



**FACTORS INFLUENCING TOURIST LOYALTY OF INTERNATIONAL GRADUATE
STUDENTS: A STUDY ON TOURIST DESTINATIONS IN PATTAYA, THAILAND**

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**THIS INDEPENDENCE STUDY SUBMITTED IN PARTIAL FULFILLMENT IN
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ABSTRACT

Tourism industry has become very important and is considered as one of the largest businesses in the world. Tourism industry is still growing worldwide and plays a significant role in the economic sector. As such, destination marketers increasingly seek to understand the various constructs that determine tourists' destination loyalty. Loyalty is an important issue for the sustainability of business of the companies. Relationships with the customers should be built well in order to achieve their satisfaction and consequently loyalty. Firstly this study aims to find out how tourists evaluate the quality of image of destination, perceived value, service quality and satisfaction of Pattaya how satisfied they are with Pattaya, loyalty intention to revisit and willingness to recommend others to Pattaya. The second purpose is to investigate what image, perceived value, service quality and satisfaction are most important to explain satisfaction with Pattaya. The last purpose is to investigate how image, perceived value, service quality and satisfaction influence to tourist loyalty and willingness to recommend others to Pattaya.

The focus of research was placed on the destination image, perceived value, service quality, satisfaction towards tourist loyalty. The research in this study discusses the following underlying objective of this study: (1) Identify how destination Image influences Tourist Loyalty. (2) Identify how Perceived Value influence on Tourist Loyalty (3) Identify how Service Quality has a positive influence on Tourist Loyalty. (4) Identify how Satisfaction has a positive influence on loyalty. The conceptual framework was adapted from previous studies found in the literature review. The questionnaire data was collected from 172 tourists of international graduate students in Siam University. The analysis of quantitative data was used descriptive and inferential statistics to test different between destination image, perceived value, service quality, satisfaction and tourist loyalty. This study shows that destination image influence because it shows at the agree level. Perceived value, Service quality, Satisfaction and Tourist Loyalty are not influencing.

keywords: destination image, perceived value, service quality, satisfaction, tourist loyalty

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CHAPTER I

1.1 Introduction

Nowadays, the tourism industry is growing rapidly; Tourism has become one of the most important sectors of the global economy (Srikram, 2015; Lopes, 2011). According to World Travel and Tourism Council (2011), Travel and Tourism is one of the world's largest industries, contributing trillions of dollars annually to the global economy. Development of the tourism industry brings a lot of positive impacts to the economic development of the country. The tourism industry has also played a significant role in the growth of economy in Thailand (Zhang, 2012). Accordance with Srikram (2015) although Thailand is a small country, it is one of the world's leading tourist destinations. Tourism is becoming the pillar industry in Thailand and plays an important role in the Thai economic structure even in the whole society, and it has a profound effect on Thai economy. In the last 20 years, tourism in Thailand developed rapidly. According to tourism in Thailand (2012) domestic tourism was able to contribute 29695 million baht to GDP, which in 1983, was 3.7 % of total GDP. Tourism was contributing 14.7 % to Thai GDP in 2009. Accordance with the government's data, in 2010, Thailand attracted 15.8 million tourists, and it generated about 19 billion dollars of revenue. According to englishnews.thaipbs (2015) The World Tourism Organization listed Thailand in the top 10 of global tourism destinations by arrivals in 2012 and in 2013, with international arrivals of 22.4 million and 26.5 million, respectively. The country ranked seventh in tourism destinations by revenue, hitting US\$33.8 billion and \$42 billion in 2012 and 2013, respectively. The industry generates hundreds of billion baht in revenue. Clearly we can see that tourism is becoming a leading industry of Thai economy.

Since development of the tourism industry brings a lot of positive impacts to the economic development of the country (N.H.M, et al, 2014), planning and developing tourism attractions in highly competitive global environment today is only half the battle confronted by destination managers considering the fact that so many destinations globally offer similar attractions, services and experiences. A lack of understanding of customer preference leads to problems in both product and service design so that destination managers have to plan and strategize the marketing aspect of destination management. A well planned and developed tourism product or destination will be useless unless it attracts and retains its target market (Qin, 2012). Therefore, it is important for managers to understand what makes customers loyal to a destination and what their expectations are so

that destinations can modify their offerings, service delivery and communication strategies to meet and exceed customers' expectations.

Consumer loyalty has been pointed out in the marketing literature as one of the major driving forces in business success because every aspect of a business system is importantly influenced by the level of customer loyalty (Valle & Silva, 2010). Loyalty is one of the most frequently studied concepts in business and hospitality fields. Several researchers studied loyalty to identify and understand its antecedents and its influence on customers repeat purchase and positive word of mouth (WOM) behaviors (Chang, 2013; Prayag & Ryan, 2012). Further they mentioned that the emphasis on destination loyalty can be explained by the fact that success depends not on the first purchase but on repurchase. According to them, unlikely any brand can survive over time without some degree of loyalty. Loyalty is also considered as a critical antecedent of customer recruitment and retention, and a factor that improves customers' willingness to pay more and reduces servicing costs (Valle & Silva, 2010). Therefore, understanding how consumers form their destination and brand loyalty, and the factors could affect their loyalty formation is important for the success and survival of any business.

Revisit intention or tourist loyalty in tourism and leisure has been studied by many researchers in many settings of countries; such as Australia (Sani, 2014). According to him, these quantitative studies involved various predictor variables, such as service quality, perceived value, satisfaction, tourism image, consumption experience, recreational benefits, distance, specific novelty, attraction, promotion, service, and transportation, to predict intention to revisit. However, in this research, only four factors such as destination image, perceived value, service quality and satisfaction are taken as tourist loyalty or revisit intention.

Destination image is an essential factor for tourist places and better image of the destination bring more tourist towards destination (Haque & Khan, 2013). Destination image has influenced tourists' behaviors because Tourists make their choices of where to travel based on the destination images. Banyai (2010) defines destination image as; the sum of beliefs and impressions people holds about place. Images represent a simplification of a larger number of associations and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place.

Perceived value is common and very essential issue of marketing area and is an important element in relationship marketing. Perceived value is defined with comparison of the benefits or output with the prices of products or services and is related with customer satisfaction (Haque & Khan, 2013). In tourism context, the traveler evaluates both monetary and nonmonetary factors such as the time, energy and effort that have been spent for the trip (Alizadeh, 2014). Mechinda (2010) one of the most cited definitions of perceived value is presented by Zeithaml that he has defined perceived value as the consumers overall assessment of the utility of a product based on perceptions of what is received and what is given.

Service quality is a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external) (Grzanic, 2010). Siddiqi (2011) define service quality as “a global judgment or attitude relating to a particular service; the customer’s overall impression of the relative inferiority or superiority of the organization and its services. Ebrahimpour (2010) defined Service quality as a gap between the customer’s expectations of a service and the customer’s perceptions of the service received.

Tourists’ satisfaction is significant to achieve high visitors’ intention in revisiting the same destination. Satisfying customers can encourage customer’s loyalty and foster word-of-mouth advertising (Xiaoli & Chirapanda, 2013). According to Puh (2014) defined satisfaction as pleasurable fulfillment. That means that the consumer senses that consumption fulfils some need or desire and that this fulfillment is pleasurable. In the case of tourism destination, tourists value the degree of pleasurable fulfillment of their needs and wishes on a full range of services, products, image etc offered in a destination so satisfaction depends on the experience they have with using those services.

By understanding the causal relationships between destination image, perceived value, service quality, satisfaction and tourist loyalty, destination tourism managers would better know how to build an attractive image and improve their marketing efforts to maximize the effective use of their resources. Therefore, it is time for practitioners and academics to conduct more studies of loyalty in order to have greater knowledge, to understand the role of customer loyalty and their interrelationships. This research, therefore, proposed a model which investigated the relationships between destination image, perceived value, and service quality and satisfaction tourist loyalty in Pattaya destination.

Pattaya is one of the hottest destinations in Thailand and it may not be idyllic but it certainly makes up for it with a wide variety of activities, accommodation and nightlife destinations. According to discover Thainess (2015) for sun lovers and water-sports fans, Pattaya's sunny climate provides ideal conditions for swimming and all other imaginable water activities, including fishing, boat sailing, speed-boating, water-scooter riding, water skiing, parasailing, scuba diving and windsurfing. Pattaya also provides gyms and health clubs for those who do not want to get drenched for exercise and many kinds of land sports and games to choose from, such as shooting, car racing, horse riding, archery, golf, bowling, tennis, go-kart, paintball, etc. For shoppers, fashionable boutiques and shops of ready-made garments, silk, paintings, handicrafts, gemstones, jewelry and trinkets are centered in the main street of Central and South Pattaya and also in the luxurious hotels with the fair prices.

Pattaya is the most developed of all Thailand's beach destinations. It combines almost every preference, from pulsating discos, to deserted beaches and courses in silent meditation. In many ways, it is unique, and in terms of variety and value. It is as suitable for families with children as it is for old folks and young swingers. In addition, it features almost every water and land-based sporting activity you can think of, boasts excellent restaurants, good entertainment, and countless leisure pursuits. The bottom line is that nobody can possibly be bored in Pattaya(mosaic-collection.com, 2015).

As mentioned above, clearly Pattaya offers a dynamic mix of sporting and entertainment opportunities both on water and land. Pattaya has everything and is a perfect destination holidays for tourists as well as it is convenient trip just over one hour to drive by bus from Bangkok's Suvarnabhumi Airport. Thus the researcher selected this topic research in Pattaya. The benefits of this study will enhance tourist attractiveness and satisfaction on destination that encourage tourists to revisit Pattaya again and again.

1.2 Research Background

Pattaya was just a small fishing village in Thailand in 1960. It changes to the village as American servicemen started coming during the time of the Vietnam War. The small fishing village rapidly grew a reputation as a City in which you could find anything you were looking for in the way of "Rest and Relaxation" and one might say in the way of 'Rock and Roll' as well (paradise-pattaya, 2015).

Today, Pattaya is one of famous places located within the area of Chonburi province and is 147 km. southeast of Bangkok and adjoins the Gulf of Thailand. Pattaya is a lively beach town that draws visitors from around the world and is the perfect destination for a spontaneous weekend getaway. Pattaya has many attraction activities like sporting and entertainment opportunities both on water and land, ensuring that tourists with any interest will find something to keep them entertained for their Pattaya holiday and also nightlife is perceived as another main tourism attraction in Pattaya (Discover Thainess 2015). Pattaya is a popular tourist area for both domestic and international visits. Each year there are approximately two million tourists or 45% of tourists who visit Pattaya in accordance with OSIR (2014). Supitchayangkool (2012) states that numerous foreign tourists visiting Pattaya, in 2010, were 5,359,669 while for the year 2009 there were 2,716,938 tourists. Hence, there was a 97.27% increase from the year 2009 to 2010. According to nationmultimedia.com, however, the number of tourists, both local and foreign, visiting Pattaya is now dropped to 7.5 million this year from 9 million in 2014 because of the prolonged political turmoil. It says that Tourism revenue in the city is forecast to decline to Bt70 billion this year from Bt85 billion in 2013. According to pattayatoday (2015) the country's status on the world chart slipped from 10th in 2013 to 14th in 2014. In 2014, tourism earnings chart also saw Thailand drop from seventh to ninth in the figures from the UN World Tourism Organization.

However, Thailand is one the world's largest tourists who come to visit, the Thai government is working on a number of policies and strategies to attract international visitors to visit the kingdom and again Thailand reached, in January 2015, a total of 2.65 million foreign tourists and generated about 120 billion Baht in revenue, representing a year-on-year increase of 15.9 % and 12.7 %, respectively (thailand-business-news.com, 2015).

1.3 Problem statement

The issue problem of this research is declination of visiting tourists in Pattaya due to association with dissatisfaction or negative image on destination. According to kozak & Decrop (2010) in tourist industry, as in all industries, tourist destinations face the problem of customer dissatisfaction and complaints about products services or destination image. Kumar (2015) mentioned that Tourists would not like to visit any destination that poses threat to their safety. For instance, the effects of wars, criminal activities, terrorist

attacks and violent acts aimed specifically against tourists have been devastating to tourist destination.

According to Srikrum (2015) there are many entertainments related to sex services which created an image of a sexual sin city even though the image of sex tourism may bring a negative image to Pattaya. Due to Pattaya's image of sex it may not be good for the policy planner of Pattaya city, meanwhile, with beaches, and other attractions could provide Pattaya city with a better image. Therefore, it is crucial to investigate dissatisfaction of the current tourist after visiting Pattaya.

Based on the above consideration, in order to solve this problem, the influence of destination image, perceived value and service quality is the key on tourist loyalty and it has been trend for this research topic. It is very important to determine those above while taking decisions for strategic marketing of tourism destinations. According to Supitchayangkool (2012) the overall satisfaction and attribute satisfaction had direct and positive impact on destination loyalty. When a tourist is satisfied with his/her visit to a destination, then he/she will make repeated visits. According to Rajesh (2013) the destination image also influences tourist satisfaction and loyalty to a destination visited, for example, beautiful and good quality destination image will attract the tourist in revisiting on that destination again and again.

In summary Tourist satisfaction on destination plays an important role because it will affect travelers' decision in choosing destinations and products or services that will be consumed accordance with Rajesh (2013). The purpose of this study is to explore the key factors of the satisfaction of tourists traveling on destination in Pattaya, Thailand. Therefore, the focus of this study is to explain destination image, perceived value, service quality and satisfaction on tourist loyalty and how those affects on revisit intention or tourist loyalty.

1.4 Significance of the study

This study will be as practical guide for tourist destination manager. Every tourist destination is significant to make tourist loyal in order to sustainability of Business Company. Loyalty is the way to build and develop relationship between the customer and the company. Customer loyalty is another way to gain the best possible customer, repeat customers. Importantly, loyal customers are less likely to switch to a competitor solely because of price, and they even make more purchases than non-loyal customers. Also they

are often the people who tend to provide the best word of mouth advertising possible. Loyal customers are considered to be the most important assets of a company. In this sense, it is essential for vendors to keep loyal customers who will contribute long-term profit to the business organizations (Qin, 2012). Taylor & Francis (2015) state that the products and services offered in tourism industry are closely related to creating unique and memorable experiences for tourist. These experiences would become tourists' attractions and become reasons for tourists to choose a destination among other places under considerations. With satisfaction of those experiences that tourist have during their visits would create opportunities of repeat to revisit and would lead to building tourist loyalty on the destination. Thus, it is important that Pattaya needs to create different factors of influence that make tourist loyal.

1.5 Objectives of study

This study attempts to find out the factors which may be importance as a guideline for tourist destination manager in pattaya towards tourist loyalty which related to destination image, perceived value, service quality and satisfaction. In this respect, the research objectives that emanated from the review of the literature are to:

1. Identify how destination Image influences Tourist Loyalty.
2. Identify how Perceived Value influence on Tourist Loyalty
3. Identify how Service Quality has a positive influence on Tourist Loyalty.
4. Identify how Satisfaction has a positive influence on loyalty.

1.6 The scope of study

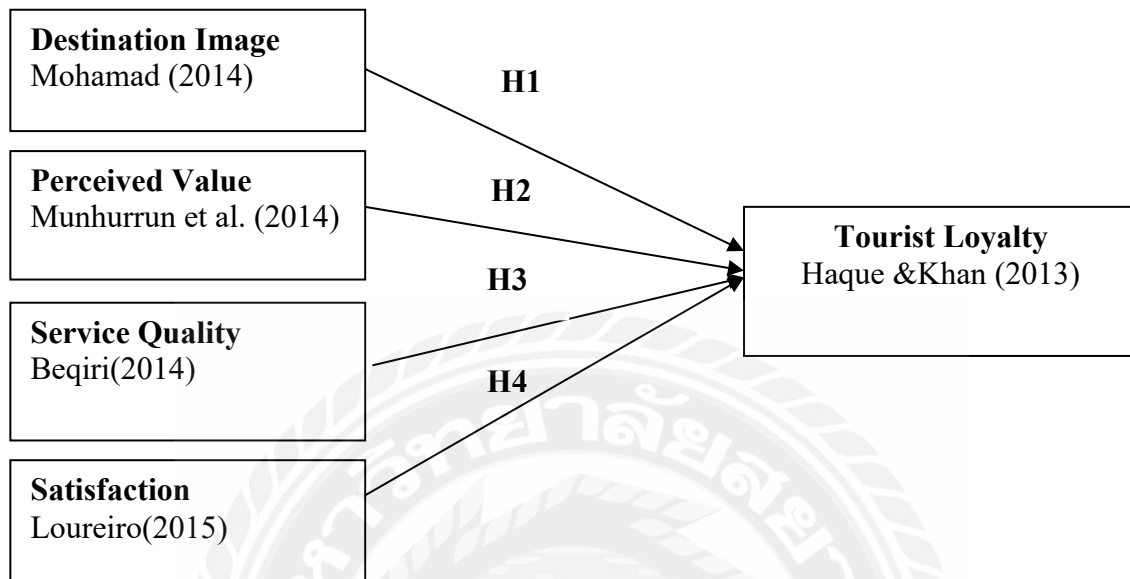
This study concerns about tourist loyalty in Pattaya destination because Pattaya is one of the most dominant tourist destination in Thailand. What are the influence factors of tourist loyalty that destination managers have to enhance in order to make tourist attractiveness and satisfaction on destination that encourage tourists to revisit Pattaya again and again? This study aim, therefore, is to find out the influence factors on tourist loyalty in pattaya destination.

1.7 Conceptual frameworks

Independent variable (IV)

Dependent variable

(DV)



1.8 Hypothesis

H1: Destination Image has a positive influence on Tourist Loyalty.

H2: Perceived Value has a positive influence on Tourist Loyalty

H3: Service Quality has a positive influence on Tourist Loyalty.

H4: Satisfaction has a positive influence on loyalty.

1.9 Definition of term

Destination Image is as an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place (Aliman & Hashim, 2014).

Perceived value refers to “consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given (Chang, 2013).

Service quality is defined as “a global judgment or attitude relating to a particular service; the customer’s overall impression of the relative inferiority or superiority of the organization and its services (Siddiqi, 2011).

Satisfaction is a psychological concept that involves the feeling of well being and a pleasure that results from obtaining what one hopes for and expects from an appealing product and or service (Amissah, 2013).

Tourist loyalty is defined as their intentions to revisit the destination and in their willingness to recommending to visits as well as positive word-of-mouth effects to friends and/or relatives (Campon et al., 2013). Loyalty also means as the strength of the relationship between individual attitude and revisiting (Wu, 2015).



CHAPTER II

LITERATURE REVIEW & PAST RESEARCH

This chapter reviews the literature in eight main areas: (1) pattaya information, (2) the role of tourist loyalty, (3) destination images (4) the perceived value, (5) service quality, (6) satisfaction, (7) tourist loyalty and (8) past researches.

2.1 Pattaya information

Pattaya is one of the most famous tourist destinations in Thailand and perhaps in South-east Asia. Pattaya is in Chonburi Province which is 147 km from southeast city of Bangkok, facing the Gulf of Thailand. Pattaya is Asia's premier beach destination attracting families, couples and single visitors. Different parts of Pattaya offer distinguished atmospheres to suit a wide range of preferences. Family travelers may prefer a quiet atmosphere of Jomtien. Worldly known as entertainment city, Pattaya offers a variety of vibrant nightlife for fun-loving visitors with a number of nightclubs, bars, pubs and shows in South Pattaya and something in between will also find the likes easily here (pattaya.sawadee.com 2015).

Also Pattaya offers accommodation range from luxurious hotels with superb convention facilities to simple guesthouses. Plenty of sports and activities on land, in water or even in the sky are available including golf, fishing, Jet Ski, kite surfing, and paragliding. Sightseeing opportunities are plentiful such as museum, theatre, gardens, zoos, amusement parks and many more for leisure activities and entertainment for all family members. (Pattaya net, 2015).

For gourmets, Pattaya's cookeries offer at reasonable prices a wide range of superlative fresh seafood and various styles of cuisine such as Thai, Chinese, Japanese, Korean, French, Italian, German, Scandinavian, Mexican, American, Indian, Russian, etc. And for night owls, Pattaya is lively nightlife caters for every taste. The most brightly colorful spot is South Pattaya where all kinds of nightly entertainment are offered. In additional, Pattaya is the place for all (Real Estate Pattaya, 2015). Not surprisingly, Pattaya can be brash, bold, beautiful and bucolic, and offers everything an authentic international beach resort can (pattayainformation.com, 2015).

Accordingly above source, Patthaya, within twenty years, has been transformed from a sleepy fishing community into an international resort often referred to as the 'Thai

Riviera'. Literally Pattaya is a place where East meets West, both in color and character, and is probably the most cosmopolitan place in Thailand after Bangkok.

2.2 The role of tourist loyalty

Consumer loyalty has been pointed out in the marketing literature as one of the major driving forces in business success because every aspect of a business system is importantly influenced by the level of customer loyalty (Valle & Silva 2010). For example according to Alizadeh (2014), in a traditional approach, loyalty depends on customers' repeated purchase of a product or service. Further author proposed an integrated loyalty framework that portrays loyalty as a relationship between the relative attitude toward an entity (e.g. a brand) and patronage behavior. Moreover, in an attitudinal view, customer loyalty depends on a continuous relationship with the service provider.

Loyalty is one of the most frequently studied concepts in business and hospitality fields. Several researchers studied loyalty to identify and understand its antecedents and its influence on customers repeat purchase and positive word of mouth (WOM) behaviors (Chang, 2013; Prayag & Ryan, 2012). Further they mentioned that the emphasis on destination loyalty can be explained by the fact that success depends not on the first purchase but on repurchase. According to them, unlikely any brand can survive over time without some degree of loyalty. Loyalty is also considered as a critical antecedent of customer recruitment and retention, and a factor that improves customers' willingness to pay more and reduces servicing costs (Valle & Silva 2010). Therefore, understanding how consumers form their destination and brand loyalty, and the factors could affect their loyalty formation is important for the success and survival of any business.

In marketing and tourism analyses, re-visits have generally been regarded as desirable. Because it is thought that first, in marketing costs, it is needed to attract tourists revisit, because of its cost will be lower than the tourists who need access for the first time. Second, the return is a positive indicator of tourist's satisfaction. Third, the inertial attitude of tourist increases the likelihood to Return. According this author, loyalty is one of the most important factors that cause people to revisit that destination (Zhang, 2012). In marketing research, customer loyalty is customer frequently purchase products or recommend others to buy. Loyalty is a deep-rooted tendency to re-patronize a brand or service consistently in the future (Mechinda, 2010).

Thus, in order to reap the benefits from tourism industry, tourist loyalty plays important role because Tourist loyalty is reflected through their intentions to revisit the destination and their willingness to disseminate positive word of mouth about the destination (Mohamad et al., 2014). According to Kandamarachchi (2014) Customer loyalty is main key element of customer relationship management and illustrates the loyalty which is built between the customer, organization, persons, products or brands. Customer loyalty is the key determinant of an organization's success.

In customer research, customer loyalty is commonly measured by three different indicators, its include customer intention to continue buy the same products, intention to buy more of the same product and willingness to recommend the product others. Some state tourist destination as a product, tourists can return to that destination or recommend to friends and relatives or some potential tourists. Some research has reflected that good quality services and satisfaction are able to make tourists re-visit more likely and influence the expectations of tourists regarding future to re-visit the same or similar destination (Xiaoli & Chirapanda, 2013). However, other studies have chosen two indicators to measure destination loyalty, such as tourist intention to revisit the destination and willingness to recommend it to others as a favorable destination (Song, 2011).

Therefore customer loyalty can be explained as, when people choose to use one unique product rather than shopping for other products by different companies. Customer loyalty can be exhibited when customers buys a same brand for an extensive period of time. For an example, some customers stick to the same travel agent due to the positive experiences they have had with their services (Kandamarachchi, 2014). Author view that when a tourists who visits a hotel and if the services that are provided are satisfying him, he will spread a positive word-of-mouth to at least 10 people. According to Ishaq (2012) undeniable, Customer loyalty provides growth, and continued survival for the companies because Superior customer loyalty in service industries will lead to better productivity.

A numerous hospitality and tourism scholars studied the loyalty concept in the past. According to Ngoc & Trinh (2015) different research brought out different sets such as novelty seeking, natural and cultural environment, safety and security, leisure and entertainment, local cuisine, infrastructure, accessibility, price, negative attributes destination image and tourists' destination satisfaction to be considered as important to have profound impacts on tourists' return intention. However, in this research, only four factors such as destination image, perceived value, service quality and satisfaction are

taken as tourist loyalty or revisit intention because according to Chi and Qu (2010), destination image plays a positive impact on quality and satisfaction which subsequently impacts on tourists' behavioral intentions.

In conclusion, creating loyalty tourist is at the heart of every tourism destination. The term tourist loyalty is used to describe the behavior of repeat tourist and those who give good ratings, reviews or testimonials. Some tourist do a great service to a particular company by offering favorable word of mouth publicity regarding a product, telling friends and family, thus adding them to the number of loyal tourists. However, a tourist loyalty includes much more. It is a process, a program or a group of program geared towards keeping clients happy, so that they provide more business. Hence it is no doubt that loyalty has significant for present and future value for company benefit and survival (Dasgupta, 2011).

2.3.1 Destination image

Destination image is an essential factor for tourist places and better image of the destination bring more tourist towards destination (Haque & Khan 2013). Destination image has influenced tourists' behaviors because Tourists make their choices of where to travel based on the destination images that come from many different sources, including sometimes past experiences with a destination (Banyai, 2010). A positive image can stimulate tourists' desires and actions to visit the destination. Destination images are not only formed from common attributes, they are also influenced by personal and situational factors as well by symbolic meanings of what the destination represents or means to the tourists, to which previous studies have not given enough consideration. The important thing here is that the destination does not stop when the image is formed, but is more significant after the visitation takes place as it causes the image to be more realistic in the mentality of the tourist. Image is therefore the most important concept for interpreting the choices made by tourists (Srikram, 2015).

2.3.2 Definition of destination image

Destination image plays a vital role in selecting a tourist destination and has been one of the key areas of tourism research for more than four decades (Rajesh, 2013). Several researchers have defined 'destination image' with different meanings. Destination image is usually defined as set of beliefs, ideas and impressions that people have about some place

or destination (Rajan, 2015). According to Puh (2014) a great number of scholars focus their attention on holistic nature of image, defining destination image as the expression of all knowledge, impressions, prejudices and emotional thoughts that individual or group of people has about particular object or place. Banyai (2010) further defines destination image as;

The sum of beliefs and impressions people holds about place. Images represent a simplification of a larger number of associations and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place.

2.3.3 Components of Destination Image

Based on above, although a great number of scholars focus their attention on holistic nature of image, defining destination image as the expression of all knowledge, impressions, prejudices and emotional thoughts that individual or group of people has about particular object or place but recent studies view that destination image is made up of two components organic and reduced. Organic image is formed by individuals themselves through past experiences with destination and unbiased sources of information (i.e news, reports, newspaper articles, Movies and information from friends, and family) (Taylor & Francis, 2015). Induced images are created through information received from external sources, including destination advertising and promotion (Rajesh, 2013).

According to Aliman & Hashim (2014), destination image encompasses only cognitive image components. Cognitive image refers to the beliefs or knowledge that a person has of the characteristics or attributes of tourism destinations. The attributes are the elements of destination that attract tourist to visit a destination while affective image refers to the tourist's feelings towards destination (Puh, 2014). Destination image is then formed as a result of the knowledge the tourist acquired about the destination (cognitive component), the feelings or attachment he develops towards the destination (affective) and his intention or behavior on the future (cognitive). After that, an overall image comprehending functional and psychological characteristics of destination is created by tourists. So the difference between is that Cognitive component made up of the sum of beliefs, impressions, ideas and perceptions that people hold of an object. The affective component deals with how a person feels about the objects (Rajesh, 2013).

2.3.4 Attributes of destination image

There are numerous attributes linked among a specific destination; therefore it is unfeasible that all attributes are vital in travelers' preference for a place to visit. According to Mohamad et al. (2014) the destination image researchers however, used following attributes to measure the destination image, the attributes were scenery or natural attractions, costs or price levels, climate, tourist sites or activities ,nightlife and entertainment, sports facilities or activities, national parks or wilderness activities, local infrastructure, transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, cities fairs, exhibits, festivals, facilities for information and tours, crowdedness ,cleanliness, personal safety, economic development or affluence, accessibility, degree of urbanization, extent of commercialization, political stability, hospitality or friendliness or receptiveness, different customs or culture, different cuisine or food and drink, restful or relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family or adult oriented ,quality of service and fame or reputation.

According to Munhurrun et al. (2014) he mentioned that Island destinations are immersed in images of the “exotic” associated including both tangible and intangible elements such as pristine beaches, white sand, blue sea, rivers, landscape, biodiversity, brown skin and colorful culture to attract Western visitors. Beaches are considered as one of the major attractions of the tourism industry and are one of the most important motivators for tourists to visit island destinations.

In fact, Chi (2010) viewed that the destination brings together all aspects of tourism demand, transportation, supply, and marketing in a useful framework. It represents the most important element of the tourism system because destinations and their images attract tourists, motivate the visits and therefore energize the whole tourism system.

Based on above notion, destination image is about all emotional qualities include experiences, beliefs, ideas, recollection, and impressions (Xiaoli & Chirapanda, 2013). Tourist's behavioral intention relies on the image that they have of destinations. Image will influence tourists in the process of choosing a destination, the subsequent evaluation of the trip and in their future intentions. Destination image has a positive influence on perceived quality and satisfaction. A positive image deriving from positive travel experiences would result in a positive evaluation of a destination. Tourist satisfaction

would improve if the destination as a positive image and destination image also affects tourists' behavioral intention (Assaker et al., 2011).

To sum up, destination image plays a vital role in selecting a tourist destination. If any tourism authority can create positive image of the destination on tourist mind then it is easy to be successful in tourism business. A strong destination image gives competitive advantage from the competitors. Destination image or image of the country has great influence on the decision making process of the tourist. If the tourist perceive positive and favorable destination image on their mind then they like to often visit their desired tourist place (Haque & Khan, 2013). Hence, destination image are important since they strongly influence the decision making behavior of potential tourists and the satisfaction based on tourist experience. So recognizing the perceived destination image is crucially important to become successful in tourism industry.

2.4.1 Perceived value

According to economic theory and practical experience, the importance of the perceived value of products and services grows during periods of economic recession. In such circumstances, customers are more sensitive to value-for-money deals. It is well known that it is unreasonable for marketers to increase the perceived value of their offerings by lowering prices, while increasing the benefits of offerings for customers can be more effective. From this perspective, the quality and image of offerings are among the most important objects in which marketers can invest (Korda, 2010). Clearly, the tourism industry is not excluded from global recession trends, since tourism as a household activity falls into the category of a luxury cost. In this sense, the perceived value deserves particular attention and is a key factor in strategic management.

Perceived value is common and very essential issue of marketing area and is an important element in relationship marketing. Perceived value is defined with comparison of the benefits or output with the prices of products or services and is related with customer satisfaction (Haque & khan, 2013). According to Atikahamba (2014) many studies on perceived value revealed that it has a strong effect on future intention to revisit or repurchase products or services. For example, with regarding the relationship among entertainment travelers' past vacation behavior, vacation satisfaction, perceived vacation value, and future behavioral intentions. Chang (2013) says that perceived value is a good predictor of travelers' revisit intention toward a destination. Author, further, demonstrated

that perceived value does play a significant role on influencing the level of tourist satisfaction and future behavioral intentions with regarding a tourist behavior model by including destination image and perceived value into the “quality, satisfaction, behavioral intentions” paradigm to examine the relationship between tourists’ destination image, trip quality, perceived value and satisfaction and future behavioral intentions.

2.4.2 Definition of perceived value

A number of studies have been defined perceived value meaning differently. According to Mechinda (2010) one of the most cited definitions of perceived value is presented by Zeithaml that he has defined perceived value as the consumers overall assessment of the utility of a product based on perceptions of what is received and what is given. This view posits perceived value as a unit dimensional construct that can be measured simply by asking respondents to rate the value that they received in making their purchases. However, other authors have suggested that this conceptualization of value (as simply a trade-off between benefit and sacrifice) represents a narrow approach to the concept; these authors have argued that perceived value is a multidimensional construct in which a variety of notions (such as perceived price, quality, benefits, and sacrifice) are all embedded (Shen et al., 2014).

According to Alshibly (2015) Conceptualization of consumer perceived value is the most used and implemented in the literature. He identified its meaning into four ways: (1) value is low price, (2) value is whatever one wants in a product, (3) value is the quality that the consumer receives for the price paid, and (4) value is what the consumer gets (quality) for what they give (price). The majority of tourism research has focused on the fourth meaning of value. Briefly defined, perceived value is the result or benefits customers receive in relation to total costs which include the price paid plus other costs associated with the purchase.

2.4.3. Measurement of Perceived value in tourism

In recent years perceived value has been the object of attention by researchers in tourism. Different dimensions have been examined; perceived quality through social value, emotional elements (perceived quality of the product) and the functional value (price and value for money). In the case of a tourism package, the consumer has a holistic

notion of its perceived value which is more complex than simplistic notions of quality and price, since affective elements have a key role to play (Huang et al., 2015).

According to Lexhagen (2010), Customer value must be seen as differently depending on whether the product or service is valued for its value as contributing to a means to- an-end value, or if its perceived value is based on the pure possession of the product or service. Firstly at the attribute level, customers are concerned with defining the product in terms of its attributes; while secondly, at the consequence level customers define what the product can do for them, i.e. outcomes of user/product interaction. At last level, desired end-states are customers' core values, purposes and goals, i.e. the basic and fundamental motivators. With this perspective on value the authors claim that a richer and more meaningful understanding of customer needs and desires can be developed.

Based on above consideration, Service quality and its communication is an important hindrance for services to compete on the basis of price and the offer of service business is difficult for customers to assess and understand. Because of the intangibility of services, customers place great stress in the trust on a service without quality assurance, low price has little or no effect. Rather, a low price is likely to give a negative perception to customers regarding Quality. Quantitative examples relating to service sectors are more than in the manufacturing sector and most studies revealed the trend towards reduced customer satisfaction levels (Malik, 2012). Thus it is necessary to make straightforward measurement of price changes with respect to customers' perceptions on the quality of the products and services. If consumers think price is unfair; they will not be able to pay it. A firm should not mainly focus on competitors' prices rather firms should focus on providing the right quality at the right price to the customer.

To be concluded here, Customer perceived value played an important role in improving the competitiveness of tourism enterprises and promoting the sustainable development of the tourism industry. Tourist perceived value can effectively enhance the market share of a tourism enterprise and function as the predictor of tourists' behavioral intention such as tourists' revisit intention. Improving customer perceived value can cultivate the loyalty of customers in tourist destination and can help achieve the tourist destination's operation goal (Shen et al., 2014).

2.5.1 Service quality

For a long time, the scholars at home and abroad have deeply researched the relationship among the service quality, customer satisfaction and loyalty. The service quality is a kind of general experience that the customers' feeling for the service provided by the enterprises (Qin, 2012).

Service quality is in a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external). It is an approach that leads to an increase of competitiveness, effectiveness and flexibility of the entire company. Better service quality brings more customers and generates more revenue. In general, elements of quality, the product or service have to satisfy specific elements of quality, according to the demands of the profession in their pertaining activity. Today quality is the result of growing and increasingly diverse needs of the consumers, along with a highly increasing competition, market globalization and the development of modern technology (Grzanic, 2010). Another aspect of service quality that is often used by companies to enhance loyalty of customers is the attempt to achieve sites that offer benefits to consumers in conditions of occasion and attempt. It is indicated that recreation participants' perceptions and evaluations of service quality may be related to their loyalty to a recreation service (Movafegh, 2013).

According to Ebrahimpour (2010), Managers in tourism try to improve the quality of their services and the level of customer satisfaction in the belief that this effort will create loyal visitors. Loyal visitors will return to the destination and recommend it to others.

2.5.2 Definition of service quality

While investigators have studied about service for numerous decades, there is no agreement regarding the conceptualization of service quality. Diverse investigators have focused on unlike dimensions of service quality. There is no universal, parsimonious, or all-encompassing definition or model of quality. The mainly general description is the usual concept that sights excellence as the purchaser's insight of service fineness. That is to state, quality is defines by the purchaser's feeling (Movafegh, 2013).

Based on above consideration, the supposition behind this description is that clients form the insight of service excellence according to the service routine they experience. It is the purchaser's view that categorizes service quality. Several investigators acknowledge this approach to service quality. For example, Siddiqi (2011) define service quality as “a global judgment or attitude relating to a particular service; the customer's overall

impression of the relative inferiority or superiority of the organization and its services. Ebrahimpour (2010) defined Service quality as a gap between the customer's expectations of a service and the customer's perceptions of the service received. The consumer satisfaction literature views these expectations as predictions about what is likely to happen during an impending transaction, whereas the service quality literature views them as desires or wants expressed by the consumer. Quality is defined in a diversity of behavior and comprises: Movafegh (2013) defines quality including: a) satisfying or delighting the customer or exceeding expectations; b) product of service features that satisfy stated or implied needs; c) conformance to clearly specified requirements; and d) fitness for use, whereby the product meets the customer's needs and is free of deficiencies.

2.5.3 Measurement of service quality

When visiting a destination, tourists interact with many different components of the destination (resort) product, which is a package of diverse attributes that includes not only the historical sites and spectacular scenery, but also service and facilities catering to the everyday needs of tourists. The quality of these interactions and experiences, with numerous encounters in the total holiday experience, forms the basis for overall holiday dis/satisfaction and future travel decisions. Quality of performance, which may also be termed quality of opportunity, refers to the attributes of a service which are primarily controlled by a supplier. It is output of a tourism provider (Bastic & Gojcic, 2011).

Qin (2012) used a two-dimensional model to study the quality of service. The first dimension was technical-quality by which the outcome of service performance was meant. The second dimension was functional-quality, meaning subjective perceptions of how service is delivered. Functional quality reflects consumers' perceptions of their interactions with the service providers. The model of Qin compares the two dimensions of service performance with the expectations of customers. Finally, Qin comes to conclusion that each single customer has its own single perception of the quality of a service.

A few years later, many researchers have studied the measurement of service quality. The most well known instrument for measuring service quality is SERVQUAL introduced by Parasuraman. The model is based on the definition of quality as a comparison of the expected and the obtained as well as a consideration of gaps in the process of service provision (Grzanic, 2010). SERVQUAL has been widely applied in many industries for measuring customer perceptions of service quality. These five major dimensions of service

quality encourage greater customer satisfaction: 1) reliability, which is the ability to carry out services accurately and in timely manner. 2) responsiveness is the destination tourism agencies should be willing to help visitors and provide prompt services. 3) Assurance where the employees should be able to relay trust and confidence. 4) Empathy which involves provision of caring, individualized attention to tourists. 5) Tangibles-the appearance of physical facilities, personnel, equipment, and communication materials (Saha & Zhao, 2010). The results show that it will lead to higher customer satisfaction if the provider can control few dimensions.

2.5.4 Measurement of service quality in tourism

Service quality is an important aspect of tourist satisfaction. The measurement of customer satisfaction is not an easy task as it is related to an individual's perception. Since the tourist experience takes place in phases i.e. planning the trip, travelling from and to the destination, experiencing the destination; consequently, various aspects of the trip should be examined because they affect overall satisfaction (Beqiri, 2014)

There were several researchers who studied the measurement of service quality in tourism. The tourism literature has revealed various attempts to make sense of how tourists evaluate the quality of services they receive while on vacation, travel agency quality, and hotel quality (Ebrahimpour, 2010). According to Haghkhah et al. (2011), he conducted a study to investigate the role of service quality on tourism industry. In his study, the researchers formed the following dimensions of service quality: Destination (the location should be highly accessible), hotel (the location of the hotel, the ease of access to the room, restaurant, transportation stations, etc.), accommodation quality, interactions (with accommodation provider's personnel or other guests taking place during the stay at the accommodation unit), environment (i.e. physical evidence of the hotel), value (the value of accommodation worth to the paid cost). The results showed that such dimensions as quality of accessibility (destination, transportation, hotel), accommodation (environment, interaction, value), and venue/setting (environment, interaction, value) had significant, direct, and positive relationship with satisfaction of tourists, their intent to return and eventually development of tourism industry in a region.

Furthermore, Supitchayangkool (2012) reviewed the development of a scale to measure and benchmark service quality in tourism consisted of ten dimensions: 1) Core-tourism experience: the primary item that tourists want to get consists of; natural beauty,

good climate etc 2) Information: information required by tourists including information about destination available at the airport, places to stay etc. 3) Hospitality: the courteousness, friendliness, trustworthiness, and reliability of hotel staff and local people, 4) Fairness of price: the fairness of products' cost at tourist spots and shops as well as local conveyances. 5) Hygiene: the cleanliness and hygiene of a place to stay, 6) Amenities: the availability of internet, telecommunication services and money exchange facilities. 7) Value for money: the value for money with respect to the tour package, accommodation, domestic flight, food at restaurants, 8) Logistics: the accessibility of tourist spots as well as conditions of infrastructure. 9) Food: The taste of local food and availability of food. 10) Security: free from terrorist attacks. This study showed that such dimensions as quality of Core-tourism experience, Information, Hospitality, and Fairness of price, Hygiene, Amenities, and Value for money, Logistics, Food, and Security had significant, direct, and positive relationship with satisfaction of tourists, their intent to return and eventually development of tourism industry in a region.

To sum up, by considering the importance of service quality of tourist destinations, managers of every tourist destinations are very concern to improve the quality of the service. By improving the service, managers can satisfy their tourist and make them loyal towards the destinations. Poor service quality of any particular service industry hamper the potentiality of that business and it influence customers to switch service providers. It is also applicable for tourism industry. If any particular tourist destination fails to provide better service then customers will switch to another destination (Haque & Khan, 2013).

2.6.1 Satisfaction

Understanding tourist satisfaction is of utmost importance for the tourism industry, especially because of its effect on their future economy (Prebensen, 2010). In tourism literature, Tourists' satisfaction is significant to achieve high visitors' intention in revisiting the same destination. Satisfying customers can encourage customer's loyalty and foster word of-mouth advertising. Tourists satisfaction depends on the results of the goodness of fit with their expectations about their perception of the destination experience, which is result of comparison between their previous images of the destination and what they actually sees, feels, and achieved at the destination. In this sense, destinations that can identify attributes that satisfy tourists increase their chances of having loyal tourists. The

more satisfied a visitor is, the more likely he or she will revisit a destination, recommend it to others, or say positively about the destination (Xiaoli & Chirapanda, 2013).

Moreover, Customer satisfaction is the necessary foundation for the company to retain the existing customers. The customers who are unsatisfied with the received services would not be expected to have long run relationships with the company. Poor services can also cause to dissatisfaction. Like Inherently poor services or satisfactory level of services, which cannot achieve customer, expectation may be cause of dissatisfaction in customers. Customer satisfaction thus, is an important element in service delivery because understanding and satisfying customers' needs and wants can generate increased market share from repeating customers and referrals. Therefore, it has a significant effect on future purchase intentions and customer loyalty (Qin 2012).

2.6.2 Definition of satisfaction

Traditional literature within consumer behavior pinpoints that customer satisfaction is the result or the final step of a psychological process from need recognition to evaluation of experienced products. Although this recognition of a motivational based process is agreeable, researchers within the area of satisfaction including tourist satisfaction tend to only focusing on perception of products and product elements, by focusing on the level of satisfaction received (Prebensen, 2010). According to puh (2014) one of the most cited definitions given by Oliver is that satisfaction is defined as pleasurable fulfillment. That means that the consumer senses that consumption fulfils some need or desire and that this fulfillment is pleasurable. In the case of tourism destination, tourists value the degree of pleasurable fulfillment of their needs and wishes on a full range of services, products, image etc offered in a destination so satisfaction depends on the experience they have with using those services. To summarize puh's theory, Tourism satisfaction is based on the coincidence of the expectations tourist have before visiting destination and the results of experiences achieved in the destination which represents a compilation between previous image tourist had about destination and those he really sees, feels and remembers about destination.

2.6.3 Measurement of tourist Satisfaction

In the terms of satisfaction measurement most authors agree it is important to differentiate overall destination satisfaction and attribute satisfaction on the destination

level. In the tourism literature two major approaches are employed to measure tourists' satisfaction namely, disconfirmation theory and performance-only approach. Disconfirmation theory is based on the post-purchase concept, which is a comparison between pre-travel expectations with actual travel experience. For instance, Tourists take a trip to visit the destination to consume the products or experiences that it offers, to have good memories to share with their friends and they form their judgment of the destination by comparing their actual experiences with their expectations (Vetitnev et al., 2013).

The performance-only approach considered the tourist satisfaction construct as the tourists' evaluation of destination attributes. Previous researchers used multi-attribute model to explain tourist satisfaction. They measured different dimensions of quality like security, safety, appearance (aesthetics), service orientation, accessibility of service and variety (fun), in several ranges of tourism activities including attractions, shopping, food and accommodation, and transportation (Reuben, 2010).

According to Song et al. (2012), he founded the following factors of destination items to measure tourist satisfaction: Lodging, dining, shopping, attractions, activities and events, environment, and accessibility. Furthermore, he reviewed tourist satisfaction with ski resorts using six satisfaction indicators: ease of access, situation at ticket selling points, level and variety of prices, cableways and ski lifts, skiing area, skiing runs, services, and restaurants. Based on the above results and our personal experiences, Vetitnev et al. (2013) has chosen the following 12 attributes that constitute satisfaction destinations: accommodation, food, city transport, medicine entertainment, shops, beach, attractions, excursions, staff, environment (ecology) and cleanness. The results indicated that factors such as accommodation, food, city transport, medicine entertainment, shops, beach, attractions, excursions, staff, environment (ecology) and cleanness attempt tourists' satisfaction.

Additionally, there were some studies investigating about novelty seeking' role in tourists' satisfaction as well as their revisit intention. Ngoc & Trinh (2015) reviewed that in the field of tourism, natural environment comprises of many factors such as weather, beach, lake, mountain, desert, etc. They further mentioned that cultural environment includes quality of life; language barriers; local residents' hospitality and friendliness; festival or concert; religion; historic attractions; customs and ways of life. The results show that natural environment factors such as weather, beach, lake, mountain, desert, etc, affected tourist satisfaction that makes tourists revisits

Infrastructure is tools which are quite transparent for most people. It consists of many aspects, such as deciding with whom to travel, what destination to travel to, where to buy the product, etc. The journey, from leaving home to return, consists of a series of elements, including infrastructural aspects, activity amenities, as well as service elements: transportation, hotel, restaurants, types of activity, number of activities, service level in general, specific activities, the nature/surroundings, travel party, food, etc. After the journey all these elements are viewed as possible influences on overall satisfaction (with the destination) and subsequently on the intention to re-visit and communicate via positive word of mouth (Prebensen, 2010).

According to Paunovic (2014), leisure refers to time spent doing what you enjoy when you are not working or studying while entertainment is defined as films/ movies, music, etc used to entertain people. Leisure and entertainment consists of outdoor activities, adventure activities, shopping as well as nightlife, etc. besides entertainment, for destination food providers, it is essential to enlarge knowledge about tourists' food culture (including their eating habits, their tastes, custom, etc) to make the foods become congruous with tourists' habits. This will effectively help improve the food service also enhance customer satisfaction (Ngoc & Trinh, 2015).

To be concluded here, tourist satisfaction come in various ways by different satisfaction factors. Rajesh (2013) reviews that attributes like perceived attractions, perceived quality, perceived risk and perceived value used measure the satisfaction of tourists. Attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility affects tourist satisfaction. Author also defined Overall destination image, destination image (i.e. attractions, accommodation, accessibility, amenities, activities, local community and shopping) impact on tourist satisfaction. The results showed that in turn, those factors affected tourist loyalty.

2.7.1 Tourist loyalty

Consumer loyalty has been considered a significant asset to an organization. In a normal situation each company wants to have loyal customers. Loyal customers have a high repeat purchase behavior and a positive attitude towards a company (Van Es, 2012). Many previous loyalty studies indicated that higher customer loyalty often results in higher profitability and more stable customer basis. Loyal customers not only represent a

stable source of revenue, but also act as free word-of-mouth advertising channels that informally link networks of friends, relatives and other potential consumers to a product/service. Furthermore, it has been argued that it was five to seven times more expensive to attract new customers than to retain old ones (Taylor & Francis, 2015). This statement shows the importance of customer loyalty. Siddiqi (2011) mentioned that it is better to look after the existing customer before acquiring new customers. Therefore, loyalty has been considered as one of the major driving forces in the competitive market.

2.7.2 Definition of loyalty

Generally, Consumer loyalty has been defined in behavioral terms as repeat purchasing frequency or relative volume of same-brand purchasing. Also he defined loyal customers as those who re-buy a brand, consider only that brand, and do no brand-related information seeking. Furthermore he defined loyalty as consumers' intentions or actual behavior to repeatedly purchase certain products or services (Ngoc & Trinh, 2015). Rajesh (2013) defined loyalty as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future despite situational influences or marketing efforts having the potential to cause switching behavior. This definition includes two aspects of behavioral and attitudinal loyalty. The behavioral perspective focuses on tourist's consumption behavior such as repeat visitation while the attitudinal perspective refers to tourist's attitude toward a destination or attraction. Author further defined loyalty at a higher level, which he termed 'ultimate loyalty', as those consumers who fervently desires to re-buy a product or service, will have no other, and will pursue this quest against all odds and at all costs.

2.7.3 Conceptualization of Loyalty

The concept of consumer loyalty has been extensively investigated in the marketing literature with the underlying goal of understanding customers' needs and wants so as to secure repeat purchase of particular brands and products. The large majority of market researchers view loyalty as a multi-dimensional concept, however there is debate as to how many dimensions, this is two or three. According this author, loyalty can be measured by utilizing only one indicator that is willingness to recommend (Donnelly, 2010).Hence, understanding the behavioral intention is very critical in understanding and predicting the

future intention of travelers and their loyalty toward a special destination (Alizadeh, 2014).

2.7.4 Measurement of Loyalty

Loyalty is a multidimensional construct that has been conceptualized in many different ways in the marketing literature. Generally, Loyalty has been measured in the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Toyama & Yamada, 2012).

Behavioral approach is related to consumers' brand loyalty and has been operationally characterized as sequence purchase, proportion of patronage, or probability of purchase. This loyalty measurement does not attempt to explain the factors that affect customer loyalty (Anuwichanon, 2010).

In the attitudinal approach based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference. Tourists may have a favorable attitude toward a particular product or destination, and express their intention to purchase the product or visit the destination. Thus, loyalty measures consumers' strength of affection toward a brand or product, as well as explains an additional portion of unexplained variance that behavioral approaches do not address (Bastic & Gojcic, 2011).

Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches. The reviewed literature suggests that a full understanding of loyalty need to consider both motivation and satisfaction constructs simultaneously (Yoon and Uysal, 2011).

In customer research, customer loyalty can be measured from three different indicators, its include customer intention to continue buy the same products, intention to buy more of the same product and willingness to recommend the product others. Author further state tourist destination as a product, tourists can return to that destination or recommend to friends and relatives or some potential tourists. Some research has reflected that good quality services and satisfaction are able to make tourists re-visit more likely and influence the expectations of tourists regarding future to re-visit the same or similar destination (Zhang, 2012).

2.7.5 Measurement of Loyalty in tourism

Generally it is believed that satisfaction leads to repeat purchase and positive word-of-mouth recommendation, which are main indicators of loyalty. Marketing literature has paid much attention to the relationship between customer satisfaction and loyalty. According to this author, number of studies has confirmed a significant positive relationship between customer satisfaction and loyalty/retention. If consumers are satisfied with the product/service, they are more likely to continue to purchase, and are more willing to spread positive word of mouth to friends, relatives and others as potential tourists (Shirazi, 2013).

Satisfaction can be used as a measure to evaluate the products and services offered at the destination (Valle & Silva, 2010). In tourism industry, there are empirical evidences that tourists' satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people Satisfied tourists are more likely to return to the same destination, and are more willing to share their positive traveling experience with their friends, relatives and others to visit the destination they have visited (Chi, 2010).

To sum up, overall destination image such as attractions, accommodation, accessibility, amenities, activities, local community and shopping impact on the tourist loyalty (Rajesh, 2013). Tourism managers use these attributes to stimulate the positive perception of the destination. If tourist gets better service from any tourist destination then tourist will be loyal towards the destinations (Haque & khan, 2013). Taylor & frantic (2015) stated that Truly loyal customer must not return to the firm or had a sense of behavioral loyalty but at the same time, the customer will feel emotionally attached that he/she felt no other company can fulfill his/her needs and consequently resist them to switch another providers. The author pointed out the loyal customers had acted as marketing agents for the company by recommending the company to others. Besides this, tourist loyalty spread their positive word of mouth to other customer as well as their friends and relatives. These annotations point to the significance of customer loyalty, which provides growth, and continued survival for the companies.

2.8. Past researches

Many past researchers have studied destination image, perceived value, service quality and satisfaction in effect of tourist loyalty on tourist destination. In the following,

the authors show each variable and its relation to revisit intention. All relations have a positive form.

2.8. H1: Destination image has a positive influence on tourist loyalty

Image can have significant influence on tourists' subjective evaluation of destinations, consequent behavior, and destination choice (Chi, 2011). The destination image affect the tourist's perceived value of a destination. It means that when a destination image is favorable, it results in the higher perceived value. The perceived value can be measured by three items which are money value, time value and effort value. In this sense, the more favorable the destination is, the more a tourist values his/her effort, time and money spent for visiting the destination (Alizadeh, 2014).

Previous Studies strongly suggest a significant relationship between destination image and behavioral intentions of tourists (Kim et al., 2012). For example, Mahasuweerachai & Qu (2011) proposed a significant relationship between the image and visitors' intention to revisit the same destination in the future. Further, their studies reported that image tends to have a significant impact on perception of service quality, satisfaction, and customer loyalty in evaluation of services. Castro et al. (2010) proposed on one hand that both the perception of service quality and/or tourist satisfaction is likely to moderate the relationship between image and destination loyalty. Chen and Tsai (2010) also proposed that perceived image of a destination is the most critical determinant of individuals' behavioral intentions i.e., revisit intentions and positive worth of mouth behavior.

2.8. H2: Perceived value has a positive influence on tourist loyalty

Perceived value is a significant factor that plays an important role in consumers' decision making process: they also revealed differences in value perceptions of business and leisure travelers (Zhang & Mao, 2012). Customer perceived-value is defined as the perception about quality, social psychology, benefit and money (Ishaq, 2012). Several studies have pointed out that tourists' perceived value is positively related to revisit intention. For instance, Chang (2013) explored the impact of brand equity on customers' perceived value and revisit intent to a mid-priced U.S. hotel and found that perceived value is positively related to customers' revisit intention. Author further had pointed out that perceived value has a positive impact on both future behavioral intentions and behaviors. Alizadeh (2014) have proposed a model in which perceived value has a direct

impact on the customer's satisfaction and then results in future behavioral intentions. Author argued that Customer's future behavioral intention is determined by some variables which perceived value is an important factor among them. On the other hand, customers will be motivated to buy a service or product when they evaluate whether they have received value for the service or not. Therefore, it can be argued that a tourist's perceived value can influence his/her future behavioral intentions to visit a destination.

2.8. H3: Service quality has a positive influence on tourist loyalty

Perceived service quality is viewed as a key determinant of satisfaction with potential consequences for repeat patronage. Author stated that market communications that increase client's viewpoint concerning the service quality of a given company are probable to make stronger replicate support. Confidence with a service supplier is often a key to loyalty, and reminding consumers of past purchases may be critical in building or maintaining loyalty. Offering personalized services and enacting company policies to build consumer confidence are ways that companies can try to induce attitudinal loyalty in customers (Movafegh, 2013).

Ishaq (2012) described service quality as the customers' overall judgment of the excellence of service offering. Service quality is also affected by the ability of an organization to satisfy customers' needs, according to their expectation level. Several studies have shown a positive relationship between consumer loyalty and consumers' perceptions of service quality. These authors have offered suggestions for companies to increase their quality of service in direct to support increased participant loyalty (Movafegh, 2013). Mason & Nassivera (2013) proposed that there is a positive relationship between service quality and satisfaction. Furthermore, they proposed that quality service and satisfaction can lead to loyalty. According to them, having direct impact on loyalty, the impact of service quality is likely to be mediated by customer satisfaction. For example, Chen and Tsai (2010) proposed that the relationship between service quality and behavioral intentions are fully mediated by customer satisfaction. The results indicated that perception of quality and customer satisfactions are both important determinants of customer loyalty (Zabkar et al., 2010). Bastic & Gojcic (2011) found a positive relationship between service quality and the willingness to a pay a higher price and the intention to remain loyal in case of price increase. Perceived quality has a stronger total effect on behavioral intentions than satisfaction. According this author, service

quality appeared to be a significant predictor of return intentions for the first-time visitors and service quality acts on service loyalty via customer satisfaction and that customer satisfaction performs a mediating role in the link between service quality and service loyalty.

2.8. H4: Satisfaction has a positive influence on tourist loyalty

Satisfaction is considered as one of the most critical determinants of loyalty because of its significant impact on the destination selection, the selection of activities and services, the future visitation intentions and the decision to recommend to others (Ozdemir et al., 2012). Several previous studies in tourism examined the relationship between satisfaction and loyalty. Prentice (2013) proposed in their studies that tourist satisfaction can lead to positive behavioral reactions from tourists such as repeat visits and positive word of mouth. According to them, Tourist satisfaction is a critical determinant of the success (or failure) of a destination because satisfactory experiences will lead revisit intentions/loyalty and/or positive recommendations to friends and relatives about the destination (Song et al. 2012). Can (2013) found that in many tourism and leisure studies, overall satisfaction positively affects behavioral intention and recommendation of the destination to other people? Highly satisfied tourists are more likely to revisit the same destination, and to share their positive experiences with their friends and relatives. According to Alizadeh (2014), in order to achieve customer loyalty firms need to focus on the satisfaction as an important objective. Moreover, author argued that travelers evaluate the performance of the firm and then compare with their expectations. When the performance is higher than expectation, satisfaction will occur which results in the customer loyalty.

Based on the literature review above, the proposed model was built involving four predictor variables: destination image, perceived value, and service quality and tourist satisfaction. Each of these variables had a direct link to revisit intention. This study therefore, has been taken as influence factors towards tourist loyalty which is focusing on the destination of pattaya, Thailand.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to explain about the research methodology and data gathering used to achieve the research objectives of this study. This chapter includes research methods used, target population, sample design and procedure. The research instrument, scale construction, data collection procedures, and data analysis will also be explained in detail in this chapter.

3.1 Research methodology

The objective of this study is to examine the relationship between destination image, perceived value, service quality and satisfaction towards tourist loyalty on tourist destination. This study is a descriptive research using a questionnaire as the method for collecting data at Pattaya, Thailand. Descriptive research designs are usually structured and specifically designed to measure the characteristics described in a research question. Hypotheses, derived from the theory, usually serve to guide the process and provide a list of what needs to be measured. The object of descriptive research is to portray an accurate profile of persons, events or situations (Saha & Zhoa, 2010).

The survey questionnaires were distributed to international students at Siam University due to time and budget restrictions. A survey was administered from sample population. The term survey is commonly applied to a research methodology designed to collect data from sample population, or a sample from that population, and typically utilizes a questionnaire or as the survey instrument in this study.

Surveys are used to obtain data from individuals about themselves, their households, or about larger social institutions. Sample surveys are an important tool for collecting and analyzing information from selected individuals. They are widely accepted as a key tool for conducting and applying basic social science research methodology. Such sample surveys are comprised of standardized methodologies designed to gather information by examining systematically identified population samples. Social scientists rarely draw conclusions without disaggregating the sample population into various sub-groups. For example, the Gallup polls typically examine issues disaggregated by gender, ethnicity, education and region of the country (Rossi, 2010).

According to Leary (2010), there are distinct advantages in using a questionnaire vs. an interview methodology: questionnaires are less expensive and easier to administer than personal interviews; they lend themselves to group administration; and, they allow confidentiality to be assured. Author further indicates that mailed surveys are extremely efficient at providing information in a relatively brief time period at low cost to the researcher.

For these reasons, the researcher chose a descriptive research methodology and designed a questionnaire survey instrument to assess influence factors towards tourist loyalty regarding destination image, perceived value, service quality, satisfaction on tourist destination in Pattaya, Thailand.

3.2 Quantitative method

In this study, a quantitative method by using questionnaires will be adopted as the method by which the survey was completed and it designed with a set of questions that are mainly created from the literature. Quantitative method is the most commonly used technique in research (Kayastha, 2011). Survey method is found to be the most common research tool as it allows the researchers to study and describe on a fairly large population quickly and at relatively lower cost Rajan (2015). Adams (2010)) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).

In order to be able to use mathematically based methods our data have to be in numerical form. According to Adams (2010) quantitative research is useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue (e.g., to measure how service quality and customer satisfaction impact on a customer's loyalty). Quantitative research is suitable to explain some phenomena. For instance, 'What factors influence the customer loyalty in Pattaya destination? And it is well-suited for the testing of hypotheses. A questionnaire is a useful tool for investigating patterns and trends in data and is frequently used with success in management, marketing and consumer research (Easter et al., 2012). In this qualitative study, the researchers used questionnaire as a tool to collected data from 300 samples from international students at Siam University.

3.3 Sampling design

3.3.1 Target Population

According to Kayastha (2011), a population is the group of all items of interest to a statistics practitioner. Author further said that target population is a total group of people from whom the researcher may obtain information to meet the research objectives. The research aims at evaluating the overall tourist loyal toward Pattaya destination. It is not convenience for researcher to go to Pattaya due to an inadequate budget plan, as the cost of the bus fee and accommodation are very expensive. The target population, therefore, is all international graduate students in Siam University, Bangkok, Thailand.

In international graduated program, especially exchange students, most of them would like to travel in pattaya during free time of their studies from my previous experiences in study semesters. On the other hand, purpose of these exchange students who came to study in Thailand is to travel around Thailand including pattaya as well as Asean countries because Thailand is in the center of Asean countries and its country itself is beautiful as well surrounded by natural attractiveness like mountains and beaches. You can find a lot of natural places like mountains and beaches. Pattaya is one of its examples with very beautiful beaches and you can find a lot of activities for entertainment there such as windsurf, water ski, swim, sunbathe, snorkel, sail, or take trips to nearby islands and so on. From previous experiences with my classmates, especially European students, they told me that there were no such beautiful beaches in their home countries. That is why they come to study in Thailand, on one hand, with the purpose of travelling around Asean countries including Pattaya destination. On the other hand, they can study without wasting their time. Another aspect is that even some of other international graduate students would like to travel Pattaya during their holidays of studies since Pattaya is the hottest beach resort destination for tourist in Thailand. For these reasons I hope they have a lot of experiences about Pattaya image in which they will be able to answer the survey with regard to my research. Therefore, the target population is all of international graduate students in Siam University, Bangkok, Thailand.

3.3.2 Sample Size

The sampling technique in this study used population of totally 300 international graduate students who registered in Siam University, Thailand in the year of 2015 according to office record. The researcher has considered this number as the population.

By using the following formulation of Yamane 1993, number of sample size equals number of population divided by one plus number of population and multiply with 5 percent of precision or $n = N / (1 + Ne^2)$ where, n is number of sample size, N is number of population, and e is 5 percent of the level of precision. Therefore, the sample size was 172 international graduate students.

Formulation of Yamane 1993, $n = N / (1 + (N * e^2))$

Where, n = Sample size

N = Population size (300 internal graduated students)

e = the level of precision (5%)

Therefore, $n = 300 / (1 + (300 * 0.05)^2)$

n = 172 samples

The sample size is about 172 international graduate students.

3.3.3 Sampling method

The main objective of this research is to analyze the influence factors of tourist loyalty in pattaya. As the study is about measuring tourists who were visiting in pattaya, it should relate to all tourist in Pattaya, Thailand, but due to the time and resource constraints only international students in Siam University will be taken into sample survey.

Selection of the sampling method to use in a study depends on a number of related theoretical and practical issues. These include considering the nature of the study, the objectives of the study and the time and budget available. There are two main sampling techniques namely, probability and non-probability sampling (Donnelly, 2010). The sample of this study will be selected through a non-probability convenience sample for the survey in this research.

Non-probability sampling provides a range of alternative techniques based on researcher Subjective judgment. In non-probability, sampling the selection of elements for the sample is not necessarily made with the aim of being statistically representative of the population. Rather the researcher uses the subjective methods such as personal experience, convenience, expert judgment and so on to select the elements in the sample. As a result the probability of any element of the population being chosen is not known (Saha & Zhoa, 2010).

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and accessibility to the researcher. Under convenience sampling, the sample collection depends on the researcher's personal judgment. The sample size should depend on the target population size and the significance of the study. Further, Convenience sampling is appealing as it meets the necessities of non-probability samples; this approach is less time consuming and is possible to complete with a limited budget. Besides, the questionnaires were distributed to the tourists on the basis of their convenient accessibility (Rajan, 2015)

Convenience sampling was used to assess opinions of customers regarding perceived value, service quality, and corporate image. The reasons for choosing convenience sampling technique, was that the data of the informants is not available publically (Ishaq, 2012). That is, a sample population selected because it is readily available and convenient. It may be through meeting the person or including a person in the sample when one meets them or choose by finding them through technological means such as internet or through phone (Kayastha, 2011).

Convenience sampling has a lot of advantages. First, the method is easy, cost effective and readily available thus enabling the researcher to achieve the sample size he or she wants in a fast and efficient way. Secondly, convenience sampling enabled the researcher to gather vital data and information that would not have been possible with probability sampling procedure, which needs more formal access to population lists. Lastly, convenience sampling enables the researcher to identify appropriate candidates for interviews (Kumar, 2010).

Though non probability convenience sample has no controls to ensure precision, it is the most useful sampling method because it is the easiest and cheapest method to conduct a survey (Cooper, 2010).

3.4 Research Instrument

In this study the research instruments used to collect the data was a self-administrated questionnaire, the questionnaire was designed to analyze the level of importance of the factors contributing tourist loyalty in Pattaya.

The questions in the questionnaire are based on a review of the literature and specific characteristics of pattaya destination. The questionnaire consisted of two sections that are included to measure tourist loyalty adopted from previous studies. The first section is

about demographic profile of respondents. The second section is talking about influence factors of tourist loyalty in Pattaya destination. Destination image is the individual's mental representation of knowledge (beliefs), feelings, and global impression about an object or destination. The image is measured by 4 items used. Perceived quality is a comparison between the perceptions of the performance and the consumer's expectation of the service. The perceived quality of the tourist destination is measured by three items adopted. Service quality refers to a global judgment or attitude relating to a particular service. Three items are adopted to measure service quality. Tourist satisfaction refers to the emotional state of tourists after the visiting experience. Five items were adopted to measure tourist satisfaction based on previous studies and adapted for this research. Finally, Tourist loyalty is defined as their intention to revisit the destination and recommend it to others. Five items for measuring are adopted for customer loyalty.

All attributes of 20 items were evaluated using a Five-point Likert scale asking respondents to indicate their degree of agreement on a scale ranging from "strongly disagree (= 1)" to "strongly agree (= 5)".

This study employed a survey instrument including all constructs of the proposed model to examine the hypotheses of interest. The questionnaire was designed based on previously published literature. As English is an international language common among international tourists, translation was unnecessary.

3.5 Data collection procedures

The collection of primary data in this study was obtained from sampling questionnaire survey. The questionnaire for this study was developed based upon concepts, theories and past research information. The researcher collected the data by distributing hard copy questionnaires and soft copy questionnaire. The soft copy questionnaire refers to the online questionnaire. Online questionnaire was created using www.docs.google.com and distributed through the email and Facebook among the students doing the master's program in Siam University. On the other hand, the collection of secondary data was obtained from, internet, text books, past researches, newspapers, journals, dictionaries, encyclopedias, and world-wide-web pages and the like.

Both primary and secondary data were collected to analyze the relationship between the destination image, perceived value, service quality, satisfaction and tourist loyalty in Pattaya destination, Thailand.

3.6 Data Analysis

Exactly, after collecting the data from the questionnaires, the researcher synthesized information immediately. All results and synthesis paper were arranged in files carefully. And then, the researcher listed all relevant data from each tool. Also, the researcher interpreted all information regarding to research questions.

After that, the researcher analyzed the data by using descriptive and inferential statistic analysis to explain the frequency and percentage of the demographic factor of the respondent and to explain relationship between dependent variables (destination image, perceived value, service quality, satisfaction), and independent variable (tourist loyalty).



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%	<p>A pie chart illustrating the gender distribution of respondents. The chart is divided into two segments: a larger blue segment representing Male at 67%, and a smaller red segment representing Female at 33%.</p>
Female	2	57	33%	
Total		172	100%	

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%	<p>A pie chart illustrating the age distribution of respondents. The chart is divided into five segments: a large red segment for 25-30 (50%), a blue segment for 18-24 (23%), a green segment for 31-35 (15%), a purple segment for 36-40 (8%), and a small cyan segment for 41-45 (4%).</p>
25 – 30	2	86	50%	
31 – 35	3	26	15%	
36 – 40	4	14	8%	
41 – 45	5	6	4%	
Total		172	100%	

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%	
Married	2	39	23%	
Total		172	100%	

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%	
Africa	2	32	19%	
European	3	23	13%	
Total		172	100%	

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%	
Total		172	100%	

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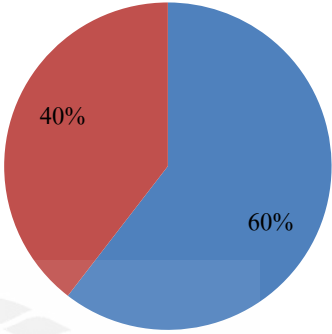
For the occupation item, there were 7 kinds of different occupations, such as students, teacher or professors, government officer, employee, and others. Most occupation of respondents is students 138 or 80%, and there are 12 or 7% of teacher/professors, 4 or 2% of government officer, 8 or 5% of employee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

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

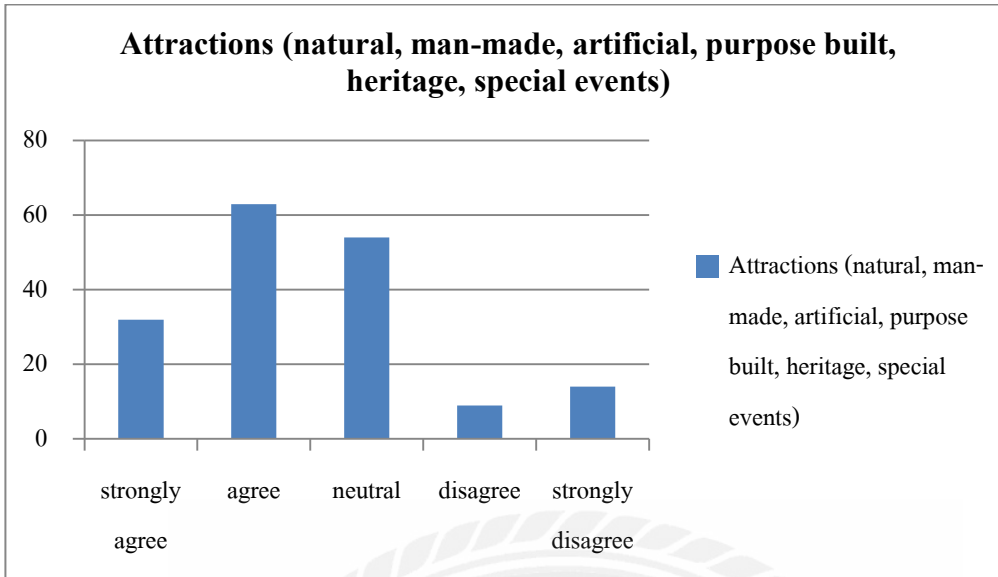
Visiting Pattaya	Code	Frequency	Total (%)	Chart
Yes	1	104	60%	
No	2	68	40%	
Total		172	100%	

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.

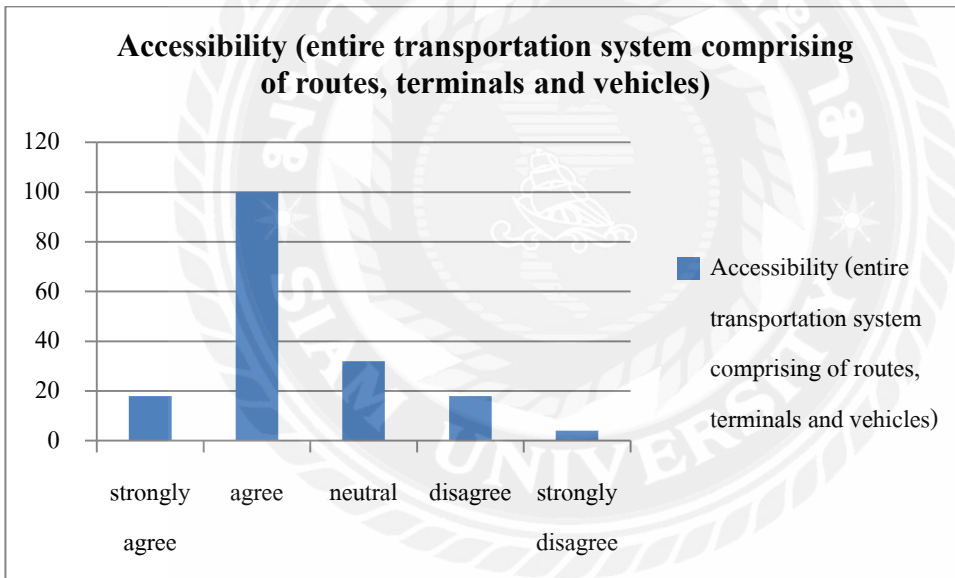
Section 2: Analysis of influence between destination image, perceived value, service quality, satisfaction, and tourist loyalty in Pattaya destination by using descriptive and inferential statistic.

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:

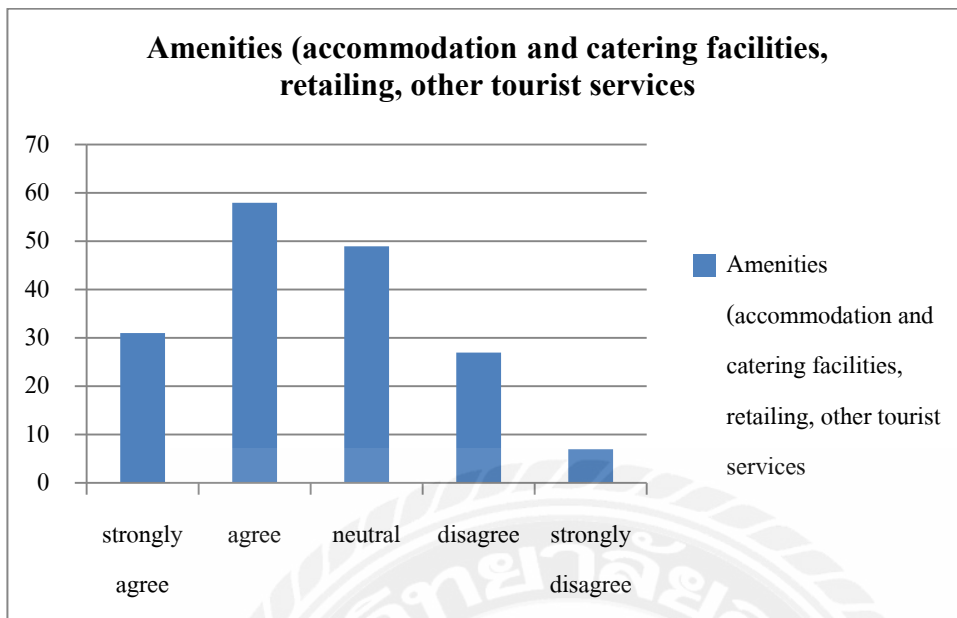
4.2.1. Destination Image (DI)



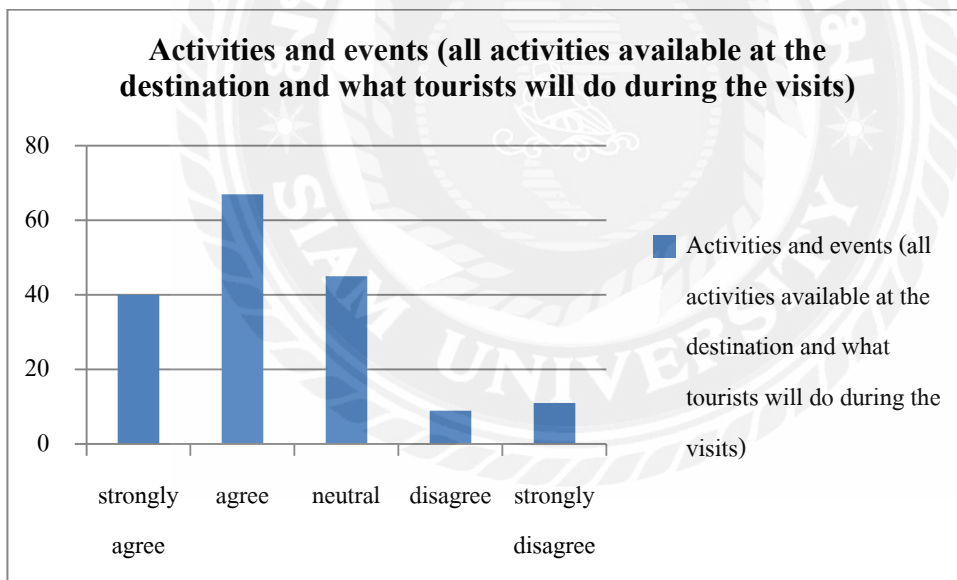
4.2.1.2



4.2.1.3



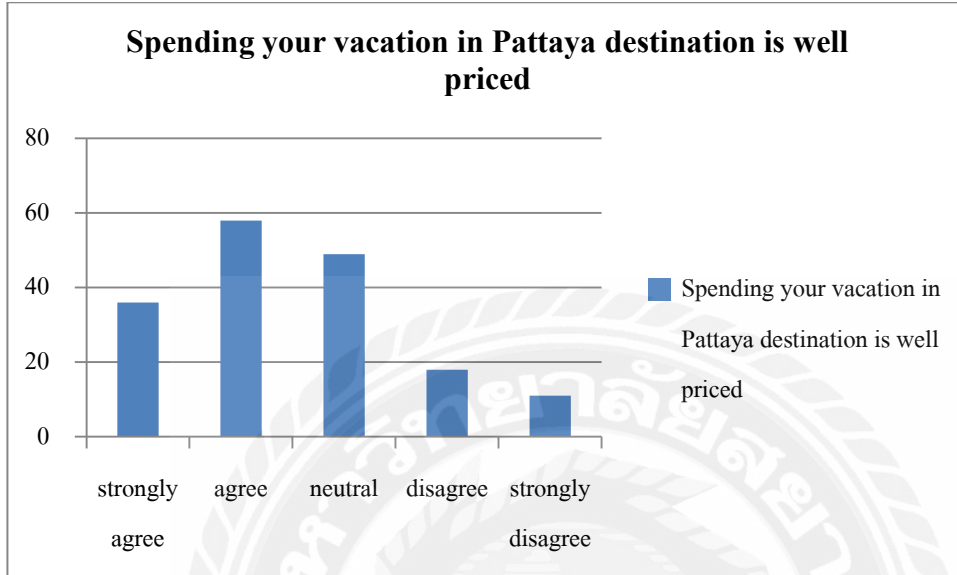
4.2.1.4



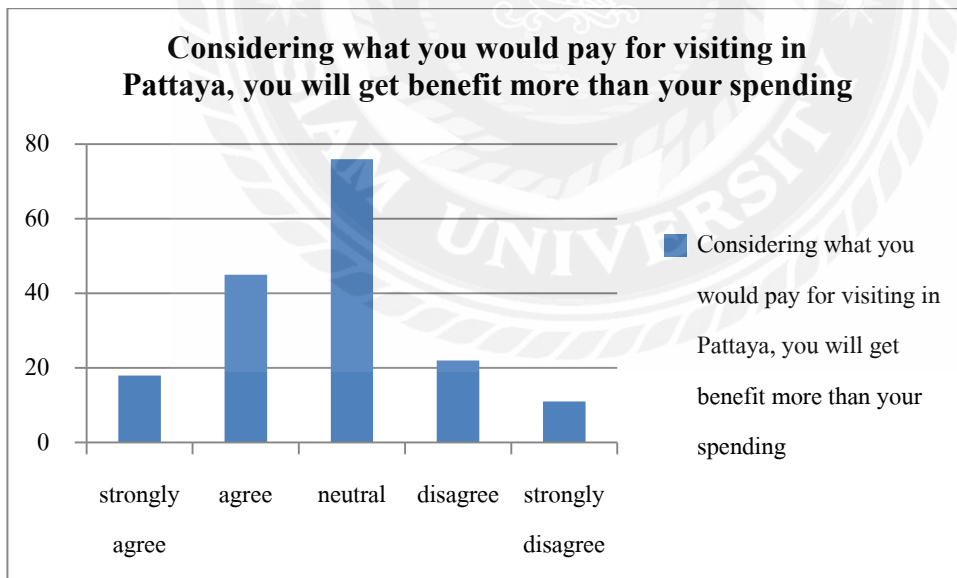
This dimension includes four items (1) Attractions (natural, man-made, artificial, purpose built, heritage, special events), (2) Accessibility (entire transportation system comprising of routes, terminals and vehicles), (3) Amenities (accommodation and catering facilities, retailing, other tourists service), 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.

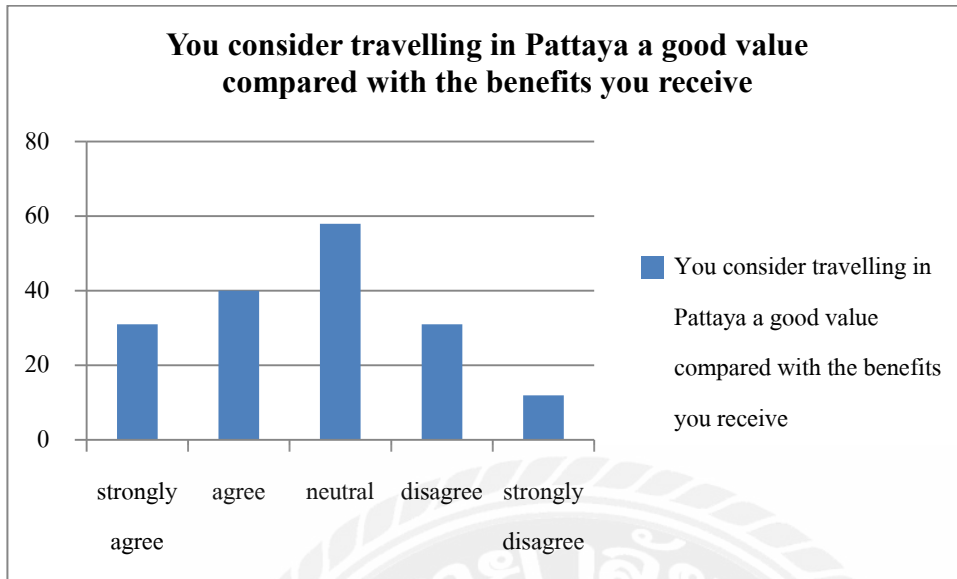
4.2.2.1 Perceived value



4.2.2.2



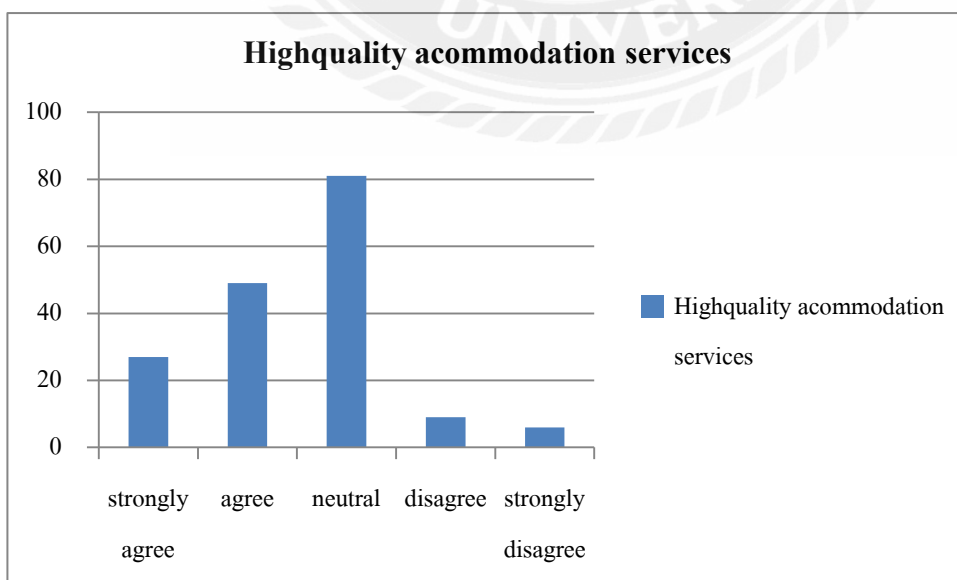
4.2.2.3



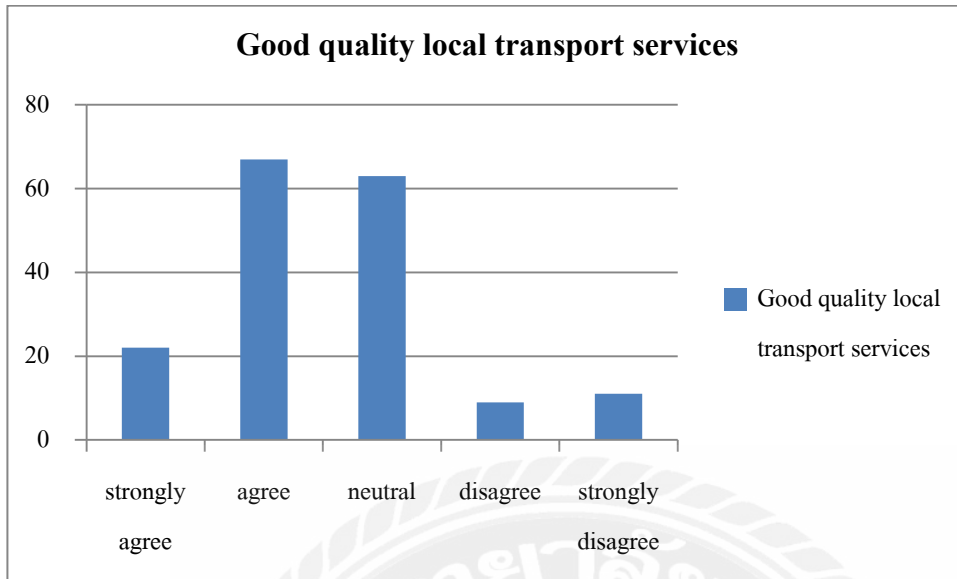
This dimension includes three items (1) Spending your vacation in Pattaya destination is well priced, (2) Considering what you would pay for visiting in Pattaya, you will get benefit more than your spending and (3) You consider traveling in Pattaya a good value compared with the benefits you receive.

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.

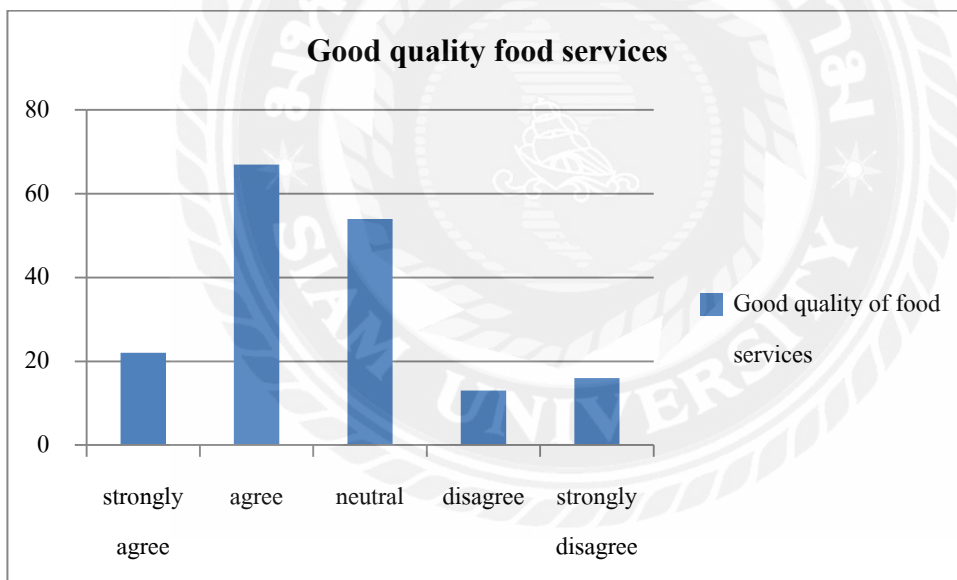
4.2.3.1 Service quality



4.2.3.2



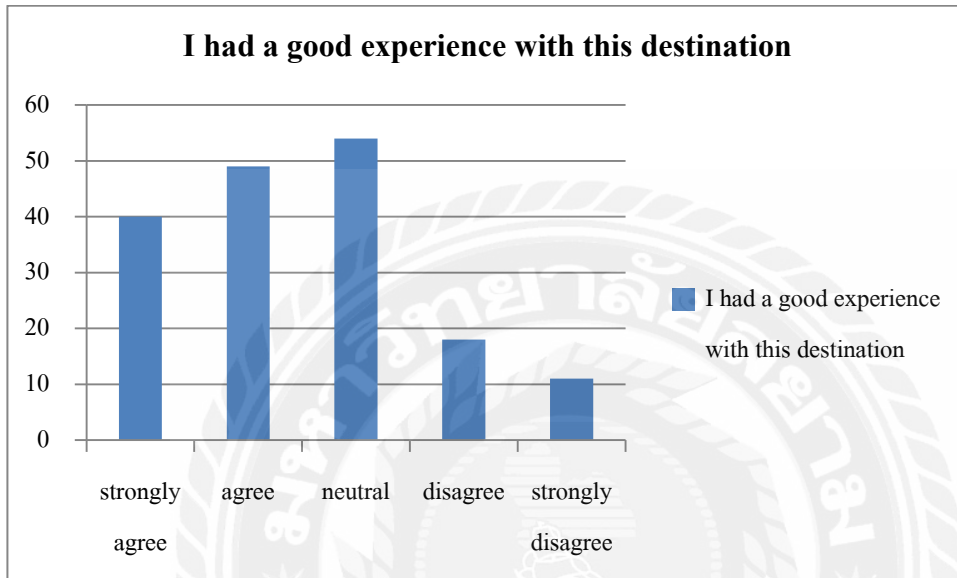
4.2.3.3



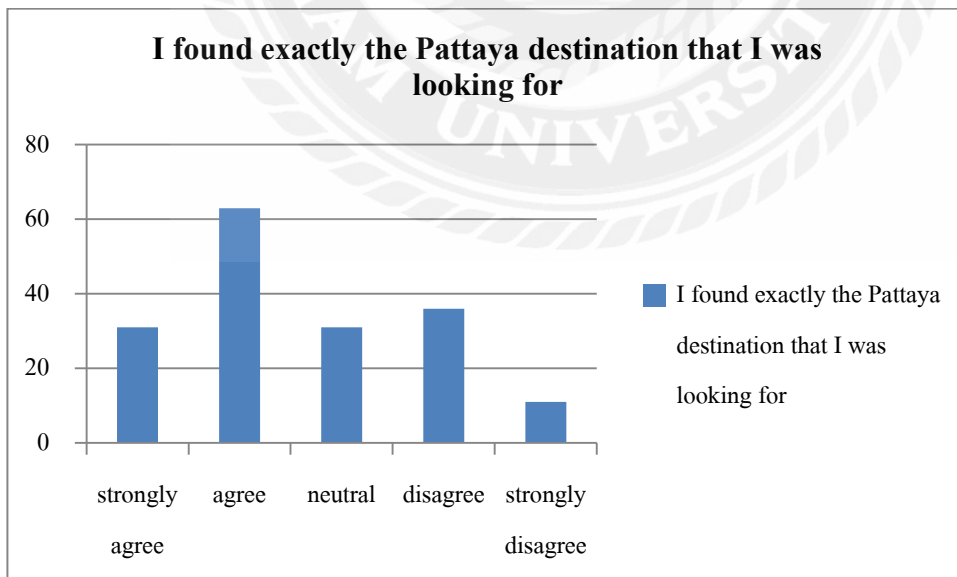
This dimension includes three items (1) High quality accommodation services, (2) Good quality local transport services and (3) Good quality food services. The table 4.2.3.1 shows that service quality was considered as neutral level whereas table 4.2.3.2 and table 4.2.3.3 show that service quality was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

4.2.4.1 Tourist satisfaction

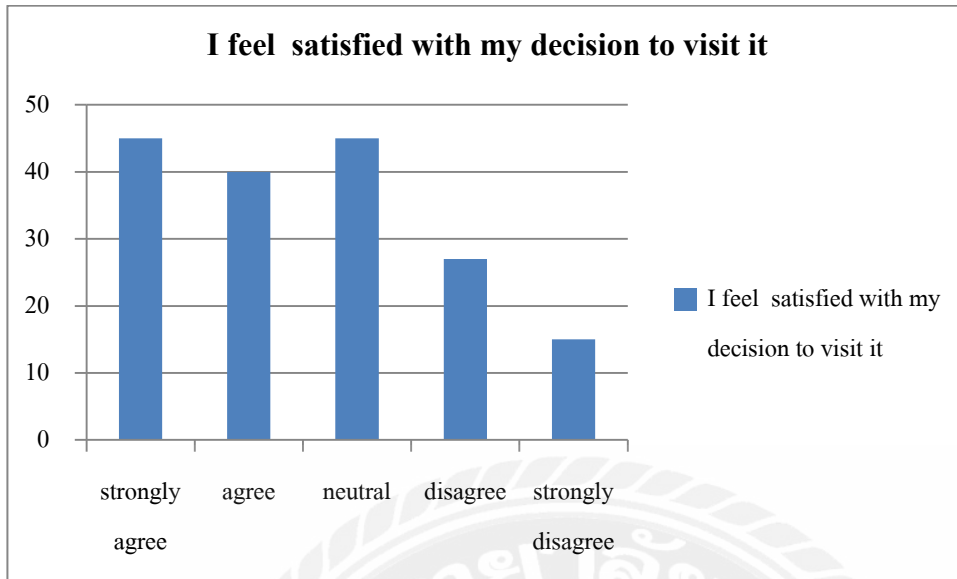
This dimension includes five items (1) I have had a good experience with this destination, (2) I found exactly the pattaya destination that I was looking for, (3) I feel satisfied with my decision to visit it, (4) I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with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



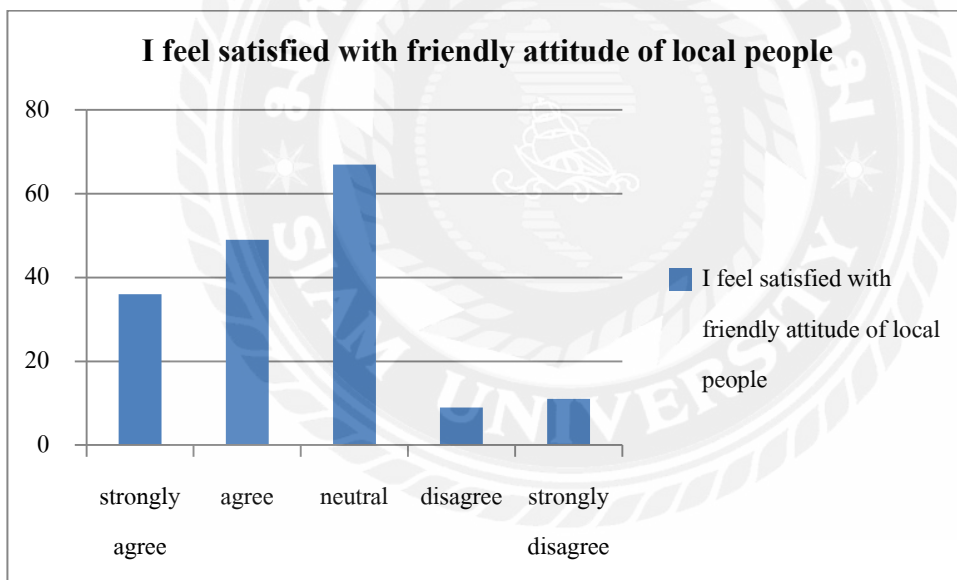
4.2.4.2



4.2.4.3



4.2.4.4



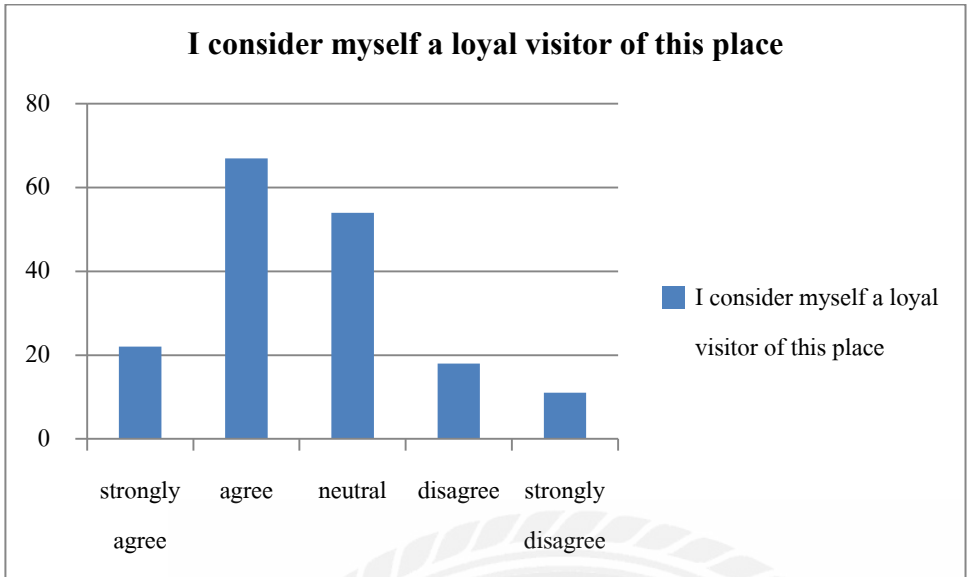
4.2.4.5



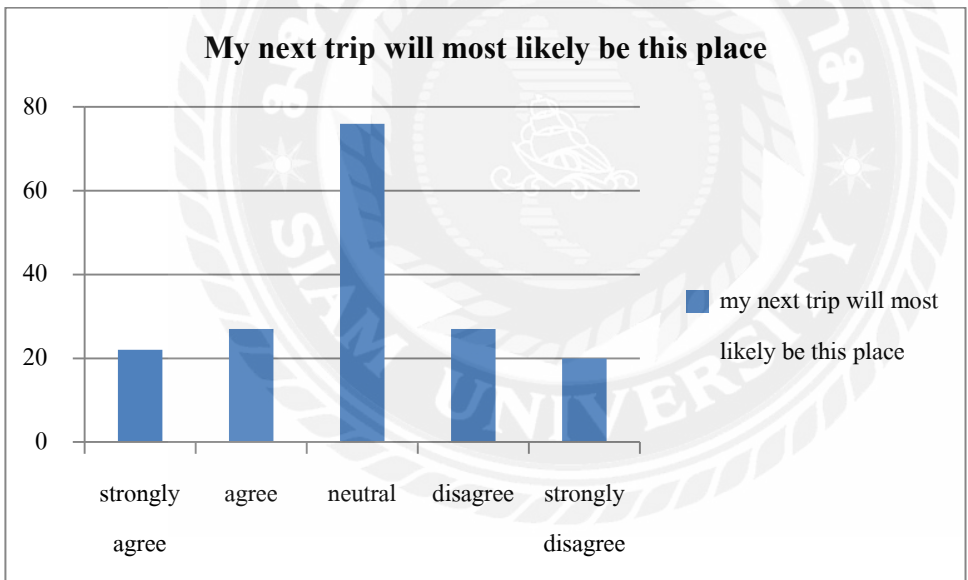
According to tables above, table 4.2.4.1 indicates that tourist satisfaction was considered as neutral level. Table 4.2.4.2 indicates tourist satisfaction as agree level. Table 4.2.4.3 shows that tourist satisfaction was considered between strongly agree and neutral level. Table 4.2.4.4 and table 4.2.4.5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



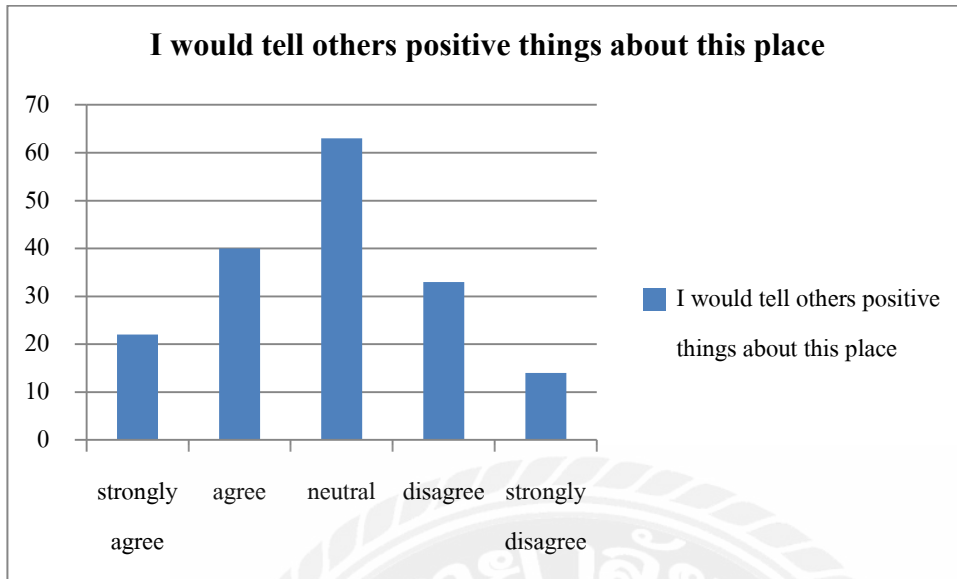
4.2.5.3



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.

CHAPTER V

CONCLUSION, DISCUSSION & RECOMMENDATION

The objective of this chapter is to present the results of the research, summary, discussion of the findings, and recommendation. The main objective of this chapter is to study the factor effect tourist loyalty of international graduate students in Pattaya destination, Thailand. In this chapter including 5 sections:

5.1 Conclusion

5.2 Discussion and Recommendations

5.3 Limitation of the study

5.4 Suggestions for the future research



5.1 Conclusion

This study investigated the factors affect tourist loyalty of international graduate students in Pattaya destination, Thailand. The purposes of this study were to identify the relationship between destination image, perceived value, service quality, satisfaction and tourist loyalty/revisit intention, who visited in Pattaya destination, and to analyze the differences in the level of agreement of tourists in terms of demographic and tourist loyalty, the relationship between destination image, perceived value, service quality and satisfaction. From these purposes, it is argued that such research efforts would help tourism planners or managers or marketers to have a better understanding of tourist destination and to formulate better strategy and planning about tourist destination. With these observations, this current study was conducted.

In this study we try to demonstrate the factors influencing on tourist loyalty of international graduate students. To reach these objectives, the questionnaires were sent to international graduate students in Siam University, Bangkok, Thailand. A total number of 172 questionnaires were distributed to international graduate students and data analysis was conducted over the results gathered.

In this chapter, statistical analysis will be presented using the results of data analysis in chapter 4 followed by suggestions based on research findings. Suggestions for future researches and limitations of this research also are reflected. It can be summarized as below:

General demographic

Base on the data 172 respondents collected from the questionnaires, the result of this study can be summarized that the gender was male 67% whereas female was 33%. The majority of respondents within the age of 25-30 years old was 50%, within the age of 18-24 years old was 23%, within the age of 31-35 years old was 15%, within the age of 36-40 years old was 8%, and within age 41-45 year old was 4%. The number of single respondents is 77% and 23% respondents are married. 68% of respondents were from Asia, 19% respondents from Africa and finally 13% respondents who come from Europe. The majority of current semester of respondents is first semester 39%, the second semester is 22% of respondents, third semester also is 20% of respondents and finally the fourth semester is 19% respondents. Most occupation of respondents is students 80%, and there are 7% of teacher/professors, 2% of government officer, 5% of employee and the last one

is others 6% of respondents. In the Income group, respondent majority in the group of respondent is 15,000 Baht or less 30% and second group is between 15,001-20,000 Baht 22%, 15% respondents who has income between 20,001-30,000 Baht, 10% of respondents who have income between 30,001-50,000 Bath, 2% who have income more than 50,000 Baht, and finally 21% of respondents who have no income. Finally in a result of respondents who have been Pattaya, in the “Yes” group, there are 60% respondents, in “No” group, there are 40% respondents.

Destination image

From the research, it was found that destination image has four factors (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). according the result of analysis on level of agreement, all of destination image of these four factors such as Attractions, Accessibilities, Amenities and Activities shows at the agree level.

Perceived value

Perceived value has three factors. According to The results data analysis on level of agreement, (1) Spending your vacation in Pattaya destination is well priced showing at the agree level. Both (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 showing at the neutral level.

Service quality

Service quality has three factors. According to the results data analysis on level of agreement, (1) high quality accommodation services shows at the neutral level. (2) Both Good quality local transport services and (3) Good quality food services show at the agree level.

Tourist satisfaction

Tourist satisfaction has five factors. From the results data analysis on level of agreement, (1) I have had a good experience with this destination showing at the neutral level. (2) I found exactly the pattaya destination that I was looking for showing at the agree level. (3) I feel satisfied with my decision to visit it showing between strongly agree and neutral level. (4) Finally both I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with the price of goods, the good value for money showing at the neutral level.

Tourist loyalty/revisit intention

Tourist loyalty has five factors. According the data results analysis on level of agreement, (1) I consider myself a loyal visitor of this place showing at the agree level. All other four factors (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 showing at neutral level.

5.2 Discussion and Recommendations

Pattaya is one of the hottest and the most famous tourism destinations for tourists in Thailand and tourists will be a big potential market for Pattaya tourism industry. This study's findings have significant managerial implications for destination managers and marketers in various organizations in Pattaya. As Alizadeh (2014) argue, in today's increasingly competitive travel market, it is very difficult for marketers to attract more travelers. Tourists can choose among many different destination options and enjoy their trip. Hence it is very critical for destinations to focus on travelers' intention to revisit/tourist loyalty and not just actual visits. Thus, to help managers achieve a more in-depth understanding of tourists' intention to revisit the destination the present study applies various constructs, which facilitates interpretation and enables a more accurate prediction of travelers' loyalty to Pattaya destination. In this study, therefore, the researcher uses the relationship between destination image, perceived value, service quality, satisfaction and tourist loyalty/ revisit intention to recommend offers to the tour agency and the Pattaya tourism organization to develop the tourism market in the short and long-term and to segment the different market by the demographic.

Destination image

Destination image is an essential factor for tourist places and better image of the destination bring more tourist toward destination. Destination image can lead to tourists' decision a making travel, and influence on destination choice of tourist. It also can make the tourist loyalty on destination. From the result of this research, destination image shows at the agree level which means significantly effect on the destination satisfaction since destination image is like a brand for the destination. So, building a positive destination image is very important for tourism industry, because a positive image of destination will attract more and more visitor come to travel in that destination. The destination image is very important whether in the long-term or short-term market development. The researcher suggests that Pattaya tourism organization create a city image of the tourism destination and create a civilization, health tourism city and avoid tourist detonation dirty, chaotic and poor.

Pattaya tourism organization should build a long-term tourism destination brand, enhance the natural landscape attractiveness of destination, be disinterment the important attractiveness of destination, find out their unique natural and cultural characteristics, and focus market-oriented development of tourism products and activities that people like, such as natural attractions, costs or price levels, climate, tourist sites or activities ,nightlife and entertainment, sports facilities or activities, national parks or wilderness activities, local infrastructure, transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, cities fairs, exhibits, festivals, facilities for information and tours, crowdedness ,cleanliness, personal safety, economic development or affluence, accessibility, degree of urbanization, extent of commercialization, political stability, hospitality or friendliness or receptiveness, different customs or culture, different cuisine or food and drink, restful or relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family or adult oriented ,quality of service and fame or reputation which attract tourists on that destination.

Perceived value

Perceived value is common and very essential issue of marketing area and is an important element in relationship marketing. It is also a good predictor of traveler's revisit intention toward a destination. The results from this study indicates that perceived value is not really having agreement because (1) Spending your vacation in Pattaya destination is well priced, showing at the agree level. Both (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, showing at the neutral level. With regard to these results, it is low perceived value. The researcher suggests that Pattaya tourism organizations have to increase perceived value which means that the value what consumers get quality for what they give price should be equal. Improving customer perceived value can cultivate the loyalty of customers in tourist destination and can help to achieve the tourist destination' operation goal. In another aspect, if consumers think price is unfair, they will not be able to pay it. Therefore, Pattaya tourism industries should not mainly focus on competitor's price rather industries should focus on providing the right quality at the right price to the tourists.

Service quality

Service quality is in a way to manage business processes in order to ensure total satisfaction to the customer on all levels (internal and external). It is an approach that leads to an increase of competitiveness, effectiveness and flexibility of the entire company. Better service quality brings more customers and generates more revenue. The result from this study indicates that Service quality is good quality but not so high quality with regarding that (1) high quality accommodation services shows at the neutral level. (2) Both Good quality local transport services and (3) Good quality food services show at the agree level. By considering the importance of service quality of tourist destinations, the researcher suggests that the managers of Pattaya tourist destination have to improve the quality of the service such as Pattaya destination (the location should be highly accessible), hotel (the location of the hotel, the ease of access to the room, restaurant, transportation stations, etc.), accommodation quality, interactions (with accommodation provider's personnel or other guests taking place during the stay at the accommodation unit), environment (i.e. physical evidence of the hotel), value (the value of accommodation worth to the paid cost).

Tourist satisfaction

Tourists' satisfaction is significant to achieve high visitors' intention in revisiting the same destination. Satisfying customers can encourage customer's loyalty and foster word-of-mouth advertising. Tourists satisfaction depends on the results of the goodness of fit with their expectations about their perception of the destination experience, which is result

of comparison between their previous images of the destination and what they actually sees, feels, and achieved at the destination. The more satisfied a visitor is, the more likely he or she will revisit a destination, recommend it to others, or say positively about the destination. The results from this research show that (1) I have had a good experience with this destination shows at the neutral level. (2) I found exactly the pattaya destination that I was looking for shows at the agree level. (3) I feel satisfied with my decision to visit it show between strongly agree and neutral level. (4) Finally both I felt satisfied with friendly attitude of local people, and (5) I felt satisfied with the price of goods, the good value for money show at the neutral level. Based on these results, the researcher suggest that Pattaya tourism industry managers should provide and increase attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambience and variety & accessibility that could affect tourist satisfaction.

Consumer loyalty

Customer loyalty is viewed as one of the most critical driving forces of business success and one of the more important indicators of success because every constituency and aspect of a business system is significantly influenced by the level and degree of customer loyalty. Every tourist destination is significant to make tourist loyal in order to sustainability of Business Company. Loyalty is the way to build and develop relationship between the customer and the company. Customer loyalty is another way to gain the best possible customer, repeat customers. Importantly, loyal customers are less likely to switch to a competitor solely because of price, and they even make more purchases than non-loyal customers. Also they are often the people who tend to provide the best word of mouth advertising channels that informally link networks of friends, relatives and other potential consumers to a product/service. Therefore, Pattaya tourism industry managers should create influence factors of tourist loyalty.

5.3 Limitations of the study

Despite the implications generated from this research, like other studies this study has some limitations as well. From the study “the factors influencing of tourist loyalty of international graduate students in Pattaya destination, Thailand”; it appears that the limitations have been issued as follows:

In this study, the researcher distributed the surveys by the researcher personally to the respondents of international graduate students in Siam University, Bangkok. Some international graduate students have been Pattaya, and some have not been there. And this affected on the questionnaire. Some people cannot clearly understand the questionnaires which need more explanations. All these factors may affect the accuracy of the answer.

The survey has been distributed by the researcher personally to the respondents of international graduate students in Siam University, which might limit the generalizability of the results. Since the data collection time coincided with break after studying in the classes in Siam, The international graduate students are in hurry for their coffee time so that they may not have a good mind/feeling to do the surveys whereas some have not much idea about the questionnaires since they have not been there.

The results may have limited generalizability due to the relatively small sample size, and geographic limitations. The results representative might not be all respondent's international graduate students who travelled in Pattaya; the majority of respondents have been pattaya. So the finding from this study may be generalizable that not all respondent's international graduate students have been Pattaya.

5.4 Suggestions for the further research

This research only focused on the destination image, perceived value, service quality and satisfaction in effect of the tourist loyalty/revisit intention in Pattaya destination, Thailand and does not research the travel motivation of tourist. So, future research may also need to discuss the travel motivation. Tourist motivation refers to an individual's desire to participate in a tourism activity to satisfy his or her needs. An individual's desire or motivation usually represents the first step in travel decision-making process. For this reason, by understanding the travel motivation, it can give benefits to the market segment; the marketing management can rely on that different travel motivation to develop the different market or more travel activities.

Future research can be study more on the relationship between destination images and revisit intention/tourist loyalty. The image as a destination brand which creates a good image can attract more and more people come to travel to that destination. For example, people will go to Pattaya peach for travelling because destination image of Pattaya is for entertainment place. The image can also make the people willing to revisit that destination and recommend it to others or give positive word of mouth (WOM).

In the future, research can be studied more on the satisfaction level on the destination. Satisfaction can make a destination to be successful and can find the shortcomings and deficiencies of a destination.

Finally in the future, researcher will go to Pattaya destination and distribute questionnaires directly to only visiting tourists there in order to get real information about Pattaya.



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<http://www.linkedin.com/pulse/20140701012809-258844093-customer-loyalty-benefits-to-organisations-and-customers>



APPENDICES

Master of Business Administration Program Survey Questionnaire

“Factors influencing of tourist loyalty of international graduate students: A study on tourist destination in Pattaya, Thailand”.

In completion of the requirements of the study in Master of Business Administration at Siam University, Thailand, I am conducting this survey for the purpose of identifying factors that affect tourist loyalty of international graduate students in pattaya destination, Thailand. The importance of this study will support the development of tourist destination in Pattaya, Thailand.

We greatly request you to answer all the questions carefully and honestly. The survey should take approximately 10 minutes to complete. All surveys are kept confidential, all of your responses will be anonymous, and your name will not be associated with the survey. And thank you very much for taking the time to fill in this questionnaire.

If you have already taken this survey in another class, it is not necessary to fill it out again

Please read each question thoroughly and answer as best as possible. This questionnaire is divided into two parts:

Part 1: demographic

Part 2: Influencing factors that affect tourist loyalty of international graduate students on tourist destination in Pattaya Thailand.

Note: please tick in () that related with your answer.

Part 1: demographic

1. Please indicate your gender

1. Male 2. Female

2. Please indicate your age

1. 18-24 years old 2. 25-30 years old
 3. 31-35 years old 4. 36-40 years old
 5. 41-45 years old 6. More than 46 years old

3. Please indicate your marital status

1. Single 2. Married

4. Please indicate your country of residence

1. America 2. Asia

3. Europe 4. Middle East
 5. Africa

5. Please indicate your current semester.

1. First semester 2. Second semester
 3. Third semester 4. Fourth semester

6. Please indicate your occupation

1. Student 2. Teacher/professor
 3. Government officer 4. Employee
 5. Business man 6. Others.....

7. Please indicate the your average level income (per month)

1. 15,000 Baht or Less 2. 15,001-20,000 Baht
 3. 20,001-30,000 Baht 4. 30,001-50,000 Bath
 5. More than 50,000 Baht 6. No income

8. Have you ever been Pattaya?

1. YES 2. NO

Part 2: Influencing Factors affect tourist loyalty

The purpose of this part of the questionnaire is to assess the factors which influence tourist loyalty of international graduate students on tourist destination in Pattaya, Thailand.

The following statements are measured on a five-point scale. You are being asked to indicate your level of agreement or disagreement with each statement by indicating whether you: (5) strongly agree, (4) agree, (3) neutral, (2) disagree, (1) strongly disagree.

9.1. What do you feel about image in Pattaya?

No	Destination image (DI)	Agreement level				
		5	4	3	2	1

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)					
4.	Activities and events (all activities available at the destination and what tourists will do during the visits)					

9.2. What do you feel and what are you perception of value in travelling Pattaya?

N o	perceived value	Agreement level				
		5	4	3	2	1
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					
3.	You consider traveling in Pattaya a good value compared with the benefits you receive.					

9.3 How did you feel about service quality?

N o	Service quality	Agreement level				
		5	4	3	2	1
1.	High quality accommodation services					
2.	Good quality local transport services					
3.	Good quality food services					

9.4 Did you feel satisfaction in traveling in pattaya?

N o	Tourist Satisfaction	Agreement level				
		5	4	3	2	1

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.					
5.	I felt satisfied with the price of goods, the good value for money.					

9.5. Will you revisit pattaya next time?

No	Tourist loyalty/revisit intention	Agreement level				
		5	4	3	2	1
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.					
5.	I would tell other positive things about this place.					

Thank you for your participation!