Motivation Factors Influencing Thai Customers' Repurchase Intention in Thai Domestic Air Transportation Service During the Covid-19 Pandemic

Panuvat Aramchot

A Thesis Submitted in Partial Fulfillment of the Requirement for The Degree of
Master of Business Administration (International Program)
Faculty of Management Sciences
Prince of Songkla University
2023

Motivation Factors Influencing Thai Customers' Repurchase Intention in Thai Domestic Air Transportation Service During the Covid-19 Pandemic

Panuvat Aramchot

A Thesis Submitted in Partial Fulfillment of the Requirement for The Degree of

Master of Business Administration (International Program)

Faculty of Management Sciences

Prince of Songkla University

2023

Thesis Title   Motivation Factors Influencing Thai Customers'

Repurchase Intention in Thai Domestic Air
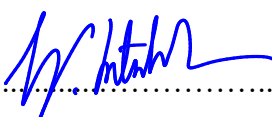
Transportation Service During the Covid-19 Pandemic

Author   Mr. Panuvat Aramchot

Major Program   Business Administration (International Program)

Major Advisor   **Examining Committees:**

…………………………………   …………………………….. Chairperson

(Dr. Sumana Laparojkit)   (Asst. Prof. Dr. Watit Intuluck)

…………………………… Committee

(Dr. Sumana Laparojkit)

…………………………… Committee

(Asst. Prof. Dr. Wanmina Boston Ali**)**

The Graduate School, Prince of Songkla University, has approved this thesis as partial fulfillment of the requirements for the Degree of Master of Business Administration (International Program).

……………………………………

(Asst. Prof. Dr.Thakerng Wongsirichot)

Acting for Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigation. Due acknowledgment has been made of any assistance received.

…………………………………………

(Dr. Sumana Laparojkit)

Major Advisor

…………………………………………

(Mr. Panuvat Aramchot)

Candidate

I hereby certify that this work has not been accepted in substance for any degree, and

is not being currently submitted in candidature for any degree.

……………………………………

(Mr. Panuvat Aramchot)

Candidate

Thesis Title   Motivation Factors Influencing Thai Customers' Repurchase Intention in Thai Domestic Air Transportation Service During the Covid-19 Pandemic

Author	Mr. Panuvat Aramchot
Major Program	Business Administration (International Program)
Academic Year	2023

ABSTRACT

This study investigates the factors affecting Thai domestic air transportation repurchase intention during the Covid-19 pandemic. An online survey was conducted to examine the influence of push motivation, pull motivation, attitude, subjective norm, and perceived behavioral control on repurchase intention among Thai domestic air travelers. The sample included male and female tourists with varying education and income levels. Data was analyzed using multiple regression analysis, independent sample t-tests, and one-way ANOVA.

The results revealed that push motivation and perceive behavioural control positively influenced repurchase intention. However, pull motivation, attitude and subjective norm did not show a significant relationship with repurchase intention when analyzed using multiple regression, the study found significant differences in subjective norm across gender, and there is no significant different among the income level.

The research's significance transcends theoretical and practical realms. The study contributes to the theoretical understanding of consumer behavior and travel motivation, particularly during crises like the Covid-19 pandemic, by extending the theoretical framework governing customer responses and emphasizing the role of demographics. Additionally, the study offers practical insights for the aviation and

tourism sectors. Stakeholders can utilize these insights to tailor marketing strategies and crisis management protocols that resonate with the unique preferences of travelers. This nuanced understanding also empowers airlines to design targeted communication strategies, addressing customer concerns and stimulating repurchase intention. Policymakers can harness these findings to craft policies that facilitate sector resurgence while ensuring passenger safety and satisfaction.

ชื่อวิทยานิพนธ์   ปัจจัยด้านแรงจูงใจที่มีผลต่อการตัดสินใจกลับมาใช้บริการสายการบินภายในประเทศไทยซ้ำ ในช่วงที่มีการแพร่ระบาดของโรคติดเชื้อไวรัสโคโรน่า

ผู้เขียน   นายภานุวัฒน์ อร่ามโชติ

สาขาวิชา   บริหารธุรกิจ (หลักสูตรนานาชาติ)

ปีการศึกษา   2566

บทคัดย่อ

งานวิจัยฉบับนี้มีจุดประสงค์ในการสำรวจปัจจัยที่มีผลต่อการตัดสินใจกลับมาใช้บริการสายการบินภายในประเทศซ้ำในช่วงที่มีการแพร่ระบาดของโรคติดเชื้อไวรัสโคโรน่า การศึกษานี้มีการสำรวจผลของปัจจัยผลัก (Push Motivation), ปัจจัยดึงดูด (Pull Motivation), ทัศนคติ (Attitude), การคล้อยตามบุคคลอ้างอิง (Subjective Norm), และการรับรู้ความสามารถในการควบคุมพฤติกรรม (Perceive Behavioral Control) ที่มีต่อการตัดสินใจกลับมาใช้บริการสายการบินภายในประเทศไทยซ้ำ ในช่วงที่มีการแพร่ระบาดของโรคติดเชื้อไวรัสโคโรน่า กลุ่มตัวอย่างที่ศึกษาประกอบด้วยนักท่องเที่ยวชายและหญิงที่มีระดับการศึกษาและรายได้ที่แตกต่างกัน ข้อมูลถูกวิเคราะห์โดยใช้การวิเคราะห์การถดถอยพหุคูณ (Multiple Regression Analysis), การเปรียบเทียบแบบรวมกลุ่ม (Independent Sample T-test), และการวิเคราะห์ความแปรปรวนทางเดียว (One-way ANOVA)

ผลการวิจัยเปิดเผยว่าปัจจัยผลัก (Push Motivation) และการรับรู้ความสามารถในการควบคุมพฤติกรรม (Perceive Behavioral Control) มีผลบวกต่อความตั้งใจในการกลับมาซื้อซ้ำ อย่างไรก็ตาม ปัจจัยดึงดูด (Pull Motivation), ทัศนคติ (Attitude) และการคล้อยตามบุคคลอ้างอิง (Subjective Norm) ไม่แสดงความสัมพันธ์ที่มีนัยสำคัญกับความตั้งใจในการกลับมาซื้อซ้ำ อย่างไรก็ตาม ผลจากงานวิจัยพบว่าความแตกต่างอย่างมีนัยสำคัญของปัจจัยด้านการคล้อยตามบุคคลอ้างอิง (Subjective Norm) ในระหว่างกลุ่มตัวอย่างเพศชายและหญิง หากแต่ไม่มีความแตกต่างที่มีนัยสำคัญในกลุ่มตัวอย่างที่มีระดับรายได้แตกต่างกัน

งานวิจัยฉบับนี้มีความสำคัญทั้งในเชิงทฤษฎีและการปฏิบัติ โดยงานวิจัยฉบับนี้ช่วยเสริมความเข้าใจทฤษฎีเกี่ยวกับพฤติกรรมของผู้บริโภคและแรงจูงใจในการท่องเที่ยว โดยเฉพาะในสถานการณ์วิกฤต เช่น การระบาดของโรคติดเชื้อไวรัสโคโรน่า ผ่านการเพิ่มความเข้าใจเกี่ยวกับพฤติกรรมของผู้บริโภคที่มีความแตกต่างกัน นอกจากนี้การศึกษาย้ำถึงความสำคัญของปัจจัยทางเพศ

ที่ส่งผลต่อแรงจูงใจในการท่องเที่ยว นอกจากนี้งานวิจัยฉบับนี้ยังเป็นประโยชน์ในเชิงปฏิบัติต่อผู้ประ
กอบการสายการบินและภาคการท่องเที่ยว ให้สามารถใช้ข้อมูลเหล่านี้เพื่อปรับกลยุทธ์การตลาดและ
แผนการจัดการในช่วงเวลาวิกฤติ ให้เข้ากับความต้องการและความชอบที่หลากหลายของ
นักท่องเที่ยวได้อย่างเหมาะสม และสามารถทำความเข้าใจถึงปัจจัยที่ส่งผลต่อการกลับมาซื้อสินค้า
และบริการซ้ำในช่วงวิกฤติได้มากยิ่งขึ้น

ACKNOWLEDGMENT

TABLE OF CONTENTS

LISTS OF TABLE

LISTS OF FIGURES

LIST OF ABBREVIATIONS

INT   =   Repurchase Intention

PUSM =   Push Motivation

PULM =   Pull Motivation

ATT =   Attitude

SN =   Subjective Norm

PN =   Perceive Behavioural Control

CHAPTER 1

INTRODUCTION

The tourism industry had become one of the world's largest and fastest-growing business sectors (Gynther & Deming, 1997; Sofronov, 2018). The growth of the tourism industry led to new job creation, increased national income, and the development of national infrastructure (Brida et al., 2008; Richardson, 2010; The Travel & Tourism Competitiveness Report, 2013). Studies on the relationship between the tourism industry and economic growth found that economic growth was driven by tourism in some periods, while tourism growth was sometimes driven by the economy (Antonakakis et al., 2015). However, Aratuo & Etienne (2019) argued that tourism growth only had a long-run relationship with the country's GDP except for air transportation and other transportation sectors. In Thailand, where the tourism business contributed 14% of the GDP, transportation was an essential part of the supply chain, playing a crucial role in supporting tourism (Chancharat, 2011). The size of the transportation industry itself also generated a massive number of jobs, affecting economic growth both directly and indirectly.

The coronavirus disease (Covid-19) pandemic led the global economy into a crisis, with many businesses facing recession and uncertainty and losing public confidence (Barua, 2020). The outbreak of Covid-19, which started in Wuhan, China, rapidly spread worldwide and caused many deaths (Mhalla, 2020). As a result, many countries implemented lockdown policies to prevent the spread of the disease (Engler et al., 2020). Research showed that people became afraid of being infected and adopted Covid-19 preventive behaviour (Pakpour & Griffiths, 2020), such as social distancing (West et al., 2020).

By the time of the pandemic, Covid-19 affected every facet of human life, from the social, health and economic system. The previous research found that of those industries mentioned, the aviation industry was ranked as one of the most affected businesses (Dey Tirtha et al., 2022). The aviation business was profoundly affected by the Covid-19 pandemic, with decreasing demand in the tourism industry due to pandemic-related fears (Bakar & Rosbi, 2020). Two-thirds of aircraft were grounded

worldwide, with only 10% operating flights (Garrow & Lurkin, 2021). Airline revenue and financial status dramatically decreased. At the worst point in April 2020, global operating profit losses reached 70% of revenue (International Air Transportation Association, 2021b). Airlines implemented many new policies during the Covid-19 pandemic, such as aircraft disinfection by ultra violet light, middle-seat blocking, in-flight social distancing and deep cleaning (Amankwah-Amoah, 2021). The research in the US market showed that airlines decided to exit the market 8.4 times higher than before the pandemic (Mumbower, 2022).

Research in tourism destination studies showed that understanding customers' motivation helped attract and retain customers (Jang & Feng, 2007). Simarmata (2017) stated that retaining current customers required much less cost than attracting new ones. Airlines needed to comprehend the factors influencing customer repurchase intention and implement this understanding into their marketing and operational strategies (J. H. Kim & Lee, 2019), particularly after the significant loss of revenue during the Covid-19 pandemic.

This study examined the factors influencing customers' repurchase intention using the theory of planned behaviour (TPB) and travel motivation as base theories. Although some research demonstrated the impact of the Covid-19 pandemic on the economy, tourism, and aviation industry, the pandemic may have left a socio-psychological impact that influenced customer behaviour (Wen et al., 2021). Therefore, studies were still needed to support the revival of aviation during and after the pandemic.

1.1 Problem Statement

While air transportation generates many passenger traffic and economic growth, the Covid-19 pandemic has had a massive effect on worldwide air travel demand. The aviation industry has been severely affected since the first stage (Akbulaev & Aliyev, 2020). The global air transportation revenue fell by 62.9% in April compared to the same month pre-crisis in 2019, the vastest in aviation history. The trend seems to be better by 2% in May even though the Covid-19 cases are rising. The passenger survey has shown that almost 60% of passengers plan to travel again

within two months, and the other 30% plan to travel after six months. (International Air Transportation Association, 2021a).
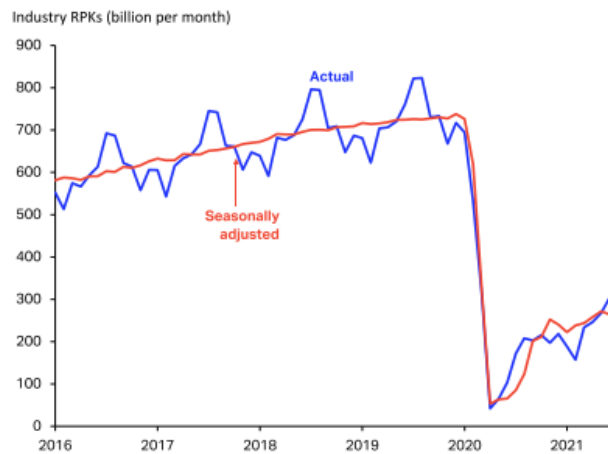
Figure 1: Industry-wide revenue passengers kilometre (International Air Transportation Association, 2021a)
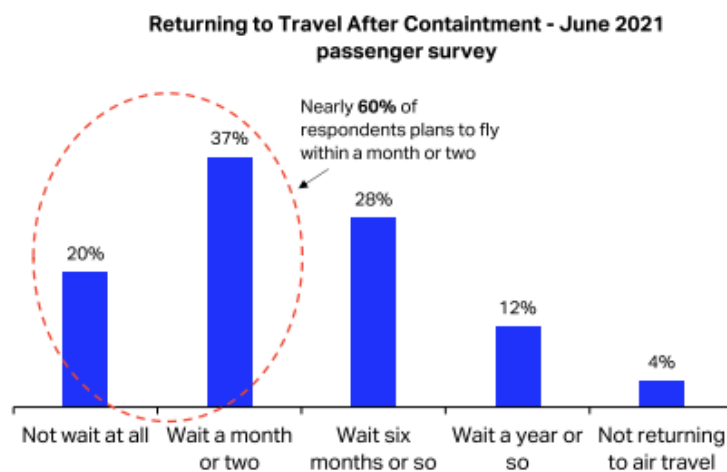
Figure 2 : IATA passenger survey (International Air Transportation Association, 2021a)

As referred to above, The unpredictable air travel demand pushes airlines to adapt themselves to survive. Therefore, the marketing strategy should be revised to be suited to the situation. Customers' travel intention is one of the critical success factors. Many studies explored factors that influence customers' intentions (Icek, 2019; Samuel S Kim et al., 2003; Kirkwood, 2009; Prayag & Ryan, 2011).

Motivation theory categorises motivation toward behaviour into two groups. First, push motivation, which is the internal factor. Second pull motivation, which is the external factor. Both push and pull motivation play a significant role in influencing a person toward behavioural intention (Dann, 1981). Besides, the theory of planned behaviour describes three significant factors that lead to behavioural intention: attitude, subjective norm, and perceived behavioural control (Ajzen, 1991).

The validity of both motivation theory and TPB has been tested several times (George, 2004; Hsu & Huang, 2012; Park et al., 2017; Yuzhanin & Fisher, 2016). The theories themselves have been used in studies on the tourism industry and other business research. TPB is widely used in aviation research on customers' intentions (Buaphiban, 2015). However, the use of TPB during the Covid-19 pandemic is still limited. Likewise, motivation is commonly used in travel destination research but rarely used in aviation research, especially during the Covid-19 pandemic. Mason's model also shows a link between TPB and the motivation factor (Gnoth, 1997). Therefore, more research is needed to fill the gap between the previous studies. It is necessary to check whether customers' motivation, attitude, subjective norms, and perceived behavioural control toward Thai domestic air transportation repurchase intention are still the same during the Covid-19 pandemic. Do they still influence customers' repurchase intention on Thai domestic air transportation?

1.2 Purpose of the study

1. Examine the influence of travel motivation factors, attitude, subjective norm, perceived behavioural control on Thai domestic air transportation repurchase intention during the Covid-19 pandemic.
2. Identify fundamental service dimensions for the airline during Covid-19 pandemic.
3. Develop a suitable marketing strategy for the airline during Covid-19 pandemic.
4. Provide insights for crisis management in the tourism industry.
5. Study the influence of Push motivation, Pull motivation, Attitude, Subjective Norm, and Perceived behavioural control toward Thai domestic air transportation repurchase intention during the Covid-19 pandemic.

1.3 Research question

This research aims to fill the gap in the previous study on push and pull travel motivation and the theory of planned behaviour. This study has two broad questions.

1. What factors influence customers' repurchase intention to travel by air transportation services during the Covid-19 pandemic?
2. How do Push motivation, Pull motivation, Attitude, Subjective Norm, and Perceived behavioural control influence customers' repurchase intention to travel by air transportation services during the Covid-19 pandemic?

1.4 Significant of the study

While service quality, price, and frequent-flyer programs were compulsory to drive customers' satisfaction and behavioural intention (Shah et al., 2020; Thaichon et al., 2016), travel motivation also had a significant relationship with revisit intention (He & Luo, 2020). In addition, attitude, subjective norms, and perceived behavioural control also influenced customers' repurchase intention (J. H. Kim & Lee, 2019). However, the Covid-19 pandemic may have caused a change in customers' behaviour and their repurchase intention to travel by air transportation services. Therefore, this study contributed to both theoretical testing and practical information.

In terms of theoretical contribution, it showed the influence of travel motivation, attitude, subjective norms, and behavioural control on the intention to travel by air transportation services. Moreover, the current motivations toward travel by air transportation services during the Covid-19 pandemic were illustrated. Lastly, the findings of this study could be used in comparative analysis with previous studies on travel motivation and showed the change in travel motivation in the Covid-19 pandemic situation.

In practice, the related business units, both government and private sector, could use the findings of this study to develop and improve their marketing strategy to boost more customers' travel intention. The result was potentially adaptable in the aviation business and other business units across the tourism industry.

1.5 Scope of the study

This study will survey Thai travellers who chose airlines as a mode of transportation on domestic routes. The researcher will use social media platforms to distribute the online survey. The survey focuses on travellers' travel motivation and behavioural intentions toward air transportation services during the COVID-19 pandemic. As per previous data, 51 million passengers on domestic destinations (Airport of Thailand, 2018)

1.6 Limitation of the study

Given the ongoing COVID-19 pandemic and its associated restrictions, this study faced certain limitations. Firstly, to minimise physical contact and work within the limited timeframe, the survey was conducted online. Secondly, the study focused on five variables: push motivation, pull motivation, attitude, subjective norm, and perceived behavioural control.

Thirdly, additional variables that could potentially affect the intention to travel by air during COVID-19, such as customer trust, perceived risk, travel restrictions, and customer service quality, were not examined in this study. Consequently, the factors influencing air travel intention, like travel motivation, attitude, subjective norm, and perceived behavioural control, might have differed across regions due to cultural variations and varying pandemic severity.

Furthermore, it is important to acknowledge that this study took place in late 2021 when the pandemic was still unfolding, and circumstances were rapidly changing. As a result, the study's findings might not have been applicable to other timeframes or regions with distinct pandemic situations. Finally, the study's data was exclusively obtained from Thai tourists, potentially limiting the generalizability of the conclusions to other populations or cultural contexts.

CHAPTER 2
LITERATURE REVIEW

The Covid-19 pandemic has profoundly impacted the global economy, particularly the travel and tourism industry. As the industry strives to adapt to the new normal, understanding customers' behaviour and repurchase intentions is crucial for airlines and other stakeholders. This literature review aims to explore the factors influencing customers' repurchase intention to travel by air transportation services during the Covid-19 pandemic, focusing specifically on Thai domestic air transportation.

To address these objectives, this literature review will be structured as follows. First, the background section will provide an overview of the impact of the Covid-19 pandemic on air transportation services. Next, the review will discuss the concepts of push and pull travel motivations and the Theory of Planned Behaviour (TPB), along with their relevance to customers' repurchase intentions during the pandemic. Then, the factors influencing repurchase intentions in air transportation services will be explored, with a focus on the potential effects of the pandemic on these factors. Following this, the integration of push and pull motivations with TPB will be examined to develop a comprehensive understanding of the factors affecting repurchase intentions during the pandemic. Finally, the review will conclude by summarizing the main findings, highlighting the gaps in the literature, and discussing the implications and potential contributions of the study.

2.1 Motivation Theory

The term 'Motivation' is derived from the Latin word 'Mover,' which translates to 'to move' in English (Kidd, 1973). Motivation represents an internal driving force that shapes an individual's behavior to attain a desired goal (Garrison, 1997). The concept of motivation has been employed to elucidate human behavior across various domains (Dann, 1981; Ravenstein, 1885; Snepenger et al., 2006). In the context of tourism studies, individuals are propelled to travel by their inner impulses and external attractions offered by a travel destination. Dann (1977) characterizes travel motivation

as a mental state that compels a person to embark on a journey. Factors that sway individuals to travel can be categorized into push and pull elements (Dann, 1981). Consequently, push and pull motivations serve as valuable instruments for clarifying individual travel motivations and the reasons behind people's preferences for certain travel destinations over others (Snepenger et al., 2006).

2.1.1 Push travel motivation

Push travel motivation within tourism research represents the internal factors that influence an individual to embark on a journey and potentially guide them towards a specific destination (Josiam et al., 1999; Su et al., 2020). Examples of such internal motivators include the desire to escape, health, travel relaxation, social prestige, and interaction (Dann, 1981; Sangpikul, 2008; Bieger & Wittmer, 2021). A study on mainland Chinese visitors demonstrated that they were motivated to visit Hong Kong by the pursuit of knowledge, prestige, and enhancement of interpersonal relationships (Hanqin & Lam, 1999). Additionally, research on Taiwanese visitors to Thailand's Songkran festival revealed that push factors included relaxation in a foreign country, the pursuit of new experiences, and enjoyable time spent with travel companions (Tsai & Sakulsinlapakorn, 2016)..

2.1.2 Pull travel motivation

Pull motivation refers to the external factors that influence destination selection (Dann, 1981; Sangpikul, 2008). While customers are motivated to travel by internal factors, pull motivations sway them to choose one destination over another. For example, pull motivations encompass tangible and intangible aspects such as a destination's facilities, anticipated benefits, and marketing image, which attract individuals to specific destinations after the activation of push motivations (Crompton, 1979; Jang et al., 2009). Notably, the primary pull factors are marketing images related to push factors (Hanqin & Lam, 1999). Additionally, a source indicates that pull motivations can alter people's habits (Wang, 2010).

There are limited studies examining push motivation in the aviation industry, particularly concerning airline selection behaviour. However, Ali (2007) determined that airline customers in New Zealand choose their carriers based on three

main factors: product and services, airfare, and route and flight schedule. Research on airline switching behaviour highlights the pull factors that influence customers to switch from one airline to another. Jung et al. (2017) identified three reasons for customers being pulled to change airlines: attractiveness of alternatives (better customer service, airline appeal, aircraft model), opportunities of alternatives (more routes, more flights, ease of reservation), and pricing benefits (associated discounts, promotional offers, lower-priced tickets). This research aligns with findings on customer perspectives regarding airline choice in New Zealand. A study on passengers' airline selection factors for low-cost carriers (LCCs) in Thailand revealed that factors affecting passengers' airline choice include airline reputation, safety, frequent flyer programmes, route availability and convenience, price, and service quality (Buaphiban, 2015).

After Uysal and Jurowski identified the relationship between push and pull factors (Uysal & Jurowski, 1994), the connection was tested again using data collected from tourists visiting a national park in South Korea (Kim et al., 2003). The correlation, multiple regression, and canonical correlation analyses confirmed the relationship between push and pull factors. However, not all push factors were related to all pull factors; only specific push and pull factors were interconnected (Kim & Lee, 2002). The association between push and pull factors was further verified by employing the means-end theory, which indicated that some push factors are related to certain pull factors. Nevertheless, researchers also suggested conducting further research to determine how push and pull factors are connected in different circumstances (Klenosky, 2002).

2.2 The theory of planned behaviour

Ajzen (1991) aimed to categorise motivation towards behavioural intention into three key factors: attitude towards the behaviour, subjective norm (social factors), and perceived behavioural control. This study attempts to add a dimension related to the COVID-19 pandemic to the Theory of Planned Behaviour (TPB) and investigates whether the COVID-19 pandemic affects TPB relationships. The research model incorporates the correlation between attitude, subjective norm, perceived

behavioural control, and the repurchase intention for Thai domestic air transportation services.

2.2.1 Attitude

Attitude has two aspects. First, it is bipolar, meaning it can be both positive and negative. Second, it represents a perspective towards a person, object, or situation (Small, 1995). In TPB, attitude towards behaviour is defined as "the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" (Ajzen, 1991). Generally, the more positive the attitude towards the behaviour, the stronger the intention to perform the behaviour (Ajzen, 1991). In the context of tourism during the COVID-19 pandemic, Gössling, Scott, and Hall (2021) found that travellers' attitudes towards destinations shifted, with a focus on safety and hygiene concerns.

2.2.2 Subjective norm

According to TPB, the subjective norm is defined as "the perceived social pressure to perform or not perform the behaviour". Moreover, the subjective norm significantly influences the intention to perform the behaviour (Ajzen, 1991). This research focuses on the social pressure to travel using air transportation services during the COVID-19 pandemic. Hao et al. (2021) observed that the pandemic led to changes in customer behaviour, with a preference for technology-driven solutions and an emphasis on health and safety measures.

2.2.3 Perceived behavioural control

Ajzen (1991) defined perceived behavioural control as "the perceived ease or difficulty of performing the behaviour". It can also be considered as an individual's experience. If there are any obstacles, whether the individual has had previous unpleasant experiences or finds it challenging to perform the behaviour, the intention to perform the behaviour may be affected (Ajzen, 1991). In the context of air transportation services during the pandemic, Bieger and Wittmer (2021) noted that airlines had to adapt their operations and maintain safety protocols to restore passenger

confidence, which can influence travellers' perceived behavioural control related to travelling by air. The figure below shows the TPB model
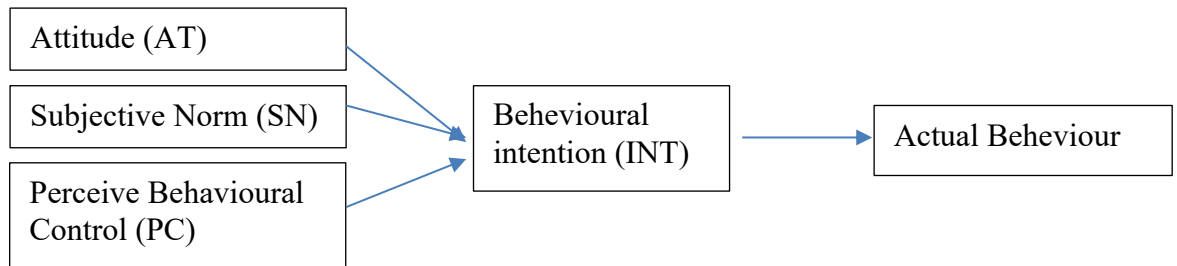
Figure 3: Theory of planned behaviour model (Ajzen, 1991)

2.2.4 The relationship between travel motivation, travel attitude, travel intention

The relationship between travel motivation, attitude, and intention has been frequently examined to explain travel behaviour. Numerous studies have shown that travel motivation influences travel intention. For instance, Ajzen (1991) argues that a significant correlation between motivation and intention plays a vital role in the destination selection process (Ajzen, 1991). In line with Ajzen's (1991) idea, Gnoth's (1997) model represents the mechanism of motivation and expectation. The model demonstrates that motivation significantly correlates with attitude under subjective circumstances, including push and pull factors.
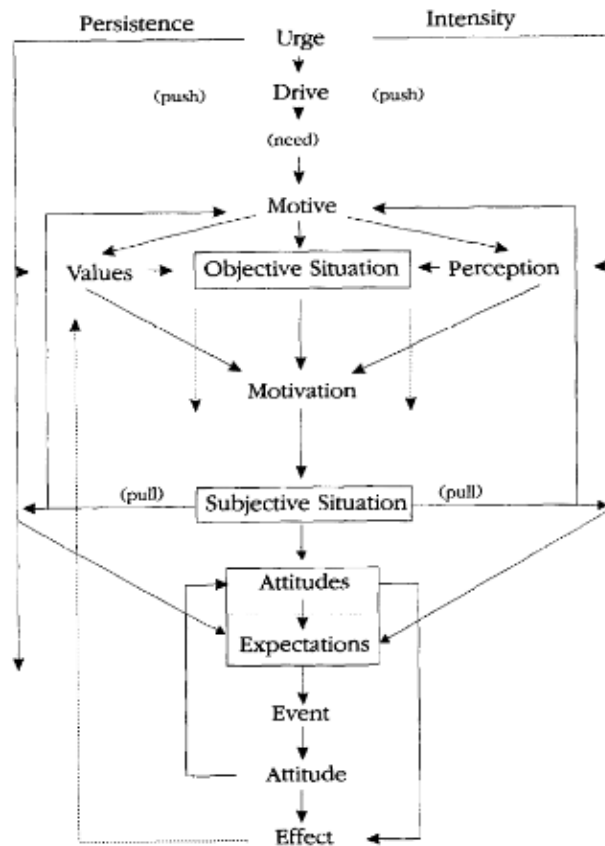
Figure 4: The process of motivation and expectation formation (Gnoth, 1997)

Mohsin et al. (2017) investigated the relationship between travel motivation and travel intention among young Asian travellers. The survey participants were Thai university students. The study revealed that three travel motivations (new cultural experiences, scenic values, and adventure) had a significant positive impact on travel intention (Mohsin et al., 2017). More recently, Neuburger and Egger (2021) found that travellers' preferences and priorities, such as health and safety concerns, have shifted due to the COVID-19 pandemic, which in turn has influenced their travel motivation and intention.

2.3 Repurchase Intention

Repurchase intention is a subcategory of the broader concept of 'behavioural intention,' referring to an individual's intention to engage in a behaviour repeatedly (Chinomona & Maziriri, 2017). Within the tourism context, repurchase intention is sometimes called revisit intention or repurchase of tourism services,

suggesting that tourists are willing to use the same tourism product more than once or recommend it to potential customers (Yoon & Uysal, 2005). Attracting new customers is often costlier than retaining existing ones, making customers' repurchase intention a crucial success factor for businesses (Simarmata et al., 2017).

Several factors, such as satisfaction and motivation, drive customer repurchase intention in the tourism sector (Pratminingsih, 2014). He & Luo (2020) carried out a questionnaire survey and discovered that push and pull motivation significantly affected customer satisfaction, which then influenced revisit intention. They also found that pull motivation directly influenced revisit intention.

Besides motivation and satisfaction, the Theory of Planned Behaviour (TPB) has been employed to identify psychological factors that influence customers' repurchase intention. In a study examining premium economy class airline services, customers with a favourable attitude towards travelling in premium economy class were more likely to choose those services again, and perceived behavioural control had a positive effect on customers' repurchase intention. However, subjective norms did not significantly impact customer repurchase intention in the study, possibly because premium economy was not a widespread service at the time, and few customers had experienced it (J. H. Kim & Lee, 2019). Additionally, Neuburger and Egger (2021) found that changing travel priorities and preferences due to the COVID-19 pandemic have influenced customers' repurchase intention in the travel industry.

2.4 Travel Motivation and Travel Intention in the Covid-19 Pandemic

The Covid-19 pandemic has had a significant impact on the airline and tourism industry, reducing tourist numbers and altering travel motivations and attitudes towards air transportation. Al-Saad et al. (2019) examined the motivation factors influencing the willingness to fly during and post-pandemic and found that business travellers' willingness to fly was somewhat lower than that of leisure travellers. Perceived threats from COVID-19, agreeableness, affect, and fear negatively affected passengers' willingness to fly for both business and leisure travellers (Al-Saad et al., 2019).

Aebli et al. (2021) discovered that the primary travel motivation during the Covid-19 pandemic was the socio-psychological need and mental well-being.

However, individuals were discouraged by health and safety risks and the potential risks to their travel experience (Aebli et al., 2021). Ivanova et al. (2021) reported that most survey respondents in Bulgaria were prepared to travel within two months after travel restrictions were lifted, but tourists were more concerned about hygiene, disinfection, and the health system of their destination. These factors played a critical role in selecting a destination, and tourists preferred domestic travel over international travel (Ivanova et al., 2021).

Trust and loyalty positively influenced customers' repurchase intentions in coastal domestic tourism during the Covid-19 pandemic, according to a study using social exchange theory (Laparojkit & Suttipan, 2021). However, trust, loyalty, and repurchase intention levels varied between demographic groups (Laparojkit & Suttipan, 2021). Additionally, Zhu & Deng (2020) found that risk knowledge significantly affected travel intention through risk perception and attitude toward rural tourism in India.

2.5 Integrating Push and Pull Motivations with TPB

The integration of push and pull motivations with the Theory of Planned Behaviour (TPB) offers a comprehensive framework for understanding travel behaviour and decision-making processes. TPB, which suggests that attitudes, subjective norms, and perceived behavioural control influence behavioural intentions, can be enriched by incorporating push and pull motivations to provide a more holistic understanding of travel behaviour.

Push motivations refer to internal factors that drive individuals to travel, such as the desire for relaxation, adventure, or escape (Dann, 1977). In contrast, pull motivations are external factors that attract individuals to specific destinations, including natural attractions, cultural experiences, or recreational facilities (Uysal & Jurowski, 1994).

Previous research has attempted to combine these concepts, primarily in the context of tourism. For instance, Yoon and Uysal (2005) integrated push and pull motivations with TPB to analyse the factors influencing international travellers' destination choices. Their study revealed that both push and pull motivations played vital roles in shaping

travellers' attitudes, subjective norms, and perceived behavioural control, which in turn influenced their behavioural intentions.

Similarly, Han and Hyun (2015) combined TPB with push and pull motivations to examine the antecedents of customers' repurchase intentions in the restaurant industry. They found that the integration of both motivational factors and TPB elements provided a more comprehensive understanding of customers' repurchase intentions.

More recently, Mody et al. (2020) explored the impact of push and pull factors on travel behaviour and decision-making processes in the context of airline loyalty programs. Their findings indicated that the integration of push and pull motivations with TPB is beneficial for understanding and predicting travellers' intentions to participate in and remain loyal to airline loyalty programs.

Despite these efforts, there is a gap in the literature regarding the integration of push and pull motivations with TPB in the context of the Covid-19 pandemic. The pandemic has significantly changed travel behaviour and decision-making processes, making it essential to re-examine the relationships between these concepts under these unique circumstances.

2.6 Airline Industry

The airline industry could consider as one of the most necessary transportation services in the globalisation world. The industry generates an enormous amount of national income and is significantly related to world economic growth. The regular operation of the industry is to transport both passengers and cargo between destinations. However, the industry has a very high entry barrier for a newcomer. The barrier may include the vast investment and the complex government regulation. Nevertheless, compared to other modes of transport, the airline provides more cost efficiency and time-saving for long-distance transportation.

2.6.1 airline's business model

The airline business model is characterised by the airline's product offering, value-added services, source of revenue, and target customers. Typically, there are three types of the business model as per follow(Cento, 2008);

1. Full services carriers(FSC) is the first business model which was offered to the market. The FSC provides passengers, cargo and maintenance service on the domestic, international and intercontinental routes. The FSC operates under a hub-and-spoke network and expands its network by benefitting from alliances development with partner carriers. Market segmentation of FSC is not specified. The FSC differentiates itself vertically through inflight and ground services. Besides, every FSC has its loyalty program as a customer relationship management support. The sale channels of FSC are multiple channels, both direct and in-direct via online and offline. To support the multiple sale channels, FSC uses a global distribution system operated by third-party companies

2. Low-Cost Carriers (LCC) originated in the United States. Southwest airline is the first airline that adopted the LCC concept, followed by Ryan Air in Europe. The fundamental concept of LCC is to provide passengers air transport services at a low fare. The strategy of LCC is to focus on cost-competitive by using a simple business model. To minimise the cost, LCC utilises a single aircraft fleet and secondary airport operation. There is no free check-baggage, airport lounges, meals, seat selection and other inflight services LCC offers. However, passengers can buy some additional services at their own cost

3. Charter Carriers is the airline that operates the non-schedule flight. Customers of charter carriers shall be tour operators or individual customers

2.6.2 Thai aviation Industry

According to Law (2017), the initial air transportation service in Thailand was provided by Aerial Transport of Siam Company Limited, founded in 1930. The company commenced its first flight from Korat to Nakorn Phnom within the same year. Post World War II, the Thai government designated Siam Company Limited as the national airline, which led to the creation of Siam Pacific Overseas Airways, supported by both Thai and U.S. governments. After several years in operation, the Thai government combined Siam Company Limited and Siam Pacific Overseas

Airways to form Thai Airways Company, the sole domestic airline in Thailand. In 1960, the Thai government founded Thai Airways International through a partnership between Thai Airways Company and Scandinavian Airlines System (SAS) to broaden its international reach.

In 1977, the Thai government acquired all shares from SAS, culminating in the merger of both companies into Thai Airways International in 1988. Besides Thai Airways International, Bangkok Airways is the only private firm operating flights from Bangkok to Krabi, Korat, and Surin, as well as international flights from its airports: Samui, Sukhothai, and Trat. The Thai aviation market is predominantly monopolistic, as the government tightly regulates ticket pricing and route authorizations.

The aviation market began to shift in 1978 when the United States, followed by numerous countries worldwide, including Thailand, eliminated most restrictions within the aviation industry. As a result, the market became increasingly competitive. This deregulation permitted private companies easier access to the aviation market, fostering more competition and providing consumers with a broader range of options. Ticket prices became highly fluid, contingent upon market demand and competitive circumstances (Law, 2017).

2.7 Hypotheses development

To achieve the research objective, which comprises two broad questions, the relationship between Push motivation factor(PUSM), Pull motivation factor (PULM), Attitude (AT), Subjective norm(SN), Perceive behavioural control (PC), and intention to travel by air transportation during the Covid-19 pandemic (INT) should be examined. Hypothesis Development To meet the research objectives, which consist of two primary questions, it is necessary to examine the relationships between Push motivation factor (PUSM), Pull motivation factor (PULM), Attitude (AT), Subjective norm (SN), Perceived bahoviural control (PC), and the intention to travel by air transportation during the Covid-19 pandemic (INT).

2.7.1 The Impact of Push and Pull Travel Motivations on Thai Domestic Air Transportation Repurchase Intentions During the Covid-19 Pandemic

The connection between push and pull motivations and bahoviural intentions has been explored in various studies. Many of these studies have confirmed a direct link between push and pull travel motivations and travel intentions, such as the intention to participate in Thailand's Songkran Festival (Tsai & Sakulsinlapakorn, 2016), Winter sports tourism in China (Wang et al., 2020), factors affecting Indonesian tourists traveling to Turkey during the Covid-19 pandemic (Hariani, 2021), and the trend of one-day tours during the Covid-19 pandemic (Roy & Sharma, 2021). Additionally, push and pull motivations have been used to explain the shift to online learning during the Covid-19 pandemic (Lin et al., 2021). In the aviation sector, motivation has been shown to positively impact air ticket repurchase intentions (Bigné et al., 2010) and the repurchase intention of premium economy services (He & Luo, 2020). Therefore, the following hypotheses can be proposed:

Hypothesis 1: Push motivation influences Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.

Hypothesis 2: Pull motivation influences Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.

2.7.2 The Impact of Attitude (ATT), Perceived Bahoviural Control (PC), and Subjective Norm (SN) on Thai Domestic Air Transportation Repurchase Intentions During the Covid-19 Pandemic

The Theory of Planned Bahoviur (TPB), introduced by Ajzen, is widely used in marketing research. TPB generally comprises three factors that directly affect bahoviural intentions: Attitude, Perceived Bahoviural Control, and Subjective Norm (Ajzen, 1991). The relationships between attitude (ATT), perceived bahoviural control (PC), and subjective norm (SN) and bahoviural intentions have been confirmed across numerous research areas, such as green food purchase intentions (Qi & Ploeger, 2021), vaccination intentions (Mohammad & States, 2020), social distancing bahoviur (Ang et al., 2021), and repurchase intentions for various products, including tourism (Abbasi et al., 2021; Al-Gasawneh et al., 2020; Astrini et al., 2021; Meng & Cui, 2020). Consequently, the following hypotheses can be suggested:

Hypothesis 3: Attitude influences Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.

Hypothesis 4: Subjective norm influences Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.

Hypothesis 5: Perceived bahoviural control influences Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.

2.8 Theoretical framework

The repurchase intention is the subsection of behavioural intention (Chinomona & Maziriri, 2017). Therefore, the research's theoretical framework will develop under the theory of the planned behaviour model (Ajzen, 1991) and the push and pull motivation framework (He & Luo, 2020).
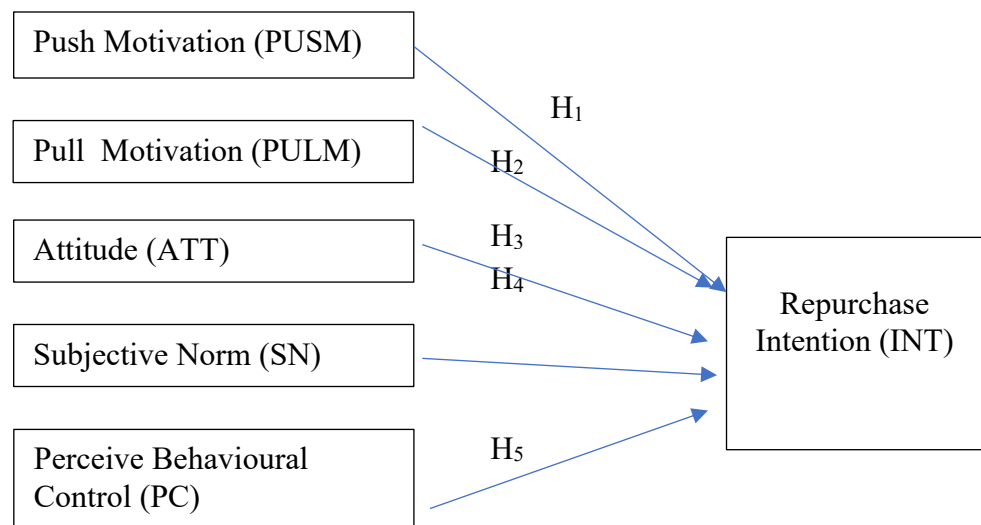
Figure 5: Research's theoretical framework

CHAPTER 3
RESEARCH METODOLOGY

In the previous chapter, the study's theoretical framework was constructed based on push and pull travel motivation and the theory of planned behaviour. Additionally, the theoretical framework was designed to suit the quantitative research method, which was the same method as many studies in the same field in the literature review.

This chapter described the overall method of the research study by showing population and sample size finding, questionnaire construction, respondent targeting, data collection and analysis process. Therefore, this chapter consisted of (3.1) Population and sample, (3.2) Research procedure, (3.3) Data collection, (3.4) Research instrument, (3.5) Data analysis.

3.1 Population and sample

The questionnaire survey was conducted online, as it would have been challenging for the authors to travel to multiple airports and avoid physical contact during a pandemic. The target population consisted of Thai internet users who had ever traveled by air transportation services. According to the Department of Airports, Thailand, there were over 20 million domestic passengers in 2021, despite the Covid-19 pandemic (Department of Airports, 2022).

Since the population was unknown, Cochran's (1977) formula below was used with a 95% confidence level and a 5% sampling error to determine the appropriate sample size:

$$n = \frac{z^2}{4e^2}$$

Where   n   = sample sizee is the level of precision   = 0.05

Z at 95% confidential level   = 1.96

So; $n = \frac{1.96^2}{4(0.05)^2} = \frac{0.9604}{0.0025} = 384.16$

To account for potential nonresponse or incomplete data, the sample size was increased to 415 participants. This allowed for a more robust and representative sample, enhancing the generalizability of the research findings and ensuring adequate statistical power for the planned analyses (Krejcie & Morgan, 1970; Bhattacherjee, 2012). This research used the judgment sampling method by filtering only participants who had traveled by air transportation services at least once and reached 20 years old, a legal adult age as per Thai law (Stasi, 2015).

Using the judgment sampling method, the researcher benefited from moderate cost. Moreover, the judgment sampling method helped the researcher ensure that all members had the same characteristic (Zikmund et al., 2013; Etikan, 2016). The online link to the questionnaire was distributed throughout social media networks and travel forums.

3.2 Research procedure

The procedure comprised two steps. First, the questionnaire was designed to match the research objective by adopting previous research on travel motivation and the theory of planned bahoviur. Second, as the data collection was from residents of Thailand, the questionnaire needed to be translated into the Thai language to obtain more accurate answers.

3.2.1 Validity

The accuracy of a measure, or validity, represents the extent to which a score truthfully reflects a concept (Zikmund et al., 2013). In this research, Item-Objective Congruence (IOC) was used to assess the validity of a questionnaire survey, with ratings consisting of:

- +1 mean that the question is clear

- 0 means that the experts are not sure that the questionnaire is clear

- -1 means that questionnaire is not clear.

A valid questionnaire must have an IOC score of at least 0.5 (Miller, 2013). The survey was sent to experts to evaluate the IOC, who were asked to choose one rating for each item based on their understanding.

$$IOC = \sum\frac{\Sigma R}{N}$$

Where;

IOC	= Item-Objective Congruence Index
R	= Point given by specialists
ΣR	= Total points of each specialist
N	= Numbers of specialists

As a result, all items were marked above 0.67, which led to the conclusion that all items in the questionnaire were qualified and appropriate for use as the research instrument. However, the researcher made some adjustments as per the expert suggestions.

3.2.2 Reliability

After adjusting the questionnaire as per the IOC committee's suggestions, the questionnaire was pilot tested using Cronbach's alpha reliability testing method. As per a previous study, an appropriate sample size for Cronbach's alpha reliability testing method is 30 questionnaires (Bujang et al., 2018). Therefore, there were 32 qualified questionnaires out of 33 collected. The previous study suggested that the acceptable overall Cronbach's alpha value should be more than 0.7. However, there is no rule of thumb that the Cronbach's alpha value of a questionnaire must be higher than 0.7 (Taber, 2018). The pilot test was conducted to assess the reliability of the questionnaire items, which is an essential step in ensuring the quality of the data collected for the main study (DeVellis, 2016). Cronbach's alpha was calculated to determine the internal consistency of the items, as it is a widely used measure of reliability in social science research (Tavakol & Dennick, 2011).

The results of the Item-Total Statistics showed that the corrected item-total correlations ranged from 0.162 to 0.625, indicating the items had an adequate level of correlation with the total score (Field, 2013). This suggests that the items are related to the underlying constructs they are intended to measure. Additionally, the Cronbach's alpha if item deleted values ranged from 0.885 to 0.897. This implies that the removal

of any item would not significantly improve the overall internal consistency of the questionnaire (Pallant, 2013).

Overall, the pilot test results (See in appendix) show that the questionnaire has a good level of internal consistency, with a Cronbach's alpha value of 0.88. A Cronbach's alpha value above 0.70 is considered acceptable, indicating that the questionnaire is reliable for measuring the constructs of interest in the study (Nunnally, 1978). The pilot test results provide confidence in the validity and reliability of the questionnaire items, allowing for the questionnaire to be used in the main study (Creswell & Creswell, 2017).

3.3 Instrument

A survey questionnaire was developed to measure the relationship between travel motivation, attitude, and intention to fly during and after the Covid-19 pandemic. The survey consisted of five sections.

Section 1: Push Travel Motivation

This section comprised 14 questions, and all questions were measured using a five-point Likert scale (Khan et al., 2017; Tsai & Sakulsinlapakorn, 2016). The participants were asked to indicate their level of agreement toward each item. The Likert scale points ranged from 1 (strongly disagree) to 5 (strongly agree)

Table 3.1: show the adopted question related to Push travel motivation.

Variable		Adapted question (During the Covid-19 pandemic, I want to travel to….)	Original Question	Reference
Push motivation (PUSM)	1	To get experience in a foreign land	To get experience in a foreign land	(Khan et al., 2017; Tsai &
	2	To relax in a foreign land	To relax in a foreign land	

	3	To escape from the same daily life	To escape from the same daily life	Sakulsinlapakorn, 2016)
	4	To participate in new activities	To participate in new activities	
	5	To sightsee touristic spots	To sightsee touristic spots	
	6	To have an enjoyable time with my travel companion(s)	To have an enjoyable time with my travel companion(s)	
	7	To visit a place that my friends have been to	To visit a place that my friends have been to	

Section 2: Pull Travel motivation

        This section consisted of 10 questions, and all questions were measured using a five-point Likert scale (Buaphiban, 2015; Jung et al., 2017). The participant was asked to indicate their level of agreement toward each item. The Likert scale points started from 1= strongly disagree until 5= strongly agree.

Table 3.2: show the adapted question related to Pull travel motivation

Variable		Adapted question (During the Covid-19 pandemic, I will choose the airline that …)	Original Question	Reference
Pull motivation (PULM)	1	Provide much better customer service.	I believe that other airlines provide much better customer service.	(Buaphiban, 2015; Jung et al., 2017)
	2	Have more variety of flight timing and flight schedule.	Other airlines provide more flights across a wide range of dates and time zones than the airline I recently used / I am satisfied with the timing and flight schedule provided by low-cost airlines.	
	3	Provide the lower price ticket.	Other airlines provide the lowest priced tickets.	

4	I am already familiar with the brand.	I'd instead stick with a brand I am familiar with than trying out something I am not very sure of	
5	My friend and family recommend	I fly with low-cost airlines because my friends/family recommend it.	
6	Has a good safety reputation	I only use the airline that has a good reputation for its safety system	

Section 3: Factors regarding the theory of planned bahoviur

This section comprised 9 questions adapted from Jalilvand and Samiei (2012) related to the theory of planned behaviour, which are attitude toward behaviour, subjective norm, and perceived behavioural control with three items each.

Table 3.3: show the adopted question related to the theory of planned behaviour

Variable		Adapted question (During Covid-19 pandemic)	Original Question	Reference
Attitude (ATT)	1	Travel by air transportation is desirable to me	Using the new train is desirable to me	(Jalilvand & Samiei, 2012)
	2	Travel by air transportation is beneficial to me	Using the new train is beneficial to me	
	3	I think travel by air transportation would be a good idea	I think using the new train would be a good idea	
Subjective Norm (SN)	4	People who are important to me would support me using the air transportation services	People who are important to me would support me using the new train	
	5	People who influence me would want me to travel by air instead of other alternatives	People who influence me would want me to use the new train instead of other alternatives	
	6	People whose opinions I value would prefer that I travel by air transportation	People whose opinions I value would prefer that I use the new train	

| Perceive behavioural control (PN) | 7 | Whether or not I travel by air transportation is completely up to me | Whether or not I use the new train is completely up to me | |
| | 8 | I think using the new train in the future would be very easy | I think using the new train in the future would be very easy | |

Section 4: Repurchase Intention

This section comprised 3 questions adapted from Tosun et al. (2015) related to the theory of planned behaviour, which are attitude toward behaviour, subjective norm, and perceived behavioural control with three items each.

Table 3.4 : show the adapted question related to purchase intention

Variable		Adapted question (During the Covid-19 pandemic)	Original Question	Reference
Repurchase Intention (INT)	1	I would like to travel by air transportation in the near future.	I would like to revisit Alanya in the near future.	(Tosun et al., 2015)
	2	I would more frequently travel by air transportation	I would more frequently visit Alanya.	
	3	Air transportation would be my first choice over other modes of transport.	Alanya would be my first choice over other destinations.	

Section 5: Participant Demographics

The last section was about the demographics of the tourists, which included nationality, age, gender, education, and the number of previous trips travelled by air transportation services.

3.4 Data Collection

The primary data for this research were collected through a questionnaire survey. An online questionnaire was generated using the Google Forms

service, and a link to the questionnaire was distributed on social media platforms and travel forums.

As Thai is the primary language in Thailand, the survey had both Thai and English versions to be convenient for the participants. This research used secondary data for push and pull travel motivation factors, the research framework, and the theory of planned behaviour in travel marketing. The data were reviewed and discussed using numerous previous domestic and international studies, textbooks, newspapers, and online data sources.

3.5 Data Analysis

3.5.1 Data Cleaning

In this study, the researcher identified and managed outliers in the dataset using Z-scores. Z-scores, also known as standard scores, indicate the number of standard deviations a data point is away from the mean of the distribution (Field, 2018). By calculating Z-scores for each observation in the dataset, it was possible to determine the relative distance of each data point from the mean.

A Z-score threshold of ± 1.96 was used to identify outliers, as this threshold is commonly employed in research for identifying extreme values in a normal distribution (Tabachnick & Fidell, 2013). Approximately 95% of the observations in a normal distribution fall within the range of -1.96 to 1.96 standard deviations from the mean, while the remaining 5% of the observations, considered as outliers, lie outside this range.

After filtering out the outliers using the selected Z-score threshold, a total of 264 cases remained in the dataset, representing the observations that fell within the range of -1.96 to 1.96 standard deviations from the mean. This approach allowed the researcher to minimize the impact of extreme values on the data analysis and ensure more robust results.

3.5.2 Descriptive Statistics

Descriptive statistics were used to summarize demographic information and the level of intention to travel by air transportation services during the Covid-19 pandemic. Fundamental statistics, such as minimum, maximum, mean, median, and

standard deviation, were employed to describe the basic information for each variable in the survey.

3.5.3 Multiple Regression, T-Test, and One-way ANOVA

To assess the relationships between the independent and dependent variables and the predictive power of the model, multiple regression analysis was conducted in addition to T-Test and One-way ANOVA. Multiple regression analysis was performed to analyze the influence of push motivation, pull motivation, attitude, perceived bahoviural control, and subjective norm on the intention to travel by air transportation services. The equation for testing the study's hypotheses was:

$$INT = \beta_0 + \beta_1\,PUSM + \beta_2\,PULM + \beta_3\,ATT + \beta_4\,SN + \beta_5\,PN + \varepsilon$$

In this equation, ε represents the error term, which accounts for the unexplained variation in the dependent variable (intention to travel) that is not captured by the independent variables. The error term is a crucial component of regression analysis, as it allows for the assessment of the goodness of fit of the model and the statistical significance of the independent variables.

T-Test was used to compare the means of two groups (e.g., men and women) regarding push motivation, pull motivation, attitude, subjective norm, perceived bahoviural control, and repurchase intention. One-way ANOVA analysis was employed to identify differences based on the level of education, monthly income, and occupation concerning the same variables.

CHAPTER 4
RESULT AND DATA ANALYSIS

This chapter presents the findings of the study that aimed to investigate the influence of travel motivation factors, attitude, subjective norm, perceived behavioural control, and Thai domestic air transportation repurchase intention during the Covid-19 pandemic. The analysis is based on the data collected from the survey respondents, which was processed and analysed using appropriate statistical tools, as discussed in Chapter 3. The chapter begins by presenting research presentation order and research results.

4.1 Research Presentation Order

In this chapter will present a research result as per the following order.

1.   Background Information
2.   The different of opinion between demographic group
3.   The influence of Push motivation, Pull Motivation, Attitude, Subjective norm, and Perceive Behavioural Control toward Thai Domestic Air Transportation during COVID-19 pandemic.

4.2 Research Result

4.2.1. Background Information

Table 4 presents the demographic characteristics of the sample. The study found that, out of the total sample of 264 respondents, the majority were male (62.9%) while 37.1% were female. In terms of education level, most of the respondents had completed secondary education (72.3%), followed by those holding a bachelor's degree (21.6%), and a master's degree or higher (4.9%). Concerning monthly income, most respondents earned between 15,001 and 30,000 THB (41.3%), followed by those earning between 30,001 and 45,000 THB (24.2%), and more than 60,000 THB (11.0%). The remaining respondents earned less than 15,000 THB (12.1%) or between 45,001 and 60,000 THB (11.4%).

Table 4.1: The demographic characteristics of the sample

		Frequency	Percent
Gender	Male	98	37.1
	Female	166	62.9
	Total	**264**	**100**
Education Level	High School	3	1.1
	Bachelor's degree	191	72.3
	Master's Degree	57	21.6
	Doctoral Degree	13	4.9
	Total	**264**	**100**
Monthly Income	THB 15,000 or lower	32	12.1
	THB 15,001 - 30,000	109	41.3
	THB 30,001 - 45,000	64	24.2
	THB 45,001 - 60,000	30	11.4
	THB 60,001 or higher	29	11
	Total	**264**	**100**

4.2.2 Level of push motivation, pull motivation, attitude, subjective norm, perceive behavioral control and repurchase intention toward Thai domestic air transportation services during Covid-19 pandemic.

1. Level of Push Motivation

The average level of push motivation toward Thai domestic air transportation services during Covid-19 pandemic show as per following table.

Push Motivation	Mean	Std. Deviation	Meaning
I want to get experience in other provinces.	3.89	0.889	Higly agree
I want to relax in a foreign land.	4.13	0.769	Highly agree
I want to visit a place that my friends have been to.	3.8	0.906	Highly agree

I want to sightsee tourist spots.	4.22	0.778	Highly agree
I want to participate in new activities in the designated destination.	3.76	0.889	Highly agree
I want to visit my friends and family in other provinces.	3.81	0.895	Highly agree
I need to travel to other province for business purposes.	3.47	1.116	Moderate agree

Table 4.2 Show the level of push motivation toward Thai domestic air transportation serv ices during Covid-19 pandemic.

The survey on push motivations shown that sightseeing tourist spots emerged as the top motivation, with a strong level of agreement (Mean: 4.22), highlighting the allure of exploring renowned attractions and immersing in diverse cultures. Following closely, the desire to relax in foreign lands received significant agreement (Mean: 4.13), indicating a strong attraction to seek tranquility and leisure in unfamiliar environments. Maintaining personal connections with friends and family also proved to be a compelling factor, garnering substantial agreement (Mean: 3.81). Moreover, respondents displayed a high level of agreement (Mean: 3.89) regarding the aspiration to gain experience in other provinces, showcasing their interest in exploring new regions and learning from different environments. Additionally, social recommendations played a role, as evidenced by the high level of agreement (Mean: 3.8) with the idea of visiting places suggested by friends. Engaging in novel activities at the destination also hightly motivated travelers (Mean: 3.76), highlighting their openness to unique experiences during their journeys. On the other hand, the need to travel for business purposes received a moderate level of agreement (Mean: 3.47)
.

2. Level of Pull Motivation

The average level of pull motivation toward Thai domestic air transportation services during Covid-19 pandemic show as per following table

Table 4.3 Show the level of push motivation toward Thai domestic air transportation services during Covid-19 pandemic.

Pull Motivation	Mean	Std. Deviation	Meaning
Provide much better customer service.	4.5	0.623	Highly agree
Have more variety of flight timing and flight schedule.	4.47	0.604	Highly agree
Provide the lower price ticket.	4.49	0.629	Highly agree
			Moderate
I am already familiar with the brand.	4.25	0.708	Agree
My friend and family recommend it.	3.74	0.865	Highly agree
Has a good safety reputation.	4.27	0.68	Highly agree
Has a good hygienic and Covid-19 prevention practice.	4.72	0.452	Highly Agree

The survey on pull motivations provides valuable insights into travelers' preferences, revealing sightseeing tourist spots as the top motivation with a high level of agreement (Mean: 4.22), followed closely by the desire to relax in foreign lands (Mean: 4.13). Maintaining personal connections with friends and family also emerged as a compelling factor (Mean: 3.81), experience in other provinces (Mean: 3.89), being influenced by social recommendations (Mean: 3.8). and engage in novel activities at their destination (Mean: 3.76), showcasing their openness to unique experiences.

3. Level of Attitude

The average level of attitude toward Thai domestic air transportation services during Covid-19 pandemic show as per following table.

Table 4.4 Show the level of Attitude toward Thai domestic air transportation services
during Covid-19 pandemic.

Attitude	Mean	Std. Deviation	Meaning
Travel by domestic air transportation is desirable to me	4.21	0.657	Moderate agree
Travel by domestic air transportation is beneficial to me	4.28	0.622	Highly agree
I think travel by domestic air transportation would be a good idea	4.28	0.602	Highly agree
I think travel by domestic air transportation would be more safe from Covid-19 infection than other alternatives	3.81	0.839	Highly agree

Respondents highly agree that travel by domestic air transportation is beneficial to them (Mean: 4.28) and believe it would be a good idea (Mean: 4.28). They also show a moderate level of agreement that domestic air travel is desirable (Mean: 4.21) and the safety from Covid-19 infection compared to other alternatives (Mean: 3.81).

4. Level of Subjective Norm

The average level of subjective norm toward Thai domestic air transportation services during Covid-19 pandemic show as per following table.

Table 4.5 Show the level of subjective norm toward Thai domestic air transportation services during Covid-19 pandemic.

Subjective Norm	Mean	Std. Deviation	Meaning
People who are important to me would support me using the domestic air transportation services	3.95	0.783	Highly agree

People who influence me would want me to travel by domestic air instead of other alternatives	3.75	0.843	Highly agree
People whose opinions I value would prefer that I travel by **domestic air transportation**	3.7	0.817	Highly agree

Respondents highly agree that people who are important to them would support their use of domestic air transportation services (Mean: 3.95), the influence of others and their preferences for domestic air travel, as indicated by the mean scores for statements related to people who influence them (Mean: 3.75) and people whose opinions they value (Mean: 3.7).

5. Level of Perceive Behavioral Control

The average level of perceive behavioral control toward Thai domestic air transportation services during Covid-19 pandemic show as per following table.

Table 4.6 Show the level of perceive behavioral control toward Thai domestic air transportation services during Covid-19 pandemic.

Perceive Behavioral Control	Mean	Std. Deviation	Meaning
Whether or not I travel by domestic air transportation is entirely upto me	4.19	0.729	Highly agree
Travelling by flight would be very easy	4.32	0.652	Highly agree
You have the funds and the ability to travel by domestic airlines	4.23	0.704	Highly agree
You can access resources for planning a trip on a domestic airlines	4.28	0.679	Highly agree

Respondents highly agree that traveling by flight would be very easy (Mean: 4.32), indicating a strong belief in the convenience and simplicity of air travel. They also show a high level of agreement regarding their ability to access resources for planning trips on domestic airlines (Mean: 4.28), having the funds and ability to travel

by such airlines (Mean: 4.23) and the decision to travel by domestic air transportation is entirely up to them (Mean: 4.19).

6. Level of Repurchase Intention

The average level repurchase intention toward Thai domestic air transportation services during Covid-19 pandemic show as per following table.

Table 4.7 Show the level of perceive behavioral control toward Thai domestic air transportation services during Covid-19 pandemic.

Repurchase Intention	Mean	Std. Deviation	Meaning
I would like to travel by domestic air transportation in the near future.	4.19	0.714	Highly agree
I would more frequently travel by domestic air transportation	3.94	0.761	Highly agree
Domestic air transportation would be my first choice over other modes of transport.	4.11	0.794	Highly agree

Respondents highly agree with their desire to travel by domestic air transportation in the near future (Mean: 4.19), considering it their first choice over other modes of transport (Mean: 4.11), and expressing a willingness to increase the frequency of such travel (Mean: 3.94).

4.2.2 The difference between demographic group

1. Gender

The independent sample t-tests conducted to compare the differences between male and female participants in the variables of Push Motivation, Pull Motivation, Attitude , Subjective Norm, Perceived Bahoviural Control, and Repurchase Intention. The t-values and p-values for each variable were presented in table 4.8

Table 4.8 Independent Sample T-Test Results Comparing Male and Female Participants

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Push Motivation	Equal variances assumed	.200	.655	1.721	262
	Equal variances not assumed			1.725	205.411
Pull Motivation	Equal variances assumed	.001	.972	.114	262
	Equal variances not assumed			.113	200.846
Attitude	Equal variances assumed	.003	.954	.830	262
	Equal variances not assumed			.832	205.585
Subjective Norm	Equal variances assumed	1.706	.193	1.983	262
	Equal variances not assumed			2.020	215.407
Perceive Behavioural Control	Equal variances assumed	1.387	.240	-.363	262
	Equal variances not assumed			-.355	189.894
Repurchase Intention	Equal variances assumed	3.031	.083	.914	262
	Equal variances not assumed			.893	189.785

Push Motivation

The t-test for Push Motivation yielded a t-value of 1.7255 and a p-value of 0.0859. Since the p-value is greater than the significance level of 0.05, we fail to reject the null hypothesis, indicating that there is no significant difference in Push Motivation between male and female participants.

Pull Motivation

        The t-test for Pull Motivation yielded a t-value of 0.1135 and a p-value of 0.9098. The p-value is greater than the significance level of 0.05, suggesting that there is no significant difference in Pull Motivation between male and female participants.

Attitude

        The t-test for Attitude yielded a t-value of 0.832 and a p-value of 0.406. Since the p-value is greater than the significance level of 0.05, we fail to reject the null hypothesis, indicating that there is no significant difference in Attitude between male and female participants.

Subjective Norm

        The t-test for Subjective Norm yielded a t-value of 2.020 and a p-value of 0.0446. In this case, the p-value is less than the significance level of 0.05, which allows us to reject the null hypothesis and conclude that there is a significant difference in Subjective Norm between male and female participants.

Perceived Behavioural Control

        The t-test for Perceive Behavioural Control yielded a t-value of -0.355 and a p-value of 0.723. The p-value is greater than the significance level of 0.05, indicating that there is no significant difference in Perceived Behavioural Control between male and female participants.

Repurchase Intention

        The t-test for Repurchase Intention yielded a t-value of 0.893 and a p-value of 0.372. Since the p-value is greater than the significance level of 0.05, we fail to reject the null hypothesis, suggesting that there is no significant difference in Repurchase Intention between male and female participants.

In summary, the t-tests revealed a significant difference between male and female participants only in the variable of Subjective Norm. For the others, no significant differences were found between the genders.

2.   Monthly Income

Based on the results from the One-Way ANOVA, there is no significant difference in the dependent variables (Push Motivation, Pull Motivation, Attitude, Subjective Norm, Perceived Behavioural Control, and Repurchase Intention) across different monthly income groups. The finding were shown as per table 4.9

Table 4.9 One-way ANOVA result shown the different of push motivation, pull motivation, attitude, subjective norm, perceive behavioural control and repurchase intention among the different level of income.

		Sum of Squares	df	Mean Square	F	Sig.
Push Motivation	Between Groups	0.151	4	0.038	0.123	0.974
	Within Groups	78.98	259	0.305		
	Total	79.13	263			
Pull Motivation	Between Groups	1.211	4	0.303	1.19	0.315
	Within Groups	65.903	259	0.254		
	Total	67.115	263			
Attitude	Between Groups	0.88	4	0.22	0.558	0.693
	Within Groups	102.039	259	0.394		
	Total	102.919	263			
Subjective Norm	Between Groups	2.771	4	0.693	1.265	0.284
	Within Groups	141.849	259	0.548		
	Total	144.62	263			
Perceive Behavioural Control	Between Groups	4.571	4	1.143	2.301	0.059
	Within Groups	128.615	259	0.497		
	Total	133.186	263			

Repurchase Intention	Between Groups	0.636	4	0.159	0.356	0.84
	Within Groups	115.646	259	0.447		
	Total	116.282	263			

Push Motivation

The p-value is 0.974, which is greater than the significance level of 0.05. This indicates that there is no significant difference in Push Motivation across the different monthly income groups.

Pull Motivation

The p-value is 0.315, which is greater than the significance level of 0.05. This indicates that there is no significant difference in Pull Motivation across the different monthly income groups.

Attitude

The p-value is 0.693, which is greater than the significance level of 0.05. This indicates that there is no significant difference in Attitude Toward Online Learning across the different monthly income groups.

Subjective Norm

The p-value is 0.284, which is greater than the significance level of 0.05. This indicates that there is no significant difference in Subjective Norm across the different monthly income groups.

Perceived Behavioural Control

The p-value is 0.059, which is slightly greater than the significance level of 0.05. This indicates that there is no significant difference in Perceived Bahoviural Control across the different monthly income groups. However, since the p-value is close to the significance level, this result should be interpreted with caution.

Repurchase Intention

The p-value is 0.840, which is greater than the significance level of 0.05. This indicates that there is no significant difference in Repurchase Intention across the different monthly income groups.

In conclusion, the One-Way ANOVA results suggest that there is no significant difference in the dependent variables across the different monthly income groups.

3.   Education Level

Based on the results of the ANOVA differences were found between education levels and push motivation, subjective norm, and attitude. The finding were shown as per table 4.10

Table 4.10 One-way ANOVA result shown the different of push motivation, pull motivation, attitude, subjective norm, perceive behavioural control and repurchase intention among the different level of income.

		Sum of Squares	df	Mean Square	F	Sig.
Push Motivation	Between Groups	1.502	3	0.501	1.677	0.172
	Within Groups	77.628	260	0.299		
	Total	79.13	263			
Pull Motivation	Between Groups	0.119	3	0.04	0.153	0.927
	Within Groups	66.996	260	0.258		
	Total	67.115	263			
Attitude	Between Groups	2.477	3	0.826	2.138	0.096
	Within Groups	100.442	260	0.386		
	Total	102.919	263			
Subjective Norm	Between Groups	4.739	3	1.58	2.936	0.034
	Within Groups	139.881	260	0.538		

	Total	144.62	263			
Perceive Behavioural Control	Between Groups	1.679	3	0.56	1.106	0.347
	Within Groups	131.507	260	0.506		
	Total	133.186	263			
Repurchase Intention	Between Groups	1.854	3	0.618	1.404	0.242
	Within Groups	114.429	260	0.44		
	Total	116.282	263			

The ANOVA results indicated that the subjective norm had significant differences between the groups, with $F(3, 260) = 2.936$, $p = 0.034$, while the other variables did not show significant differences between the groups. Further, the LSD post-hoc test indicated that the sample group with a high school education level had significantly different subjective norms compared to the sample groups with bachelor's degrees, master's degrees, and doctoral degrees at the 0.05 significance level.

In addition, the LSD test showed that the sample groups with a high school education level and a bachelor's degree education level had significantly different attitudes at the 0.05 significance level. The sample groups with master's and doctoral degrees did not show significant differences compared to the high school education level group in terms of attitude. Similarly, the sample groups with a high school education level and a master's degree education level did not show significant differences compared to the sample group with a doctoral degree in terms of push motivation.

However, the sample group with a bachelor's degree education level showed significant differences in push motivation compared to the sample groups with a master's degree and a doctoral degree education level. It can be concluded that education levels have different effects on the subjective norm, attitude, and push motivation.

4.3.3 The influence of push motivation, pull motivation, attitude, subjective norm and perceive behavioral control toward repurchase retention on thai domestic air transportation services during covid-19 pandemic.

The researcher employed the multiple regression method to analyze the influence of several independent variables, namely push motivation, pull motivation, attitude, subjective norm, and perceived behavioral control, on the dependent variable, which is repurchase intention. The normality assumption was assessed using both the Kolmogorov-Smirnov and Shapiro-Wilk tests. Shown in table Table 4.8

Table 4.11 Normality test result

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Attitude	.138	264	.000	.936	264	.000
Push Motivation	.066	264	.007	.980	264	.001
Pull Motivation	.106	264	.000	.954	264	.000
Attitude	.131	264	.000	.947	264	.000
Subjective Norm	.159	264	.000	.945	264	.000
Perceive Behavioural Control	.128	264	.000	.918	264	.000

The results of these tests for the dependent and independent variables. The significance values for all variables were less than 0.05, indicating that the data do not follow a normal distribution. However, multiple regression is known to be robust to moderate violations of normality, especially with larger sample sizes (Lumley et al., 2002). Therefore, we proceeded with the multiple regression analysis while acknowledging the violation of the normality assumption.

Before conducting the multiple regression analysis, it was necessary to test for multicollinearity among the independent variables, including Push Motivation, Pull Motivation, Attitude, Subjective Norm, and Perceive behavioural control. High multicollinearity can inflate the standard errors of the regression coefficients, leading to unreliable estimates (O'Brien, 2007) as shown in table 4.8

Table 4.12 Multicollinearity Test Result

(Constant)	Tolerance	VIF

Push Motivation	0.687	1.46
Pull Motivation	0.731	1.37
Attitude	0.471	2.12
Subjective Norm	0.586	1.71
Perceive Behavioural Control	0.672	1.49

The results of the multicollinearity test indicate no severe multicollinearity issues. The Tolerance values for all independent variables are above the threshold of 0.1, and the Variance Inflation Factor (VIF) values are below the cut off of 10 (Hair et al., 2010). This finding suggests that the independent variables are not highly correlated, and the assumptions regarding multicollinearity have been met.

Based on these results, it is appropriate to proceed with the multiple regression analysis, as the multicollinearity assumptions have been satisfied. It is important to acknowledge that the data did not meet the normality assumption required for multiple regression. Despite the researcher attempts to transform the data, the normality assumption was not satisfied. However, the researcher decided to proceed with the multiple regression analysis, as data collection could not be repeated. The results should be interpreted with caution, considering the potential impact of the violation of the normality assumption on the analysis outcomes. The multiple regression result was shown in table 4.9 and 4.10.

Table 4.13 Multiple regression model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.588[a]	0.346	0.333	0.54298

Table 4.14 Multiple regression result

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.045	0.039		1.168	0.244
Push Motivation	0.252	0.074	0.207	3.415	0.001
Pull Motivation	-0.006	0.078	-0.004	-0.074	0.941
Attitude	0.086	0.078	0.081	1.105	0.27
Subjective Norm	0.041	0.059	0.046	0.692	0.489
Perceive Behavioural Control	0.376	0.057	0.402	6.551	0

The multiple regression analysis examined the influence of push motivation, pull motivation, attitude, subjective norm, and perceived behavioral control on the repurchase intention of Thai domestic air transportation services during the Covid-19 pandemic. The overall model fit was found to be significant (R = .588, p < 0.001), indicating that the independent variables collectively explain a substantial portion of the variance in repurchase intention. The R-square value (0.346) suggests that approximately 34.6% of the variability in repurchase intention can be accounted for by the combined effects of the independent variables. The adjusted R-square (0.333) is slightly lower and accounts for the complexity of the model with multiple predictors.

The standardized coefficients (Beta) provide insights into the relative strength of the independent variables' contributions to the repurchase intention. Among the predictors, push motivation (Beta = 0.207, p = 0.001) and perceived behavioral control (Beta = 0.402, p < 0.001) displayed statistically significant positive relationships with repurchase intention. This suggests that individuals who have higher levels of push motivation and perceive more control over their behavior are more likely to have stronger intentions to repurchase Thai domestic air transportation services during the pandemic.

On the other hand, pull motivation (Beta = -0.004, p = 0.941), attitude (Beta = 0.081, p = 0.27), and subjective norm (Beta = 0.046, p = 0.489) did not show statistically significant associations with repurchase intention. This implies that these factors may not be significant predictors of repurchase intention in the context of Thai domestic air

transportation services during the pandemic. The regression equation was formulated using the unstandardized coefficients (B)as per following.

$$\textbf{(Y) Repurchase Intention} = 0.045 + 0.252(X_1) - 0.006(X_2) + 0.086(X_3) + 0.041(X_4) + 0.376(X_5) + \varepsilon$$

Where:

X_1 represent Push Motivation toward Thai Domestic Air Transportation repurchase intention during COVID-19 pandemic

X_2 represent Pull Motivation toward Thai Domestic Air Transportation repurchase intention during COVID-19 pandemic

X_3 represent Attitude toward Thai Domestic Air Transportation repurchase intention during COVID-19 pandemic

X_4 represent Subjective Norm toward Thai Domestic Air Transportation repurchase intention during COVID-19 pandemic

X_5 represent Preceieved Behavioural Control toward Thai Domestic Air Transportation repurchase intention during COVID-19 pandemic

From the multiple regression result can be answer the research hypothesis as per table 4.11

Table 4.14 Research hypothesis summary

Hypothesis		Result
H_1	Push motivation significantly influenced Thai domestic air transportation repurchase intentions during the Covid-19 pandemic	Supported
H_2	Pull motivation was hypothesized to significantly influence Thai domestic air transportation repurchase intentions.	Not Supported
H_3	Attitude was hypothesized to significantly influence Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.	Not supported
H_4	Subjective norm was hypothesized to significantly influence Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.	Not supported
H_5	Perceived behavioural control was hypothesized to significantly influence Thai domestic air transportation repurchase intentions during the Covid-19 pandemic.	Supported

The results of the hypothesis testing provided valuable insights into the factors influencing repurchase intentions during the Covid-19 pandemic. The findings suggested that push motivation and perceived behavioural control significantly influenced repurchase intentions, while pull motivation, attitude, and subjective norm did not.

CHAPTER 5
CONCLUSION AND DISCUSSION

This chapter provides a summary of the research conducted on the factors influencing Thai customers' repurchase intention in Thai domestic air transportation services during the COVID-19 pandemic. The chapter begins with a brief overview of the research objectives and the theoretical framework used in the study, namely, The Theory of Planned Behaviour (TPB) and travel motivation.

The findings of the study are then discussed and interpreted in the context of the research objectives and the theoretical framework. The results show that various factors, including attitude, subjective norm, perceived behavioural control, push motivation, and pull motivation, significantly influence customers' repurchase intention in Thai domestic air transportation services during the COVID-19 pandemic.

The chapter concludes with recommendations for future research based on the limitations and scope of this study. Further research can investigate the impact of other external factors, such as economic, cultural, and political factors, on customers' repurchase intention in the Thai aviation industry during and after the pandemic. The findings of this study can also be extended to other similar contexts, such as other countries or regions, to support the development of sustainable aviation and tourism industries.

5.1. Summary of the Research

This study aims to observe the factors that influence Thai customers' repurchase intention in Thai domestic air transportation services during the COVID-19 pandemic by using The Theory of Planned Behaviour (TPB) and travel motivation as a base theory. The study is significant because the pandemic has had a socio-psychological impact on customer behaviour, which needs to be understood to restart the aviation industry during and after the pandemic.

The literature review focuses on the impact of the COVID-19 pandemic on the economy, tourism, and the aviation industry. However, there is still a gap in the literature on the factors influencing customers' repurchase intention during a pandemic.

The study addresses this gap by examining the impact of various factors, including attitude, subjective norm, perceived behavioural control, push motivation, and pull motivation, on customers' repurchase intention in Thai domestic air transportation services during the COVID-19 pandemic.

To achieve this, the researcher utilized a quantitative approach and collected data through an online survey, targeting a sample of Thai domestic air travelers during the Covid-19 pandemic. The survey included questions related to push motivation, pull motivation, attitude, subjective norm, perceived behavioral control, and repurchase intention. The data collected was then analyzed multiple regression analysis to investigate the relationships between the independent variables and repurchase intention, independent sample t-tests to examine differences between male and female tourists, and one-way ANOVA to analyze differences among education and income levels. The study provides insights into the socio-psychological impact of the COVID-19 pandemic on customer behaviour, which can aid policymakers, managers, and service providers in the aviation industry to formulate effective strategies to restart and sustain the industry.

5.2 Discussion

5.2.1 The influence of push motivation on Thai Domestic Air Transportation Repurchase Intention

Hypothesis 1: Push motivation positively influences repurchase intention during the COVID-19 pandemic. The findings supported this hypothesis, showing that individuals with stronger push motivation factors, such as the desire for escape, relaxation, or adventure, are more likely to repurchase Thai domestic air transportation services during the pandemic. This finding indicates that travelers driven by their internal desires to travel, such as a need for relaxation, adventure, or escape, are more likely to consider repurchasing domestic air transportation services (Kökény et al., 2022). As a result, during the Covid-19 pandemic, Thai people were pushed by their internal desires to travel by air transportation.

This is in line with research conducted in Taiwan on air travelers' travel motivations during a pandemic crisis. The findings indicate that push motivations, such as the desire to escape or experience new things, influence air travel motivations during

the COVID-19 pandemic (Lin & Zhang, 2021). Similar results were observed in Bali's domestic air transportation (Sukaatmadja et al., 2021). Moreover, a study conducted in Nepal found that push travel motivations differed among different demographic groups (Bhatta et al., 2022), highlighting the importance of considering individual characteristics when analyzing travel motivations.

These findings are consistent with previous studies conducted before the Covid-19 pandemic, which showed that self-motivation significantly impacts travel intention (Gnoth, 1997; Klenosky, 2002; Sastre & Phakdee-Auksorn, 2017). This suggests that push motivation influences travel intention both before and after the Covid-19 pandemic.

The independent samples t-test results (table 4.4.1) showed that there is no significant difference in repurchase intention between male and female respondents ($t = 0.267$, $p = 0.790$). This finding implies that gender does not play a significant role in influencing travelers' intentions to repurchase Thai domestic air transportation services during the COVID-19 pandemic.

This result is consistent with previous research conducted in other countries. For example, a study conducted in Malaysia found no significant difference in domestic tourism intention between male and female travelers during the COVID-19 pandemic (Ismail et al., 2021). Similarly, a study conducted in the United States found no significant relationship between gender and travel intentions during the pandemic (Neuburger & Egger, 2021).

5.2.2 The influence of pull motivation on Thai Domestic Air Transportation Repurchase Intention

Hypothesis 2 proposed that pull motivation positively influences repurchase intention during the COVID-19 pandemic. However, the findings did not support this hypothesis. This result indicates that external factors related to the destination, such as attractions, culture, and unique experiences, did not significantly influence the respondents' intention to repurchase Thai domestic air transportation services during the pandemic. This finding is somewhat surprising, as previous research has suggested that pull factors, such as destination attractions and unique cultural

experiences, are significant motivators for travel (Klenosky, 2002; Yoon & Uysal, 2005).

However, the lack of significance for pull motivation in this study could be attributed to the unique context of the COVID-19 pandemic. During this period, external factors related to the destination may have been overshadowed by health and safety concerns. This is consistent with research conducted by Dedeoğlu et al. (2021) and Pan et al. (2022), which found that the perceived risk associated with COVID-19 significantly influenced travel intentions, potentially outweighing the influence of pull factors.

Furthermore, the study by Braje et al. (2021) found that while perceived value and authenticity were key drivers of a positive attitude towards repurchasing short-term rentals during the pandemic, perceived risks negatively affected these attitudes. This suggests that the perceived risk associated with the pandemic may have also influenced the impact of pull motivation on repurchase intentions in this study.

The ANOVA results (table 4.4.2) showed no significant difference in repurchase intention across age groups ($F(3, 260) = 0.935$, $p = 0.425$). This finding indicates that age is not a significant factor influencing Thai domestic air transportation repurchase intention during the COVID-19 pandemic

Further research is needed to explore the impact of pull motivation on repurchase intentions in different contexts and among different demographic groups. For instance, future studies could examine whether pull motivation has a more significant impact on repurchase intentions among certain demographic groups, such as younger travelers or those with higher risk tolerance.

This result aligns with previous research conducted in different contexts. For example, a study conducted in India found no significant difference in travel intention between different age groups during the COVID-19 pandemic (Choudhary & Narula, 2021). Another study conducted in Malaysia found no significant relationship between age and domestic tourism intention during the pandemic (Ismail et al., 2021).

In the context of the Thai domestic air transportation industry, this finding suggests that efforts to enhance pull factors, such as promoting unique destination experiences or cultural attractions, may not be sufficient to increase

repurchase intentions during the pandemic. Instead, addressing health and safety concerns may be more effective in influencing repurchase intentions.

5.2.3 The influence of attitude on Thai Domestic Air Transportation Repurchase Intention

Hypothesis 3 proposed that attitude positively influences repurchase intention during the COVID-19 pandemic. However, the findings did not support this hypothesis. This finding contradicts some previous research that suggested the importance of attitude in shaping repurchase intentions. For instance, a study conducted in China found that risk perception and attitude played a significant role in shaping behavioral intentions towards rural tourism during the COVID-19 pandemic (Zhu & Deng, 2020). Similarly, another study found that fear of COVID-19, travel anxiety, and risk attitude significantly impacted travel intentions towards "travel bubble" destinations (Luo & Lam, 2020).

However, it's important to note that these studies were conducted in different contexts and with different types of travel, which may explain the discrepancy with our findings. Furthermore, the influence of attitude on repurchase intentions may be more nuanced and could be affected by other factors not accounted for in this study. For instance, a study examining the impact of COVID-19 on short-term rental users found that trust in the platform and host became significant determinants of repurchase intentions after the spread of COVID-19 (Braje et al., 2021).

The impact of attitude on repurchase intention can be further explained by examining the underlying psychological mechanisms. The Theory of Planned Behavior (Ajzen, 1991) posits that attitudes, subjective norms, and perceived behavioral control contribute to the formation of behavioral intentions.

Moreover, attitude's influence on repurchase intention can have significant implications for marketing and customer retention strategies in the airline industry (Wong et al., 2020). Airlines should focus on fostering positive attitudes among their customers by enhancing service quality and effectively addressing customer concerns (Park et al., 2017). By doing so, they can increase the likelihood of repurchase intention.

The ANOVA results (table 4.4.2) showed no significant difference in repurchase intention across different monthly income groups ($F(3, 260) = 0.345$, $p = 0.840$). This finding suggests that monthly income does not play a significant role in influencing travelers' intentions to repurchase Thai domestic air transportation services during the COVID-19 pandemic.

This result is consistent with previous research conducted in various contexts. For example, a study conducted in China found no significant relationship between income and domestic tourism intention during the COVID-19 pandemic (Li et al., 2021). Similarly, a study conducted in the United States found no significant relationship between income and travel intentions during the pandemic (Neuburger & Egger, 2021).

5.2.4 The influence of subjective norm on Thai Domestic Air Transportation Repurchase Intention

Hypothesis 4 proposed that subjective norms significantly influence repurchase intentions during the COVID-19 pandemic. However, the findings did not support this hypothesis. This suggests that subjective norms, or the perceived social pressure to perform or not perform a behavior, do not significantly influence Thai domestic air transportation repurchase intentions during the pandemic.

This finding contrasts with some previous research. For instance, a study conducted in the United States found that subjective norms significantly influenced post-pandemic travel intentions for safer international destinations (Han et al., 2020). Similarly, a study conducted in China and Korea found that subjective norms influenced consumers' dining-out behavior during the COVID-19 pandemic (Zhong et al., 2021).

However, the findings align with a study conducted on short-term rentals during the COVID-19 pandemic, which found that subjective norms did not significantly influence tourists' repurchase intentions (Braje et al., 2021). This suggests that the influence of subjective norms may vary depending on the context and the specific industry. In addition, the ANOVA results (table 4.4.3) showed significant

differences in subjective norm between education level groups, which suggests that subjective norm might be affected by travelers' educational background.

In the context of the COVID-19 pandemic, it is possible that the influence of subjective norms on repurchase intentions is diminished due to the heightened importance of personal health and safety considerations. Individuals may be more likely to base their decisions on their personal risk assessments rather than on the perceived social pressure.

Moreover, the impact of the pandemic on the airline industry has been severe, with many flights cancelled and travel restrictions imposed. This may have led to a decrease in the perceived social pressure to travel by air, thus reducing the influence of subjective norms on repurchase intentions.

However, it is essential to consider that some studies have reported mixed results regarding the relationship between travel intentions and social norms. For instance, Polat et al. (2021) and Sujood et al. (2022) found no direct correlation between travel intentions and social norms. These studies discovered that factors such as trust and subjective norm in airline services directly impact air travel intentions when perceived risk serves as a mediating factor (Polat et al., 2021). This suggests that during uncertain situations like the Covid-19 pandemic, travelers may prioritize safety concerns and the trustworthiness of service providers over social influences.

On the other hand, research on the intention to visit a travel destination indicates that subjective norm can have a more indirect influence on decision-making. In this context, subjective norm could contribute to shaping an individual's attitude toward a destination, which in turn affects their intention to visit (Chen & Tung, 2014). This implies that although the direct impact of subjective norm on repurchase intention may vary across different travel contexts, it can still play a significant role in shaping traveler behavior.

In conclusion, while subjective norms have been found to influence repurchase intentions in other contexts, they do not appear to have a significant influence on Thai domestic air transportation repurchase intentions during the COVID-19 pandemic. Future research could further explore this finding and examine the potential reasons for this discrepancy

5.2.5 The influence of perceived behavioral control on Thai Domestic Air Transportation Repurchase Intention

Hypothesis 5 Perceived behavioural control positively influences repurchase intention during the COVID-19 pandemic. The findings supported this hypothesis, showing that individuals with a higher level of perceived behavioural control are more likely to repurchase Thai domestic air transportation services during the pandemic. This finding indicates that travelers who believe they have the ability to control their travel decisions, such as the ability to choose when and where to travel, are more likely to consider repurchasing domestic air transportation services (Calder et al., 2022). As a result, during the Covid-19 pandemic, Thai people's perceived behavioural control played a significant role in their decision to repurchase air transportation services.

This is in line with research conducted on international travelers during the pandemic. The findings indicate that perceived behavioural control, along with other factors such as perceived safety threat and outcome expectations, has a positive impact on behavioural intentions (Calder et al., 2022). Similar results were observed in a study on travel intentions during the pandemic, which found that the travel intentions of respondents were influenced by perceived behavioural control (Sukthankar & Gaonkar, 2022).

These findings are consistent with the theory of planned behaviour, which posits that perceived behavioural control, along with attitude towards the behaviour and subjective norms, influences behavioural intentions (Ajzen, 1991). This suggests that perceived behavioural control influences travel intention both before and after the Covid-19 pandemic.

The ANOVA results (section 4.4.2) showed no significant difference in perceived behavioral control across monthly income groups, but the p-value was close to the significance level, which should be interpreted with caution.

This result is consistent with previous research conducted in other countries. For example, a study conducted in Malaysia found no significant difference in domestic tourism intention between male and female travelers during the COVID-19 pandemic (Ismail et al., 2021). Similarly, a study conducted in the United States

found no significant relationship between gender and travel intentions during the pandemic (Neuburger & Egger, 2021).

In conclusion, the findings suggest that perceived behavioural control plays a significant role in influencing repurchase intentions during the Covid-19 pandemic. Therefore, airlines and travel companies should consider strategies to enhance travelers' perceived behavioural control, such as providing flexible booking options and comprehensive information about travel safety measures.

5.3. Significant of the study
5.3.1 Theoretical Implications

This research offers several theoretical implications, contributing to the existing literature on travel motivation and consumer behavior during crisis situations such as the Covid-19 pandemic (Kozak, 2002; Li et al., 2020). The study expands upon the understanding of how push motivation, pull motivation, attitude, subjective norm, and perceived behavioral control influence repurchase intention in the context of the Thai domestic air transportation sector (Ajzen, 1991; Crompton, 1979; Dann, 1977). By investigating these relationships, the research adds to the knowledge of how various factors interact to shape customer repurchase intentions during a crisis.

Moreover, the findings contribute to the development of the theory of planned behavior by integrating travel motivations into the framework, offering a more comprehensive understanding of the factors affecting repurchase intentions (Ajzen, 1991; Uysal & Jurowski, 1994). The study also highlights the importance of considering demographic factors when examining travel motivations and consumer behavior, as these factors may have varying effects on the dependent variables (Dolnicar et al., 2008). Thus, this research provides a foundation for future studies to explore the complex interplay of factors influencing consumer behavior during crisis situations (Li et al., 2020).

5.3.2 Practical Implications

The practical implications of this study are valuable for airlines, policymakers, and other stakeholders in the tourism industry (Sigala, 2020). By understanding the factors that influence customers' repurchase intentions during the

Covid-19 pandemic, these stakeholders can develop effective marketing strategies and crisis management plans that address the unique needs and preferences of travelers (Gursoy et al., 2020).

For instance, airlines can focus on promoting aspects of their services that cater to the push and pull motivations of their customers, such as emphasizing safety measures, offering flexible booking options, and providing tailored experiences (Bieger & Laesser, 2002; Kock et al., 2016). Additionally, understanding the role of attitudes, subjective norms, and perceived behavioral control can help airlines develop targeted communication strategies that address the concerns and expectations of their customers, thereby encouraging repurchase intentions (Ajzen, 1991; Li et al., 2020).

Policymakers and other stakeholders in the tourism industry can use the findings of this research to create policies and initiatives that support the recovery of the sector during and after the pandemic (Sigala, 2020). By considering the factors that influence repurchase intention, these stakeholders can develop strategies that encourage domestic air travel while ensuring the safety and satisfaction of passengers (Gursoy et al., 2020).

In conclusion, the practical implications of this study offer valuable insights for airlines, policymakers, and other stakeholders in the tourism industry, enabling them to develop effective marketing strategies and crisis management plans during challenging times (Sigala, 2020).

5.4 Limitations and Suggestions for Future Research
5.4.1. Limitations

This study has some limitations that should be acknowledged. First, the online survey method may have led to a selection bias, as it only captured responses from individuals with access to social media platforms and the internet. Second, the study focused on five variables, which may not cover all the factors influencing repurchase intention during the COVID-19 pandemic. Factors such as perceived risk, trust, and travel restrictions were not examined in this study. Third, the normality of the data was not met for some variables, which could affect the reliability of the statistical analyses conducted in this study.

Furthermore, the study's results might not be generalizable to other populations or cultural contexts, as the data was exclusively obtained from Thai tourists. Travel behavior and attitudes may differ in other countries or regions, or among international travelers. Additionally, the rapidly changing nature of the pandemic situation and associated travel restrictions could affect the applicability of the findings to other timeframes or regions with distinct pandemic circumstances.

The study also relies on self-reported data, which may be subject to biases or inaccuracies. For example, participants may not accurately recall their travel behavior or may provide socially desirable responses. Moreover, the study does not consider the impact of external factors such as government policies or travel restrictions on travel intention and repurchase intention. For example, changes in quarantine requirements or border closures may significantly impact travel behavior and attitudes.

The study does not explore the impact of the pandemic on other aspects of the tourism industry, such as hotels or restaurants. For example, changes in travel behavior may also impact the demand for accommodations or dining options. Finally, this research collected data during the pandemic but was analyzed and published after the end of the pandemic. As a result, the findings may not fully capture the ongoing dynamics of the tourism and aviation industries as they adapt to the post-pandemic world.5.4.

5.3.2 Suggestions for future research

Based on the limitations mentioned above, several suggestions for future research can be made. First, future studies could adopt a mixed-methods approach, combining both quantitative and qualitative data, to provide a more comprehensive understanding of the factors influencing repurchase intention during crisis situations. This approach may also allow for a more in-depth exploration of the relationships between variables and help to identify potential moderating or mediating factors.

Second, researchers should consider examining additional factors that could potentially affect travelers' repurchase intentions during the COVID-19 pandemic or other crisis situations. These factors may include perceived risk, trust, travel restrictions, and customer service quality. By including these variables, future studies

can provide a more holistic understanding of the factors influencing travel behavior and intentions during challenging times.

Third, future research should aim to expand the scope of the study by including participants from different cultural backgrounds and geographic locations. This would enhance the generalizability of the findings and enable a more comprehensive understanding of the factors influencing repurchase intention across various contexts.

Fourth, future studies could address the normality issue by employing appropriate statistical techniques or transforming the data to ensure the validity and reliability of the findings.

Finally, longitudinal studies could be conducted to track changes in travelers' behavior and intentions over time as the pandemic evolves or in response to different stages of crisis management. Such research could help to identify trends and patterns in travel behavior during and after crisis situations, providing valuable insights for tourism and aviation industry stakeholders.

5.5 Conclusion

This study aimed to examine the influence of push motivation, pull motivation, attitude, subjective norm, and perceived behavioral control on Thai domestic air transportation repurchase intention during the COVID-19 pandemic. The findings revealed that push motivation, and subjective norm significantly influenced repurchase intention, while attitude and perceived behavioral control did not show a significant relationship with repurchase intention.

The results of this study contribute to the theoretical understanding of travel motivation and the theory of planned behavior in the context of a global crisis. By examining the relationship between these factors and repurchase intention during the COVID-19 pandemic, this study provides valuable insights into how travel behavior may be affected by such extraordinary circumstances.

From a practical perspective, the findings of this study can help airlines and other stakeholders in the tourism industry to develop effective marketing strategies and crisis management plans during and after the COVID-19 pandemic. By understanding the factors that influence travelers' repurchase intentions, these

stakeholders can better tailor their services and communication efforts to address the specific needs and preferences of their customers during challenging times.

Despite the limitations of this study, the findings provide a useful starting point for further research on travel motivations and behavior during crisis situations. By building on these results and addressing the identified limitations, future studies can continue to advance our understanding of the factors influencing travelers' repurchase intentions during and after crisis situations, ultimately benefiting the tourism and aviation industries in their ongoing efforts to adapt and thrive in a rapidly changing world.

REFERENCE

Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). Spanish Journal of Marketing - ESIC, ahead-of-p(ahead-of-print). https://doi.org/10.1108/SJME-12-2019-0109

Aebli, A., Volgger, M., & Taplin, R. (2021). A two-dimensional approach to travel motivation in the context of the COVID-19 pandemic. Current Issues in Tourism. https://doi.org/10.1080/13683500.2021.1906631

Airport of Thailand. (2018). Air Traffic Report 2018. https://www.airportthai.co.th/wp-content/uploads/2019/05/Annual-Airport-2018.pdf

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Akbulaev, N., & Aliyev, V. (2020). The effect of coronavirus sars-cov-2 in the tourism industry in Africa. Journal of Environmental Management and Tourism, 11(8), 1938–1947. https://doi.org/10.14505/jemt.v11.8(48).06

Al-Gasawneh, J. A., Alnaser, A. S., Nusairat, N. M., & Anuar, M. M. (2020). Website Usability, Content Marketing and Reuse Intention of Airline E-Tickets Services. October.

Al-Saad, S., Ababneh, A., & Alazaizeh, M. M. (2019). The influence of airport security procedures on the intention to re-travel. European Journal of Tourism Research, 23, 127–141.

Ali, E. (2007). Determinants of Choosing an Airline by a Traveller -An Analysis from New Zealand Perspective. Esocialsciences.Com, Working Papers, December, 1–15.

Ang, T., Wei, S., & Arli, D. (2021). Social distancing behavior during COVID-19: a TPB perspective. Marketing Intelligence & Planning, 39(6), 809–824. https://doi.org/10.1108/MIP-08-2020-0352

Antonakakis, N., Dragouni, M., & Filis, G. (2015). How strong is the linkage between tourism and economic growth in Europe? Economic Modelling, 44, 142–155. https://doi.org/10.1016/j.econmod.2014.10.018

Aratuo, D. N., & Etienne, X. L. (2019). Industry level analysis of tourism-economic growth in the United States. Tourism Management, 70, 333–340. https://doi.org/10.1016/j.tourman.2018.09.004

Astrini, N., Bakti, I. G. M. Y., Rakhmawati, T., Sumaedi, S., & Yarmen, M. (2021). A repurchase intention model of Indonesian herbal tea consumers: integrating perceived enjoyment and health belief. British Food Journal, ahead-of-p(ahead-of-print). https://doi.org/10.1108/BFJ-02-2021-0189

BAjzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179-211.

Bakar, N. A., & Rosbi, S. (2020). Effect of Coronavirus disease (COVID-19) to tourism industry. International Journal of Advanced Engineering Research and Science, 7(4), 189-193. doi:10.22161/ijaers.74.30

Barua, S. (2020). Understanding Coronanomics: The Economic Implications of the Coronavirus (COVID-19) Pandemic. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.3566477

Bhatta, G. D., Liyakhat, D., & Nepal, R. (2022). Travel motivation, satisfaction and behavioural intention of domestic tourists in Nepal. Current Issues in Tourism, 25(1), 1-18. doi:10.1080/13683500.2020.1747208

Bieger, T., & Laesser, C. (2002). Market segmentation by motivation: The case of Switzerland. Journal of Travel Research, 41(1), 68-76.

Bigné, E., Hernández Blanca, B., Ruiz, C., & Andreu, L. (2010). How motivation, opportunity and ability can drive online airline ticket purchases. Journal of Air Transport Management, 16(6), 346–349. https://doi.org/10.1016/j.jairtraman.2010.05.004

Bonett, D. G. (2002). Sample Size Requirements for Testing and Estimating Coefficient Alpha. Journal of Educational and Behavioral Statistics, 27(4), 335–340. https://doi.org/10.3102/10769986027004335

Brida, J. G., Pereyra, J. S., & Devesa, M. J. S. (2008). Evaluating the contribution of tourism to economic growth. Anatolia, 19(2), 351–357. https://doi.org/10.1080/13032917.2008.9687079

Buaphiban, T. (2015). Determination of Factors That Influence Passengers ' Airline Selection : A Study of Low Cost Carriers in Thailand Determination of Factors That Influence Passengers' Airline Selection : A Study of Embry-Riddle Aeronautical University.

Cento, A. (2008). Characteristics of the Airline Industry. In The Airline Industry (pp. 13–44). https://doi.org/10.1007/978-3-7908-2088-1_2

Chancharat, S. (2011). Thai Tourism and Economic Development: The Current State of Research. In Kasetsart Journal of Social Sciences (Vol. 56, Issue 12).

Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: A case of male consumers for cosmetic brands in South Africa. Journal of Business and Retail Management Research, 12(1), 143–154. https://doi.org/10.24052/jbrmr/v12is01/tiobabaapqoblariacomcfcbisa

Choudhary, P., & Narula, S. A. (2021). Impact of COVID-19 on travel intentions in India: An application of the theory of planned behavior. Anatolia, 32(3), 384-398. https://doi.org/10.1080/13032917.2021.1878590

Cochran, W. G., & William, G. (1977). Sampling Techniques.

Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches. Sage Publications.

John Wiley& Sons.Conroy, R. (2015). Sample size A rough guide. 1–30.Crompton, J. L. (1979). Motivations for pleasure vacation. Annals of Tourism Research, 6(4), 408–424. https://doi.org/10.1016/0160-7383(79)90004-5

Dann, G. M. (1977). Anomie, ego-enhancement and tourism. Annals of Tourism Research, 4(4), 184-194. https://doi.org/10.1016/0160-7383(77)90037-8

DeVellis, R. F. (2016). Scale development: Theory and applications (4th ed.). Sage Publications.

Dey Tirtha, S., Islam, S., & Rahman, M. (2022). Impact of COVID-19 on the aviation industry: Evidence from USA and China. Journal of Air Transport Management, 96, 102110. doi:10.1016/j.jairtraman.2021.102110

Dolnicar, S., Grün, B., Leisch, F., & Rossiter, J. R. (2008). Three good reasons NOT to use five and seven-point Likert items. Working Paper, 1-29.

during the COVID-19 pandemic 2020: A case study of the DACH region. Current Issues in Tourism, 24(7), 1003-1016. https://doi.org/10.1080/13683500.2020.1840504

Engler, P., Pouokam, N., Rodriguez Guzman, D., & Yakadina, I. (2020). The Great Lockdown. IMF Working Papers, 20(242), 1–37. https://doi.org/10.5089/9781513560182.001

Field, A. (2013). Discovering statistics using IBM SPSS statistics. Sage Publications Ltd.

Garrison, D. R. (1997). Self-directed learning: Toward a comprehensive model. Adult Education Quarterly, 48(1), 18–33. https://doi.org/10.1177/074171369704800103

Garrow, L., & Lurkin, V. (2021). How COVID-19 is impacting and reshaping the airline industry. Journal of Revenue and Pricing Management, 20(1), 3–9. https://doi.org/10.1057/s41272-020-00271-1

George, J. F. (2004). The theory of planned behavior and Internet purchasing. Internet Research, 14(3), 198–212. https://doi.org/10.1108/10662240410542634

Gnoth, J. (1997). Tourism motivation and expectation formation. Annals of Tourism Research, 24(2), 283-304.

Gursoy, D., Chi, C. G. Q., & Lu, L. (2020). Antecedents and outcomes of travelers' information-seeking behavior in the context of COVID-19. Journal of Travel Research, 0047287520931591.

Gynther, D., & Deming, R. (1997). Title: International Tourism: A Global Perspective.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis (7th ed.). Prentice Hall.

Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. Tourism

Hanqin, Z. Q., & Lam, T. (1999). An analysis of Mainland Chinese visitors' motivations to visit Hong Kong. In Tourism Management (Vol. 20, Issue 5). https://doi.org/10.1016/S0261-5177(99)00028-X

Hariani, D. (2021). Factors Influencing Indonesian Tourist Travelling To Turkey During the Pandemic. Jurnal Ilmiah Hospitality, 10(1), 71–78. https://doi.org/10.47492/jih.v10i1.555

He, L., & Luo, L. (2020). Impact of travel motivation and destination image on revisit intention: Evidence from Chinese tourists to Thailand. Journal of Destination Marketing & Management, 17, 100448. doi:10.1016/j.jdmm.2020.100448

He, X., & Luo, J. M. (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. Administrative Sciences, 10(3), 56. https://doi.org/10.3390/admsci10030056

Hsu, C. H. C., & Huang, S. (2012). An Extension of the Theory of Planned Behavior Model for Tourists. In Journal of Hospitality and Tourism Research (Vol. 36, Issue 3, pp. 390–417). SAGE PublicationsSage CA: Los Angeles, CA. https://doi.org/10.1177/1096348010390817

Icek, A. (2019). The Theory of Planned Behavior Organizational Behavior and Human Decision Processes. In Organizational Behavior and Human Decision Processes (Vol. 50, Issue 2).

International Air Transportation Association. (2020). Air Passenger Monthly Analysis Mar 2020 (Issue March). https://www.iata.org/en/iata-repository/publications/economic-reports/air-passenger-monthly-analysis---mar-2020/

International Air Transportation Association. (2021a). Air passenger market analysis - October 2015 (Issue June).

International Air Transportation Association. (2021b). Outlook for the global airline industry. IATA Economics, April, 18.

Ismail, H., Ramli, N. A., Zaki, N. A. M., & Jaafar, M. (2021). The role of destination attributes on domestic tourism intention in Malaysia during the COVID-19 pandemic. Journal of Destination Marketing & Management, 20, 100593. https://doi.org/10.1016/j.jdmm.2021.100593

Ivanova, M., Ivanov, I. K., & Ivanov, S. (2021). Travel behaviour after the pandemic: the case of Bulgaria. Anatolia, 32(1), 1–11. https://doi.org/10.1080/13032917.2020.1818267

Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). Internet Research, 22(5), 591–612. https://doi.org/10.1108/10662241211271563

Jang, S., Bai, B., Hu, C., & Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. Journal of Hospitality and Tourism Research, 33(1), 51–73. https://doi.org/10.1177/1096348008329666

Josiam, B. M., Smeaton, G., & Clements, C. J. (1999). Involvement: Travel motivation and destination selection. Journal of Vacation Marketing, 5(2), 167–175. https://doi.org/10.1177/135676679900500205

Jung, J., Han, H., & Oh, M. (2017). Travelers' switching behavior in the airline industry from the perspective of the push-pull-mooring framework. Tourism Management, 59, 139–153. https://doi.org/10.1016/j.tourman.2016.07.018

Kaiser, H. F. (1960). The application of electronic computers to factor analysis. Educational and Psychological Measurement, 20(1), 141-151.

Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit

Kidd, J. R. (1973). How Adults Learn. Revised Edition. Association Press, 291 Broadway, New York, New York

Kim, J. H., & Lee, H. C. (2019). Understanding the repurchase intention of premium economy passengers using an extended theory of planned behavior. Sustainability (Switzerland), 11(11). https://doi.org/10.3390/su11113213

Kim, J. H., & Lee, M. (2019). The impact of attitude, subjective norms, and perceived behavioral control on revisit intention to theme parks. Journal of Destination Marketing & Management, 12, 77-8

Kim, Samuel S, Lee, C. K., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. In Tourism Management (Vol. 24, Issue 2). https://doi.org/10.1016/S0261-5177(02)00059-6

Kim, Seong Seop, & Lee, C. K. (2002). Push and pull relationships. Annals of Tourism Research, 29(1), 257–260. https://doi.org/10.1016/S0160-7383(01)00043-3

Kirkwood, J. (2009). Motivational factors in a push-pull theory of entrepreneurship. Gender in Management, 24(5), 346–364. https://doi.org/10.1108/17542410910968805

Klenosky, D. B. (2002). The "Pull" of Tourism Destinations: A Means-End Investigation. Journal of Travel Research, 40(4), 396–403. https://doi.org/10.1177/004728750204000405

Kock, F., Josiassen, A., & Assaf, A. G. (2016). On the origin of tourist behavior. Annals of Tourism Research, 60, 50-63.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. Tourism Management, 23(3), 221-232.

Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. Educational and Psychological Measurement, 30(3), 607-610.

Lam, T., & Hsu, C. H. C. (2006). Predicting behavioral intention of choosing a travel destination. Tourism Management, 27(4), 589–599. https://doi.org/10.1016/j.tourman.2005.02.003

Laparojkit, S, & Suttipun, M. (2021). The Influence of Customer Trust and Loyalty on Repurchase Intention of Domestic Tourism: A Case Study in Thailand During COVID-19 Crisis*. Journal of Asian Finance, 8(5), 961–0969. https://doi.org/10.13106/jafeb.2021.vol8.no5.0961

Law, C. (2017). The study of customer relationship management in Thai airline industry: A case of Thai travelers in Thailand. Journal of Airline and Airport Management, 7(1), 13. https://doi.org/10.3926/jairm.86

Li, X., Wang, D., Liang, X., Huang, D., & Su, L. (2020). Factors influencing residents' willingness to travel by air during the COVID-19 pandemic: A case study of China. Journal of Destination Marketing & Management, 18, 100502.

Lin, L. H., & Zhang, L. (2021). Air travel motivations and behaviors during the COVID-19 pandemic: A case study of Taiwan. Journal of Air Transport Management, 94, 102062. doi:10.1016/j.jairtraman.2021.102062

Mathieson, K. (1991). Predicting user intentions: comparing the technology acceptance model with the theory of planned behavior. Information Systems Research, 2(3), 173-191.

Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. Tourism Management Perspectives, 33, 100581. https://doi.org/10.1016/J.TMP.2019.100581

Mhalla, M. (2020). The Impact of Novel Coronavirus (COVID-19) on the Global Oil and Aviation Markets. Journal of Asian Scientific Research, 10(2), 96–104. https://doi.org/10.18488/journal.2.2020.102.96.104

Mody, M., Suess, C., & Dogru, T. (2020). Not all airline loyalty programs are created equal: The role of service quality, satisfaction, trust, and value in fostering customer loyalty. Journal of Air Transport Management, 84, 101797.

Mohammad, S. M., & States, U. (2020). Why Do Women Report Lower Intentions to Get Vaccinated against COVID-19? the Mediating Role of Variables from the TPB and HBM. Journal of Emerging Technologies and Innovative Research (JETIR), 11(4), 204–217.

Mohsin, A., Lengler, J., & Chaya, P. (2017). Does travel interest mediate between motives and intention to travel? A case of young Asian travellers. Journal of Hospitality and Tourism Management, 31, 36–44. https://doi.org/10.1016/j.jhtm.2016.08.003

Neuburger, L., & Egger, R. (2021). Travel risk perception and travel behaviour

Nunnally, J. C. (1978). Psychometric theory (2nd ed.). McGraw-Hill.

O'Brien, R. M. (2017). A caution regarding rules of thumb for variance inflation factors. Quality & Quantity, 51(1), 1-5. doi:10.1007/s11135-015-0243-9

Pallant, J. (2013). SPSS survival manual: A step by step guide to data analysis using IBM SPSS. McGraw-Hill Education.

Park, S. H., Hsieh, C. M., & Lee, C. K. (2017). Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints. Journal of Travel and Tourism Marketing, 34(1), 113–131. https://doi.org/10.1080/10548408.2016.1141154

Pratminingsih, S. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia. International Journal

of Innovation, Management and Technology, 5(1).
https://doi.org/10.7763/ijimt.2014.v5.479

Prayag, G., & Ryan, C. (2011). The relationship between the "push" and "pull" factors of a tourist destination: The role of nationality - An analytical qualitative research approach. Current Issues in Tourism, 14(2), 121–143. https://doi.org/10.1080/13683501003623802

Qi, X., & Ploeger, A. (2021). Explaining chinese consumers' green food purchase intentions during the covid-19 pandemic: An extended theory of planned behaviour. Foods, 10(6). https://doi.org/10.3390/foods10061200

Ravenstein, E. G. (1885). The Laws of Migration. Journal of the Statistical Society of London, 48(2), 167. https://doi.org/10.2307/2979181

Richardson, R. B. (2010). The Contribution of Tourism to Economic Growth and Food Security. In Security (Issue June). http://www.propoortourism.org.uk/

Roy, G., & Sharma, S. (2021). Analyzing one-day tour trends during COVID-19 disruption–applying push and pull theory and text mining approach. Tourism Recreation Research, 46(2), 288–303. https://doi.org/10.1080/02508281.2020.1858614

Ruiz-Mafe, C., Sanz-Blas, S., Hernandez-Ortega, B., & Brethouwer, M. (2013). Key drivers of consumer purchase of airline tickets: A cross-cultural analysis. Journal of Air Transport Management, 27, 11–14. https://doi.org/10.1016/j.jairtraman.2012.10.010

Sangpikul, A. (2008). A factor-cluster analysis of tourist motivations: A case of U.S. senior travelers. Tourism, 56(1), 23–40.

Sastre, F. A., & Phakdee-Auksorn, P. (2017). Tourist decision-making: An analysis of the influence of motivations on destination choice. Journal of Destination Marketing & Management, 6(1), 98-107.

Shah, S. S. H., Ahmad, F., Ahmad, J., & Abbas, Q. (2020). The impact of service quality on customer satisfaction and customer loyalty: An empirical examination in the context of the airline industry in Pakistan. Journal of Air Transport Management, 89, 101931. doi:10.1016/j.jairtraman.2020.101931

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. Journal of Business Research, 117, 312-321.

Simarmata, J., Keke, Y., Veronica, Silalahi, S. A., & Benková, E. (2017). Budowanie zaufania klientów i ich utrzymywanie w wyjątkowo konkurencyjnym biznesie lotniczym. Polish Journal of Management Studies, 16(1), 202–214. https://doi.org/10.17512/pjms.2017.16.1.17

Snepenger, D., King, J., Marshall, E., & Uysal, M. (2006). Modeling Iso-Ahola's motivation theory in the tourism context. Journal of Travel Research, 45(2), 140–149. https://doi.org/10.1177/0047287506291592

Sofronov, B. (2018). Tourism Industry in the World. Annals of Spiru Haret University. Economic Series, 18(4), 123–137. https://doi.org/10.26458/1848

Su, D. N., Johnson, L. W., & O'Mahony, B. (2020). Analysis of push and pull factors in food travel motivation. Current Issues in Tourism, 23(5), 572–586. https://doi.org/10.1080/13683500.2018.1553152

Sukaatmadja, I. P. G., Mantra, I. B., & Putra, I. K. E. (2021). The effect of travel motivation and perceived value on tourist satisfaction and loyalty. Journal of Business Research, 133, 315-324. doi:10.1016/j.jbusres.2021.01.041

Tabachnick, B. G., & Fidell, L. S. (2013). Using multivariate statistics (6th ed.). Pearson Education.

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. International Journal of Medical Education, 2, 53-55. The corrected item-total correlations range from 0.162 to 0.625, indicating the items have an adequate level of correlation with the total score

Thaichon, P., Quach, S., & Sigalla, F. (201624. Thaichon, P., Quach, S., & Sigalla, F. (2016). The influence of service quality on customer satisfaction and loyalty in the airline context: The moderating role of low-cost and full-service carriers. Journal of Air Transport Management, 53, 259-270. doi:10.1016/j.jairtraman.2016.03.008

The Travel & Tourism Competitiveness Report. (2013). The Travel & Tourism Competitiveness Report 2013, Reducing Barriers to Economic Growth and Job Creation. In The World Economic Forum.

Thepchalerm, T., & Ho, P. (2021). Impacts of COVID-19 on Airline Business: An Overview. GATR Journal of Business and Economics Review, 6(1), 81–91. https://doi.org/10.35609/jber.2021.6.1(1)

Tosun, C., Bora, B., & Fyall, A. (2015). Journal of Destination Marketing & Management Destination service quality , affective image and revisit intention : The moderating role of past experience. 4, 222–234. https://doi.org/10.1016/j.jdmm.2015.08.002

Tsai, L. M., & Sakulsinlapakorn, K. (2016). Exploring Tourists' Push and Pull Travel Motivations to Participate in Songkran Festival in Thailand as a Tourist Destination: A Case of Taiwanese Visitors. J. of Tourism and Hospitality Management, 4(5). https://doi.org/10.17265/2328-2169/2016.10.001

Tse, T. S. M., & Hobson, J. S. P. (2008). Exploring the role of transportation in fostering tourists' satisfaction in Hong Kong. Journal of Travel & Tourism Marketing, 25(3-4), 371-385. doi:10.1080/10548400802508510

Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. Annals of Tourism Research, 21(4), 844-846. https://doi.org/10.1016/0160-7383(94)90091-4

Wang, D., Li, X., & Li, Y. (2008). China's domestic tourist market segment: The backpacker market. Journal of Travel & Tourism Marketing, 25(3-4), 409-419. doi:10.1080/10548400802508544

Wang, S. W., & Hsu, M. K. (2016). Airline co-branded credit cardsdAn application of the theory of planned behavior. https://doi.org/10.1016/j.jairtraman.2016.06.007

Wang, X., Zhang, J. J., Song, G., & Wan, X. (2020). Push and Pull Factors Influencing the Winter Sport Tourists in China: The Case of Leisure Skiers. SAGE Open, 10(2), 215824402093873. https://doi.org/10.1177/2158244020938739

Wang, Z. (2010). Self-globalisation -- a new concept in the push-and-pull theory : a study on Chinese self-funded master students Summary of paper : Part One : Introduction.

Wen, J., Kozak, M., Yang, S., & Liu, F. (2021). COVID-19: potential effects on Chinese citizens' lifestyle and travel. Tourism Review, 76(1), 74–87. https://doi.org/10.1108/TR-03-2020-0110

West, R., Michie, S., Rubin, G. J., & Amlôt, R. (2020). Applying principles of behaviour change to reduce SARS-CoV-2 transmission. Nature Human Behaviour, 4(5), 451–459. https://doi.org/10.1038/s41562-020-0887-9

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. Tourism Management, 26(1), 45-56. https://doi.org/10.1016/j.tourman.2003.08.016

Yuzhanin, S., & Fisher, D. (2016). The efficacy of the theory of planned behavior for predicting intentions to choose a travel destination: a review. In Tourism Review (Vol. 71, Issue 2, pp. 135–147). Emerald Group Publishing Ltd. https://doi.org/10.1108/TR-11-2015-0055

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. Tourism Management, 40, 213-223. doi:10.1016/j.tourman.2013.06.006

Zhang, J., & Zhang, Y. (2015). The influence of online information on investing decisions of reward-based crowdfunding. Journal of Business Research, 68(6), 1166-1177. doi:10.1016/j.jbusres.2014.11.006

Zhang, Y., Qiu, R. T. R., & Fan, D. X. F. (2018). The impact of destination social responsibility on tourist environmentally responsible behavior: Towards a sustainable development of urban tourism. Journal of Sustainable Tourism, 26(6), 1073-1093. doi:10.1080/09669582.2018.1435677

Zheng, D., Luo, Q., & Ritchie, B. W. (2021). Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear'. Tourism Management, 83, 104261. doi:10.1016/j.tourman.2020.104261

Zhu, H., & Deng, F. (2020). How to influence rural tourism intention by risk knowledge during COVID-19 containment in China: Mediating role of risk perception and attitude. International Journal of Environmental Research and Public Health, 17(10), 1–23. https://doi.org/10.3390/ijerph17103514

Zikmund, W., Carr, B., Griffin, M., Babin, B., & Carr, J. (2013). Business Research Method.Small, B. (1995). Perioperative nurses' attitudes toward continuing education. AORN Journal, 61, 852–857.

APPENDIX

APPENDIX A

Result of IOC Score by question
English

Question	IOC Score			Result	
	1st	2nd	3rd		
Screening Question					
Are you voluntary to give information about your intention to travel by air transportation services during the Covid-19 pandemic?	1	1	1	1.00	Qualified
Are you age over 20 years old?	1	1	1	1.00	Qualified
Have you ever purchase air ticket for travetling by yourself?	1	1	1	1.00	Qualified

Push Motivation

	1st	2nd	3rd	Result	
I want to get experience in other provinces	1	1	1	1.00	Qualified
I want to escape from the same daily life.	0	1	1	0.67	Qualified
I want to relax in a foreign land.	1	1	1	1.00	Qualified
I want to have an enjoyable time with my travel companion(s).	0	1	1	0.67	Qualified
I want to visit a place that my friends have been to.	1	1	1	1.00	Qualified
I want to sightsee tourist spots.	1	1	1	1.00	Qualified
I want to participate in new activities.	0	1	1	0.67	Qualified

Pull Motivation

	1st	2nd	3rd	Result	
Provide much better customer service.	1	1	1	1.00	Qualified
Have more variety of flight timing and flight schedule.	1	1	1	1.00	Qualified
Provide the lower price ticket.	1	1	1	1.00	Qualified
My friend and family recommend it.	1	1	1	1.00	Qualified

My friend and family recommend it.	1	1	1	1.00	Qualified
Has a good safety reputation.	1	1	1	1.00	Qualified

Attitude

Travel by air transportation is desirable to me.	1	1	1	1.00	Qualified
Travel by air transportation is beneficial to me.	1	1	1	1.00	Qualified
I think travel by air transportation would be a good idea.	1	1	1	1.00	Qualified
People who are important to me would support me using the air transportation services.	1	1	1	1.00	Qualified
People who influence me would want me to travel by air instead of other alternatives.	1	1	1	1.00	Qualified
People whose opinions I value would prefer that I travel by air transportation.	1	1	1	1.00	Qualified
Whether or not I travel by air transportation is entirely up to me.	1	1	1	1.00	Qualified
I think using the air transportation in the future would be very easy.	1	1	1	1.00	Qualified
It would be difficult for me to travel by air transportation instead of other alternatives.	1	1	1	1.00	Qualified

Subjective Norm

I would like to travel by air transportation in the near future.	1	1	1	1.00	Qualified
I would more frequently travel by air transportation.	1	1	1	1.00	Qualified
Air transportation would be my first choice over other modes of transport.	1	1	1	1.00	Qualified

Perceive Behavioural Control

What is your gender?	1	1	0	0.67	Qualified
What is your level of education?	1	1	0	0.67	Qualified
How much is your monthly income?	1	1	0	0.67	Qualified
What is your occupation?	1	1	0	0.67	Qualified

Thai

No.1	Questionnaire	IOC Score			Result		
		1ˢᵗ Committee	2ⁿᵈ Commitee	3ʳᵈ Committee			
คำถามคัดกรอง							
1	ท่านยินดีเข้าร่วมโครงการในการให้ข้อมูลที่เกี่ยวข้องกับความต้องการของนักท่องเที่ยวต่อการเดินทางท่องเที่ยวในประเทศไทยหรือไม่	1	1	1	1.00	Qualified
2	ท่านมีอายุมากกว่า 20 ปี	1	1	1	1.00	Qualified
3	ท่านเคยซื้อตั๋วโดยสารเครื่องบินเพื่อเดินทางด้วยตนเองหรือไม่	1	1	1	1.00	Qualified

ตอนที่ 1: แรงผลักดันในการเดินทางโดยสายการบิน						
ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19) ฉันเดินทางโดยสายการบินเพราะ						
1	ฉันอยากจะสัมผัสประสบการณ์การท่องเที่ยวในต่างจังหวัด	1	1	1	1.00	Qualified
2	ฉันอยากจะหลีกหนีจากชีวิตประจำวันแบบเดิม ๆ	0	1	1	0.67	Qualified
3	ฉันอยากจะพักผ่อนในต่างพื้นที่	1	1	1	1.00	Qualified
4	ฉันอยากจะใช้เวลาที่มีความสุขกับเพื่อนร่วมเดินทาง	0	1	1	0.67	Qualified
5	ฉันอยากไปท่องเที่ยวในสถานที่ที่เพื่อนของฉันเคยไป	1	1	1	1.00	Qualified
6	ฉันอยากจะไปท่องเที่ยวในสถานที่ท่องเที่ยวที่น่าสนใจ	1	1	1	1.00	Qualified
7	ฉันอยากมีส่วนร่วมในกิจกรรมใหม่ๆ	0	1	1	0.67	Qualified

ตอนที่ 2: แรงดึงดูดที่ในการเดินทางโดยสายการบิน						
ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19) ฉันจะเลือกสายการบินที่						
1	มีการให้บริการที่ดี	1	1	1	1.00	Qualified
2	มีเที่ยวบินให้เลือกหลากหลาย	1	1	1	1.00	Qualified
3	ค่าโดยสารมีราคาถูก	1	1	1	1.00	Qualified

4	ฉันมีความคุ้นเคยกับแบรนด์ของสายการบินนั้นอยู่แล้ว	1	1	1	1.00	Qualified
5	เพื่อนแนะนำ	1	1	1	1.00	Qualified
6	มีชื่อเสียงที่ดี	1	1	1	1.00	Qualified

ตอนที่ 3: ปัจจัยที่เกี่ยวเนื่องกับทฤษฎีพฤติกรรมตามแผน (A Theory of Planned Behavior : TPB)						
ตามความคิดของฉัน ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19)						
1	การเดินทางโดยเครื่องบิน เป็นทางเลือกที่ฉันปรารถนา	1	1	1	1.00	Qualified
2	การเดินทางโดยเครื่องบิน เป็นทางเลือกเป็นประโยชน์สำหรับฉัน	1	1	1	1.00	Qualified
3	ฉันคิดว่าการเดินทางโดยเครื่องบิน เป็นทางเลือกที่ดี	1	1	1	1.00	Qualified
4	ฉันคิดว่าบุคคลที่ฉันให้ความสำคัญ จะสนับสนุนให้ฉันเดินทางโดยเครื่องบิน	1	1	1	1.00	Qualified
5	ฉันคิดว่าบุคคลที่มีอิทธิพลต่อฉัน ต้องการให้ฉันเดินทางโดยเครื่องบินมากกว่าทางเลือกอื่น ๆ	1	1	1	1.00	Qualified
6	ฉันคิดว่าบุคคลที่ฉันให้คุณค่าทางความคิด ต้องการให้ฉันเดินทางโดยเครื่องบิน	1	1	1	1.00	Qualified
7	ไม่ว่าฉันจะตัดสินใจเดินทางโดยเครื่องบินหรือไม่ ล้วนแล้วแต่ตัวฉันเอง	1	1	0	0.67	Qualified
8	ฉันคิดว่าการเดินทางโดยเครื่องบินเป็นเรื่องง่าย	1	1	1	1.00	Qualified
9	มันเป็นเรื่องยากที่จะเดินทางโดยเครื่องบิน เมื่อเทียบกับตัวเลือกการเดินทางอื่น	0	1	1	0.67	Qualified

ตอนที่ 4: ความสนใจกลับมาซื้อซ้ำ						
ตามความคิดของฉัน ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19)						
1	ฉันมีความต้องการที่จะเดินทางโดยเครื่องบิน ภายในอนาคตอันใกล้	1	1	1	1.00	Qualified
2	ฉันมีความต้องการที่จะเดินทางโดยเครื่องบินบ่อยครั้งขึ้น	1	1	1	1.00	Qualified
3	การเดินทางโดยเครื่องบิน เป็นตัวเลือกแรกที่ฉันสนใจเมื่อต้องเดินทาง	1	1	1	1.00	Qualified
ตอนที่ 5: ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม						
1	เพศ	1	1	0	0.67	Qualified

2	ระดับการศึกษา	1	1	0	0.67	Qualified
3	รายได้ต่อเดือน	1	1	0	0.67	Qualified
4	อาชีพ	1	1	0	0.67	Qualified

APEENDIX B

Cronbach's Alpha result

Reliability Statistics	
Cronbach's Alpha	N of Items
0.893	29

Question	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I want to get experience in other provinces.	114.75	147.742	0.578	0.886
I want to relax in a foreign land.	114.69	144.157	0.61	0.885
I want to visit a place that my friends have been to.	114.91	148.346	0.469	0.889
I want to sightsee tourist spots.	114.38	152.113	0.49	0.888
I want to participate in new activities in the designated destination.	115.09	144.475	0.61	0.885
I want to visit my friends and family in other provinces.	115.13	149.919	0.406	0.891
I need to travel to other province for business purposes	115.09	157.12	0.162	0.897
Provide much better customer service.	114.19	155.125	0.52	0.889
Have more variety of flight timing and flight schedule.	114.38	154.694	0.436	0.89
Provide the lower price ticket.	114.22	153.338	0.541	0.888
I am already familiar with the brand.	114.38	152.048	0.554	0.887
My friend and family recommend it.	115.34	147.717	0.62	0.885
Has a good safety reputation.	114.59	150.765	0.527	0.888
Has a good hygienic and Covid-19 prevention practice.	114.09	157.378	0.301	0.892
The seat is more comfort compared to other airlines.	114.44	158.448	0.193	0.894
Travel by domestic air transportation is desirable to me	114.5	152.516	0.524	0.888
Travel by domestic air transportation is beneficial to me	114.44	151.802	0.625	0.887
I think travel by domestic air transportation would be a good idea	114.59	152.249	0.575	0.887
I think travel by domestic air transportation would be more safe from Covid-19 infection than other alternatives.	114.91	155.314	0.315	0.892
People who are important to me would support me using the domestic air transportation services	114.91	152.088	0.47	0.889

People who influence me would want me to travel by domestic air instead of other alternatives	115.13	150.823	0.425	0.89
People whose opinions I value would prefer that I travel by domestic air transportation	115.19	150.48	0.453	0.889
Whether or not I travel by air transportation is completely up to me]	114.44	152.577	0.451	0.889
Travelling by flight would be very easy	114.22	157.402	0.293	0.892
You have the funds and the ability to travel by domestic airlines	114.25	154.645	0.461	0.889
You can access resources for planning a trip on a domestic airlines	114.38	154.758	0.403	0.89
I would like to travel by air transportation in the near future	114.47	153.354	0.397	0.89
I would more frequently travel by air transportation	114.75	152.581	0.388	0.89
Air transportation would be my first choice over other modes of transport]	114.31	153.835	0.398	0.89

APPENDIX C

Descriptive Statistic

Statistics		Gender	Education Level	Monthly Income
N	Valid	264	264	264
	Missing	1048160	1048160	1048160
Mean		1.63	2.30	2.68
Median		2.00	2.00	2.00
Mode		2	2	2
Std. Deviation		.484	.578	1.163
Sum		430	608	707

Descriptives			Statistic	Std. Error
Avg_INT	Mean		.1732	.04092
	95% Confidence Interval for Mean	Lower Bound	.0926	
		Upper Bound	.2538	
	5% Trimmed Mean		.1899	
	Median		.0885	
	Variance		.442	
	Std. Deviation		.66493	
	Minimum		-1.65	
	Maximum		1.14	
	Range		2.79	
	Interquartile Range		1.05	
	Skewness		-.084	.150
	Kurtosis		-.719	.299
Avg_PUSM	Mean		.2486	.03376
	95% Confidence Interval for Mean	Lower Bound	.1821	
		Upper Bound	.3150	
	5% Trimmed Mean		.2570	
	Median		.2480	
	Variance		.301	
	Std. Deviation		.54852	
	Minimum		-1.28	
	Maximum		1.23	
	Range		2.51	
	Interquartile Range		.76	
	Skewness		-.104	.150
	Kurtosis		-.284	.299
Avg_PULM	Mean		.2568	.03109
	95% Confidence Interval for Mean	Lower Bound	.1956	
		Upper Bound	.3181	
	5% Trimmed Mean		.2753	
	Median		.3120	
	Variance		.255	
	Std. Deviation		.50516	
	Minimum		-1.18	
	Maximum		.97	
	Range		2.15	
	Interquartile Range		.88	
	Skewness		-.357	.150
	Kurtosis		-.755	.299

Avg_ATT	Mean		.2322	.03850
	95% Confidence Interval for Mean	Lower Bound	.1564	
		Upper Bound	.3080	
	5% Trimmed Mean		.2539	
	Median		.0419	
	Variance		.391	
	Std. Deviation		.62556	
	Minimum		-1.35	
	Maximum		1.20	
	Range		2.55	
	Interquartile Range		.91	
	Skewness		-.141	.150
	Kurtosis		-.560	.299
Avg_SN	Mean		.2096	.04564
	95% Confidence Interval for Mean	Lower Bound	.1197	
		Upper Bound	.2994	
	5% Trimmed Mean		.2269	
	Median		.4096	
	Variance		.550	
	Std. Deviation		.74154	
	Minimum		-1.61	
	Maximum		1.42	
	Range		3.02	
	Interquartile Range		1.25	
	Skewness		-.088	.150
	Kurtosis		-.612	.299
Avg_PN	Mean		.1015	.04380
	95% Confidence Interval for Mean	Lower Bound	.0152	
		Upper Bound	.1877	
	5% Trimmed Mean		.1362	
	Median		.0717	
	Variance		.506	
	Std. Deviation		.71163	
	Minimum		-1.44	
	Maximum		1.02	
	Range		2.46	
	Interquartile Range		.95	

	Skewness	-.323	.150
	Kurtosis	-.656	.299

APENDIX D

Survey Questionnaire

Instruction: This questionnaire is a part of academic research to examine 'Motivation Factors Influencing Thai Domestic Air Transportation Services Repurchase Intention During the Covid-19 Pandemic.'

You will be asked to complete the questionnaire, which consists of 4 sections. The approximately time to complete this questionnaire is 20 minutes. All information provided will be kept confidentially and used for study purpose only. Participant information will be anonymous

If you need additional information, kindly contact Mr Panuvat Aramchot, a student researcher of Master Administration (MBA) international program at Faculty of Management Sciences (FMS), Prince of Songkla University (PSU). Email: a.panuvat@icloud.com, contact number: +66-63-595-555-8

Thank you for your kind participation.

Panuvat Aramchot

Are you voluntary to give information about your intention to travel by air transportation services during the Covid-19 pandemic?

☐ Yes, I am voluntary. (Please complete the survey) ☐ No, I am not (End the survey)

Are you voluntary to give information about your intention to travel by air transportation services during the Covid-19 pandemic?

☐ Yes, I am ☐ No, I am not (End the survey)

Have you ever purchase air ticket for domestic travelling by yourself?

☐ Yes, I have ☐ No, I have not (End the survey)

Instruction Section 1-5: How much would you agree with the following statements?

These scales indicated the degree from strongly disagree to strongly agree:

1. Strongly disagree   2. Disagree   3. Neutral

4. agree   5. Strongly agree

Section 1: Push Travel Motivation

	During the Covid-19, I want to travel by domestic air transportation because…	Level of agreement				
		1	2	3	4	5
1.	I want to get experience in other provinces.					
2.	I want to relax in a foreign land.					
3.	I want to visit a place that my friends have been to.					
4.	I want to sightsee tourist spots.					
5.	I want to participate in new activities in the designated destination.					
6.	I want to visit my friends and family in other provinces.					
7.	I need to travel to other province for business purposes					

Section 2: Pull Travel Motivation

	During the Covid-19, I will choose to travel with the domestic airline that …	Level of agreement				
		1	2	3	4	5
1.	Provide much better customer service.					
2.	Have more variety of flight timing and flight schedule.					
3.	Provide the lower price ticket.					
4.	I am already familiar with the brand.					
5.	My friend and family recommend it.					
6.	Has a good safety reputation.					
7.	Has a good hygienic and Covid-19 prevention practice.					
8.	The seat is more comfort compared to other airlines.					

Section 3: Factor regarding the theory of planned behaviour

	In my opinion, During the Covid-19 pandemic	Level of agreement				
		1	2	3	4	5
1.	Travel by domestic air transportation is desirable to me					
2.	Travel by domestic air transportation is beneficial to me					

3.	I think travel by domestic air transportation would be a good idea					
4.	I think travel by domestic air transportation would be more safe from Covid-19 infection than other alternatives.					
5.	People who are important to me would support me using the domestic air transportation services					
6.	People who influence me would want me to travel by domestic air instead of other alternatives					
7.	People whose opinions I value would prefer that I travel by domestic air transportation					
8.	Whether or not I travel by domestic air transportation is entirely up to me					
9	Travelling by flight would be very easy					
10	You have the funds and the ability to travel by domestic airlines					
11	You can access resources for planning a trip on a domestic airlines					

Section 4: Repurchase Intention

	In my opinion, During the Covid-19 pandemic	Level of agreement				
		1	2	3	4	5
1	I would like to travel by domestic air transportation in the near future.					
2	I would more frequently travel by domestic air transportation					
3	Domestic air transportation would be my first choice over other modes of transport.					

Section 5: Participant Demographics

Please tick (☑) your answer in the box.

1. What is your gender?

☐ Male   ☐ Female

2. What is your level of education?

☐ High school   ☐ Bachelor degree

☐ Master degree ☐ Doctor of Philosophy (PhD)

☐ Other, please specify……………………….

3. How much is your monthly income?

☐ THB 15,000 or less ☐ THB 15,001 - THB 30,000

☐ THB 30,001 – THB 45,000 ☐ THB 45,0001 – THB 60,000

☐ More than THB 60,000

4. What is your occupation?

☐ Student ☐ Owner of the business

☐ Government official ☐ Employed by a private company

☐ Other, please specify……………………….

--------------------------------- End of Survey ---------------------------------

คำชี้แจง แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยเรื่อง ปัจจัยที่ส่งผลกระทบต่อความสนใจกลับมา

เดินทางโดยสายการบินในประเทศไทย ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19)

<u>**แบบสอบถามชุดนี้มีทั้งหมด 5 ส่วน ใช้เวลาในการตอบแบบสอบถามประมาณ 20 นาที**</u> ข้อมูลทุก

อย่างของผู้ตอบแบบสอบถามจะถูกเก็บเป็นความลับ และใช้เพื่อการจุดประสงค์ทางการวิจัยเท่านั้น

หากต้องการข้อมูลเพิ่มเติม กรุณาติดต่อ: นายภานุวัฒน์ อร่ามโชติ นักศึกษามหาบัณฑิต หลักสูตร

การจัดการ(นานาชาติ) คณะวิทยาการจัดการ มหาวิทยาลัยสงขลานครินทร์ E-mail:

a.panuvat@icloud.com หรือ โทร 063 595 5558

ขอบคุณที่ให้ความร่วมมือตอบแบบสอบถาม

นายภานุวัฒน์ อร่ามโชติ

ท่านยินดีเข้าร่วมโครงการในการให้ข้อมูลที่เกี่ยวข้องกับความต้องการของนักท่องเที่ยวต่อการ

เดินทางท่องเที่ยวในประเทศไทยหรือไม่

☐ ยินดี (กรุณาให้ข้อมูล)   ☐ ไม่ยินดี (สิ้นสุดคำถาม)

ท่านมีอายุมากกว่า 20 ปี

☐ ใช่   ☐ ไม่ใช่ (สิ้นสุดคำถาม)

ท่านเคยซื้อตั๋วโดยสารเครื่องบินเพื่อเดินทางภายในประเทศด้วยตนเองหรือไม่

☐ ไม่เคย   ☐ ไม่เคย (สิ้นสุดคำถาม)

คำชี้แจง ส่วนที่ 1-5 ท่านเห็นด้วยกับข้อความดังต่อไปนี้มากน้อยเพียงใด

(<u>กรุณาใส่ √ ลงในช่องที่ตรงกับความคิดเห็นของท่าน</u> โดย 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 =

ปานกลาง 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง)

ส่วนที่ 1: แรงผลักดันในการเดินทางโดยสายการบิน

	ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19) ฉันเดินทางโดยสายการบินเพราะ	ระดับความคิดเห็น				
		1	2	3	4	5
1.	ฉันอยากจะสัมผัสประสบการณ์การท่องเที่ยวในต่างจังหวัด					
2.	ฉันอยากจะพักผ่อนในต่างพื้นที่					
3.	ฉันอยากจะท่องเที่ยวในสถานที่ที่เพื่อนของฉันเคยไป					
4.	ฉันอยากจะไปท่องเที่ยวในสถานที่ท่องเที่ยวที่น่าสนใจ					
5.	ฉันอยากมีส่วนร่วมในกิจกรรมใหม่ๆ ที่จัดขึ้นในสถานที่ปลายทาง					
6.	ฉันอยากจะไปเยี่ยมเยียนเพื่อนและญาติพี่น้องในต่างจังหวัด					
7.	ฉันจะเป็นจะต้องเดินทางไปต่างจังหวัดเพื่อจุดประสงค์ทางธุรกิจ					

ส่วนที่ 2: แรงดึงดูดที่ในการเดินทางโดยสายการบิน

	ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19) ฉันจะเลือกสายการบินที่	ระดับความคิดเห็น				
		5	4	3	2	1
1.	มีการให้บริการที่ดี					
2.	มีเที่ยวบินให้เลือกหลากหลาย					

3.	ค่าโดยสารมีราคาถูก					
4.	ฉันมีความคุ้นเคยกับแบรนด์ของสายการบินนั้นอยู่แล้ว					
5.	เพื่อนแนะนำ					
6.	มีชื่อเสียงที่ดี					
7.	มีการรักษาความสะอาดและมีมาตรการป้องกันโรคไวรัสโคโรน่าที่ดี					
8.	มีที่นั่งที่มีความสะดวกสบายมากกว่าสายการบินอื่น					

ส่วนที่ 3: ปัจจัยที่เกี่ยวเนื่องกับทฤษฎีพฤติกรรมตามแผน (A Theory of Planned Behavior :

TPB)

	จงระบุความคิดเห็นชองท่านในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19) ตามหัวข้อต่อไปนี้	ระดับความคิดเห็น				
		1	2	3	4	5
1.	ท่านปรารถนาที่จะเดินทางด้วยสายการบินภายในประเทศ					
2.	ท่านมองว่าการเดินทางโดยสายการบินในประเทศ เป็นทางเลือกเป็นประโยชน์					
3.	ท่านคิดว่าการเดินทางโดยสายการบินภายใน เป็นทางเลือกที่ดี					
4.	ท่านคิดว่าการเดินทางโดยสายการบินภายในประเทศ ปลอดภัยต่อโรคไวรัสโคโรน่ามากกว่าการเดินทางแบบอื่น					
5.	ท่านคิดว่าบุคคลที่ท่านให้ความสำคัญ จะสนับสนุนให้ท่านเดินทางโดยสายการบินภายในประเทศ					
6.	ท่านคิดว่าบุคคลที่มีอิทธิพลต่อท่าน ต้องการให้ท่านเดินทางโดยสายการบินภายในประเทศมากกว่าทางเลือกอื่นๆ					
7.	ท่านคิดว่าบุคคลที่มีอิทธิพลทางความคิดต่อท่าน ต้องการให้ท่านเดินทางโดยสายการบินภายในประเทศ					
8.	การตัดสินใจที่จะเดินทางโดยสายการบินภายในประเทศหรือไม่ ขึ้นอยู่กับการตัดสินใจของท่านเพียงผู้เดียว					

ส่วนที่ 4: ความสนใจกลับมาซื้อซ้ำ

	ตามความคิดของท่าน ในช่วงที่มีการระบาดของโรคไวรัสโคโรน่า (COVID-19)	ระดับความคิดเห็น				
		1	2	3	4	5
1	ท่านมีความต้องการที่จะเดินทางโดยสายการบินภายในประเทศ ในอนาคตอันใกล้					
2	ท่านมีความต้องการที่จะเดินทางโดยเครื่องบินบ่อยครั้งขึ้น					
3	การเดินทางโดยเครื่องบิน เป็นตัวเลือกแรกที่ท่านสนใจเมื่อต้องเดินทาง					

ส่วนที่ 5: ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

คำชี้แจง   โปรดเติมเครื่องหมาย ✔ และกรอกข้อความให้สมบูรณ์

1. เพศ

☐ ชาย   ☐ หญิง

2.ระดับการศึกษา

☐ มัธยมปลาย   ☐ ปริญญาตรี

☐ ปริญญาโท   ☐ ปริญญาเอก

☐ อื่นๆ (โปรดระบุ) ....

3. รายได้ต่อเดือน

☐ 15,000 หรือ น้อยกว่า   ☐ 15,001 - THB 30,000 บาท

☐ 30,001 – 45,000 บาท   ☐ 45,0001 – THB 60,000 บาท

☐ มากกว่า 60,000 บาท

-------------------------------- สิ้นสุดแบบสอบถาม --------------------------------

VITAE

Name   Panuvat.   Aramchot

Student ID   6210521026

Education

Degree	Name of Institution	Year of Graduation
Bachelor of Business Administration (Aviation Logistic Managent)	Mae Fah Luang university, Chiangrai, Thailand	2016

Work Experience

2023 - Present	Digital Marketing Manager at Banyan Tree Phuket, Banyan Tree Veya Phuket and Double Pool Villa by Banyan Tree
2022 - Present	Managing Director & Creative Director at Believe Marketing Part., Ltd.
2015 - Present	Editor, Arpae Infinities Co., Ltd
2022 - 2023	Group Public Relation and Marketing Communication Manager at Laflora Hotel Group, Khaolak, Phang-nga
2021-2022	Cluster Marketing & Communication Manager at Avista Grande Phuket Karon – MGallery, Avista Hideaway Phuket Patong - MGallery, Novotel Avista Resort and Spa Kata
2016 - 2017	Assistant Station Manager (Phuket Station), Malaysia Airlines Berhad