FACTORS INFLUENCING THE REPURCHASING BEHAVIOR OF TOURISTS STAYING IN RESORTS, LAMPANG PROVINCE

[1]SAWITREE THADEE, [2]BOONTHAWAN WINGWON

[1]M.B.A. Student, Faculty of Management Sciences, Lampang Rajabhat University, Thailand.
[2]M.B.A. Program, Faculty of Management Sciences, Lampang Rajabhat University, Thailand.
E-mail: [1]motograf.mama@gmail.com, [2]boonthawan2009@gmail.com

Abstract- The purpose of this research was (1) to study the product, price, place, promotion, physical evidence, satisfaction and repurchasing behavior and (2) to examine factors influencing the repurchasing behavior of tourists staying in resorts, Lampang province. The sampling group consisted of 450 tourists staying in resorts, in Lampang. The research tool was questionnaire for data collection. The findings were described by descriptive statistics for data analysis. The statistics were employed with percentage, standard deviation and inferential statistics with Structure Equation Model by Smart PLS technique.

The outcomes of the opinions towards product, price, place, promotion, physical evidence, satisfaction and repurchasing behavior revealed that all factors were valued as high level. According to the Structure Equation Model, the findings indicated that the physical evidence was the most direct effect towards satisfaction, followed by promotion. Lastly, satisfaction had direct effect towards repurchasing behavior of tourists.

Keywords- Marketing Mix's, Physical Evidence, Satisfaction, Repurchasing Behavior of Tourists staying in Resorts.

I. INTRODUCTION

Although Thailand tourism business entrepreneurs have currently faced with intensifying competition due to the investment of both ASEAN and outside ASEAN foreign entrepreneurs to invest in large and small business, the entrepreneurs will gain more or less effects depending on their an adaptation. However, both public and private sectors have set the measures to support the tourism industry because of the enormous revenue to the entrepreneurs and the national economic system. Therefore, the business-related tourism has a positive impact under the government's policy on the conservation of cultural and natural attractions.

Consequently, the resort hotel is one of the elements in the tourism industry and is essential to stimulate the national economy driven by the tourism industry. In each area has many attractions, so there is a chance of entrepreneurs to run the business hotel or resort in supporting the tourism industry.

The North region is one of the regions with a campaign to preserve the cultural identity or the nature preservation with an emphasis on tourism promotion natural. As a result of all stakeholders are aware of the implementation of intensified safety measures and enhance service levels of business related services such as travel agencies, hotels / resorts, restaurants and Spas to accommodate visitors who use the service. The foreign and Thai tourists would not stay just a day or two days, but there is also the opportunity to spend more night. (Kasikorn Research Institute of North Tourism Business, 2557), with its unique tourist attraction, especially in the northern province of Lampang The location is convenient for travel. It is the center of Upper North which has the good impact on the operations of the resort and get ready for the expansion of tourism on the basis of the needs of tourists.

A survey of visitors to the camp and revenue from visitors in May 2015 found that Lampang had the highest occupancy rate in the hotel business of the North with 58.90 percentage (Department of Tourism: The statistics and Tourism Economy, on July 15, 2015).

Nowadays, business lodging resort is popular because it has a natural beauty, tranquility and privacy. Therefore, guests can experience nature closely resulting in the resort investment. This kind of investment do not spend much money and the resorts have several classes from economy to luxury resorts. This kind of accommodation can provide a lot of services to customers such as conferences, seminars rooms, room service, garden for relaxation, and WiFi service in order to attract guests as families who would sometimes stay in hotels for a long time (Nikom Charumani, 1993, pages 171-174).

Business Resorts, even with revenues have been increasing every year, they also result in greater competition in the resort business. It has a direct impact on the performance of the market in hotel business in Lampang inevitably, especially in terms of price or promotion to attract customers with the use of various distribution channels to lead repurchasing behavior among customers. This brings to the market share reduction in some resort entrepreneurs. The customers have more choices of accommodation because there is more competitive price. Nevertheless, the resort entrepreneurs have to be aware of the behavior of potential customers or service users seeking for guidelines to draw

Customers' attention as the repurchasing behavior. Therefore, this behavior leads to this research and will be beneficial for the entrepreneurs in adjusting administration in order to meet objectives and customer needs. Then the resort business will be fulfilled and competitive with the others.

II. RESEARCH METHOD

2.1 Research Objective

1. To study the product, price, place, promotion, physical evidence, satisfaction and repurchasing behavior

2. To examine factors influencing the repurchasing behavior of tourists staying resorts in Lampang province, Thailand.

2.2 Research methodology

1.Population and Sampling Group

The population was 135,680 tourists staying at the 19 resorts in Lampang more than once. The total 450 samples were selected by calculating the sample size used according to Krejcie and Morgan table (1970, pp. 607-.610).

2. Research Tool

This research was quantitative research with questionnaire as research tool developing from the reviewed of relevant literatures on 7 factors, i.e. (1) product (2) price (3) place (4) promotion (5) physical evidence (6) satisfaction and (7) repurchasing behavior

3. Reliability Test

Questionnaire was as the research instrument to be tested for reliability by finding the alpha correlation measure value of Cronbach' s Alpha in order to make sure the reliability value of each variables should be over 0.70 including to ensure the reliability and accuracy of questionnaire (Hair et. al. , 2006) and corrected item-total correlation value should be over 0.30 (Field, 2013). It revealed that (1) overall alpha correlation measure value of product equalized to 0.984 with corrected item-total correlation value between 0.683-0.882, (2) overall alpha correlation measure value of price equalized to 0.964 with corrected item-total correlation value between 0.732-0.911 (3) overall alpha correlation measure value of place equalized to 0.968 with corrected item-total correlation value between 0.699-0.910 (4) overall alpha correlation measure value of promotion equalized to 0.835 with corrected item-total correlation value between 0.632-0.810 (5) overall alpha correlation measure value of physical evidence equalized to 0.823 with corrected item-total correlation value between 0.675-0.860 (6) overall alpha correlation measure value of satisfaction equalized to 0.856 with corrected item-total correlation value between 0.645-0.845 and (7) overall alpha correlation measure value of Intention equalized to 0.858 with corrected item-total correlation value between 0.613-0.867 which were in line with specified measurable standard.

The research instrument was applied from 5-point Likert scale questionnaire, i.e. 1 represented the least and 5 represented the most (Likert, 1970, p. 275). The data analysis was described by the descriptive statistics to find percentage, average, standard deviation and inferential statistics to analyze the variable correlation of both direct and indirect effect towards repurchasing behavior of the tourists staying in resorts, Lampang province, Thailand with PLS program.

2.3 Research conclusion

Part I: Demographic data.

The results showed that most tourists staying in resorts in the province are female between the ages of 31-40 years with a single status that has a proportion similar to the marriage. Their education level is in a bachelor's degree and work as government officials with the average monthly income between 25,001-30,000 baht.

Part II: The outcomes of descriptive statistics.

The findings were the overall opinions were rated as the high level; satisfaction was 4.06, physical evidence was 4.02, promotion was 398, price was 3.97, and product, place, and repurchasing behavior had the similar mean as 4.06.

Part III: The analysis of the Structure Equation Model

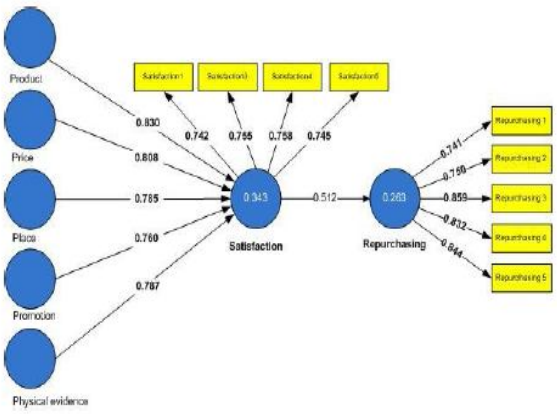


Fig. 1 The analysis of the Structural Equation Model of Smart PLS Version 3.0**.**

Figure 1 shows the outcomes from the analysis of structural equation model for all the variables. The findings were the products have a direct influence on customer satisfaction the most with the path coefficient of 0.830, followed by the price with the path coefficient of 0.808, physical evidence with the path coefficient of 0.787, place with the path coefficient of 0.785 and promotion having the path coefficient of 0.760.

The satisfaction had the direct influence on repurchasing behavior with the path coefficient of 0.512.

III. DISCUSSION

The analysis of the structural equation model shoed that;

1. Products and Services showed the high level of satisfaction because the areas of the resorts are clean. Customers care more about their health and safety. Therefore, this factors can build the impression. This result is compatible with the research by Chatparee Yooyen (2009) proposed that the marketing factors as the product had the high influence on customers.

2. The price was rated high as the satisfaction since it is appropriate for price and place facilities provided compared with competitors with the better price. The result is consistent with the research of Jirat Chuanchom et al. and colleagues (2556) concluded that the price factor affects the high level of satisfaction.

3. Place shows the high level of satisfaction because it is accessible and comfortable to stay in the resort being consistent with research by Chatparee Yooyen(2552) concluded that the distribution of accommodation is important at the high level of satisfaction, too.

4. Promotion was at the high level of satisfaction since it is widely promote to the group of tourists and to find more new customers continuously. The resorts are known for publicity. This is related with research by Chatparee Yooyen (2009) found that promotion is at the moderate level of satisfaction. The results of the research can be varied because of the difference of place for conducting research.

5. Physical evidence had the high satisfaction levels B=because the design and the decoration are unique reflected to be the favor, impressive, satisfied, and attractive among customers to experience the resorts. This result is in relation to research by Chaladda Suanprom (2552) proposed that physical evidence is significant as the high level.

6. Satisfaction was rated as high since the internal and the external environment, service staff are pleasant resulting in an impressive and satisfying experience so that visitors can experience exactly as they expected. Thus, they are pleased and want to use the service again. This is compatible with the concept of Diener, Emmons, Larsen and Griffin (1985) concluded that satisfaction creates a better experience for the customers to receive the product and ultimately may tell or have repurchasing behavior.

7. Repurchasing behavior was rate as the high level of satisfaction since the experience of staying leads to the impression and the customers get more than they expected. Thus, they have the impressive experience which is compatible with the concept of Hellier, Geursen, Carr and Richard (2003) had the conclusion that the fist purchase is the indicator or the prediction for the next purchase. If the customers have the good impressive experience, they are surely back to use the service.

IV. RECOMMENDATIONS

1. Product; the result showed that the design has an impact on the service. This factor had the lowest mean. Thus, the resort entrepreneurs have to decorate the room being more private.

2. Price indicated that various price are offered had the lowest mean. Therefore, the rooms should be varied style like standard rooms, superior rooms, deluxe rooms, and suite rooms to serve the customer's needs.

3. Place showed that the location and place were rate as the lowest level. As the result of it, resorts have to be decorated differently to build the differences or organize the entertaining activities for the customers.

4. Promotion found that the privilege of the members for the next stay was rate lowest. Consequently, the conditions for the special offer for the members have to be provided for the next stay: discount or pointing for the rewards to maintain the former customers.

5. Physical evidence showed that the cleanness of the restaurant was at the lowest satisfaction, so the resort entrepreneurs have to pay more attention including the surrounding for the good image and safety for the customers.

6. Satisfaction for the internet accessibility was the lowest. Therefore, the entrepreneurs have to improve the internet accessibility and technology to serve the best internet for the customers.

7. Repurchasing behavior indicated that the lowest satisfaction was when the customers organize the activities and relax. Thus, the resorts should be decorated for the impression. The staff should facilitate in all activities of the customers to build the impression for all level of customers.

V. RECOMMENDATION FOR THE FUTURE RESEARCH

1. Various kind of accommodation should be selected in order to have more additional types of accommodation since many tourists use the service increasingly including to develop more advanced

technology leading to draft the updated marketing strategies.

2. The other factors should be examined since they may have an influence on the repurchasing behavior and then can apply the outcomes of the study into the business efficiently.

REFERENCES

[1] Jirat Chaunchom.(2013).The Relationships between Decision Making on Resort Selection and Marketing Mix Management in Koa Kow District, Phetchaboon. Thesis.MBA (Management). Bangkok: Rajhabat Suan Dusit University.

[2] Chaladda Suamprom.(2009). Marketing Mix Affecting Tourists Behavior in Staying in Hotel, Phitsanulok Province. Thesis.MBA. (Marketing).Phitsanulok: Graduate School. Narasuan University.

[3] Chatparee Yooyen.(2009).Marketing Mix Influencing Choosing Hotels and Resorts in Samui and Pagun Islands, Surathani Province. Thesis. MBA. (Marketing). Pathumtani: Thunburi Ratchamongkol Technology University.

[4] Nikom Jarumanee.(1993). Tourism and Tourism Industrial Management. Bangkok: OS Printing.

[5] Kasikorn Research Institute. (2014). The Importance of Tourism. Retrievrd on August 30, 2015 fromhttp://creatingsv.blogspot.com /2015/05/blog-post_22.html.

[6] Comrey, AL.,& Lee, HB. (1992). **A first course in factor analysis**. Hillsdale: Lawrence Erlbaum Associaltes.

[7] Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985). The satisfaction with lifescale. **Journal of Personality Assessment**, 49 (71–75).

[8] Hellier, P., Geursen, G., Carr, R., & Rickard, J. (2003). **Customer repurchase intention: A general structural equation model**. European Journal of Marketing, 37(11), 1762–1800.

★★★