

## **CHAPTER IV**

### **DATA ANALYSIS AND FINDING RESULTS**

Information analysis is considered to be the most important part of the research process. This chapter presents the data that has been collected through quantitative survey. Detailed information acquired from the questionnaire survey is presented and discussed in order to prove the research objective. The researcher used the descriptive and inferential statistics to explain the demographic characteristics by presenting the frequency and the percentage and to analysis the independent variable and the dependent variable. The researcher has directly distributed to 172 respondents in Siam University, Thailand to cover the objective of the study. In this chapter, progress of data analysis will be set into two sections:

Section1: The analysis result of international graduate students' demographic data by using descriptive statistic.

Section 2: Analysis of influence between destination image, perceived value, service quality, satisfaction, and tourist loyalty by using inferential statistics.

#### **4.1 Section1: The analysis result of international graduate students' demographic data by using descriptive statistic:**

Data in this part have been organized into different types according to the distinctive characteristics of the variables under consideration. The data are presented in term of number and percentage of respondents as below:

**Table 4.1.1 Respondent of Gender**

Gender	Code	Freq.	Total (%)	Chart
Male	1	115	67%	
Female	2	57	33%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

The demographic detail of the 172 respondent was divided into two parts which are: number of respondents and percentage. From Table 4.1.1, there are 8 main items were considered in the statistic, which are gender, age, marital status, country of residence, current semester, occupation, income, visiting pattaya.

In the Table 4.1.1, it shows that the gender was includes male and female. The number of the male respondents is 115 or 67%, and the number of female respondents is 57 or 33%. Above table is gender indicator as a result of the survey.

**4.1.2 Respondent of Age**

Age	Code	Freq.	Total (%)	Chart
18 – 24	1	40	23%	
25 – 30	2	86	50%	
31 – 35	3	26	15%	
36 – 40	4	14	8%	
41 – 45	5	6	4%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

The Table 4.1.2 shows the age group of total 172 respondents. The age between 18-24 years old has 40 or 23% respondents. The age between 25-30 years old has 86 or 50%

respondents. The age between 31-35 years old has 26 or 15% respondents. The age between 36-40 years old has 14 or 8% respondents. The age between 41-45 years old has 6 or 4% respondents.

#### 4.1.3 Respondent of Marital Status

Marital Status	Cod	Freq.	Total (%)	Chart
Single	1	133	77%	<p>A pie chart illustrating the distribution of marital status among respondents. The chart is divided into two segments: a large blue segment representing 'Single' at 77%, and a smaller red segment representing 'Married' at 23%.</p>
Married	2	39	23%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

The Table 4.1.3 shows the marital status of total 172 respondents. The number of single respondents is 133 or 77%, and 39 or 23% respondents are married.

#### 4.1.4 Respondent of Country of Residence

Country of Residence	Cod e	Freq .	Total (%)	Chart
Asia	1	117	68%	<p>A pie chart illustrating the distribution of respondents by country of residence. The chart is divided into three segments: a large blue segment representing 'Asia' at 68%, a red segment representing 'Africa' at 19%, and a green segment representing 'European' at 13%.</p>
Africa	2	32	19%	
European	3	23	13%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

Based on above table 4.1.4 the results of the survey shows that there are 117 or 68% of respondents from Asia and 32 or 19% respondents come from Africa. Finally there are 23 or 13% respondents who come from Europe.

**4.1.5 Respondent of Current Semester**

Current Semester	Code	Freq.	Total (%)	Chart
First Semester	1	67	39%	
Second Semester	2	38	22%	
Third Semester	3	35	20%	
Fourth Semester	4	32	19%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

The table 4.1.5 shows number of respondents of current semester from first semester to fourth semester, and the majority of current semester of respondents is first semester 67 or 39%, the second semester is 38 or 22% of respondents, third semester also is 35 or 20% of respondents and finally the fourth semester is 32 or 19% respondents.

**4.1.6 Respondent of Occupation**

Occupation	Code	Freq.	Total (%)	Chart
Student	1	138	80%	
Teacher/Professor	2	12	7%	
Government Officer	3	4	2%	
Employee	4	8	5%	
Others	5	10	6%	

Total		172	100%	
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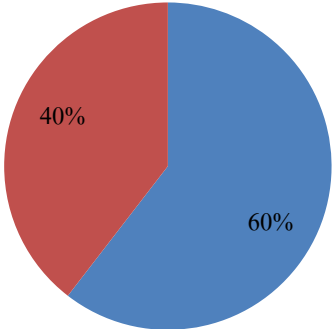
For the occupation item, there were 7 kinds of different occupations, such as students, teacher or professors, government officer, employee, and others. Most occupation of respondents is students 138 or 80%, and there are 12 or 7% of teacher/professors, 4 or 2% of government officer, 8 or 5% of employee and the last one is others 10 or 6% of respondents as above table 4.1.6.

**4.1.7 Respondent of Income**

Income	Cod e	Fre q.	Total (%)	Chart
- 15,000	1	52	30%	
15,001-20,000	2	38	22%	
20,001-30,000	3	25	15%	
30,001-50,000	4	17	10%	
+50,000	5	4	2%	
No Income	6	36	21%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

In the Income group, respondent majority in the group of respondent is 15,000 Baht or less about 52 or 30% and second group is between 15,001-20,000 Baht about 38 or 22%, 25 or 15% respondents who has income between 20,001-30,000 Baht, 17 or 10% of respondents who have income between 30,001-50,000 Bath, 4 or 2% who have income more than 50,000 Baht, and finally 36 or 21% of respondents who have no income.

**Table 4.1.8 Respondent of International Graduate Student who have been to Pattaya**

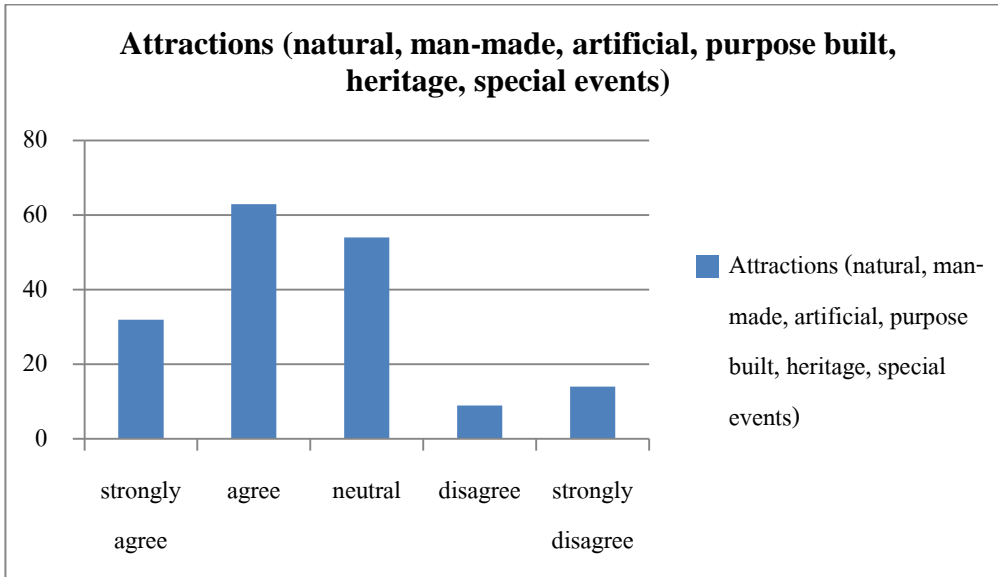
Visiting Pattaya	Cod e	Fre q.	Total (%)	Chart
Yes	1	104	60%	
No	2	68	40%	
<b>Total</b>		<b>172</b>	<b>100%</b>	

Finally the Table 4.1.8 shows result of respondents who have been Pattaya including two groups. They are “Yes” or “No”. In the “Yes” group, there are 104 or 60% respondents, in “No” group, there are 68 or 40% respondents.

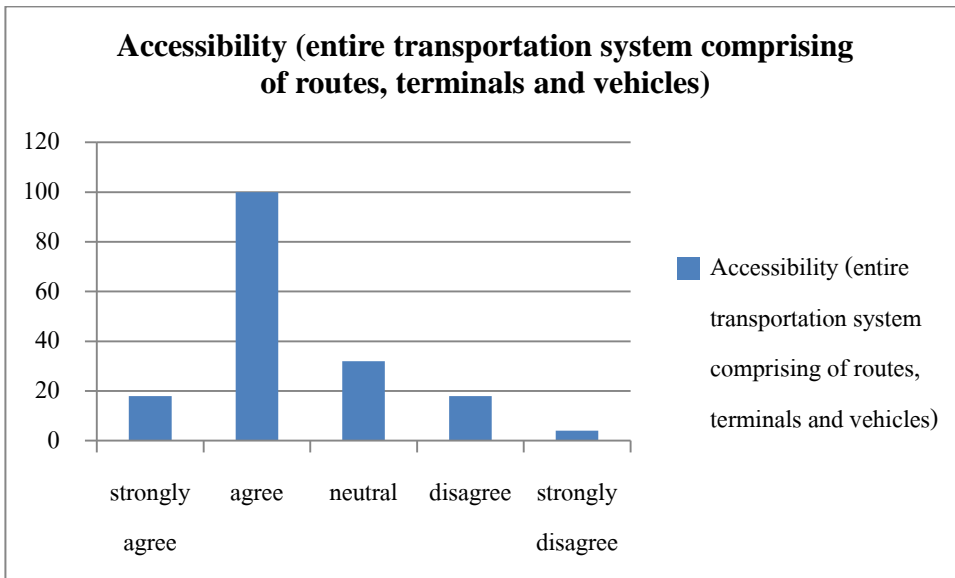
**Section 2: Analysis of influence between destination image, perceived value, service quality, satisfaction, and tourist loyalty in Pattaya destination by using descriptive and inferential statistic.**

The 172 respondents were asked to rate each statement concerning influence between destination image, perceived value, service quality, satisfaction, and tourist loyalty in Pattaya destination. The findings of influence factors on tourist loyalty of each dimension were as followings:

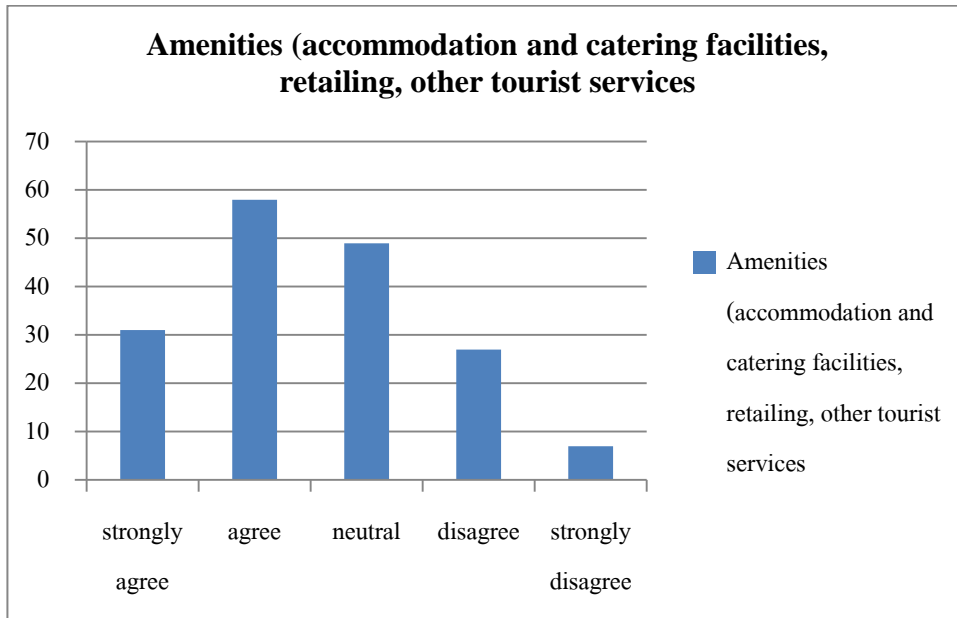
**4.2.1. Destination Image (DI)**



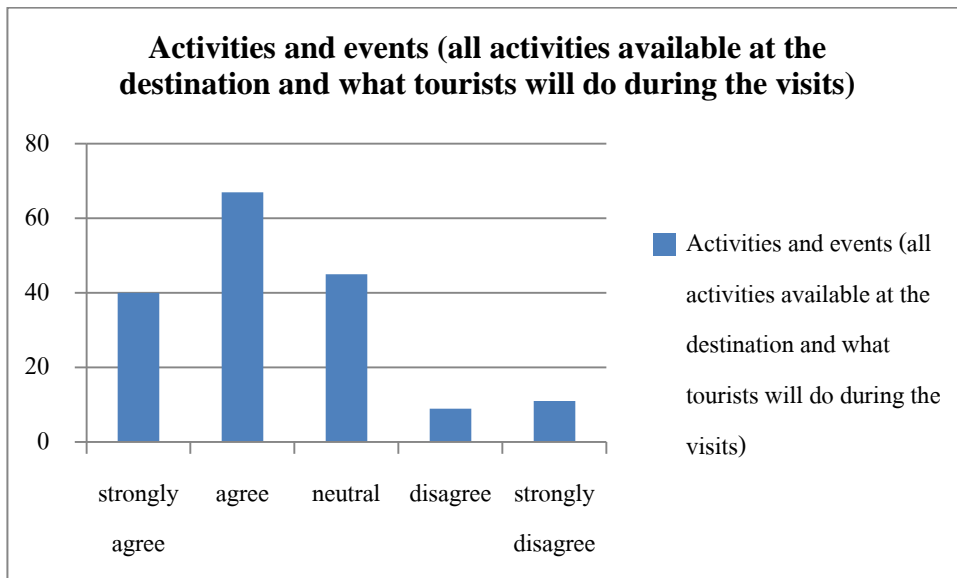
#### 4.2.1.2



### 4.2.1.3



### 4.2.1.4

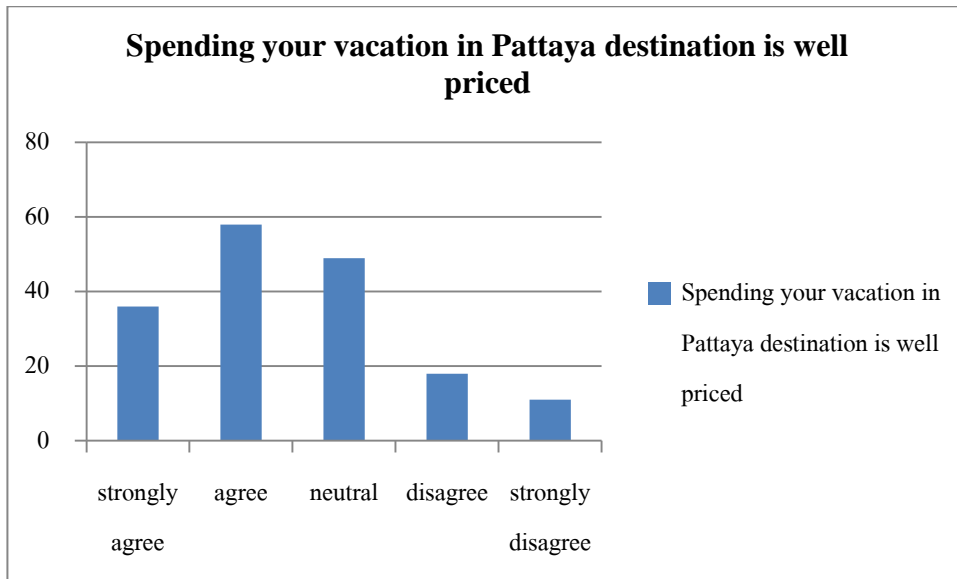


This dimension includes four items (1) Attractions (natural, man-made, artificial, purpose built, heritage, special events), (2) Accessibility (entire transportation system comprising of routes, terminals and vehicles), (3) Amenities (accommodation and catering facilities, retailing, other tourists service), and (4) Activities and events (all activities available at the destination and what tourists will do during the visits) which are offered in Pattaya destination.

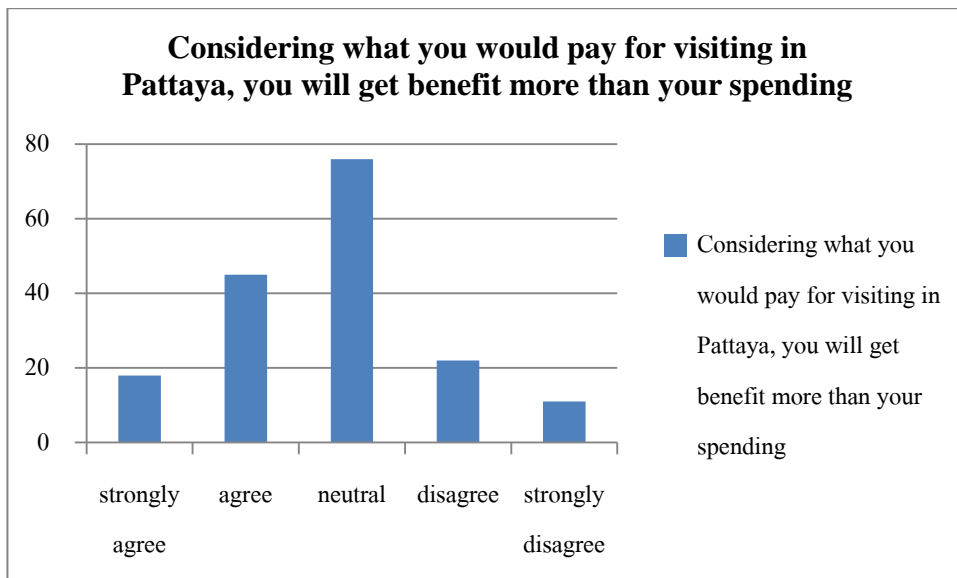


Based on above the tables, all of destination images such as Attractions, Accessibilities, Amenities and Activities were considered as Agree level.

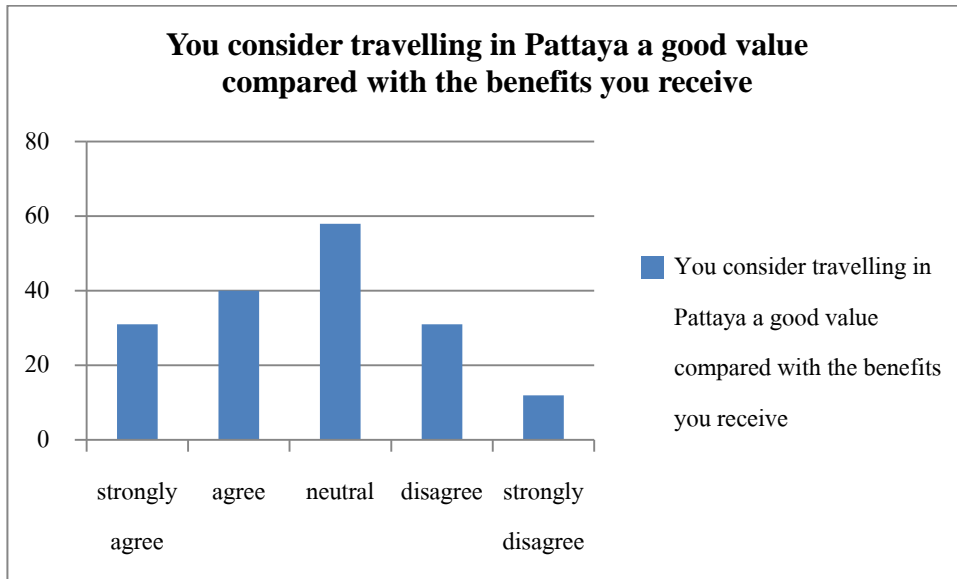
**4.2.2.1 Perceived value**



**4.2.2.2**



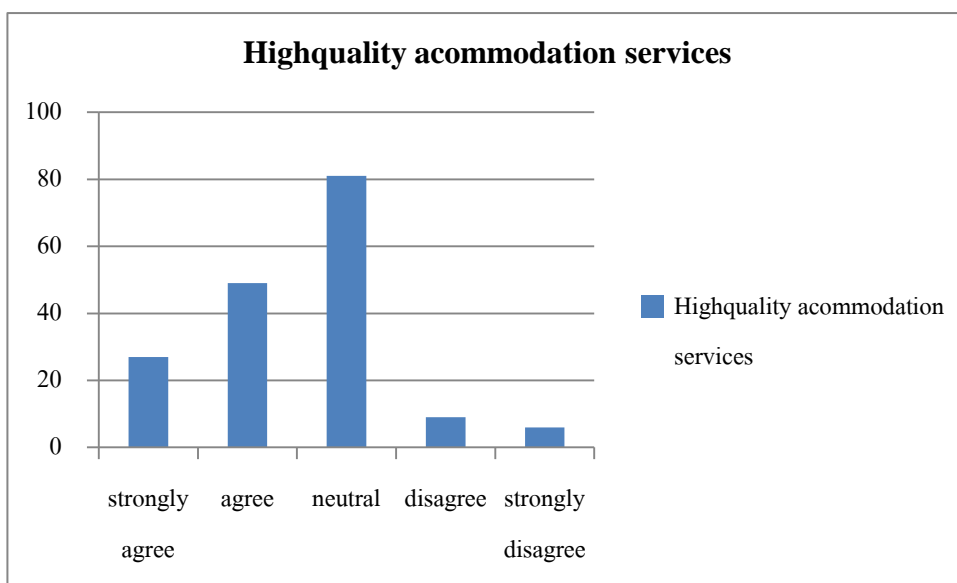
**4.2.2.3**



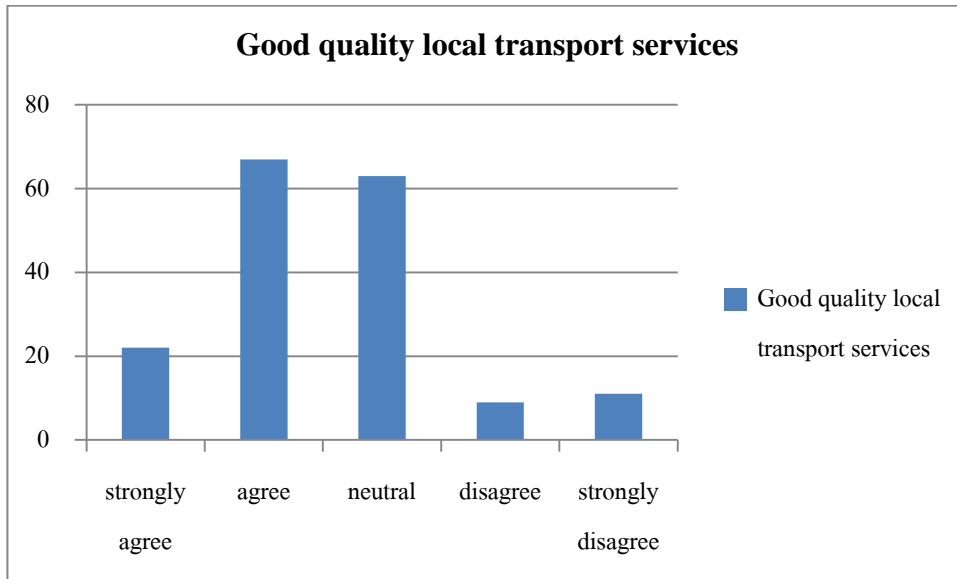
This dimension includes three items (1) Spending your vacation in Pattaya destination is well priced, (2) Considering what you would pay for visiting in Pattaya, you will get benefit more than your spending and (3) You consider traveling in Pattaya a good value compared with the benefits you receive.

The Table 4.2.2.1 shows that perceived value was considered as Agree level whereas 4.2.2.2 and 4.2.2.3 shows that perceived value was considered as neutral level.

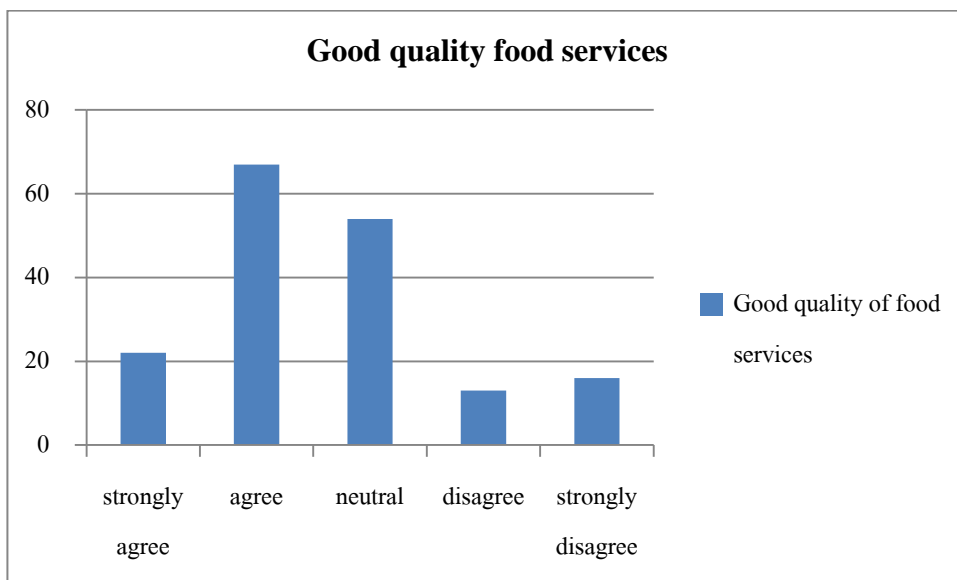
**4.2.3.1 Service quality**



**4.2.3.2**



**4.2.3.3**



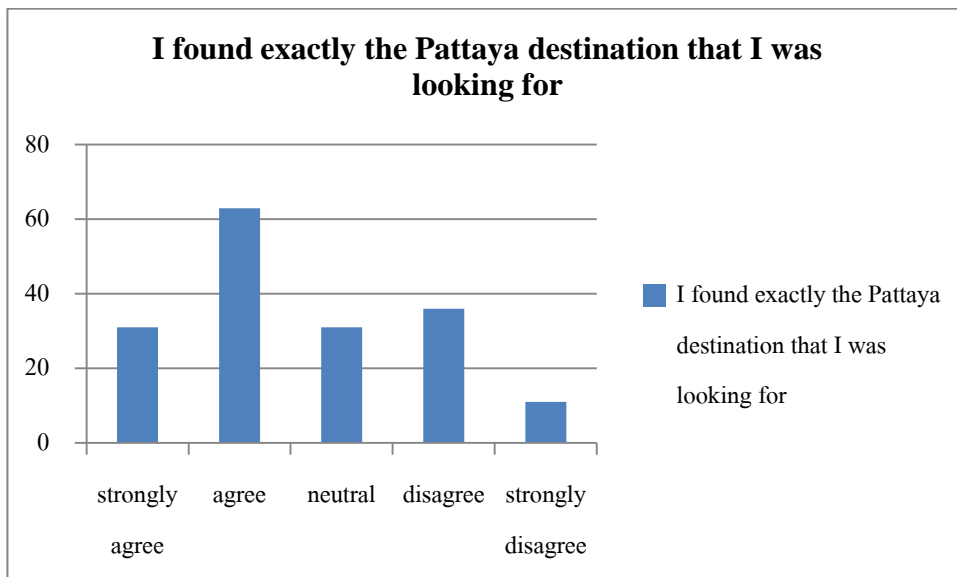
This dimension includes three items (1) High quality accommodation services, (2) Good quality local transport services and (3) Good quality food services. The table 4.2.3.1 shows that service quality was considered as neutral level whereas table 4.2.3.2 and table 4.2.3.3 show that service quality was considered as agree level.

#### 4.2.4.1 Tourist satisfaction

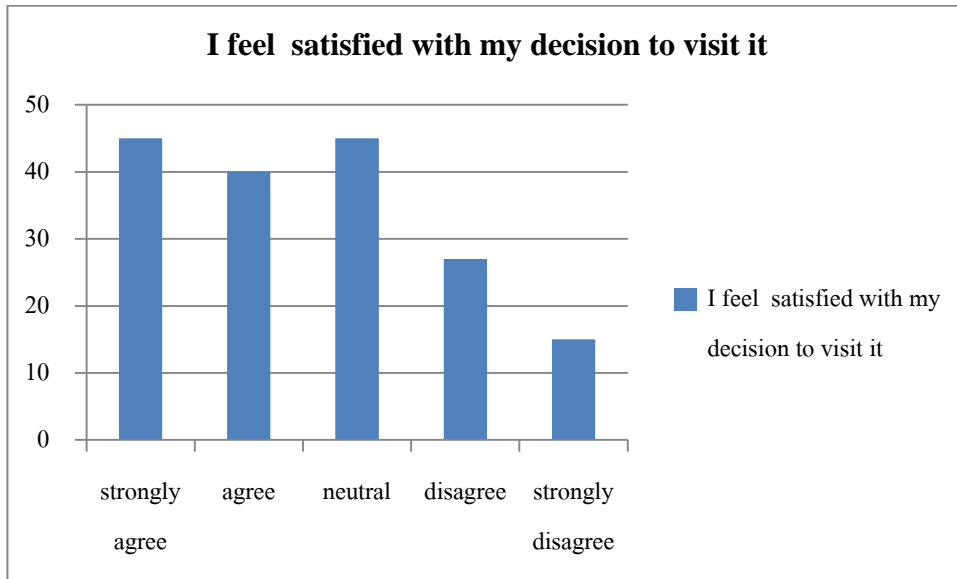
This dimension includes five items (1) I have had a good experience with this destination, (2) I found exactly the pattaya destination that I was looking for, (3) I feel satisfied with my decision to visit it, (4) I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with the price of goods, the good value for money.



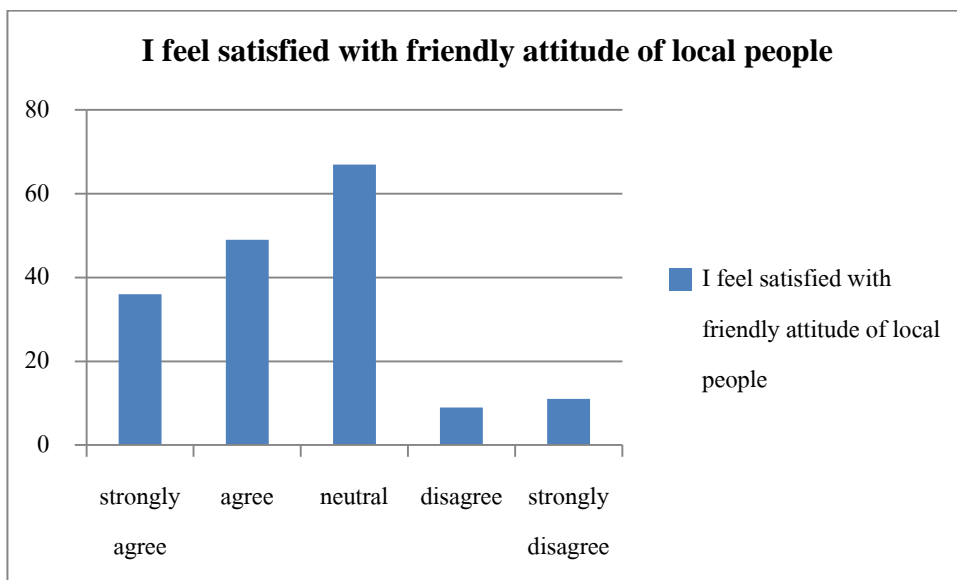
#### 4.2.4.2



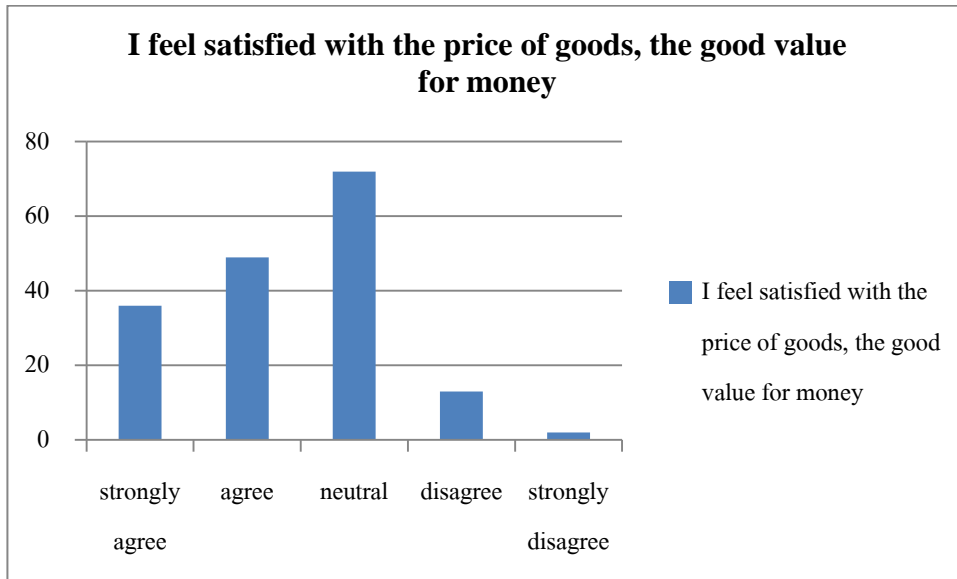
#### 4.2.4.3



#### 4.2.4.4



**4.2.4.5**



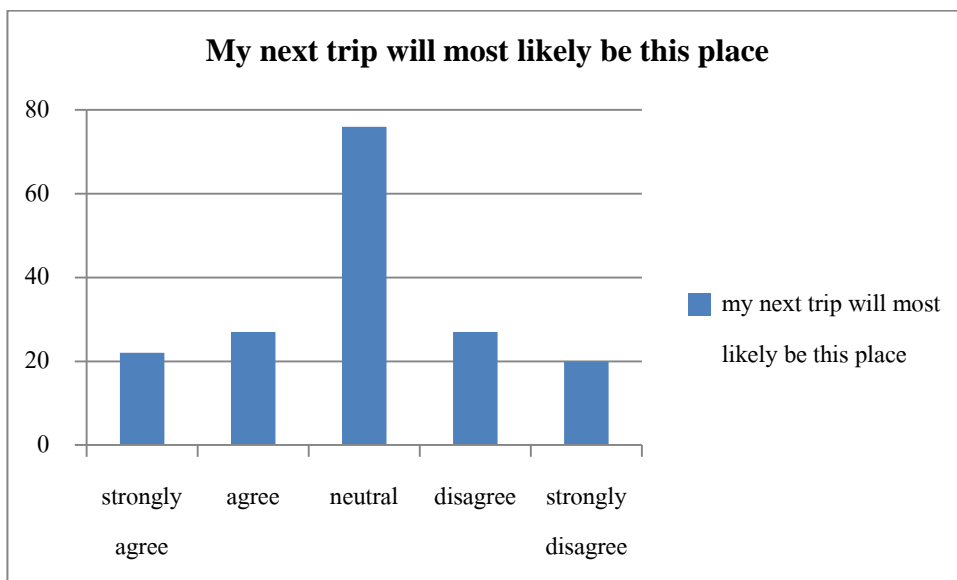
According to tables above, table 4.2.4.1 indicates that tourist satisfaction was considered as neutral level. Table 4.2.4.2 indicates tourist satisfaction as agree level. Table 4.2.4.3 shows that tourist satisfaction was considered between strongly agree and neutral level. Table 4.2.4.4 and table 4.2.4.5 present tourist satisfaction as neutral level.

**4.2.5.1 Tourist loyalty/revisit intention**

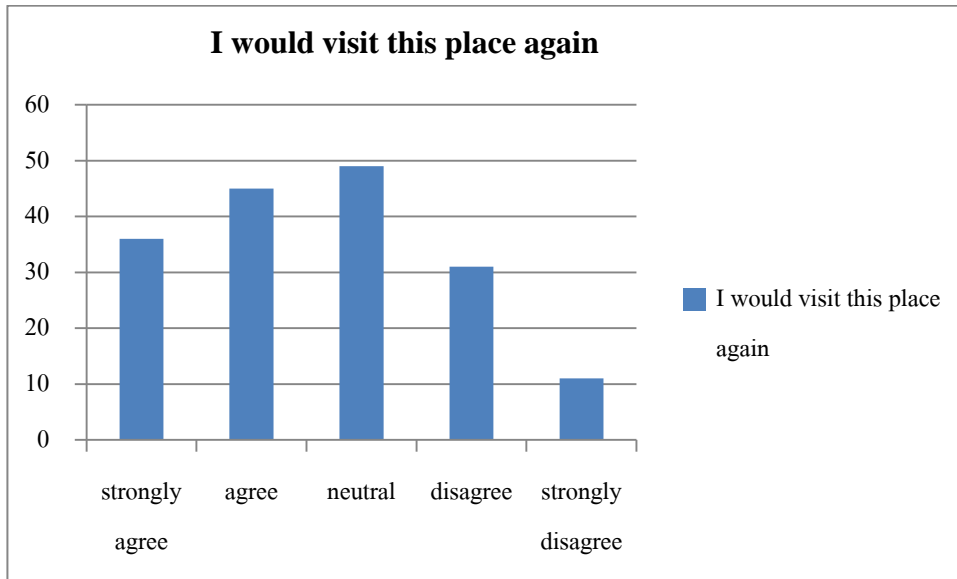
This dimension includes five items (1) I consider myself a loyal visitor of this place, (2) My next trip will most likely be this place, (3) I would visit this place again, (4) I would recommend this place to people who seek my advice, and (5) I would tell other positive things about this place.



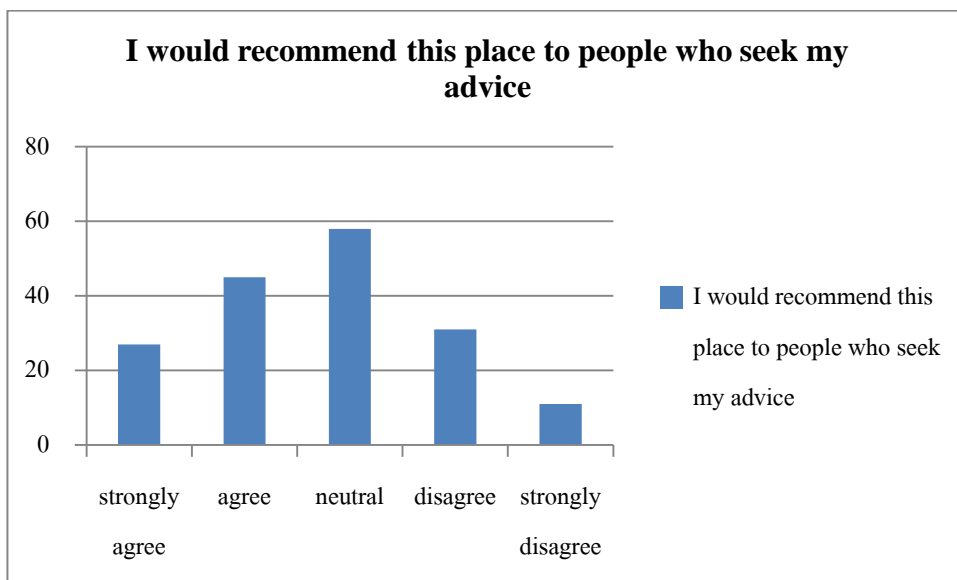
#### 4.2.5.2



### 4.2.5.3

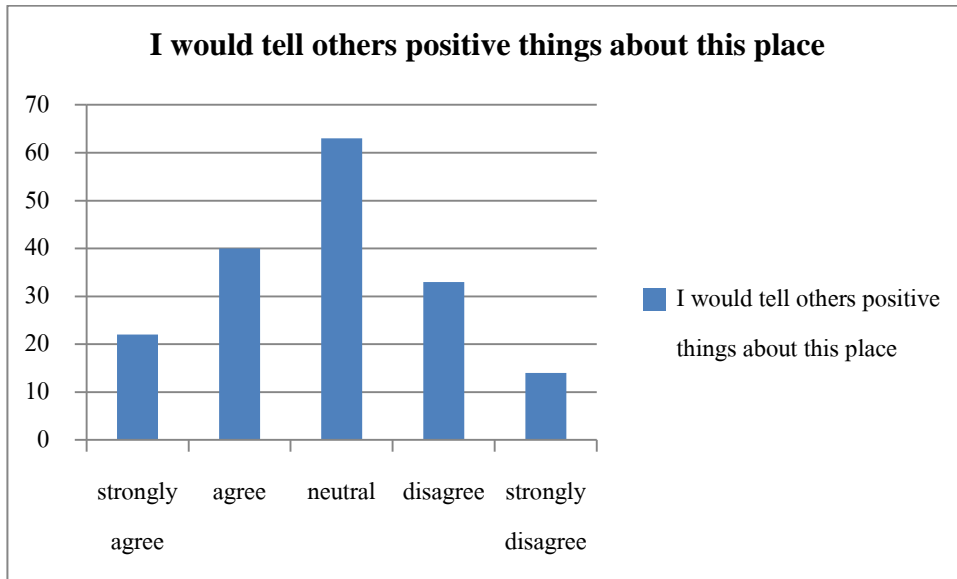


### 4.2.5.4





#### 4.2.5.5



From the table 4.2.5.1, tourist loyalty was considered as agree level whereas the table 4.2.5.2, 4.2.5.3, 4.2.5.4 and 4.2.5.5 were considered as neutral level.