CHAPTER 4

RESEARCH ANALYSIS AND RESULTS

In this chapter researcher provides the primary data collected from 200 questionnaires

from the target participants. The researcher analyzed data by computer through package software SPSS. Data analysis consists of five parts as follows:
Part 1: Analysis about the demographic background of the sample.
Part 2: Analysis about the customers' behaviors.
Part 3: Analysis about the customers' expectations.
Part 4: Analysis about the customers' satisfaction.
Part 5: The research hypothesis testing.

4.1 Data analysis

Part 1: Analysis about the demographic background of the sample.

This part is focus on personal general background information of the respondent's answers the questions which regarding with gender, age, education, salary, and their own occupation, the general data which found by research from the SPSS program will be analyzed into two categories by using the word (Frequency) and (Percentage%).

Table 4.1 Frequency and percentage (%) of the respondents from the general information related to gender as follows:

1. Gender		Frequency	Percent (%)
Valid	Male	117	58.5
	Female	83	41.5
	Total	200	100.0

Table 4.1 shows the gender distribution of the respondents, which is the sample group in this study. There are male respondents more than female respondents, a total of 117 male respondents or 58.5 percent and a total of 83 female respondents or 41.5 percent.

Table 4.2: Frequency and percentage (%) of the respondents from the general information related to Age as follows:

2.Age		Frequency	Percent
Valid	Less than 18 years old	20	10.0
	Between 18 to 28 years old	72	36.0
	Between 29 to 38 years old	59	29.5
	Between 39to 48 years old	28	14.0
	More than 49 years old	21	10.5
	Total	200	100.0

Table 4.2 shows the age distribution of the respondents. The age of respondents is less than 28, which are 20 persons or 10% of the total respondents. The age 19~28 are the largest group that has 72 persons or percentage of 36%. The second are age group29~38 that has 59 persons in the percentage of 29.5%. And the third one are age group 39~48, has 28 in the percentage of 14%, next are age group more than 49, has 21 persons or 10.5% of the total respondents participated in the survey.

Table 4.3: Frequency and percentage (%) of the respondents from the general information related to Education as follows:

3. Education		Frequency	Percent
Valid	Less than high school	10	5.0
	High school	30	15.0
	Diploma degree	55	27.5
	Bachelor degree	78	39.0
	More than bachelor degree	27	13.5
	Total	200	100.0

Table 4.3 shows the education background distribution of the respondents. Only 10 respondent education less than high school, 5% of all respondents, and 30 persons only finished high school, accounting for 15% of all respondents. 55 persons or 27.5% of all respondents got a diploma degree. The majority education background of respondents is Bachelor degree, 78 persons of 39% respondents. And there are 27 persons' educations more than bachelor degree, 13.5% of all respondents.

Table 4.4: Frequency and percentage (%) of the respondents from the general information related to Monthly salary as follows:

4.Monthly salary		Frequency	Percent
Valid	Less than CNY 2000	38	19.0
	Between CNY 2000 to 4000	38	19.0
	Between CNY 4000 to 6000	42	21.0
	Between CNY 6000 to 8000	37	18.5
	More than CNY 8000	45	22.5
	Total	200	100.0

Table 4.4 shows the monthly income distribution of the respondents. 38 or 19% respondents monthly salary less than 2000 Yuan, 38 persons at the percentage of 19.0 get a monthly salary of 2000~4000 Yuan; 42 persons at the percentage of 21.0 get a monthly salary of 4000~6000 Yuan; 37 persons at the percentage of 18.5 get a monthly salary of 6000~8000 Yuan and monthly salary more than 8000 Yuan there are 45 respondents, 22.5% of all 200 respondents.

Table 4.5: Frequency and percentage (%) of the respondents from the general information related to Occupation as follows:

5. occupation		Frequency	Percent
Valid	Government's office	16	8.0
	Employee	64	32.0
	Private business	48	24.0
	Student	35	17.5
	Retire/Other	37	18.5
	Total	200	100.0

Table 4.5 shows the occupation distribution of the respondents. 16 persons work for Government's office, 8% of all respondents. 64 persons of 32% respondents are employees. 48 persons have own private business, 24% of all respondents. 35 students participated in the survey, 17.5% of all. 37 persons are retire or other job, account for percentage of 18.5%.

Part 2: Analysis of the customers' behaviors.

This part is focus on the customers' behaviors of the respondent's answers the questions regarding the Times of foreign travel, General travel expenses, Purpose of travel, The favorite tourist destinations, the customers' behaviors data as found by research from the SPSS program will be analyzed into two categories by using the word (Frequency) and (Percentage%).

Table 4.6: Frequency and percentage (%) of the respondents from the customers' behaviors related to Times of foreign travel as follows:

6.Times of foreign travel		Frequency	Percent
Valid	never	65	32.5
	one time	66	33.0
	two times	34	17.0
	three times	15	7.5
	more than three times	20	10.0
	Total	200	100.0

Table 4.6 shows the times of foreign travel status distribution of the respondents. 65 persons have no foreign travel equal 32.5%, 66 persons have one time foreign travel equal 32.5%, 34 persons have two times foreign travel equal 17%, 15 persons have three times foreign travel equal 7.5%, and 20 respondents travel to foreign country more than three times, equal to 10%.

Table 4.7: Frequency and percentage (%) of the respondents from the customers' behaviors related to General travel expenses as follows:

7.General travel expenses		Frequency	Percent
Valid	less than 3000yuan	24	12.0
	between 3000yuan to 5000yuan	53	26.5
	between 5000yuan to 7000yuan	62	31.0
	between 7000yuan to 9000yuan	17	8.5
	more than 9000yuan	44	22.0
	Total	200	100.0

Table 4.7 shows general travel expenses status distribution of the respondents. The majority of general travel expenses is 3000~5000yuan answered by 53 respondents equal 26.5%. The second is 5000-7000yuan answered by 62 respondents and equal 31.0%. The third is more than 9000yuan answered by 44 respondents and equal 22%. And next, there are 24 respondents equal to 12% general travel expenses is less than 3000yuan. The last one is 7000~9000yuan answered by 17 respondents equal to 8.5%.

Table 4.8: Frequency and percentage (%) of the respondents from the customers' behaviors related to the purpose of travel as follows:

8. the purpose of travel		Frequency	Percent
Valid	study and experience	13	6.5
	close to nature	7	3.5
	open to see	63	31.5
	make friends	7	3.5
	leisure vacation	110	55.0
	Total	200	100.0

Table 4.8 shows the travel purpose distribution of the respondents. The majority of the travel purpose is leisure vacation answered by 110 respondents or equal 55%. The second is open to see answered by 63 respondents equal to 31.5%. The third one is study and experience answered by 13 respondents and equal 6.5%. And next, there are 7 respondents equal to 3.5% travel purpose are close to nature and 7 respondents equal to 3.5% travel purpose are make friends.

Table 9: Frequency and percentage (%) of the respondents from the customers' behaviors related to the favorite tourist destination as follows:

9.The favorite tourist destination		Frequency	Percent
Valid	The bustling city	18	9.0
	Island beach	64	32.0
	Places of historic interest	45	22.5
	Waterfront town	33	16.5
	The forest adventure	40	20.0
	Total	200	100.0

Table 4.9 shows the favorite tourist destination distribution of the respondents. The majority of the t the favorite tourist destination is Island beach answered by 65 respondents or equal 32%. The second is Places of historic interest answered by 45 respondents equal to 22.5%. The third one is forest adventure answered by 40 respondents and equal 20%. And next, there are 33 respondents equal to 16.5% travel purpose are waterfront town. The last one is bustling city answered by 18 respondents equal to 9%.

Part 3: Analysis of the customers' expectations.

This part is focus on the customers' expectations of all respondent, such as: The type of self-driving travel, The travel's Challenging, Leisure and free time, More

attractions, Local food, The show about Thai sex culture, Good service, Good hotel data. In this part, the researcher analysis data used average (X) and standard deviation (S.D) by the SPSS program.

Table 4.10: Average (X̄) and standard deviation (S.D) of the respondents from the customers' expectations as follows**:**

NO	The customers' expectations	X̄	S.D	Level of agreement
1	Self-driving travel	3.73	1.097	Agree
2	Challenging	3.32	0.938	Neither
3	Relax and free time	4.28	1.072	Strongly agree
4	More attractions	2.98	1.086	Neither
5	Local food	4.73	0.478	Strongly agree
6	Transgender shows	3.40	1.173	Neither
7	Good service	4.52	0.665	Strongly agree
8	Good hotel	4.68	0.470	Strongly agree

Table 4.10 shows that the respondents agree with the expectations of self-driving travel with the mean of 3.73; The expectations of Challenging , the respondents are neither agree nor disagree and with the mean of 3.32; The respondents consider the expectation of Ralaxing and free time is strongly agree with the mean of 4.28. The respondents are neither agree nor disagree with the expectation of More attractions, mean is 2.98. The respondents consider the expectation of Local food is strongly agree with the mean of 4.73. The expectations of transgender shows, the respondents are neither agree nor disagree and with the mean of 3.40. The respondents consider the expectation of good service is strongly agree with the mean of 4.52.The respondents consider the expectation of good hotel is strongly agree with the mean of 4.68.

Part 4: Analysis of the customers' satisfaction.

This part is focus on the customers' satisfaction of all respondent, based on: Leisure, Food, Hotel, Show and attractions, Price, Service, and Product. In this part, the

researcher analysis data used average(X) and standard deviation (S.D) by the SPSS program.

Table 4.11: Average(X) and standard deviation (S.D) of the respondents from the customers' satisfaction as follows:

NO	The customers' satisfaction	$\overline{X}$	S.D	Level of agreement
1	Total product	3.79	1.005	Agree
2	Leisure	4.56	0.598	Strongly agree
3	Food	3.28	0.770	Neither
4	Hotel	4.86	0.348	Strongly agree
5	Shows and attractions	4.04	0.762	Agree
6	Price	3.30	0.855	Neither
7	Service	3.68	0.509	Agree

Table 4.11 shows that the respondents have degree of agreement with the satisfaction of this travel with the mean of 3.79, while the satisfaction of hotel has the highest degree of strongly agreement with the mean of 4.86. The second is the satisfaction of travel's leisure also has strongly agreement with the mean of 4.56. The third one is the satisfaction of shows and attractions have agreement with the mean of 4.04. The next one is the satisfaction of service has agreement with the mean of 3.68. The next one is the satisfaction of price, the respondents are neither agree nor disagree with the mean of 3.30. The last one is the satisfaction of food, the research are neither agree nor disagree with the lowest mean of 3.28.

Part 5: The research hypothesis testing.

H1: The customers with different demographic background have different satisfaction.

H 1.1: The customers with different gender have different satisfaction.

Table 4.12: Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by gender as follows:

What is your gender?		N	Mean	Sig. (2-tailed)
Total product	male	117	3.87	.173
	female	83	3.67	
Leisure	male	117	4.65	.012
	female	83	4.43	
Food	male	117	3.28	.878
	female	83	3.27	
Hotel	male	117	4.85	.505
	female	83	4.88	
shows and attractions	male	117	4.23	.000
	female	83	3.77	
Price	male	117	3.36	.210
	female	83	3.20	
Service	male	117	3.70	.493
	female	83	3.65	

*Statistical significance at the 0.05 level

Total product: the mean of male and female are 3.87 and 3.67 respectively. Consideration from Sig. of t-value at 0.173 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between male and female with significant.

Leisure: the mean opinion of male and female are 4.65 and 4.43 respectively. Consideration from Sig. of t-value at 0.012 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between male and female with significant.

Food: the mean opinion of male and female are 3.28 and 3.27 respectively. Consideration from Sig. of t-value at 0.878 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between male and female with significant.

Hotel: the mean opinion of male and female are 4.85 and 4.88 respectively. Consideration from Sig. of t-value at 0.505 and significant level at 0.05, discovered

that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between male and female with significant.

Shows and attractions: the mean opinion of male and female are 4.23 and 3.77 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's show and attractions toward "Northern Thailand self-driving travel" between male and female with significant.

Price: the mean opinion of male and female are 3.36 and 3.20 respectively. Consideration from Sig. of t-value at 0.210 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between male and female with significant.

Service: the mean opinion of male and female are 3.70 and 3.65 respectively. Consideration from Sig. of t-value at 0.493 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between male and female with significant.

H 1.2: The customers with different age have different satisfaction.

Table 4.13： Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by age as follows:

The customers' satisfaction	Age					Significant
	0~18	19~28	29~38	39~48	>48	
Total product	2.80	3.64	4.19	4.00	3.86	.000
Leisure	4.15	4.64	4.58	4.64	4.52	.022
Food	2.65	3.25	3.44	3.36	3.38	.011
Hotel	5.00	4.83	4.76	4.93	5.00	.233
Shows and attractions	3.70	4.06	4.03	4.21	4.10	.000
Price	3.45	2.89	3.34	3.64	3.95	.063
Service	3.80	3.67	3.66	3.50	3.90	.002

*Statistical significance at the 0.05 level

The travel product: The means of respondents towards the satisfaction of travel product are 2.80, 3.64, 4.19, 4.00 and 3.86 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel"

between age with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.15, 4.64, 4.58, 4.64 and 4.52 respectively. Consideration from Sig. of t-value at 0.022 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between age with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 2.65, 3.25, 3.44, 3.36 and 3.38 respectively. Consideration from Sig. of t-value at 0.011 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between age with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 5.00, 4.83, 4.76, 4.93 and 5.00respectively. Consideration from Sig. of t-value at 0.233 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between age with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.70, 4.06, 4.03, 4.21 and 4.10 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between age with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 3.45, 2.89, 3.34, 3.64 and 3.95 respectively. Consideration from Sig. of t-value at 0.063 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between age with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.80, 3.67, 3.66, 3.50 and 3.90 respectively. Consideration from Sig. of t-value at 0.002 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between age with significant.

H 1.3: The customers with different education background have different satisfaction.

Table 4.14: Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by education as follows:

The customers' satisfaction	Education Background					Significant
	Less than high school	High school	Diploma degree	Bachelor degree	More than bachelor degree	
Total product	3.10	3.10	3.71	4.01	4.33	0.000
Leisure	4.50	4.40	4.62	4.53	4.74	.242
Food	2.90	2.83	3.36	3.40	3.37	.003
Hotel	5.00	4.87	4.85	4.86	4.81	.721
Shows and attractions	3.50	4.00	4.07	4.05	4.19	.185
Price	3.30	3.50	3.02	3.27	3.70	007
Service	3.90	3.67	3.62	3.64	3.85	.182

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 3.10, 3.10, 3.71, 4.01 and 4.33 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between education background with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.50, 4.40, 4.62, 4.53 and 4.74 respectively. Consideration from Sig. of t-value at 0.242 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between education background with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 2.90, 2.83, 3.36, 3.40 and 3.37 respectively. Consideration from Sig. of t-value at 0.003 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between education background with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's

hotel are 5.00, 4.87, 4.85, 4.86 and 4.81respectively. Consideration from Sig. of t-value at 0.721 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between education background with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.50,   4.00, 4.07, 4.05 and 4.19 respectively. Consideration from Sig. of t-value at 0.185 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between education background with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 3.30, 3.50, 3.02, 3.27 and 3.70 respectively. Consideration from Sig. of t-value at 0.007 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between education background with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.90, 3.67, 3.62, 3.64 and 3.85 respectively. Consideration from Sig. of t-value at 0.182 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between education background with significant.

H 1.4: The customers with different monthly salary have different satisfaction.

Table 4.15： Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by monthly salary as follows:

The customers' satisfaction	Monthly salary (Yuan)					Significant
	< 2000	2000~4000	4000-6000	6000~8000	> 8000	
Total product	2.82	3.87	3.69	4.43	4.16	.000
Leisure	4.37	4.60	4.60	4.51	4.71	.142
Food	2.92	3.51	3.02	3.43	3.47	.000
Hotel	5.00	4.82	4.71	4.92	4.87	.004
Shows and attractions	3.74	3.96	3.90	4.35	4.29	.001

Price	2.97	2.62	3.31	3.70	4.00	.000
Service	3.68	3.53	3.64	3.78	3.79	.121

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 2.82, 3.87, 3.69, 4.43 and 4.16 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.37, 4.60, 4.60, 4.51 and 4.71 respectively. Consideration from Sig. of t-value at 0.142 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 2.92, 3.51, 3.02, 3.43 and 3.47 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 5.00, 4.82, 4.71, 4.92 and 4.87respectively. Consideration from Sig. of t-value at 0.004 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.74,   3.96, 3.90, 4.35 and 4.29 respectively. Consideration from Sig. of t-value at 0.001 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 2.97, 2.62, 3.31, 3.70 and 4.00 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between monthly salary with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.68, 3.53, 3.64, 3.78 and 3.79 respectively. Consideration from Sig. of t-value at 0.121 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between monthly salary with significant.

H 1.5: The customers with different occupation have different satisfaction.

Table 4.16: Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by Occupation as follows:

The customers' satisfaction	Occupation					Significant
	Government's office	employee	private business	student	other or retire	
Total product	4.00	3.61	4.08	3.06	4.32	.000
Leisure	4.81	4.61	4.67	4.17	4.59	.000
Food	3.38	3.19	3.33	3.00	3.57	.023
Hotel	5.00	4.77	4.88	4.92	4.86	.069
Shows and attractions	4.06	3.95	4.15	3.63	4.43	.000
Price	3.06	2.91	3.85	3.26	3.38	.000
Service	3.56	3.64	3.73	3.57	3.84	.144

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 4.00, 3.61, 4.08, 3.06 and 4.32 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.81, 4.61, 4.67, 4.17 and 4.59 respectively. Consideration from

Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 3.38, 3.19, 3.33, 3.00 and 3.57 respectively. Consideration from Sig. of t-value at 0.023 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 5.00, 4.77, 4.88, 4.92 and 4.86respectively. Consideration from Sig. of t-value at 0.069 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 4.06,   3.95, 4.15, 3.63 and 4.43 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 3.06, 2.91, 3.85, 3.26 and 3.38 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between occupation with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.56,   3.64, 3.73, 3.57 and 3.84 respectively. Consideration from Sig. of t-value at 0.144 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between occupation with significant.

H2: The customers with different behaviors have different satisfaction.

H2.1: The customers with different number of times of foreign travel have different satisfaction.

Table 4.17： Means of influences of Different factors affect the customers' satisfaction

toward "Northern Thailand self-driving travel" by Times of foreign travel as follows:

The customers' satisfaction	Number of times of foreign travel					Significant
	Never	One time	Two times	Three times	More than three times	
Total product	3.29	3.68	4.32	4.13	4.60	.000
Leisure	4.63	4.29	4.65	4.80	4.90	.000
Food	3.11	3.29	3.44	3.13	3.60	.066
Hotel	4.85	4.80	4.91	5.00	4.90	.025
Shows and attractions	3.86	3.94	4.24	4.13	4.55	.002
Price	2.74	3.30	3.65	4.13	3.85	.000
Service	3.58	3.73	3.74	3.73	3.70	.489

At the significant level at $*<0.05$

The travel product: The means of respondents towards the satisfaction of travel product are 3.29, 3.68, 4.32, 4.13 and 4.60 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.63, 4.29, 4.65, 4.80 and 4.90 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 3.11, 3.29, 3.44, 3.13 and 3.60 respectively. Consideration from Sig. of t-value at 0.066 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 4.85, 4.80, 4.91, 5.00 and 4.90respectively. Consideration from Sig. of

t-value at 0.025 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.86,   3.94, 4.24, 4.13 and 4.55 respectively. Consideration from Sig. of t-value at 0.002 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 2.74, 3.30, 3.65, 4.13 and 3.85 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.58,   3.73, 3.74, 3.73 and 3.70 respectively. Consideration from Sig. of t-value at 0.489 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between number of times of foreign travel with significant.

H 2.2: The customers with different general travel expenses have differentsatisfaction.

Table 4.18： Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by General travel expenses as follows:

The customers' satisfaction	General travel expenses (Yuan)					Significant
	< 3000	3000~5000	5000~7000	7000~9000	< 9000	
Total product	3.04	3.44	3.81	4.12	4.55	.000
Leisure	4.75	4.39	4.45	4.65	4.80	.002
Food	3.00	3.24	3.28	3.35	3.43	.270
Hotel	4.92	4.81	4.81	4.76	5.00	.020
Shows and attractions	3.75	3.68	4.08	4.24	4.59	.000

Price	2.33	2.89	3.28	4.00	4.14	.000
Service	3.75	3.60	3.70	3.65	3.75	.548

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 3.04, 3.44, 3.81, 4.12 and 4.55 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.75, 4.39, 4.45, 4.65 and 4.80 respectively. Consideration from Sig. of t-value at 0.002 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 3.00, 3.24, 3.28, 3.35 and 3.43 respectively. Consideration from Sig. of t-value at 0.27 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 4.92, 4.81, 4.81, 4.76 and 5.00respectively. Consideration from Sig. of t-value at 0.020 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.75, 3.68, 4.08, 4.24 and 4.59 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 2.33, 2.89, 3.28, 4.00 and 4.14 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between general travel expenses with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.75, 3.60, 3.70, 3.65 and 3.75 respectively. Consideration from Sig. of t-value at 0.548 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between general travel expenses with significant.

H 2.3: The customers with different purpose of travel have different satisfaction.

Table 4.19: Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by the purpose of travel as follows:

The customers' satisfaction	Purpose of travel					Significant
	study and experience	close to nature	open to see	make friends	leisure vacation	
Total product	3.15	4.29	3.38	4.57	4.02	.000
Leisure	4.23	4.86	4.46	4.29	4.65	.019
Food	2.92	3.29	3.03	3.71	3.43	.003
Hotel	4.77	5.00	4.76	5.00	4.91	.033
Shows and attractions	3.85	4.14	3.89	4.29	4.13	.231
Price	3.54	3.71	3.05	3.71	3.35	.035
Service	3.77	3.71	3.84	3.57	3.58	.023

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 3.15, 4.29, 3.38, 4.57 and 4.02 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.23, 4.86, 4.46, 4.29 and 4.65 respectively. Consideration from

Sig. of t-value at 0.019 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 2.92, 3.29, 3.03, 3.71 and 3.43 respectively. Consideration from Sig. of t-value at 0.003 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 4.77, 5.00, 4.76, 5.00 and 4.91respectively. Consideration from Sig. of t-value at 0.033 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.85,   4.14, 3.89, 4.29 and 4.13 respectively. Consideration from Sig. of t-value at 0.231 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 3.54, 3.71, 3.05, 3.71 and 3.35 respectively. Consideration from Sig. of t-value at 0.035 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between purpose of travel with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.77,   3.71, 3.84, 3.57 and 3.58 respectively. Consideration from Sig. of t-value at 0.035 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between purpose of travel with significant.

H 2.4: The customers with different favorite tourist destination have different satisfaction.

Table 4.20：Means of influences of Different factors affect the customers' satisfaction toward "Northern Thailand self-driving travel" by The favorite tourist destination as follows:

The customers' satisfaction	Favorite tourist destination					Significant
	Bustling city	Island beach	Places of historic interest	Waterfront town	The forest adventure	
Total product	3.17	3.55	3.82	4.06	4.20	.000
Leisure	4.50	4.34	4.53	4.73	4.82	.001
Food	2.78	3.30	3.18	3.67	3.25	.002
Hotel	4.67	4.83	4.84	4.88	5.00	.011
Shows and attractions	3.89	3.97	3.91	3.76	4.60	.000
Price	3.11	3.22	3.16	3.48	3.5	.187
Service	3.72	3.48	3.80	3.73	3.80	.005

At the significant level at *<0.05

The travel product: The means of respondents towards the satisfaction of travel product are 3.17, 3.55, 3.82, 4.06 and 4.20 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel product toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's leisure: The means of respondents towards the satisfaction of the travel's leisure are 4.50, 4.34, 4.53, 4.73 and 4.82 respectively. Consideration from Sig. of t-value at 0.001 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's food: The means of respondents towards the satisfaction of the travel's food are 2.78, 3.30, 3.18, 3.67 and 3.25 respectively. Consideration from Sig. of t-value at 0.002 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's food toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's hotel: The means of respondents towards the satisfaction of the travel's hotel are 4.67, 4.83, 4.84, 4.88 and 5.00respectively. Consideration from Sig. of

t-value at 0.011 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's leisure toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's shows and attractions: The means of respondents towards the satisfaction of the travel's shows and attractions are 3.89,   3.97, 3.91, 3.76 and 4.50 respectively. Consideration from Sig. of t-value at 0.000 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's shows and attractions toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's price: The means of respondents towards the satisfaction of the travel's price are 3.11, 3.22, 3.16, 3.48 and 3.5 respectively. Consideration from Sig. of t-value at 0.187 and significant level at 0.05, discovered that there is no difference at the satisfaction of the travel's price toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

The travel's service: The means of respondents towards the satisfaction of the travel's service are 3.72,   3.48, 3.80, 3.73 and 3.80 respectively. Consideration from Sig. of t-value at 0.005 and significant level at 0.05, discovered that there is a difference at the satisfaction of the travel's service toward "Northern Thailand self-driving travel" between favorite tourist destination with significant.

H3: There is a relationship between the customers' expectations and the customers' satisfactions toward "Northern Thailand self-driving travel".

H3.1: There is a relationship between the customers' expectations of self-driving travel and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.21：showed about the correlations between the customers' expectation of the type of self-driving travel and all the customers' satisfactions factor as follows:

		Self-driving travel	Total product	Leisure	Food	Hotel	Shows and attractions	Price	Service
self-driving travel	Pearson-correlation	1	.684**	.654**	.356**	.164*	.618**	.294**	.042
	Sig. (2-tailed)		.000	.000	.000	.020	.000	.000	.550

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations of self-driving travel and the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: total product, the travel's leisure, food, hotel, shows and attractions, price, service.

Total product: The correlation index is .684**, it means the customers' expectations of self-driving travel and the customers' satisfactions of total product has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there isa relationship betweenthe customers' expectations of self-driving travel and the customers' satisfaction of total product toward "Northern Thailand self-driving travel", accepted H3.1.

Leisure: The correlation index is .654**, it means the customers' expectations of self-driving travel and the customers' satisfactions of leisure has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of self-driving travel and the customers' satisfaction of leisure toward "Northern Thailand self-driving travel", accepted H3.1.

Food: The correlation index is .356**,it means the customers' expectations of self-driving travel and the customers' satisfactions of food has a weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of self-driving travel and the customers' satisfaction of food toward "Northern Thailand self-driving travel", accepted H3.1.

Hotel: The correlation index is .164*, it means the customers' expectations of self-driving travel and the customers' satisfactions of hotel has a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.020, discovered that there is a relationship between the customers' expectations of self-driving travel and the customers' satisfaction of hotel toward "Northern Thailand self-driving travel", accepted H3.1.

Shows and attractions: The correlation index is .618**, it means the customers' expectations of self-driving travel and the customers' satisfactions of shows and attractions has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of t self-driving travel and the customers' satisfaction ofshows and attractions toward "Northern Thailand self-driving travel", accepted H3.1.

Price: The correlation index is .294**, it means the customers' expectations of self-driving travel and the customers' satisfactions of price has a weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of self-driving travel and the customers' satisfaction of prices toward "Northern Thailand self-driving travel", and accepted H3.1.

Service: The correlation index is .042, it means the customers' expectations of self-driving travel and the customers' satisfaction of service has no correlation. Consideration from Sig. of bivariate correlation is 0.550, discovered that there is no relationship between the customers' expectations of self-driving travel and the customers' satisfaction of service toward "Northern Thailand self-driving travel", and rejected H3.1.

H3.2: There is a relationship between the customers' expectations of Challenges and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.22： showed about the correlations between the customers' expectation of the travel Challenges and all the customers' satisfactions factor as follows:

		Challenges	product	Leisure	Food	Hotel	Showsand attractions	Price	Service
Challenges	Pearson-correlation	1	.697**	.194**	.255**	.197*	.636**	.140*	.096
	Sig. (2-tailed)		.000	.006	.000	.005	.000	.047	.174

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations of Challenges and the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: total product, the travel's leisure, food, hotel, shows and attractions, price, service.

Total product: The correlation index is .697**, it means the customers' expectations of Challenges and the customers' satisfaction of total product has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of total product toward "Northern Thailand self-driving travel", accepted H3.2.

Leisure: The correlation index is .194**, it means the customers' expectations of Challenges and the customers' satisfactions of leisure has a very weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.006, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of leisure toward "Northern Thailand self-driving travel", accepted H3.2.

Food: The correlation index is .255**, it means the customers' expectations of Challenges and the customers' satisfactionof food has a weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of

bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of food toward "Northern Thailand self-driving travel", accepted H3.2.

Hotel: The correlation index is .197*, it means the customers' expectations of Challenges and the customers' satisfaction of hotel has a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.005, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of hotel toward "Northern Thailand self-driving travel", accepted H3.2.

Shows and attractions: The correlation index is .636**, it means the customers' expectations of Challenges and the customers' satisfactions of shows and attractions have a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of shows and attractions toward "Northern Thailand self-driving travel", accepted H3.2.

Price: The correlation index is .140*, it means the customers' expectations of Challenges and the customers' satisfactionof price has a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.047, discovered that there is a relationship between the customers' expectations of Challenges and the customers' satisfaction of prices toward "Northern Thailand self-driving travel", accepted H3.2.

Service: The correlation index is .096, it means the customers' expectations of Challenges and the customers' satisfaction of the service has no correlation. Consideration from Sig. of bivariate correlation is 0.174, discovered that there is no relationship between the customers' expectations of Challenges and the customers' satisfaction of service toward "Northern Thailand self-driving travel", rejected H3.2.

H3.3: There is a relationship between the customers' expectations of relax and free time and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.23： showed about the correlations between the customers' expectation of Relax and free time and all the customers' satisfactions factor as follows:

	Relaxing and free	product	Leisure	Food	Hotel	Showsand attractions		Service

		time						Price	
Relaxand free time	Pearson-correlation	1	.719**	.755**	.252**	.068	.207**	.133	.016
	Sig. (2-tailed)		.000	.000	.000	.341	.003	.061	.820

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations of relax and free time and the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: total product, the travel's leisure, food, hotel, shows and attractions, price, service.

Total product: The correlation index is .719 **, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel product has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship betweenthe customers' expectations of relax and free time and the customers' satisfaction of the total product toward "Northern Thailand self-driving travel", accepted H3.3.

The travel's leisure: The correlation index is .755**, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel's leisure has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", accepted H3.3.

The travel's food: The correlation index is .252**,it means the customers' expectations of relax and free time and the customers' satisfactions of the travel's food hasa weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", accepted H3.3.

The travel's hotel: The correlation index is .068, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel's hotel hasno correlation. Consideration from Sig. of bivariate correlation is 0.341, discovered that there is no relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel's hotel toward "Northern Thailand self-driving travel", rejected H3.3.

The travel's shows and attractions: The correlation index is .207**, it means the

customers' expectations of relax and free time and the customers' satisfactions of the travel'sshows and attractions hasa weak directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.003, discovered that there is a relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", accepted H3.3.

The travel's price: The correlation index is .133, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel's price has no correlation. Consideration from Sig. of bivariate correlation is 0.061, discovered that there is no relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", rejected H3.3.

The travel's service: The correlation index is .096, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel's service has no directed correlation. Consideration from Sig. of bivariate correlation is 0.174, discovered that there is no relationship between the customers' expectations of relax and free time and the customers' satisfaction of the travel's service toward "Northern Thailand self-driving travel", rejected H3.3.

H3.4: There is a relationship between the customers' expectations of more attractions and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.24： showed about the correlations between the customers' expectation of more attractions and all the customers' satisfactions factor as follows:

	More attractions	The travel product	The travel's Leisure	The travel's Food	The travel's Hotel	The travel's	The travel's Price	The travel's Service

						Showsand attractions		
More attractions	Pearson-correlation	1	-.005	-.288**	.100	.124	.050	-.019	-.013
	Sig. (2-tailed)		.946	.000	.159	.081	.484	.789	.858

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations of more attractions and the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: The travel product, the travel's leisure, the travel's food, the travel's hotel, the travel's shows and attractions, the travel's price, the travel's service.

The travel product: The correlation index is -.005, it means the customers' expectations of relax and free time and the customers' satisfactions of the travel product has no correlation. Consideration from Sig. of bivariate correlation is 0.946, discovered that there is no relationship betweenthe customers' expectations of more attractions and the customers' satisfaction of the total product toward "Northern Thailand self-driving travel", rejected H3.4.

The travel's leisure: The correlation index is -.288**, it means the customers' expectations ofmore attractions and the customers' satisfactions of the travel's leisure have a weak negative correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of more attractions and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", accepted H3.4.

The travel's food: The correlation index is .100,it means the customers' expectations of more attractions and the customers' satisfactions of the travel's food have no correlation. Consideration from Sig. of bivariate correlation is 0.159, discovered that there is no relationship between the customers' expectations of more attractions and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", accepted H3.4.

The travel's hotel: The correlation index is .124, it means the customers' expectations ofmore attractions and the customers' satisfactions of the travel's hotel have no correlation. Consideration from Sig. of bivariate correlation is 0.081, discovered that there is no relationship between the customers' expectations ofmore attractions and the customers' satisfaction of the travel's hotel toward "Northern Thailand self-driving travel", rejected H3.4.

The travel's shows and attractions: The correlation index is .050, it means the customers' expectations of more attractions and the customers' satisfactions of the

travel'sshows and attractions have no correlation. Consideration from Sig. of bivariate correlation is 0.484, discovered that there is no relationship between the customers' expectations of more attractions and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", rejected H3.4.

The travel's price: The correlation index is- .019, it means the customers' expectations of more attractions and the customers' satisfactions of the travel's price has no correlation. Consideration from Sig. of bivariate correlation is 0.789, discovered that there is no relationship between the customers' expectations of more attractions and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", rejected H3.4.

The travel's service: The correlation index is -.013, it means the customers' expectations of more attractions and the customers' satisfactions of the travel's service has no correlation. Consideration from Sig. of bivariate correlation is 0.858, discovered that there is no relationship between the customers' expectations of more attractions and the customers' satisfaction of the travel's service toward "Northern Thailand self-driving travel", rejected H3.4.

H3.5: There is a relationship between the customers' expectations of Local food and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.25: showed about the correlations between the customers' expectation of local food and all the customers' satisfactions factor as follows:

		Local food	The travel product	The travel's Leisure	The travel's Food	The travel's Hotel	The travel's Showsand attractions	The travel's Price	The travel's Service
Local food	Pearson-correlation	1	-.268**	-.145*	-.548**	.164*	.057	-.257**	.026
	Sig. (2-tailed)		.000	.041	.000	.020	.420	.000	.710

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
Table 4.21 shows about the correlation index between the customers' expectations of local food and the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: The travel product, the travel's leisure, the travel's food, the travel's hotel, the travel's shows and attractions, the travel's price, the travel's service.

The travel product: The correlation index is -.268**, it means the customers' expectations of local food and the customers' satisfactions of the travel product have a weak negative correlation which was statistically significances at the 0.01 level.

Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship betweenthe customers' expectations of local food and the customers' satisfaction of the total product toward "Northern Thailand self-driving travel", acceptedH3.5.

The travel's leisure: The correlation index is -.145*, it means the customers' expectations of local food and the customers' satisfactions of the travel's leisure have a very weak negative correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.041, discovered that there is a relationship between the customers' expectations of local food and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", accepted H3.5.

The travel's food: The correlation index is -.548**,it means the customers' expectations of local food and the customers' satisfactions of the travel's food has a moderate negative correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of local food and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", acceptedH3.5.

The travel's hotel: The correlation index is .164*, it means the customers' expectations of local food and the customers' satisfactions of the travel's hotel have a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.020, discovered that there is a relationship between the customers' expectations of local food and the customers' satisfaction of the travel's hotel toward "Northern Thailand self-driving travel", acceptedH3.5.

The travel's shows and attractions: The correlation index is .057, it means the customers' expectations of local food and the customers' satisfactions of the travel'sshows and attractions has no correlation. Consideration from Sig. of bivariate correlation is 0.420, discovered that there is no relationship between the customers' expectations of local food and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", rejected H3.5.

The travel's price: The correlation index is -.257**, it means the customers' expectations of local food and the customers' satisfactions of the travel's price have a weak negative correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of local food and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", accept H3.5.

The travel's service: The correlation index is .026, it means the customers' expectations of local food and the customers' satisfactions of the travel's service have no correlation. Consideration from Sig. of bivariate correlation is 0.710, discovered that there is no relationship between the customers' expectations of local food and the customers' satisfaction of the travel's service toward "Northern Thailand self-driving travel", reject H3.2.

H3.6: There is a relationship between the customers' expectations of the show about Thai sex culture and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.26： showed about the correlations between the customers' expectation ofthe show about Thai sex culture and all the customers' satisfactions factor as follows:

		The show about Thai sex culture	The travel product	The travel's Leisure	The travel's Food	The travel's Hotel	The travel's Showsand attractions	The travel's Price	The travel's Service
The show about Thai sex culture	Pearson-correlation	1	.563**	.316**	.156*	.089	.628**	.152*	.064
	Sig. (2-tailed)		.000	.000	.028	.212	.000	.031	.368

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations ofthe show about Thai sex cultureand the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: The travel product, the travel's leisure, the travel's food, the travel's hotel, the travel's shows and attractions, the travel's price, the travel's service.

The travel product: The correlation index is .563**,it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel product has a moderate directed correlationwhich was statistically significances at the 0.01 level. Consideration from Sig. ofbivariate correlationis 0.000, discovered that there isarelationship betweenthe customers' expectations of the show about Thai sex culture and the customers' satisfaction of the total producttoward "Northern Thailand self-driving travel", acceptedH3.6.

The travel's leisure: The correlation index is .316**, it means the customers' expectations ofthe show about Thai sex culture and the customers' satisfactions of the travel's leisure hasa weak directed correlation which was statistically

significances at the 0.01 level.Consideration from Sig. of bivariate correlation is 0.000, discovered that there isarelationship between the customers' expectations of the show about Thai sex culture and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", accepted H3.6.

The travel's food: The correlation index is .156*,it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel's food has a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.028, discovered that there isarelationship between the customers' expectations of the show about Thai sex culture and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", accepted H3.6.

The travel's hotel: The correlation index is .089, it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel's hotel has no correlation. Consideration from Sig. of bivariate correlation is 0.212, discovered that there isnorelationship between the customers' expectations of the show about Thai sex culture and the customers' satisfaction of the travel's hotel toward "Northern Thailand self-driving travel", rejectedH3.6.

The travel's shows and attractions: The correlation index is .628**, it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel'sshows and attractions has a strong directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there isarelationship between the customers' expectations ofthe show about Thai sex culture and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", accepted H3.6.

The travel's price: The correlation index is .152*, it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel's price has a very weak directed correlation which was statistically significances at the 0.05 level. Consideration from Sig. of bivariate correlation is 0.031, discovered that there is a relationship between the customers' expectations of the show about Thai sex culture and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", accepted H3.6.

The travel's service: The correlation index is .064, it means the customers' expectations of the show about Thai sex culture and the customers' satisfactions of the travel's service has no correlation. Consideration from Sig. of bivariate correlation is 0.368, discovered that there is no relationship between the customers' expectations of the show about Thai sex culture and the customers'

satisfaction of the travel's service toward "Northern Thailand self-driving travel", rejected H3.6.

H3.7: There is a relationship between the customers' expectations ofgood service and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.27：showed about the correlations between the customers' expectation ofgood service and all the customers' satisfactions factor as follows:

		Good service	The travel product	The travel's Leisure	The travel's Food	The travel's Hotel	The travel's Showsand attractions	The travel's Price	The travel's Service
Good service	Pearson-correlation	1	-.343**	.080	-.036	.205**	.138	.120	-.389**
	Sig. (2-tailed)		.000	.261	.612	.004	.052	.090	.000

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations ofgood serviceand the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: The travel product, the travel's leisure, the travel's food, the travel's hotel, the travel's shows and attractions, the travel's price, the travel's service.

The travel product: The correlation index is -.343**,it means the customers' expectations of good service and the customers' satisfactions of the travel product has a moderate negative correlationwhich was statistically significances at the 0.01 level. Consideration from Sig. ofbivariate correlationis 0.000, discovered that there isarelationship betweenthe customers' expectations of good service and the customers' satisfaction of the total producttoward "Northern Thailand self-driving travel", acceptedH3.7.

The travel's leisure: The correlation index is .080, it means the customers' expectations ofgood service and the customers' satisfactions of the travel's leisure has no correlation.Consideration from Sig. of bivariate correlation is 0.261, discovered that there isnorelationship between the customers' expectations of good service and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", rejected H3.7.

The travel's food: The correlation index is-.036,it means the customers' expectations of good service and the customers' satisfactions of the travel's food

has no correlation. Consideration from Sig. of bivariate correlation is 0.612, discovered that there isnorelationship between the customers' expectations of good service and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", rejectedH3.7.

The travel's hotel: The correlation index is .205**, it means the customers' expectations of good service and the customers' satisfactions of the travel's hotel hasa weak directed correlation which was statistically significances at the 0.01level. Consideration from Sig. of bivariate correlation is 0.004, discovered that there is a relationship between the customers' expectations of good service and the customers' satisfaction of the travel's hotel toward "Northern Thailand self-driving travel", acceptedH3.7.

The travel's shows and attractions: The correlation index is .138, it means the customers' expectations of good service and the customers' satisfactions of the travel'sshows and attractions has no correlation. Consideration from Sig. of bivariate correlation is 0.052, discovered that there isnorelationship between the customers' expectations ofgood service and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", rejected H3.7.

The travel's price: The correlation index is .120, it means the customers' expectations of good service and the customers' satisfactions of the travel's price hasno correlation. Consideration from Sig. of bivariate correlation is 0.090, discovered that there is no relationship between the customers' expectations of good service and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", rejected H3.7.

The travel's service: The correlation index is-.389**, it means the customers' expectations of good service and the customers' satisfactions of the travel's service has a moderatenegative correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of good service and the customers' satisfaction of the travel's service toward "Northern Thailand self-driving travel", accepted H3.7.

H3.8: There is a relationship between the customers' expectations of good hotel and the customers' satisfactions toward "Northern Thailand self-driving travel".

Table 4.28: showed about the correlations between the customers' expectation ofgood hotel and all the customers' satisfactions factor as follows:

	Good hotel	The travel	The travel's	The travel's	The travel's	The	The travel's	The travel's

			product	Leisure	Food	Hotel	travel's Showsand attractions	Price	Service
Good hotel	Pearson-correlation	1	.639**	.125	.130	.458**	.134	.240**	.115
	Sig. (2-tailed)			.000	.080	.055	.000	.053	.000	.120

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.21 shows about the correlation index between the customers' expectations ofgood hoteland the customers' satisfactions toward "Northern Thailand self-driving travel". The customers' satisfactions include 7 main factors: The travel product, the travel's leisure, the travel's food, the travel's hotel, the travel's shows and attractions, the travel's price, the travel's service.

The travel product: The correlation index is .639**,it means the customers' expectations of good hotel and the customers'satisfactions of the travel product has a strong directed correlationwhich was statistically significances at the 0.01 level. Consideration from Sig. ofbivariate correlationis 0.000, discovered that there isarelationship betweenthe customers' expectations of good hotel and the customers' satisfaction of the total producttoward "Northern Thailand self-driving travel", acceptedH3.8.

The travel's leisure: The correlation index is .125, it means the customers' expectations ofgood hotel and the customers' satisfactions of the travel's leisure has no correlation.Consideration from Sig. of bivariate correlation is 0.080, discovered that there isnorelationship between the customers' expectations of good hotel and the customers' satisfaction of the travel's leisure toward "Northern Thailand self-driving travel", rejected H3.8.

The travel's food: The correlation index is .130,it means the customers' expectations of good hotel and the customers' satisfactions of the travel's food hasno correlation. Consideration from Sig. of bivariate correlation is 0.055, discovered that there isnorelationship between the customers' expectations of good hotel and the customers' satisfaction of the travel's food toward "Northern Thailand self-driving travel", rejectedH3.8.

The travel's hotel: The correlation index is .458**, it means the customers' expectations of good hotel and the customers' satisfactions of the travel's hotel hasa moderate directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of good hotel and the customers' satisfaction of the travel's hotel toward "Northern Thailand

self-driving travel", acceptedH3.8.

The travel's shows and attractions: The correlation index is .134, it means the customers' expectations of good hotel and the customers' satisfactions of the travel'sshows and attractions has no correlation. Consideration from Sig. ofbivariate correlation is 0.053, discovered that there isnorelationship between the customers' expectations ofgood hotel and the customers' satisfaction of the travel'sshows and attractions toward "Northern Thailand self-driving travel", and rejected H3.8.

The travel's price: The correlation index is .240**, it means the customers' expectations of good hotel and the customers' satisfactions of the travel's price have awake directed correlation which was statistically significances at the 0.01 level. Consideration from Sig. of bivariate correlation is 0.000, discovered that there is a relationship between the customers' expectations of good hotel and the customers' satisfaction of the travel's prices toward "Northern Thailand self-driving travel", and accepted H3.8.

The travel's service: The correlation index is .115, it means the customers' expectations of good hotel and the customers' satisfactions of the travel's service has no correlation. Consideration from Sig. of bivariate correlation is 0.120, discovered that there is no relationship between the customers' expectations of good hotel and the customers' satisfaction of the travel's service toward "Northern Thailand self-driving travel", rejected H3.8.