



**THE STUDY OF SERVICE QUALITY AND CHINESE  
TOURISTS' SATISFACTION TOWARDS TRAVEL  
PLATFORM IN THAILAND**

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**SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION  
INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF BUSINESS,  
SIAM UNIVERSITY, BANGKOK, THAILAND 2018**



**Title of Research: The Study of Service Quality and Chinese Tourists' Satisfaction  
towards Travel Platform in Thailand**

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**Academic: 2018**

**This independent study has been approved to be partial fulfillment of the requirement for  
Degree of Master in Business Administration in Marketing Management at Graduate  
Business School of Siam University, Bangkok, Thailand.**

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## Abstract

**Research Title:**      **The Study of Service Quality and Chinese Tourists’  
Satisfaction towards Travel Platform in Thailand**

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17 / 07 / 2017  
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Nowadays, a better understanding of the customer is essential for the success of beating one’s business competitors. As for the tourism industry, tourist behavior changes day by day, even with regard to small details, thus it is necessary to stay updated on tourist purposes and behavior. It is worth investigating who the “second wave of Chinese tourists” are. This study is conducted in order to increase the understanding about “The Study of Service Quality and Chinese Tourists’ Satisfaction towards Travel Platform in Thailand” and to contribute to the enhancement of the service to them by Thai tourism operators.

The main objective of the study was to establish service quality standard and Chinese tourists’ satisfaction towards travel platform in Thailand. Based on the problems

identified in the background of the problem outlined above, then the problem can be formulated in this study.

The Pearson's correlation analysis revealed in chapter four that Chinese tourists who visited China town, Yaowarat road in Bangkok. Descriptive statistics has shown as chapter four total sample size of 285 population, out of them Tangibles service quality for tourism were 2.7053 (x) and 1.12469 (SD), Reliability service quality for tourism were 1.6632 (x) and .47346 (SD), Assurance service quality for tourism were 2.4807 (x) and .92528 (SD), respondents perceptively.

Therefore, the correlations of "Tangibles service quality for tourism, Reliability service quality for tourism and Assurance service quality" dealing with service quality and Chineses tourists' satisfaction in Thailand, descriptive statistic of Chinese tourists to analyze of average Mean and Standard Deviation describes their opinions have described that the Pearson's correlation analysis revealed that Chinese tourist who visited at China town, Yaowarat Road in Bangkok concerning with their opinion to Tangibles Service quality for tourism ( $r = 1, p < .000$ ), Reliability Service quality for tourism ( $r = .091, p < .000$ ), Assurance Service quality ( $r = .265, p < .000$ ), were positively relationship with service quality and Chineses tourists' satisfaction in Bangkok at the statistical significance level of 0.01. It means service quality and Chineses tourists' satisfaction in Bangkok are relationship with each other according to SPSS calculation in this research.

According to one-sample Test, the results of satisfaction tourists were most relationship with "Tangibles service quality, Reliability service quality and Assurance service quality"  $t = 40.165, P < .000$  which means there is relationship between "Tangibles service quality, Reliability service quality and Assurance service quality and tourists' satisfaction of travel platform dealing with Chinese tourists who visited at China town, Yaowarat road in Bangkok. It was positively relationship with service quality and tourists' satisfaction of travel platform at the statistical significance level of 0.05. It

means service quality and Chinese tourists' satisfaction of travel platform in Thailand are relationship with each other according to SPSS calculation in this research.

The findings therefore was used by the Tangibles service quality for tourism, Reliability service quality for tourism and Assurance service quality" dealing with service quality and Chineses tourists' satisfaction of Thai tourism industry to develop potential management and marketing strategies. Each method has great potential as a periodic monitoring device for detecting any shifts in tourist satisfaction, and can be effectively used to point out the travel platform's strengths and weaknesses.

***Keywords: Service quality, Tourist satisfaction, Chinese, Chinatown, Bangkok***



## ACKNOWLEDGEMENT

There are many people involved in the process of this thesis and motivated the author in one way or another as well as make this academic work more fruitful. Without the help of them, this research would not be successfully completed.

First, I'm grateful to my kind advisors, Asst. Prof. Dr. Jomphong Mongkhonvanit and especially Dr. Chen Finnian who have helped, guided and gave comments on this thesis. It will not be possible for me to work on my own on this academic work and I'm really grateful and thankful for all the valuable discussions I had with all of the advisors.

Thank you for the supports from my family and my friends, especially Tippamas Kaysee, Kannika Kawdangmeechai and Walittha Kieniam. All of the motivations, critiques and humors all of you have gave me during this research time are priceless and I'm so thankful.

In addition, I would like to express my sincere thanks towards the respondents who devoted their valuable time answering the questionnaire of this thesis. Also I would like to emphasize my thankful appreciation to my university (Siam University) for supporting me with the useful and essential resources to finish this research.

Wenying Chen

15 Apr, 2018

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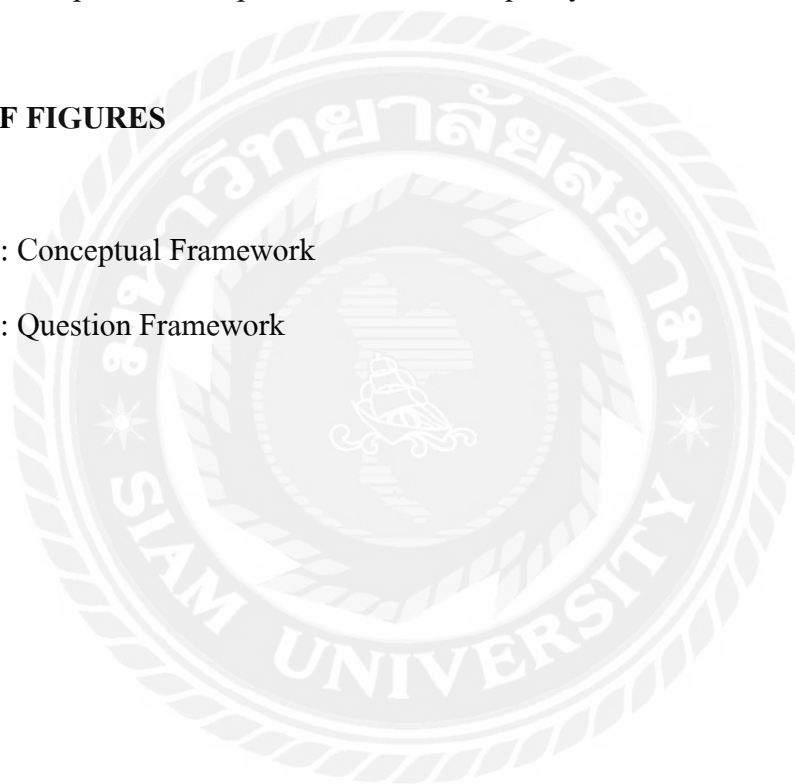
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# Chapter 1

## Introduction

### 1.1 Background of the Study

Service quality and tourist satisfaction are two key factors to measure tourism, and service quality is identified as the main factor of destination attractiveness. (Babakus & Ho, S.K. 1998). In addition, it not only shows the satisfaction of the tourist to the destination, but also helps to improve the image of the destination, to distinguish the loyal tourist of the destination, and to create revisit the behavior by revisit and positive word of mouth.

Although different people have different interpretations of service quality, the definitions of service quality are usually similar. The study of service quality has become an important issue in tourism and hotel industry, because these industries mainly focus on customer oriented services. In order to study and analyze service quality and tourist satisfaction in service industry, the instrums of SERVQUAL model are widely used by many experts and researchers. Parasuraman (1988) Service quality is a model of service quality that was advanced by the first time. Servie quality is multiple-entry scale for determining the modification between customers' opportunities and observations of service.

Initially, service quality scopes were presented to ten measurements that are tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and understanding the consumers. Then, the unique ten dimensions of

service quality were reforming into five dimensions, including reliability assurance tangible, empathy and responsiveness.

With the development of tourism, the quality of facilities and customer service in line with customer expectations has become one of the key challenges for the tourism industry in the coming years, because it is an important factor for winning the destination in the fierce competition. In addition, service quality has become a good standard for measuring service effectiveness, such as tourist satisfaction.

Though, there was no specific description on satisfaction, the most suitable definition of satisfaction was “an evaluative, affective or emotional respondent feedback”. Babakus (1998). In target marketing, satisfaction of tourist was considered to be very significant, as it is very powerful in the choice of destinations, the consumption of products and services, and the tourists’ decision to return. Brown (1989) Moreover, satisfaction of tourists approved as the key conclusion that tourists use for measurement a service of tourism.

Tourism is also one of the fastest growing and fastest growing industries in the world; it plays a very important role in the world economy and stimulates the economic development of other industries. It has grown even faster than manufacturing, retailing, financial services and communications. According to the economic research of the world travel and Tourism Council, the quality of service is considered to be a standard for assessing the effectiveness of specific leisure services (including tourism services), because the quality of the trade in the tourism industry is reflected in the service provided by service providers.

Today, a better understanding of the consumer is of vital importance for the success of beating one's business players. For tourism business, tourist behavior changes gradually, eventough small details, therefore, it is essential to stay efficient on tourist purposes and behavior. It is worth examining who the "second wave of Chinese tourists" are. This study is conducted in order to increase the understanding about "the study of service quality and chinese tourists' satisfaction in Thailand" and to contribute to the enhancement of the service to them by Thai tourism operators.

Travel & Tourism Economic Impact 2017 in Thailand described that GDP was up to 10.7% in 2016. Regarding the report indicated that the arrival visitor about 10 million all over the world, and exceptive growth 9.4%. China remain the biggest source of arrivals, with 9.8 million visitors in 2017 or 27% of the total. Further, the quality of service influenced customers' image that had an effect on the process from expected quality to perceived quality and therefore the implication of service quality will be customer satisfaction. Customer satisfaction can be defined as customer satisfaction with service results or processes. Tourism is the key industry in the world to create happiness directly. Happiness and satisfaction were inseparable explained Ostrowski (1993). So the overall well-being was directly related to the quality of service provided by the tourism industry.

According to Gundersen (1995) the majority of tourists took experiences with destinations, and their opinions of memories dealing with services, attractions, and service standards. This study will present and analyse three main dimensions of factors affecting tourist satisfaction, and they are: reliability, tangible and assurance.

In 2011, 1.7 million Chinese visitors traveled to Thailand and this figure was rise to 9.8 million in 2017. According to Chinese visitors are the main supplier of Thailand's tourism industry and with 3.3 million Chinese visitors in 2013. The association has also calculated that the average Chinese tourist remains in the country for one week and spends THB 30,000 to THB 40,000 per person, per trip. In 2014, 4.6 million Chinese guests toured to Thailand. (Tourism Authority of Thailand, 2017)

The number of 7.9 million or 27% of all international tourist arrivals, in 2015, and 29.8 million; 8.8 million more Chinese are expected in 2016. Thailand relies heavily on Chinese visitors to encounter its tourism revenue target of 2.2 trillion baht in 2015 and 2.3 trillion in 2016. (Tourism, 2016) In 2017, Chinese tourists to Thailand are expected to reach 9 million 800 thousand people, bringing about 500 billion baht (1 yuan about 5 baht) tourism income in Thailand.

Chinese media outlets have claimed that due to the implication of Thaad issue between South Korea and China, there were 2,000,000 and 8,730,000 tourists visited Korea, down 48.8% and Mar-Aug this declination up to 62.2%. And Thailand became the biggest beneficiary country. May to September, 2017, 4,206,767 passengers visited Thailand, rose about 8%, compare with 3,869,614 passengers at the same time in 2016.

## 1.2 Statement of Problem

The operation of tourists needs seminar international standards to ensure the distribution of quality service. Although the detail of tourism has tried to achieve those standards, objections still arise about the quality of service offered. Studies have shown that “Service Quality and Chinese Tourists’ Satisfaction towards Travel Platform in Thailand” but several experiments make the country not to full employ its potential. Poor service standards have been a concern not only to the government but also to other shareholders, tour operators.

The challenge for management is to identify, firstly, the areas that needs to be measured. Secondly, to measure service levels of these areas and to determine its levels of satisfaction, and thirdly, to determine how to improve it. This should increase visitors' loyalty and satisfaction. As a result, this research attempts to address just that: identify areas, measure satisfaction and suggest to management how to improve these service levels currently. Moreover poor service standards have been indicated as an impediment to future growth of tourism. Backman & Veldkamp (1995) The gap of the level service quality standard and the potential of the tourism justified the need and viability of this study.

This study was therefore intended to establish the quality of service standards and related factors in tourist service quality and Chinese tourists’ satisfaction in Thailand, which is widely recognised as the tourism hub and gateway to the famous tourist attractions.

### **1.3 Research Questions**

1. What does the influence of service quality and Chinese tourists' satisfaction towards travel platform in Thailand?
2. How does the quality of service impact of Chinese tourists' satisfaction towards travel platform in Thailand?
3. How is the levels of measurement service quality and Chinese tourists' satisfaction?

### **1.4 Objectives of Research**

The key objective of this research was to establish the quality of service standards and Chinese tourists' satisfaction towards travel platform. Depend on the problems recognized in the training of the problem defined above, then the problem can be formulated in this study.

- To analyze the service quality and Chinese tourists' satisfaction towards travel platform such as such as reliability, tangible and assurance of service quality.
- To investigate the Implications of service quality and Chinese tourists satisfaction towards travel platform.
- To examine the measurement of service quality and Chinese tourists' satisfaction towards travel platform in Thailand.

## 1.5 Hypothesis

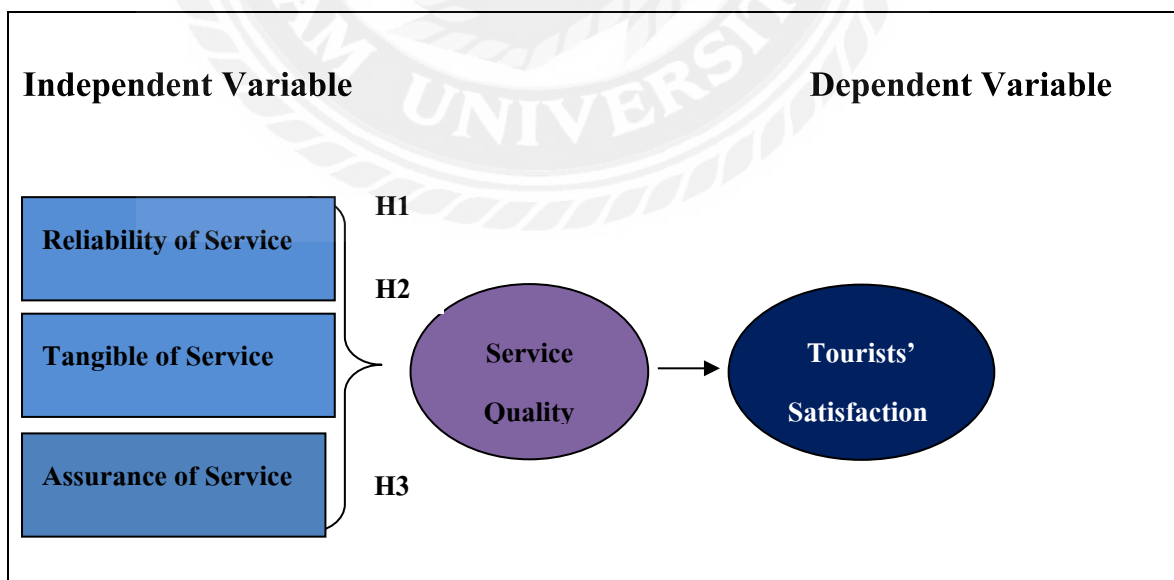
**H1** There is importantly connection between the three dimensions of service quality such as reliability, tangible and assurance and service quality towards Chinese tourists' satisfaction.

**H2** Reliability is significantly effected by Chinese tourist satisfactions towards travel platform.

**H3** Tangible service quality is significantly effected by Chinese tourist's satisfaction towards travel platform.

**H4** Assurance service quality is significantly effected by Chinese tourist's satisfaction towards travel platform.

**Figure: 1 Conceptual Framework**





## **1.6 Variables of Study**

Research variables are categorized into independent and dependant. Independent variable predicts the variation that may occur in dependable variables (Mertler & Vannata 2002). The dependable variable attempts to indicate the total influence arising from the effect of the independent variables.

### **1.6.1 Independent Variable**

In this research, three dimensions such as reliability, tangible of service quality are independent variable concern with service quality and Chinese tourists' satisfaction towards travel platform.

### **1.6.2 Dependent Variable**

Service quality and Chinese tourists' satisfaction are dependent variable in this research.

## **1.7 Definitions**

**Tourist** means, in this study the tourist will be referred to Chinese tourist who were travelling to Thailand.

**Reliability** means, the reliability has been verified statistically, through relative evaluation, investigation of the historic designs, and strengths and weaknesses inherent in the editing procedure unique to service quality and tourism.

**Tangible** means that a bodily item that can be perceived by the sense of touch.

Examples of a tangible product include cars, food items, computers, telephones, etc.

**Intangible** is nonphysical, such as patents, trademarks, franchises, goodwill, and copyrights. Here is service quality and tourism products.

**Service Quality** means service performance has reached the level that guest expected.

**Tourists' Satisfaction** means a quantity of how tourism products and services supplied by a business of the tourism organization or better expectancy of travelers.

### **1.8 Implication of the Study**

This study would be implication of research about service quality and Chinese tourist satisfaction in Thailand. It would be argued that relations between three dimensions such as reliability, tangible and assurance and service quality towards tourists' satisfaction, there would be a significant relationship between service quality and tourists' satisfactions and there would be a significant relationship between three dimensions such as reliability, tangible of service quality and tourist's satisfaction towards tourists' recommendation.

The use of trip advisory popularity index and internet survey, online, journal, and other sources were used by a researcher to classify of research about service quality and Chinese tourists satisfaction in Thailand, Thailand.

The researcher used the information obtained from travel agencies and annual report from government which were contribution and clearly understood that the main aim of

that information was purely academic. The primary sources were collection data from Chinese tourist who visited at China town, Yaowarat road in Bagnkok.



## **Chapter 2**

### **Review of Literature**

#### **2.1 The Definition of Service Quality**

The definition of service quality was defined as what the consumer gets out and was ready to pay for rather than what the customers puts in according to Mehta (2000). In some researcher described where the service fulfils the needs or expectation of the consumers has intellectualized service quality as the overall impression of the customers to the service supremacy or weakness.

Consequently, quality of service has been theorized as the modification between the perceived services expected performance and perceived service actual performance. According to Parasuraman (1988) introduced that the service quality model to be measurement of service quality including in five dimensions: reliability, tangible, empathy, responsiveness and assurance. These dimensions have specific service characteristic link to the expectation of the consumers. The quality of service scale was developed in the marketing framework and this was maintained by the Institute of Marketing Parasuraman et al. (1986). Even though this model as an instrument has been used in various studies in across industries, the service quality has received many criticisms from other scholars Collins &Fesenmaier (1995).

According to Babakus (1998) in his article described that tourism delivers chances of job formation directly and indirectly. So this sector would provided with enticements for sustainable and overall economic growth along with creation of jobs. Furthermore, Backman (1995) aslo explained that tourism as strategy for rural growth. He has

specified more priority of tourism sector and its support to earn foreign exchange market and the fast-tracking trend of this sector towards attracting the foreign tourist arrival in 2001 to 2010.

## **2.2 Measurement of Service Quality and Tourists' Satisfaction**

Therefore, to measure the relationship between service quality and tourism satisfaction, service providers and destination management departments should fully understand how to provide the most satisfactory service for tourists. Edvardsson (1996) In recent years, many researchers have conducted a comparative study on the service quality and tourist satisfaction of tourism. With the deepening of research, the relationship between tourism service quality and tourist satisfaction has been widely accepted by tourism industry and tourists. Baker & Fesenmaier (1997)

Nowadays, tourism service providers have generally accepted the direct relationship between the quality of service and customer satisfaction, and increased the investment to improve the quality of service, and made clear the effort to evaluate the customer and improve the quality of service. MacKay & Crompton (1988)

Therefore, the comprehensive evaluation of the destination is also one of the most commonly needed information types for the deep tourist lovers. In addition, some researchers and tourism service providers believe that the relationship between tourism satisfaction and future travel behavior is an important research topic, because the satisfaction of consumers will be a key predictor of future customers.

## 2.3 Theory of Service Quality

According to those five dimensions of the service quality model, the tangibles dimension means the physical facilities and the appearance of personnel; the reliability dimension refers to the company's ability to perform the promised service dependably and accurately; the responsiveness dimension relates to the willingness to help customers and provide prompt service; the assurance dimension means the employee knowledge base which induces customer trust and confidence; and finally, the empathy dimension is about caring and individualized attention provided to customers by the service provider. Parasuraman & Berry (1985)

Recently, service quality scale has been employed to measure the corresponding system service quality in ecommerce. Most existing research on e-service quality measurement focuses on rewording the service quality scale items. The challenges in measuring web-based service quality mainly come from the differences between web-based and traditional customer service.

MacKay (1990) suggested that revisions of the classical service quality dimensions are necessary because for web-based service quality, customers interact with technology rather than the traditional service personnel. Moreover, several research have described that the service quality scale items should be reformulated in the online shopping context. As a remark, there are criticisms over the applicability of the service quality model. Among them, one important critique is on the fact that service quality's five dimensions are not universally appropriate. After that the characteristic fails to draw on recognized economic, statistical, and psychological theories.

Parasuraman (1991) also commented that the service quality was not general enough for excellence, but they argue that it does provide the basic skeleton for others to study service quality even though some degree of customization was probably needed. Although service quality's construct validity was being challenged, it was still the most widely used model employed to be measurement of customer expectations and perceptions of service quality. E-service quality is defined as how customers judge and evaluate the e-service being delivered to them.

However, to the best of our knowledge, in the context of online shopping, the impacts of how service quality dimensions affect overall e-service quality and the customer loyalty are still under-explored. This paper, hence, contributes to the literature by partially filling this research gap.

## **2.4 Development of Service Quality**

After combining and synthesizing the existing construct of both service quality and e-service quality, based on the reviewed literature, researcher propose a perceived e-service quality construct as the specific case. The proposed e-service quality model comprises 5 dimensions extracted from service quality, E-service quality and models, namely, efficiency, reliability, fulfillment and responsiveness, flexibility, and privacy. Gundersen & Olsson (1996)

Reliability here refers to the consistency of performance and dependability of companies. Reliability can make customers recognize the consistency and credibility of

the company. In e-commerce, it is vital to make customers trust the promises that service quality can be made.

Fulfillment refers to the extent in which the website's promises on order delivery and items availability are fulfilled. To be specific, fulfillment is reflected by whether the service quality can ensure items being available to delivery within an acceptable time frame and guarantee quick delivery as promised. Mehta, Lalwani, & Han (2000)

Privacy refers to the degree to which the website is safe and customer information is well-protected. This dimension holds an important position in e-commerce and is critical in e-service. Customers perceive significant risks in the virtual environment of e-commerce stemming from the possibility of improper use of their personal financial data.

## **2.5 Related Research**

In the literature on analytical research, there are many recent studies related to the optimal service decision. For example, Childress (1997) explored the optimal service strategy with optimal pricing decisions in a retail supply chain with the risk of companies. They consider the situation that the retailer has to choose whether to provide a service assurance or to deliver no service warranty. They relate the optimal choice to the provider's degree of threat hatred and the customer's compassion to service consistency.



They find that endogenization of wholesale pricing decision will raise the retailer's motivation to adopt service guarantee strategy if the consumer is sufficiently risk averse. Crompton (1991) examined the optimal service charge for consumer product returns under mass customization operations. He explores two cases which cover the scenario when the mass customization company is risk-neutral and risk-averse. He derives the closed-form expression of the optimal return service charge for each case. He analytically shows how the mass customization company's degree of risk aversion affects the optimal return service charge policy.

In addition, he derived the analytical conditions under which it was optimal for the mass customization company to offer a free return with a full refund policy. Zeithaml (1996) investigated an online supply chain analytical model which consisted of manufacturers, express service providers, and electronic retailers. He also considered the situation in which consumers who purchase products from the electronic retailers can choose to adopt the express delivery service or simply pick up the products themselves. At the same time, the express service companies can invest on service quality improvement.

## **2.6 The Process of Services**

Services was a process of quality rather than a product, whereby a process involving input and transform as output according to Gundersen (1996). Two categories that has been processed by the service are people and objects. According to Crompton (1991) the definition of services quality was Services was considered as a process of action

and appearance. Fesenmaier (1997) defined that “The service was any act or acts that may be offered by one party to the other party, which was essentially intangible.

According to Brown (1989) the service itself has many meanings, from personal services to service as a product. So basically all the services of an economic activity that results are not a product in physical form or construction, which is usually consumed at the same time with the resulting time and provide added value, such as convenience, amusement, pleasure, health or solving problems faced by consumers . Bigne & Andreu (2003) defined that services as all the economic activity that results are not a product in physical form or construction, which is usually consumed at the same time with the resulting time and provide added value (such as convenience, amusement, pleasure, or health), or a solution to the problems faced by consumers.

Parasuraman (1985) illustrated that services was some special characteristics that were different from the goods. Services was a major effectiveness of marketing which was intangible and it can not be separated between production and service processes, it can not be stored. Edvardsson (1996) evaluated that four major services such as intangibility, inseparability, variability and perishability. The service was described by the customer, such as the expression of thoughts, beliefs, feelings, and benchmark security was in use. The core of the service is the lack of the phenomenon itself embodies.

Inseparability, usually service was formed and inspired concurrently. This does not apply to physical goods, which are manufactured, stored as inventory, distributed

through many sellers, and consumed later. If person providing the service, pemyediaan was amount of the services.

Variability, because it depends on who is giving it, when and where it provides, services vary widely. In addition, due to the production and delivery process is done by humans. Because humans have a nature that is not consistent so that the delivery of a service is not necessarily the same for each customer.

Perishability, services can not be stored. Services are highly perishable nature (perishability) that will not be a problem if demand continues to run smoothly. If the company fluctuates, service firms face a complex problem.

## **2.7 Satisfaction of Customers**

Satisfaction of customers were the customer's evaluation of the products or services received are in accordance with the needs and expectations of customers. Failure to reconcile the needs and expectations assumed as dissatisfaction with a product or service. "Zeithaml et. al. (2003)

Customer satisfaction is the evaluation of the chosen alternative wherein at least equal to exceed customer expectations, while dissatisfaction arises when the results (outcomes) did not meet expectations. "Engel et. al. (2000: 241). Meanwhile, according to Kotler and Keller defines satisfaction as "Satisfaction is a person's feelings of pleasure or disappointment of the comparison of the performance of the products or

services received with expectations”. Kotler & Keller (2009: 87). Satisfaction of customer was a function of perception or impression of the show and potentials.

Customer expectation was affected by the acquisition of their former experience, the advice of friends and colleagues, and an appointment or information marketers and competitors. Hope a customer for goods or services, it was influenced by four influences, such as the information by word of mouth, personal needs, past experiences, as well as communication with external groups.

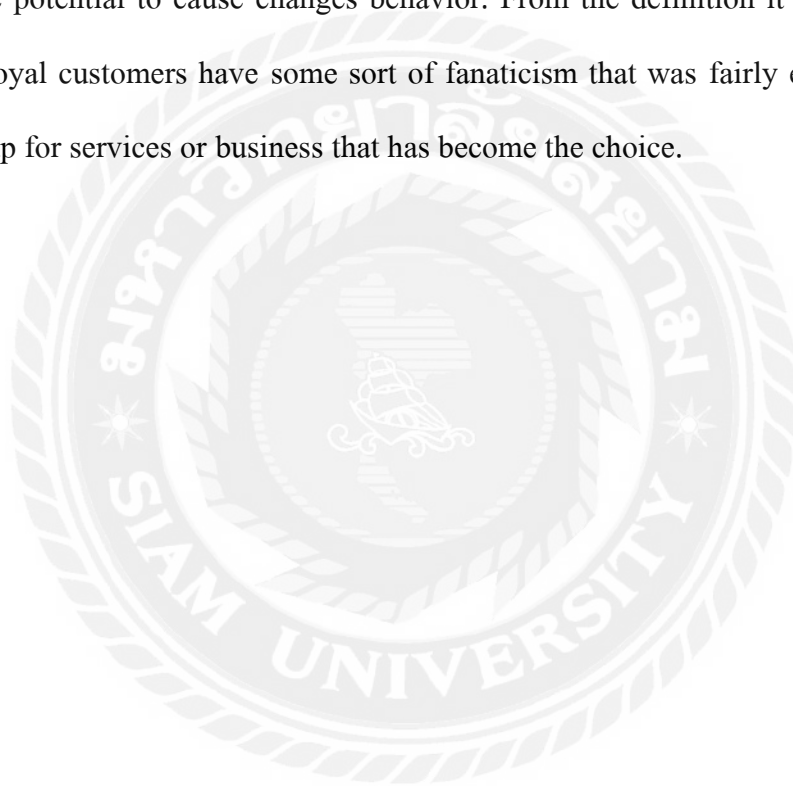
## **2.8 Customer Loyalty**

Customer loyalty had played by marketing authorities and business consultants, loyalty was a concept that looks easy to talk about in the context of normal life, but it was becoming more problematic when analyzed significance. According to Oliver (1997) Loyalty was promise to repurchase and patronize a produce or service that was selected in future, by buying the similar product over and over again, in spite of situation effects and efforts of marketing, potentially causing behavior to move.

Oliver (1997) and Ruth Hurriyati 2010 defined that customer loyalty as follows: “Customer loyalty was extremely apprehended promise to rebuy or repatronize a preferred product or service consistently late the future, despite situational influences and marketing effort of having the potential to cause switching behavior “. The point here is consumer loyalty survives in depth customer commitment to re-purchase the

product either goods or services consistently in the future despite the potential marketing efforts influence the situation changing behavior.

According to Bigne (2003) defined that a consumer loyalty to survive deep commitment to re-purchase or re-subscribe to the selected product or service consistently in future, although the influence of the situation and the marketing efforts have the potential to cause changes behavior. From the definition it can be said that Oliver loyal customers have some sort of fanaticism that was fairly enduring in long run group for services or business that has become the choice.



## **CHAPTER 3**

### **Methodology**

In this chapter, the researcher explained the methodology and an approach used in this research .Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

#### **3.1 Research Strategy**

This study was a quantitative research which uses questionnaire as a tool for data collecting process. The study employed a causal and descriptive research design to determine the cause-and- effect relationships among service quality, satisfaction and Chinese tourists. Questionnaires are used to collect data and respondents answer questionnaires themselves. Researcher set research methodology that consists of research design, data collection and data analysis as follows, in order to achieve answer to objectives of the study. Based on the review of literatures, questionnaire instrument has been developed and modified so as fit in with the context of Tourism Industry of Thailand.

## **3.2 Population and Samples**

### **3.2.1 Population**

Population of this study was identified as Chinese tourists who visited at China Town Yaowarat Road in Bangkok. And this study focuses on 1000 them during on 1st February to 2nd March in 2018. Veal in 2005 has defined the term population as “the total of category of subject that is the focus of attention in particular research project”. Population can be assumed that in such an inquiry when all the items are covered no elements of chance is left and obtained the highest accuracy. Kumar (2008) Sampling design is a subset of the population that is selected for the purpose of study. For example, 100 samples out of 2000. An effective sample must represent the element of the population in the most precise manner Babbie (2010).

### **3.2.2 Samples and Samples Size**

Probability samplings are categories into four types of probability sampling technique. Among them, researcher used the Simple Random Sampling an advance calculator to assign numbers according to the amount of the population, and then select each number at random to form a sample without creating any subsets. A sample from this study is Chinese tourists who visited at China Town Yaowarat Road in Bangkok, however the population in this study is infinite population. Therefore, he researcher used the Yamane (2009) formula to calculate the sample size for this study:  $n = \frac{N}{1 + N(e^2)}$  Where N represents the sample size, Population size is represented capital N and  $e^2$  Represent the level of precision ( $\pm 5\%$ , or at the 95 % confidence level). The sample size, calculates method for this research as follows:  $N = 1000 / (1 + 1000(0.05^2))$ , Therefore  $n = 285.71$ . So the researchers took 285 respondents as sample size for this study.

### **3.3 Questionnaire Design**

Survey are conducted to understand the right target and approach towards the research, questionnaires are used as the surveys for this research.

Close-end questions are used in this field of study, which limited the respondents to answer the question in a specific way by selecting the closest option from the given alternative choices in the question. The researcher had divided the questionnaire into three parts and employed the 1-5-point Likert. Zikmund (2004) defined the Likert scale as the respondents indicate their attitudes by checking how toughly they satisfy or dissatisfy with carefully constructed statement that range from very negative to very positive toward the attitudes object. Review of academic literature, text and research articles, and identified the variables that related to the study.

Draft questionnaire based on the review of literature, consulting with experts and personal observations.

Pre-test to ensure the respondents understand the questionnaire and as a test to check if it is interpreted as intended.

The questionnaires were designed in English and translated into Chinese. In this research, the questionnaire will be divided into three parts: the part one will help in exploring demographic and whereas the part two will ask in exploring the service quality and Chinese tourists' satisfaction in Bangkok and part three of overall satisfaction and recommendation of how satisfying of Chinese tourists toward service quality in Bangkok.



Part 1: Questions 1 to 6 are elementary on demographic and the service quality and tourists' commend variables, including gender, age, income and marital status, and occupation and education level. Part 2: Questions 7 to 18 were related Reliability of service, Tangible of Service and Assurance of tourists' satisfaction and commend dealing with travel platform on Chinese, in Thailand. Part 3: Questions 18 to 20 were related to the most significance of the overall service quality and commend of tourists. The questions in the questionnaire of this research are as follows:

#### Part 1

1. Gender: (1) = Male (2) = Female.
2. Age structure (years old): (1) less than 20 (2) 21-30 (3) 31-40 (4) 41-50 (5) over 50
3. Marital status: (1) =Single (2) =Married
4. Occupation: (1) =Student (2) = Workers (3) = Retired person.
5. Income: (1) =Less than 4000 Yuan (2) =4,000-8,000Yuan (3) =8000-10,000Yuan (4) =10,000-20,000 Yuan (5) = Over 20,000 Yuan
6. Education: (1) =Ungraduated (2) =Graduated (3) =Post graduated

#### Part 2

7. How do you like your traveling?  
(1) Alone (2) With family (3) With friend (4) With couple
8. Do you purpose to travel for?  
(1) Leisure (2) Business (3) Meeting friends or relatives

9. How many times visit at China Town Yaowara in Bangkok?  
(1) First time (2) Second times (3) Third times and over
10. How many times visit at China Town Yaowara in Bangkok?  
(1) Adventure (2) Culture (3) Health (4) Nature (5) Religion
11. What are the most challenging problems that you face when choosing a destination?  
(1) Quality of services (2) Reliability (3) Language difficulties (4) Price
12. What means of transport do you use while on holiday?  
(1) Bicycle (2) Bus (3) Car (4) Motorbike (5) Plane (6) Train
13. Do you prefer to use tourist guide services or tour independently?  
(1) Yes (2) No
14. Which activities are more attractive at China Town Yaowarat in Bangkok?  
(1) Taking Photo (2) Shopping (3) Sightseeing (4) Eating Food
15. What is the most important Tangibles Service quality for tourism?  
(1) Appearance of physical facilities (2) Equipment (3) Personnel (4) Materials and communication
16. What is the most important Reliability Service quality for tourism?  
(1) Ability to perform the promised service dependably (2) Ability to perform the promised service accurately
17. What is the most important Assurance Service quality for tourism?  
(1) Knowledge (2) Courtesy of tourists (3) Their ability to convey trust  
(4) Confidence

### Part 3

#### Overall Service Quality and Satisfaction of Tourists

18-20. How would you rate the overall service you received?

<b>Service quality &amp; Tourists' Satisfaction</b>	<b>Strongly Satisfied</b>	<b>Satisfied</b>	<b>Moderate</b>	<b>Dissatisfied</b>	<b>Strongly Dissatisfied</b>
<b>Q1.</b> Service quality of Reliability					
<b>Q2.</b> Service quality of Tangibles					
<b>Q3.</b> Service quality of Assurance					

### 3.4 The Way of Data Analysis

Data analysis is also important factor to understand in research. Aaker (1998). Firstly, the researcher can get information and insights by analyzing raw data. Secondly, it can help researcher to interpret and understand related analysis. Finally, Techniques of analysis data or handle of data are important and can result in constructively researcher's objectives. Ever studies conducted by the researcher are unique of its own kind and data are analysis as per individual researcher need or the studies conducted. However, all the data will be analysis will involve in editing the data and coding of the data which will be

a combination of one or more data analysis will be techniques and will have to concern with presenting the results effectively.

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

This chapter describes the analysis of data and report the results that researcher has found how the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, dealing with gender, age, income, marital status, occupation, education level and Reliability of service quality, Tangible of service quality and Assurance of service quality dealing with service quality and Chinese tourists satisfaction.

First of all, the researcher use Descriptive Statistical Tests to analysis Mean and Deviation on implication concern with service quality and Chinese tourist satisfaction.

Furthermore, a frequency analysis was determined by frequency table of demographic such as gender, age, marital status, occupation, monthly income and education level dealing with Chinese tourists who visited at China Town related service quality and satisfaction of Bangkok.

Second, the researcher explain the Independent Sample Mean t-Test to analysis the Mean how satisfaction of tourists dealing with service quality related to reliability of service quality, tangible of service quality and assurance of service quality.

## Chapter 4

### Result Findings

#### 4.1 Descriptive Analysis of Demographic

According to respondents' demographic background, data analysis describe in terns of gender, age, marital status, income, occupation education level are reported in this analysis. Researcher collected 285 Chinese tourists who visited at Chinatown, Yaowarat Road in Bangkok as sample size in this researesearch.

**Table 1: Descriptive Statistics of Demographic and Tourists' SatisfactionActivities**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	285	1.00	2.00	1.5368	.49952
Age	285	1.00	5.00	2.2982	.95248
Merital Status	285	1.00	2.00	1.6070	.48927
Occupation	285	1.00	3.00	1.9684	.51974
Monthly Income	285	2.00	5.00	3.3965	.85620
Education Level	285	1.00	3.00	1.9018	.65877
How do you travle?	285	1.00	4.00	2.6281	.83197
You travel for?	285	1.00	3.00	1.2982	.60412
Which activities are the most attractive for you?	285	1.00	22.00	2.5789	1.46973
What means of transport do you use while on holiday?	285	1.00	6.00	2.9965	1.64979
What is the most important Tangibles Service quality for tourism?	285	1.00	4.00	2.7053	1.12469
What is the most important Reliability Service quality for tourism?	285	1.00	2.00	1.6632	.47346
What is the most important Assurance Service quality for tourism?	285	1.00	4.00	2.4807	.92528
Valid N (listwise)	285				

## 4.2 Data Analysis and Findings

The results of table 17 describe that descriptive statistics, Mean ( $\bar{x}$ ) and Std. Deviation (S.D) of “tangibles service quality for tourism, reliability service quality for tourism and assurance service quality” dealing with service quality and Chinese tourists’ satisfaction in Thailand.

According to SPSS software’s statistics in terms of “tangibles service quality for tourism, reliability service quality for tourism and assurance service quality” related to service quality and Chinese tourists’ satisfaction has shown the table 2 as below.

**Table 2: Descriptive Statistics of Mean and Std.Deviation**

Descriptive Statistics			
Service quality	Mean	Std. Deviation	N
Tangibles Service quality for tourism	2.7053	1.12469	285
Reliability Service quality for tourism	1.6632	.47346	285
Assurance Service quality for tourism	2.4807	.92528	285

Descriptive statistics was total sample size of 285 population, out of them tangibles service quality for tourism were 2.7053 ( $\bar{x}$ ) and 1.12469 (SD), reliability service quality for tourism were 1.6632 ( $\bar{x}$ ) and .47346 (SD), assurance service quality for tourism were 2.4807 ( $\bar{x}$ ) and .92528 (SD), respondents perceptively.

Therefore, the correlations of “tangibles Service quality for tourism, reliability service quality for tourism and assurance service quality” dealing with service quality and

Chinese tourists' satisfaction, descriptive statistic of Chinese tourists to analyze of average Mean and Standard Deviation describes as following table.

**Table: 3 Mean, Standard Deviation and Correlation Observed Variables Correlation**

		Tangibles Service quality	Reliability Service quality	Assurance Service quality
Tangibles service quality	Pearson Correlation	1	.091	.265**
	Sig. (2-tailed)		.127	.000
	N	285	285	285
Reliability service quality	Pearson Correlation	.091	1	.210**
	Sig. (2-tailed)	.127		.000
	N	285	285	285
Assurance service quality	Pearson Correlation	.265**	.210**	1
	Sig. (2-tailed)	.000	.000	
	N	285	285	285

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

The Pearson's correlation analysis revealed that Chinese tourists who visited at China town, Yaowarat Road in Bangkok concerning with their opinion to Tangibles service quality for tourism ( $r = 1$ ,  $p < .000$ ), Reliability service quality for tourism ( $r = .091$ ,  $p < .000$ ), Assurance service quality ( $r = .265$ ,  $p < .000$ ), were positively relationship with service quality and tourists' satisfaction of travel at the statistical significance level of 0.01. It means service quality and Chinese tourists' satisfaction are relationship with each other according to SPSS calculation in this research.

**Table 4: Group Statistics of Service Quality**

		Group Statistics			
	overall service quality	N	Mean	Std. Deviation	Std. Error Mean
Tangibles Service quality for tourism	Strongly Satisfied	51	2.1176	.76543	.10718
	Satisfied	122	2.9180	1.18245	.10705
Reliability Service quality for tourism	Strongly Satisfied	51	1.8824	.32540	.04556
	Satisfied	122	1.5082	.50199	.04545
Assurance Service quality for tourism	Strongly Satisfied	51	1.8039	.44809	.06275
	Satisfied	122	2.5820	.89849	.08135

There are 51 Strongly satisfied group and 122 Satisfied group. Tangibles service quality for tourism, Strongly satisfied is 2.12, and Tangibles Service quality for tourism, Satisfied is 2.9.

\*F is the test statistic of Levene's test

**Independent Samples Test**

		Levene's Test for Equality of Variances					t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Tangibles Service quality for tourism	Equal variances assumed	25.673	.000	-4.455	171	.000	-.80039	.17964	-1.15499	-.44578
	Equal variances not assumed			-5.284	141.380	.000	-.80039	.15149	-1.09986	-.50091
Reliability Service quality for tourism	Equal variances assumed	169.226	.000	4.905	171	.000	.37416	.07628	.22358	.52473
	Equal variances not assumed			5.814	141.220	.000	.37416	.06436	.24693	.50138
Assurance Service quality for tourism	Equal variances assumed	41.550	.000	-5.879	171	.000	-.77805	.13234	-1.03929	-.51681
	Equal variances not assumed			-7.574	165.790	.000	-.77805	.10273	-.98088	-.57521



\*Sin. is the P-value corresponding to this test statistic.

The p-value of Levene's test is printed as ".000" so it is reject the null of Levene's test and conclude that the variance in Tangibles Service quality for tourism is significantly different than that of Chinese tourists' satisfaction.

T-test for Equality of Means provides the results for the actual Independent Sample t Test. From left to right:

\*t is the computed test statistic

\* *df* is the degrees of freedom

\* *sig* (2-tailed) is the p-value corresponding to the given test statistic and degrees of freedom

\* Mean Difference is the difference between the sample means; it also corresponds to the numerator of the test statistic

\*Std. Error Difference is the standard error, it also corresponds to the denominator of the test statistic.

The mean difference is calculated by subtracting the mean of the second group from the mean of the first group. In this statistic, the mean Tangibles Service Quality for tourism for Strongly Satisfied was subtracted from the mean Tangibles service quality for tourism for Satisfied (2.12 - 2.9= 0.3). The sign of the mean difference corresponds to the sign of *t* value. The positive *t* value in this statistic indicates that Tangibles service quality for tourism for the first group, Strongly Satisfied, is significantly greater than the mean for the Satisfied, Tangible service quality for tourism.

Since  $p < .001$  is less than the significance level  $\alpha = 0.05$ , it was reject the null hypothesis, and conclude that the mean Tangible service quality for tourism for Strongly Satisfied and Satisfied is significantly different.

The mean Reliability Service Quality for tourism for Strongly Satisfied was subtracted from the mean Tangibles service quality for tourism for Satisfied ( $1.9 - 1.5 = 0.4$ ). The sign of the mean difference corresponds to the sign of  $t$  value. The positive  $t$  value in this statistic indicates that Tangibles service quality for tourism for the first group, Strongly Satisfied, is significantly greater than the mean for the Satisfied, Reliability Service Quality for tourism.

Since  $p < .001$  is less than the significance level  $\alpha = 0.05$ , it was rejected the null hypothesis, and concluded that the mean Reliability Service Quality for tourism for Strongly Satisfied and Satisfied is significantly different.

The mean Assurance Service Quality for tourism for Strongly Satisfied was subtracted from the mean Tangibles service quality for tourism for Satisfied ( $1.8 - 2.6 = -0.8$ ). The sign of the mean difference corresponds to the sign of  $t$  value. The positive  $t$  value in this statistic indicates that Assurance Service Quality for tourism for the first group, Strongly Satisfied is significantly less than the mean for the Satisfied, Assurance Service Quality for tourism.

Since  $p < .001$  is less than the significance level  $\alpha = 0.05$ , it was rejected the null hypothesis, and concluded that the mean Assurance Service Quality for tourism for Strongly Satisfied and Satisfied is significantly different.

Based on the results, it is stated the following;

\*There was significant difference in mean Tangible Service Quality for tourism and tourist Satisfaction ( $t_{141.380} = -5.284, p < .001$ ).

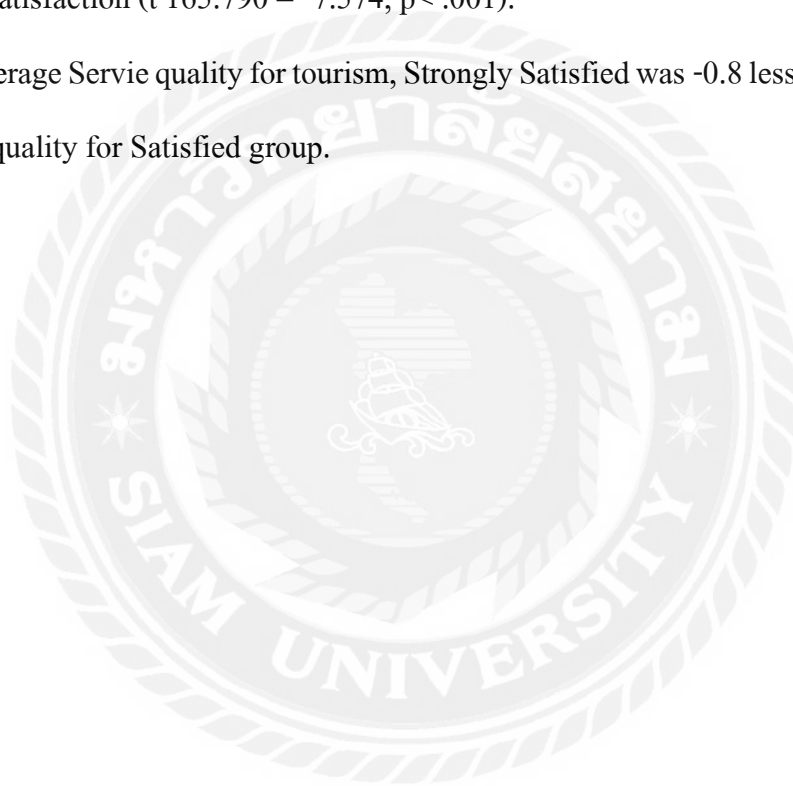
\*The average Service quality for tourism, Strongly Satisfied was 0.3 greater than the average service quality for Satisfied group.

\*There was significant difference in mean Reliability Service Quality for tourism and tourist Satisfaction ( $t_{141.220} = 5.814, p < .001$ ).

\*The average Service quality for tourism, Strongly Satisfied was 0.4 greater than the average service quality for Satisfied group.

\*There was significant relationship in mean Assurance Service Quality for tourism and tourist Satisfaction ( $t_{165.790} = -7.574, p < .001$ ).

\*The average Service quality for tourism, Strongly Satisfied was -0.8 less than the average service quality for Satisfied group.



## Chapter 5

### Conclusion and Recommendation

#### 5.1 Conclusion and Recommendation

Study will conclude in this chapter, service quality and Chinese tourists' satisfaction in Thailand from the analysis of chapter four and objectives of studies will also be presented. In addition, the recommendations will be described the experience of study about the relationship with the results of this survey. Finally, some limitations and discussion for future research will be advocated.

To date, a wealth of research has been conducted to examine number of destination attributes in tourist satisfaction measures. Many of these are generic while others are more specific. To examine all of these attributes was not the aim of the current research, rather focuses on the most selective but representative attributes that matches with the local perspective. This study therefore made an effort to justify tourist satisfaction levels over seventeen attributes drawn from tourism literature survey and in local context.

According to chapter four, the Pearson's correlation analysis revealed that Chinese tourists who visited China town, Yaowarat road in Thailand. Descriptive statistics has shown as chapter four total sample size of 285 population, out of them Tangibles Service quality for tourism were 2.7053 ( $\bar{x}$ ) and 1.12469 (SD), Reliability service quality for tourism were 1.6632 ( $\bar{x}$ ) and .47346 (SD), Assurance service quality for tourism were 2.4807 ( $\bar{x}$ ) and .92528 (SD), respondents perceptively.

Therefore, the correlations of "Tangibles service quality for tourism, Reliability service quality for tourism and Assurance service quality" dealing with service quality and

Chinese tourists' satisfaction in Thailand, descriptive statistic of Chinese tourists to analyze of average Mean and Standard Deviation describes their opinions have described that the person's correlation analysis revealed that Chinese tourist who visited at China town, Yaowarat Road in Bangkok, Thailand concerning with their opinion to Tangibles service quality for tourism ( $r = 1, p < .000$ ), Teliability service quality for tourism ( $r = .091, p < .000$ ), Assurance service quality ( $r = .265, p < .000$ ), were positively relationship with service quality and Chinese tourists' satisfaction in Thailand dealing with tourism at the statistical significance level of 0.01. It means service quality and Chinese tourists' satisfaction in Thailand are relationship with each other according to SPSS calculation in this research.

To reveals the result, in this research, researcher has identified the key factor for Tangible service quality, Reliability service quality and Assurance service quality are totally influence for tourism and tourist satisfaction.

## **5.2 Recommendation**

The findings should therefore be used by the Tangibles service quality for tourism, Reliability service quality for tourism and Assurance service quality" dealing with service quality and Chinese tourists' satisfaction in Thailand with create possibility administration furthermore promoting methodologies. Every technique need extraordinary possibility concerning illustration an occasional following gadget to identifying whatever shifts clinched alongside visitor satisfaction, Furthermore might be successfully used to perspective crazy the go platform's qualities also Shortcomings.

However, it ought to be recognized that this ponder will be not planned will give point by point also exceptionally particular majority of the data. Ought to the further research

system uncover certain issue ranges as far as satisfaction, additional scrutinize might be necessary should depict precisely the thing that the issues furthermore worries. Also the thing that the best could reasonably be expected results ought a chance to be. It may be possible that for an execution just measure for satisfaction, issues might happen identifying with expectations, for example, such that falling levels about sales, which might require with be investigated through examine under expectations, or pushing saying about mouth from fulfilled clients. Particular of the percentage of the dimensions, it might make self-evident the thing that needs should make carried out or changed; for others it might not a chance to be thereabouts clear. The point when this is so, those effects of the study ought to a chance to be seen as bringing on consideration sure issue ranges for a greater amount in-depth consider. A qualitative methodology might make utilized concerning illustration a catch up on this sort of scrutinize as it might be all the more advantageous in distinguishing visitor fulfillment (Bowen 2001) Also (Ryan 1995).

### **5.3 Limitation of Research**

Limitation of this study describe that Tangibles service quality for tourism, Reliability service quality for tourism and Assurance service quality” dealing with service quality and Chinese tourists’ satisfaction in Thailand. Measure about difference might have been not included to build those legitimacy of recognize qualities that fall inside absolute quadrant. A portion scientists have contended that tangibles administration nature for tourism, dependability administration nature to tourism what's more certification administration quality” managing administration personal satisfaction and tourists’ fulfillment about travel stage customary skeleton doesn't recognize qualities tumbling

inside the same quadrant, Furthermore consequently an measure of standard slip if make incorporated (Evans and chon 1990; Tarrant and smith 2002).

Analysts will utilize the future exploration will think as of including such a measure. Future investigations might likewise fuse recognizable proof interceding variables, for example, such that the number of past skier visits, skiing capacity alternately administration styles in the resort; Furthermore further examination might separate between the reactions for guys and females, distinctive ageists groups, alternately skiers furthermore snowboarders. Finally, further examine might measure which contending tour operators would discerned will the table preferred service, and what their relative qualities also Shortcomings are. As stated by Fick & Ritchie (1991) the force of those SERVQUAL device around is maybe best to particular circumstances directing, including correlations from claiming person firm with an additional inside a as a relatable point administration fragment.

Similarly as specified previously, every last bit of the systems used to measure administration personal satisfaction bring confinements. Every procedure need its qualities also weaknesses, and as Silverman (1993) needs suggested, methodologies 'cannot a chance to be a genuine inconsistency or false, best pretty much useful' yet the outcomes of the research need aid inclined should backing those controversies that look into might be settled on gatherings give proof to possibly side of a civil argument. Subsequently a promoting administrator might utilize SERVQUAL, IPA alternately SERPERF on defend choices as stated by his/her own inclination.

Maybe the adaptability of elucidation from claiming these strategies will be a quality that will urge their further utilization in the tourism business amongst operators. Those comes about for this research show that directors ought to have certainty done utilizing any of the methodologies for measuring fulfillment. Yet, what is required will be further scrutinize on accept this finding, and the improvement of a clear figure about examination that identifies if at whatever measure for client fulfillment gives more excellent legitimacy.





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## APPENDIX

### QUESTIONARE

#### Part 1

##### Domographic

###### 1. Gender

- Male
- Female

###### 2. Age

- Less than 20
- 21 - 30
- 31- 40
- 41- 50
- Over 50

###### 3. Marital status

- Single
- Married

###### 4. Occupation

- Student
- Worker
- Retired person

### **5. Income**

- Less than 4,000 Yuan
- 4,000-8000 Yuan
- 8,000-10,000 Yuan
- 10,000-20,000 Yuan
- Over 20,000 Yuan

### **6. Education**

- Ungraduated
- Graduated
- Post graduated

### **Part 2**

#### **7. How do you like your traveling?**

- Alone
- With family
- With friend
- With couple

#### **8. Do you purpose to travel for?**

- Leisure
- Business
- Meeting friends or relatives

**9. How many times visit at China Town Yaowara in Bangkok?**

- First time
- Second times
- Third times and over

**10. What are your main interests in selecting a destination?**

- Adventure
- Culture
- Health
- Nature
- Religion

**11. What are the most challenging problems that you face when choosing a destination?**

- Quality of services
- Reliability
- Language difficulties
- Price

**12. What means of transport do you use while on holiday?**

- Bicycle
- Bus
- Car
- Motorbike
- Plane
- Train

**13. Do you prefer to use tourist guide services or tour independently?**

- Yes
- No

**14. Which activities are more attractive at China Town Yaowarat in Bangkok?**

- Taking Photo
- Shopping
- Sightseeing
- Eating Food

**15. What is the most important Tangibles Service quality for tourism?**

- Appearance of physical facilities
- Equipment
- Personnel
- Materials and communication

**16. What is the most important Reliability Service quality for tourism?**

- Ability to perform the promised service dependably
- Ability to perform the promised service accurately

**17. What is the most important Assurance Service quality for tourism?**

- Knowledge
- Courtesy of tourists
- Their ability to convey trust
- Confidence

### Part 3

#### Overall Service quality and Satisfaction of Tourists

Please choose only one the followings

#### 18. How would you rate the overall service you received?

<b>Service quality &amp; Tourists' Satisfaction</b>	<b>Strongly Satisfied</b>	<b>Satisfied</b>	<b>Moderate</b>	<b>Dissatisfied</b>	<b>Strongly Dissatisfied</b>
<b>Q1.</b> Service quality of Reliability					
<b>Q2.</b> Service quality of Tangibles					
<b>Q3</b> Service quality of Assurance					



# 曼谷唐人街在线旅游平台服务质量调查

## 第一部分

1. 您的性别?

(1) 男性 (2) 女性

2. 您的年纪?

(1) 小于 20 (2) 21-35 (3) 36-40 (4) 41-50 (5) 超过 50

3. 您当前婚姻状况

(1) 单身 (2) 结婚

4. 您的职业

(1) 学生 (2) 政府职员 (3) 公司职员 (4) 其他

5. 您的收入

(1) 低于 4000 元 (2) 4000-8000 元 (3) 8000-10000 元 (4) 10000-20000 元  
(5) 超过 20000 元

6. 您的受教育程度

(1) 高中及以下 (2) 本科 (3) 硕士及以上

## 第二部分

7. 旅行类型

(1) 自己旅行 (2) 与家人 (3) 与朋友一起 (4) 与丈夫/妻子一起

8. 旅行目的

(1) 休闲 (2) 蜜月 (3) 上学 (4) 商务

9. 您游览过曼谷唐人街多少次?

(1) 1 次 (2) 2 次 (3) 3 次及以上

10. 您选择旅游目的地的主要关注点是什么?

(1) 探索冒险 (2) 文化 (3) 健康 (4) 自然 (5) 宗教

11. 影响您选择旅游目的地的主要因素是什么?

(1) 服务质量 (2) 可靠性 (3) 语言问题 (4) 价格

12. 旅游期间您最常用的交通方式是什么?

(1) 自行车 (2) 公车 (3) 汽车 (4) 摩托车 (5) 飞机 (6) 火车

13. 您更喜欢跟团旅还是自由行?

(1) 跟团旅 (2) 自由行

14.在唐人街做什么最吸引你？

(1) 拍照 (2) 购物 (3) 观光 (4) 吃美食

15.什么是您觉得最重要的旅游有形服务质量？

(1) 物理设施外观 (2) 设备 (3) 参与人员 (4) 沟通

16.您认为旅游业最重要的可靠性服务质量是什么？

(1) 能够可靠地执行承诺的服务 (2) 能够准确履行承诺的服务

17.您认为对于旅游业最重要的保证服务质量的因素是什么？

(1) 知识文化 (2) 设备 (3) 参与人员 (4) 沟通

### 第三部分

整体服务质量

仅选择一项

服务质量 &游客满意度	非常满 意	满意	中等	不满意	非常不满 意
<b>Q1.</b> 可靠的服务质量					
<b>Q2.</b> 有形的服务质量					
<b>Q3</b> 有保证的服务质量					

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