเสนอแนะเพิ่มเติมสำหรับการเลือกโรงแรมในช่วง COVID-19

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ขอบคุณสำหรับการมีส่วนร่วมในทำการวิจัย

Appendix C: One way ANOVA

One ways ANOVA of hotel attribute toward hotel selection by room rate

Room rate per room per night		N	Mean	S.D.	F	Sig.
Hotel star rating	Price below 500 baht	31	3.68	0.979	6.394	0.000*
	Price between 501-1,000 baht	128	3.80	0.891		
	Price between 1,001-1,500 baht	97	4.06	0.827		
	Price between 1,501-2,000 baht	62	4.00	0.830		
	Price between 2,001-3,000 baht	57	4.35	0.612		
	Price more than 3,001 baht	45	4.36	0.679		
	Total	420	4.01	0.846		
Hotel image	Price below 500 baht	31	3.48	0.926	6.475	0.000*
	Price between 501-1,000 baht	128	3.82	0.798		
	Price between 1,001-1,500 baht	97	4.01	0.784		
	Price between 1,501-2,000 baht	62	4.08	0.775		
	Price between 2,001-3,000 baht	57	4.26	0.745		
	Price more than 3,001 baht	45	4.27	0.688		
	Total	420	3.99	0.809		
Hotel reputation	Price below 500 baht	31	3.61	0.955	5.986	0.000*
	Price between 501-1,000 baht	128	3.96	0.846		
	Price between 1,001-1,500 baht	97	4.04	0.763		
	Price between 1,501-2,000 baht	62	4.13	0.820		
	Price between 2,001-3,000 baht	57	4.42	0.801		
	Price more than 3,001 baht	45	4.38	0.650		
	Total	420	4.09	0.830		
Review by blogger and influencer	Price below 500 baht	31	3.35	0.915	3.421	0.005*
	Price between 501-1,000 baht	128	3.75	0.914		
	Price between 1,001-1,500 baht	97	3.92	0.997		
	Price between 1,501-2,000 baht	62	4.03	0.886		
	Price between 2,001-3,000 baht	57	4.04	1.068		
	Price more than 3,001 baht	45	4.09	0.949		
	Total	420	3.88	0.969		

Room rate per room per night		N	Mean	S.D.	F	Sig.
Recommendation by friend and relative	Price below 500 baht	31	3.45	1.060	2.759	0.018*
	Price between 501-1,000 baht	128	3.84	0.962		
	Price between 1,001-1,500 baht	97	3.86	0.957		
	Price between 1,501-2,000 baht	62	4.13	0.839		
	Price between 2,001-3,000 baht	57	4.07	0.904		
	Price more than 3,001 baht	45	3.96	0.852		
	Total	420	3.90	0.942		
Hotel style (ex. boutique, pool villa, model and luxury)	Price below 500 baht	31	3.68	0.832	9.862	0.000*
	Price between 501-1,000 baht	128	3.60	0.890		
	Price between 1,001-1,500 baht	97	3.86	0.935		
	Price between 1,501-2,000 baht	62	4.13	0.859		
	Price between 2,001-3,000 baht	57	4.35	0.668		
	Price more than 3,001 baht	45	4.31	0.701		
	Total	420	3.92	0.891		
Close to the beach or beach access	Price below 500 baht	31	3.61	1.054	7.775	0.000*
	Price between 501-1,000 baht	128	4.04	1.015		
	Price between 1,001-1,500 baht	97	4.27	0.919		
	Price between 1,501-2,000 baht	62	4.42	0.641		
	Price between 2,001-3,000 baht	57	4.60	0.704		
	Price more than 3,001 baht	45	4.51	0.695		
	Total	420	4.24	0.913		
Located in a quiet and private area	Price below 500 baht	31	4.00	1.000	2.225	0.050*
	Price between 501-1,000 baht	128	3.93	1.005		
	Price between 1,001-1,500 baht	97	4.06	1.069		
	Price between 1,501-2,000 baht	62	4.31	0.759		
	Price between 2,001-3,000 baht	57	4.32	0.783		
	Price more than 3,001 baht	45	4.20	0.842		
	Total	420	4.10	0.951		
Special room rate and discount	Price below 500 baht	31	3.97	1.080	2.468	0.032*
	Price between 501-1,000 baht	128	4.34	0.816		
	Price between 1,001-1,500 baht	97	4.32	0.823		

Room rate per room per night	N	Mean	S.D.	F	Sig.
Price between 1,501-2,000 baht	62	4.42	0.666		
Price between 2,001-3,000 baht	57	4.56	0.567		
Price more than 3,001 baht	45	4.27	0.837		
Total	420	4.34	0.800		
Staff are polite and friendly — Price below 500 baht	31	4.13	1.176	4.887	0.000*
Price between 501-1,000 baht	128	4.62	0.629		
Price between 1,001-1,500 baht	97	4.74	0.463		
Price between 1,501-2,000 baht	62	4.53	0.671		
Price between 2,001-3,000 baht	57	4.65	0.517		
Price more than 3,001 baht	45	4.71	0.506		
Total	420	4.61	0.648		
Staff are helpful, courtesy, and attentive to your request — Price below 500 baht	31	4.10	1.193	5.106	0.000*
Price between 501-1,000 baht	128	4.57	0.636		
Price between 1,001-1,500 baht	97	4.74	0.485		
Price between 1,501-2,000 baht	62	4.58	0.641		
Price between 2,001-3,000 baht	57	4.61	0.526		
Price more than 3,001 baht	45	4.71	0.549		
Total	420	4.60	0.657		
Swimming pool available — Price below 500 baht	31	3.42	1.205	9.324	0.000*
Price between 501-1,000 baht	128	4.03	0.939		
Price between 1,001-1,500 baht	97	4.24	0.887		
Price between 1,501-2,000 baht	62	4.47	0.695		
Price between 2,001-3,000 baht	57	4.47	0.734		
Price more than 3,001 baht	45	4.49	0.695		
Total	420	4.21	0.910		
Parking area available — Price below 500 baht	31	4.19	0.833	2.233	0.050*
Price between 501-1,000 baht	128	4.56	0.649		
Price between 1,001-1,500 baht	97	4.54	0.678		
Price between 1,501-2,000 baht	62	4.61	0.710		
Price between 2,001-3,000 baht	57	4.58	0.565		
Price more than 3,001 baht	45	4.67	0.564		
Total	420	4.55	0.666		

Room rate per room per night		N	Mean	S.D.	F	Sig.
Fitness center, health facilities, and spa available	Price below 500 baht	31	3.16	1.186	4.227	0.001*
	Price between 501-1,000 baht	128	3.66	1.037		
	Price between 1,001-1,500 baht	97	3.70	1.156		
	Price between 1,501-2,000 baht	62	4.06	0.939		
	Price between 2,001-3,000 baht	57	4.02	0.876		
	Price more than 3,001 baht	45	3.91	1.062		
	Total	420	3.77	1.067		
Restaurant, bar, and cafe available	Price below 500 baht	31	3.26	1.237	4.310	0.001*
	Price between 501-1,000 baht	128	4.00	1.042		
	Price between 1,001-1,500 baht	97	4.04	1.070		
	Price between 1,501-2,000 baht	62	4.15	0.956		
	Price between 2,001-3,000 baht	57	4.23	0.802		
	Price more than 3,001 baht	45	4.13	0.944		
	Total	420	4.02	1.033		
Close to city center and tourist attraction	Price below 500 baht	31	3.94	1.237	0.772	0.570
	Price between 501-1,000 baht	128	4.09	0.855		
	Price between 1,001-1,500 baht	97	4.01	0.872		
	Price between 1,501-2,000 baht	62	4.13	0.778		
	Price between 2,001-3,000 baht	57	4.04	0.886		
	Price more than 3,001 baht	45	3.84	0.796		
	Total	420	4.03	0.879		
Close to airport	Price below 500 baht	31	3.16	1.128	1.033	0.398
	Price between 501-1,000 baht	128	3.14	1.266		
	Price between 1,001-1,500 baht	97	3.08	1.161		
	Price between 1,501-2,000 baht	62	3.47	1.155		
	Price between 2,001-3,000 baht	57	3.09	1.040		
	Price more than 3,001 baht	45	3.27	1.116		
	Total	420	3.18	1.171		
Close to shopping center	Price below 500 baht	31	3.77	1.087	1.235	0.292
	Price between 501-1,000 baht	128	3.66	1.022		
	Price between 1,001-1,500 baht	97	3.48	1.081		

Room rate per room per night		N	Mean	S.D.	F	Sig.
	Price between 1,501-2,000 baht	62	3.69	0.934		
	Price between 2,001-3,000 baht	57	3.49	0.928		
	Price more than 3,001 baht	45	3.36	1.090		
	Total	420	3.58	1.025		
Hotel joined government campaign such as we travel together and half-half etc	Price below 500 baht	31	3.81	1.046	1.527	0.180
	Price between 501-1,000 baht	128	3.69	1.215		
	Price between 1,001-1,500 baht	97	3.90	1.203		
	Price between 1,501-2,000 baht	62	3.81	1.099		
	Price between 2,001-3,000 baht	57	4.12	1.053		
	Price more than 3,001 baht	45	3.58	1.373		
	Total	420	3.81	1.185		
Room rate with special package such as inclusive spa, tour, and food & beverage	Price below 500 baht	31	3.52	1.061	1.923	0.089
	Price between 501-1,000 baht	128	3.89	1.074		
	Price between 1,001-1,500 baht	97	3.88	1.023		
	Price between 1,501-2,000 baht	62	4.15	0.989		
	Price between 2,001-3,000 baht	57	4.09	0.872		
	Price more than 3,001 baht	45	3.93	1.074		
	Total	420	3.93	1.029		
Food and beverage with reasonable price	Price below 500 baht	31	3.77	1.117	1.722	0.128
	Price between 501-1,000 baht	128	4.26	0.872		
	Price between 1,001-1,500 baht	97	4.11	0.923		
	Price between 1,501-2,000 baht	62	4.16	0.853		
	Price between 2,001-3,000 baht	57	4.14	0.833		
	Price more than 3,001 baht	45	3.98	1.011		
	Total	420	4.13	0.915		
Flexible room booking with price guarantee	Price below 500 baht	31	3.97	1.140	1.236	0.291
	Price between 501-1,000 baht	128	4.17	0.852		
	Price between 1,001-1,500 baht	97	4.11	0.945		
	Price between 1,501-2,000 baht	62	4.23	0.838		
	Price between 2,001-3,000 baht	57	4.28	0.881		
	Price more than 3,001 baht	45	3.91	0.900		
	Total	420	4.14	0.906		

Room rate per room per night		N	Mean	S.D.	F	Sig.
Key card system, chain lock, and safety box available	Price below 500 baht	31	4.26	1.032	1.681	0.138
	Price between 501-1,000 baht	128	4.45	0.903		
	Price between 1,001-1,500 baht	97	4.61	0.670		
	Price between 1,501-2,000 baht	62	4.66	0.510		
	Price between 2,001-3,000 baht	57	4.58	0.801		
	Price more than 3,001 baht	45	4.49	0.661		
	Total	420	4.52	0.780		
Hotel provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	Price below 500 baht	31	4.26	0.965	0.787	0.560
	Price between 501-1,000 baht	128	4.44	0.811		
	Price between 1,001-1,500 baht	97	4.54	0.778		
	Price between 1,501-2,000 baht	62	4.53	0.671		
	Price between 2,001-3,000 baht	57	4.40	0.863		
	Price more than 3,001 baht	45	4.49	0.626		
	Total	420	4.46	0.785		
24 hours CCTV and security staff on floors	Price below 500 baht	31	4.52	0.851	1.054	0.386
	Price between 501-1,000 baht	128	4.49	0.753		
	Price between 1,001-1,500 baht	97	4.63	0.666		
	Price between 1,501-2,000 baht	62	4.44	0.668		
	Price between 2,001-3,000 baht	57	4.37	0.899		
	Price more than 3,001 baht	45	4.49	0.626		
	Total	420	4.50	0.739		
Natural disaster evacuation plan available	Price below 500 baht	31	4.00	1.183	1.171	0.323
	Price between 501-1,000 baht	128	4.28	0.896		
	Price between 1,001-1,500 baht	97	4.39	0.861		
	Price between 1,501-2,000 baht	62	4.39	0.732		
	Price between 2,001-3,000 baht	57	4.28	0.881		
	Price more than 3,001 baht	45	4.18	1.029		
	Total	420	4.29	0.904		
Hotel provide bright walkways in public areas	Price below 500 baht	31	4.29	0.938	0.666	0.649
	Price between 501-1,000 baht	128	4.48	0.742		
	Price between 1,001-1,500 baht	97	4.51	0.709		
	Price between 1,501-2,000 baht	62	4.45	0.645		

Room rate per room per night		N	Mean	S.D.	F	Sig.
	Price between 2,001-3,000 baht	57	4.46	0.781		
	Price more than 3,001 baht	45	4.33	0.769		
	Total	420	4.45	0.744		
Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	Price below 500 baht	31	3.87	0.957	2.029	0.074
	Price between 501-1,000 baht	128	4.01	1.000		
	Price between 1,001-1,500 baht	97	4.22	0.971		
	Price between 1,501-2,000 baht	62	4.19	0.807		
	Price between 2,001-3,000 baht	57	4.21	0.861		
	Price more than 3,001 baht	45	4.40	0.720		
	Total	420	4.14	0.924		
Promptness of service of pre-arrange arrival, during check-in and check-out	Price below 500 baht	31	4.26	0.855	1.600	0.159
	Price between 501-1,000 baht	128	4.39	0.701		
	Price between 1,001-1,500 baht	97	4.47	0.723		
	Price between 1,501-2,000 baht	62	4.34	0.676		
	Price between 2,001-3,000 baht	57	4.49	0.539		
	Price more than 3,001 baht	45	4.62	0.535		
	Total	420	4.43	0.682		
WIFI and internet free access 24 hours	Price below 500 baht	31	4.16	1.036	1.382	0.230
	Price between 501-1,000 baht	128	4.44	0.929		
	Price between 1,001-1,500 baht	97	4.48	0.879		
	Price between 1,501-2,000 baht	62	4.61	0.662		
	Price between 2,001-3,000 baht	57	4.47	0.630		
	Price more than 3,001 baht	45	4.56	0.624		
	Total	420	4.47	0.827		
Hotel provide mask and hand sanitizer inside the room and around the hotel	Price below 500 baht	31	4.16	0.934	1.236	0.291
	Price between 501-1,000 baht	128	4.50	0.763		
	Price between 1,001-1,500 baht	97	4.53	0.751		
	Price between 1,501-2,000 baht	62	4.44	0.781		
	Price between 2,001-3,000 baht	57	4.46	0.758		
	Price more than 3,001 baht	45	4.38	0.747		
	Total	420	4.45	0.776		

Room rate per room per night		N	Mean	S.D.	F	Sig.
Hotel provide contactless keycard, check-in/check-out process and e-payment	Price below 500 baht	31	4.00	0.931	1.935	0.087
	Price between 501-1,000 baht	128	4.45	0.751		
	Price between 1,001-1,500 baht	97	4.41	0.813		
	Price between 1,501-2,000 baht	62	4.34	0.767		
	Price between 2,001-3,000 baht	57	4.49	0.759		
	Price more than 3,001 baht	45	4.38	0.806		
	Total	420	4.39	0.794		

One ways ANOVA of hotel attribute toward hotel selection by accommodations type

Type of accommodations		N	Mean	S.D.	F	Sig.
Hotel star rating	Hotel and resort	339	4.03	0.823	0.498	0.684
	Private pool villa	46	3.96	1.010		
	Hostel(bed&breakfast)	14	3.79	0.975		
	Apartment and condominium	21	4.10	0.768		
	Total	420	4.01	0.846		
Hotel image	Hotel and resort	339	3.99	0.788	0.103	0.958
	Private pool villa	46	3.96	0.988		
	Hostel(bed&breakfast)	14	4.00	0.392		
	Apartment and condominium	21	3.90	0.944		
	Total	420	3.99	0.809		
Hotel reputation	Hotel and resort	339	4.10	0.808	0.397	0.755
	Private pool villa	46	4.00	1.095		
	Hostel(bed&breakfast)	14	3.93	0.616		
	Apartment and condominium	21	4.14	0.655		
	Total	420	4.09	0.830		
Review by blogger and influencer	Hotel and resort	339	3.83	0.992	1.474	0.221
	Private pool villa	46	4.15	0.842		
	Hostel(bed&breakfast)	14	3.93	0.997		
	Apartment and condominium	21	3.90	0.768		
	Total	420	3.88	0.969		

Type of accommodations		N	Mean	S.D.	F	Sig.
Recommendation by friend and relative	Hotel and resort	339	3.88	0.948	0.536	0.658
	Private pool villa	46	4.07	0.975		
	Hostel(bed&breakfast)	14	3.86	0.770		
	Apartment and condominium	21	3.90	0.889		
	Total	420	3.90	0.942		
Close to the beach or beach access	Hotel and resort	339	4.25	0.932	0.686	0.561
	Private pool villa	46	4.33	0.701		
	Hostel(bed&breakfast)	14	4.14	0.864		
	Apartment and condominium	21	4.00	1.049		
	Total	420	4.24	0.913		
Close to city center and tourist attraction	Hotel and resort	339	4.02	0.867	0.217	0.885
	Private pool villa	46	4.13	0.749		
	Hostel(bed&breakfast)	14	4.00	0.877		
	Apartment and condominium	21	4.00	1.304		
	Total	420	4.03	0.879		
Close to airport	Hotel and resort	339	3.15	1.183	0.721	0.540
	Private pool villa	46	3.26	0.999		
	Hostel(bed&breakfast)	14	3.57	1.222		
	Apartment and condominium	21	3.29	1.309		
	Total	420	3.18	1.171		
Located in a quiet and private area	Hotel and resort	339	4.06	0.965	1.909	0.127
	Private pool villa	46	4.37	0.826		
	Hostel(bed&breakfast)	14	4.36	0.633		
	Apartment and condominium	21	3.95	1.071		
	Total	420	4.10	0.951		
Special room rate and discount	Hotel and resort	339	4.32	0.836	0.391	0.760
	Private pool villa	46	4.41	0.580		
	Hostel(bed&breakfast)	14	4.50	0.650		
	Apartment and condominium	21	4.38	0.740		
	Total	420	4.34	0.800		

Type of accommodations		N	Mean	S.D.	F	Sig.
Hotel joined government campaign such as we travel together and half-half etc	Hotel and resort	339	3.83	1.193	2.090	0.101
	Private pool villa	46	3.48	1.225		
	Hostel(bed&breakfast)	14	4.29	0.726		
	Apartment and condominium	21	3.95	1.117		
	Total	420	3.81	1.185		
Room rate with special package such as inclusive spa, tour, and food & beverage	Hotel and resort	339	3.88	1.043	1.809	0.145
	Private pool villa	46	4.15	0.965		
	Hostel(bed&breakfast)	14	4.36	0.633		
	Apartment and condominium	21	3.95	1.071		
	Total	420	3.93	1.029		
Food and beverage with reasonable price	Hotel and resort	339	4.13	0.913	0.741	0.528
	Private pool villa	46	4.02	1.085		
	Hostel(bed&breakfast)	14	4.14	0.663		
	Apartment and condominium	21	4.38	0.669		
	Total	420	4.13	0.915		
Flexible room booking with price guarantee	Hotel and resort	339	4.14	0.921	0.927	0.428
	Private pool villa	46	4.04	0.893		
	Hostel(bed&breakfast)	14	4.50	0.519		
	Apartment and condominium	21	4.10	0.889		
	Total	420	4.14	0.906		
Key card system, chain lock, and safety box available	Hotel and resort	339	4.55	0.741	1.194	0.312
	Private pool villa	46	4.33	1.034		
	Hostel(bed&breakfast)	14	4.50	0.855		
	Apartment and condominium	21	4.48	0.680		
	Total	420	4.52	0.780		
Hotel provide a fire safety system including an in-room evacuation plan, fire alarm, and water sprinkler	Hotel and resort	339	4.50	0.755	1.986	0.115
	Private pool villa	46	4.28	0.935		
	Hostel(bed&breakfast)	14	4.57	0.756		
	Apartment and condominium	21	4.19	0.873		
	Total	420	4.46	0.785		

Type of accommodations		N	Mean	S.D.	F	Sig.
24 hours CCTV and security staff on floors	Hotel and resort	339	4.53	0.723	1.501	0.214
	Private pool villa	46	4.28	0.911		
	Hostel(bed&breakfast)	14	4.50	0.650		
	Apartment and condominium	21	4.52	0.602		
	Total	420	4.50	0.739		
Natural disaster evacuation plan available	Hotel and resort	339	4.27	0.909	0.752	0.521
	Private pool villa	46	4.26	0.999		
	Hostel(bed&breakfast)	14	4.36	0.745		
	Apartment and condominium	21	4.57	0.676		
	Total	420	4.29	0.904		
Hotel provide bright walkways in public areas	Hotel and resort	339	4.43	0.756	0.286	0.836
	Private pool villa	46	4.52	0.752		
	Hostel(bed&breakfast)	14	4.50	0.519		
	Apartment and condominium	21	4.52	0.680		
	Total	420	4.45	0.744		
Staff are polite and friendly	Hotel and resort	339	4.63	0.598	2.031	0.109
	Private pool villa	46	4.59	0.717		
	Hostel(bed&breakfast)	14	4.71	0.469		
	Apartment and condominium	21	4.29	1.146		
	Total	420	4.61	0.648		
Staff are helpful, courtesy and attentive to your request	Hotel and resort	339	4.61	0.641	2.357	0.071
	Private pool villa	46	4.59	0.617		
	Hostel(bed&breakfast)	14	4.86	0.363		
	Apartment and condominium	21	4.29	1.007		
	Total	420	4.60	0.657		
Hotel service provided such as 24 hours room service, laundry service, bellman service, in-house medical service, and hotel shuttle bus service	Hotel and resort	339	4.12	0.943	0.583	0.626
	Private pool villa	46	4.28	0.834		
	Hostel(bed&breakfast)	14	4.29	0.914		
	Apartment and condominium	21	4.05	0.805		
	Total	420	4.14	0.924		

Type of accommodations		N	Mean	S.D.	F	Sig.
Promptness of service of pre-arrange arrival, during check-in and check-out	Hotel and resort	339	4.42	0.686	0.897	0.443
	Private pool villa	46	4.54	0.585		
	Hostel(bed&breakfast)	14	4.21	0.975		
	Apartment and condominium	21	4.43	0.598		
	Total	420	4.43	0.682		
Parking area available	Hotel and resort	339	4.54	0.648	0.690	0.559
	Private pool villa	46	4.57	0.807		
	Hostel(bed&breakfast)	14	4.79	0.579		
	Apartment and condominium	21	4.48	0.680		
	Total	420	4.55	0.666		
Fitness center, health facilities, and spa available	Hotel and resort	339	3.76	1.079	0.892	0.445
	Private pool villa	46	3.70	1.072		
	Hostel(bed&breakfast)	14	4.21	0.893		
	Apartment and condominium	21	3.76	0.944		
	Total	420	3.77	1.067		
Restaurant, bar, and cafe available	Hotel and resort	339	4.01	1.013	0.842	0.472
	Private pool villa	46	3.93	1.237		
	Hostel(bed&breakfast)	14	4.43	0.646		
	Apartment and condominium	21	4.05	1.071		
	Total	420	4.02	1.033		
WIFI and internet free access 24 hours	Hotel and resort	339	4.47	0.826	1.289	0.278
	Private pool villa	46	4.41	0.777		
	Hostel(bed&breakfast)	14	4.86	0.535		
	Apartment and condominium	21	4.33	1.065		
	Total	420	4.47	0.827		
Hotel provide SHA standard. (Amazing Thailand Safety and Health Administration)	Hotel and resort	339	4.37	0.768	1.637	0.180
	Private pool villa	46	4.20	0.859		
	Hostel(bed&breakfast)	14	4.64	0.842		
	Apartment and condominium	21	4.52	0.602		
	Total	420	4.37	0.775		

Type of accommodations		N	Mean	S.D.	F	Sig.
Hotel provide physical social distancing	Hotel and resort	339	4.37	0.793	0.858	0.463
	Private pool villa	46	4.28	0.861		
	Hostel(bed&breakfast)	14	4.64	0.842		
	Apartment and condominium	21	4.48	0.680		
	Total	420	4.37	0.797		
Hotel provide mask and hand sanitizer inside the room and around the hotel	Hotel and resort	339	4.46	0.754	0.219	0.883
	Private pool villa	46	4.37	0.951		
	Hostel(bed&breakfast)	14	4.50	0.650		
	Apartment and condominium	21	4.43	0.811		
	Total	420	4.45	0.776		
Hotel provide contactless keycard, check-in/check-out process and e-payment	Hotel and resort	339	4.40	0.779	0.194	0.901
	Private pool villa	46	4.33	0.920		
	Hostel(bed&breakfast)	14	4.36	0.929		
	Apartment and condominium	21	4.48	0.680		
	Total	420	4.39	0.794		
Hotel provides daily room clean	Hotel and resort	339	4.64	0.620	3.974	0.008
	Private pool villa	46	4.54	0.808		
	Hostel (bed &breakfast)	14	4.71	0.611		
	Apartment & condominium	21	4.14	0.964		
	Total	420	4.61	0.670		

VITAE

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List of Publication and Proceeding (If Possible)