

INFLUENCING FACTORS TO TOURIST DECISION IN CHOOSING SERVICE TOURIST ATTRACTION: CASE OF NORTHERN OF THAILAND

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Received: June 20, 2020; Revised: October 1, 2020; Accepted: December 25, 2020; Published: August 30, 2021

ABSTRACT

In this research investigation, the researcher inquires into the effects of decision of tourists on choosing services of tourist attraction. In carrying out this investigation, the researcher applies a conceptual framework derived from various theories of competition. The methodological approach adopted by the researcher blends quantitative and qualitative research methods. As such, the research instruments utilized by the researcher to collect apposite data were twofold, viz., a focus group interview form and a questionnaire. The data were obtained from 384 persons of tourist from tourist attraction for Quantitative and the data from 30 persons for a focus group interview.

The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researcher validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors, the researcher found the following: chi-square (X^2)=89.99; degrees of freedom (df)= 88; probability-(p-)value=.08; χ^2/df =1.19; root mean square error of approximation (RMSEA)=.01; goodness of fit index (GFI)=0.99; adjusted goodness of fit index (AGFI)=0.99; normed fit index (NFI)=0.96; non-normed fit index (NNFI)= 0.97; incremental fit index (IFI)=0.98; relative fit index (RFI)=0.99; comparative fit index (CFI)=0.98; and Hoelter's critical "N" (CN)=319.46 (n=400).

In addition, the analysis revealed that safety quality, tourism quality, and services quality were explanatory of variances in decision of tourist at 64.5 percent ($R^2 = 0.645$). Furthermore, services quality and safety quality were explanatory of variances in tourism quality at 37.5 percent ($R^2 = 0.375$). When an organization encounters problems, it can adopt the aforementioned three strategies in solving problems. Also, it can bring to bear thirty major factors in solving organizational problems.

1. Introduction

Nowadays the business competition becomes much more aggressive while the business itself is changing rapidly. Many businesses need to adjust themselves and apply different strategies in response to the fluctuating environment for their survival. The tourism industry is one of the fast-growing industries, and this industry is highly affected by the competition. However, it is the industry that gets support from the governments of almost all countries, as it is the industry that brings a lot of income in many countries. (Kerdpitak & Heuer 2014; Kerdpitak, 2019). The income comes from several forms including the employment in the tourism. The tourism industry is thus playing a significant role for

economic development and leads to the development in several parts of the country, including the improvement and development of the tourist attractions, the construction of the infrastructure and facilities, such as restroom, tap water and electricity system, for the convenience of both domestic and international visitors. A wide range of development helps improve satisfaction among tourists. Also, it attracts tourists to the tourist attractions. Kerdpitak & Heuer 2014; Thangchan, Suvachart, & Srikamporn (2014).

The tourism industry is categorized as part of the service industry, which is growing and playing a vital role for the economy of the country. It is the business that provides conveniences for both Thai and foreign tourists, who wish to travel to in the country and abroad. However, the development is still needed to set up a guideline for service quality management in response to the tourists' needs to improve their satisfaction and impression and to attract repeat customers. (Kerdpitak & Heuer 2014; Kerdpitak, 2019).

2. Theories and Relevant Literature

Value theory Oliver and Swan (1989). The principles of the value theory utilized by the researchers specify the requirement that service users perceive benefits they receive from services to be of greater value than the costs incurred. If so, they will consider the services provided to be worthy in the sense of judging them to be of higher value in comparison to other provisions of service. If they are satisfied with the services, they tend to become repeat users of said services, regardless of whether they are tourists, consumers of products, or users of services. If the service users are dissatisfied with the services provided, they will have a tendency to use the services provided elsewhere (Oliver & Swan, 1989). In addition, it was found that levels of satisfaction tend to affect loyalty to products and services (Fornell, 1992; Kozak, 2002).

Tourism Quality (TOU) according to the study in many countries, the factors that allows the business to become successful consisting of three factors: 1) Access to Customers: The study about the tourist. who are tourists, what are their qualifications, what are their behaviors, and what do they want. The service can be provided in response to the customer's needs. 2) Communication: The accuracy of the information, rapidity and technology are needed. 3) Business: Tourists travel for business and after the business, the time left will be spent for traveling. This type of travel focuses on rapidity, comfort, convenience and punctuality. Tourists are willing to pay for the trip. Businessmen sometimes need to entertain their customers. (Dimanche, & Havitz, 1994); Folan & Browne, 2005; Fornell, 1992); Oliver & Swan, 1989; Guneri, Gul, & Lok, 2015; Gülsün, Yilmaz & Aslan, 2015).

H1: Tourism Quality has a positive effect on Decision

Services Quality (SER) tourist services provider: regarding providing successful service to tourists and influence of providing service to tourist at tourist attraction, providing service is the main factor of tourism industry. Thangchan, Suvachart, and Srikamporn (2014); Kerdpitak (2019). It means selling thing that can respond to customers' needs and make them satisfy. There are three main factors comprising satisfaction, readiness, value, care, friendliness, and effectiveness. 1) Services readiness: Service must be ready at all time and in all situations including personnel, place and materials. Moreover, the service provider must be prompt to add more details to the work. 2) Services value: Kerdpitak (2019) and Guneri, Gul, and Lok (2015). The value of service comes from quality service. The customers will be impressed with the service and come back again. The customers will be the ones who

evaluate the service. 3) Tourist care: The service provider must be aware of customers’ needs. The service provider must be sincere. The customers must receive the same standard of service. The service provider must be friendly, polite, warm and service-minded. (Crotts & Bing, 2007; Dimanche, & Havitz, 1994; Folan & Browne, 2005; Fornell, 1992; Oliver & Swan, 1989)

H3: Services Quality has a positive effect on Decision

H5: Services Quality has a positive effect on Tourism Quality

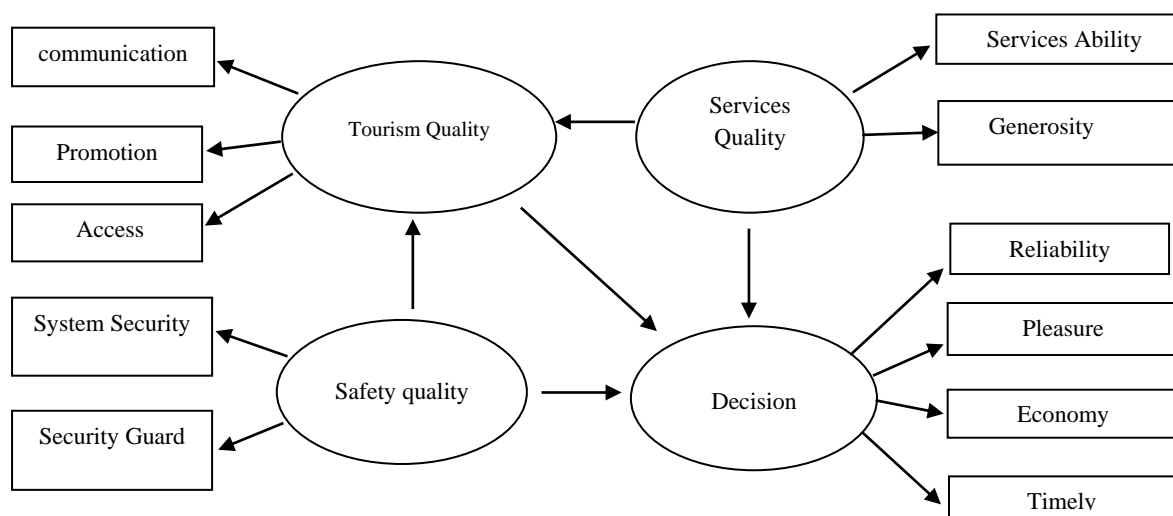
Safety Quality (SAF) The security afforded travelers by service providers is a factor in service provider competition that must be taken into account. Security considerations involve political problems, crime, safe traveling conditions, protection from police officers, prevention of the spread of diseases, and capability in service management. (Crotts & Bing, 2007; Dimanche, & Havitz, 1994; Fornell, 1992) Safety: The service provider must care for customers’ life and property. Tourists have different purposes for traveling. Tourists can be classified into two main groups: 1) Pleasure 2) Business management. (Crotts & Bing, 2007; Dimanche, & Havitz, 1994; Kozak, 2002)

H2: Safety Quality has a positive effect on Decision

H4: Safety Quality has a positive effect on Tourism Quality

Decision of Tourism (DIS) Organization Performance There are four aspects measuring decision of tourism: efficiency and effectiveness. Efficiency focuses on the use of resources or input to the end of the maximization of benefits. Mostly, it involves the measuring and controlling of costs. Effectiveness focuses on achievement as set by performance output. Mostly, it involves measuring matters related to customer service in the aspects of time, quality, and responsiveness as indicated by levels of customer satisfaction. Accordingly, measuring performance engages four important indicators as follows: (1) economics costs; (2) Reliability; (3) pleasure; (4) timely. (Dwyer, Forsyth, & Rao, 2001; Folan & Browne, 2005; Fornell, 1992; Kozak, 2002; Kerdpitak & Heuer, 2014; Gülsün, Yilmaz, & Aslan, 2015).

Figure 1 Conceptual Frameworks



3. Research Methodology

The researcher used both qualitative and quantitative methods in carrying out this research investigation. Therefore, the research instruments were twofold. The qualitative research instrument involved conducting focus group interviews in order to obtain relevant facts and elicit information showing what were the precise relationships among variables. Upon collecting this information, the researcher was thereupon able to construct a questionnaire to be used in the quantitative research phase of the investigation.

The quantitative research investigation required using a questionnaire constructed on the basis of a review of relevant literature and conducting focus group interviews. As such, the research instruments were used to investigate (1) tourism quality; (2) safety quality; (3) services quality; and (4) decision of tourist. The data were obtained from 384 tourist from different attraction. The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researcher validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors. (Montree, 2000; Supamas, Somtawin, & Ratchaneekul, 2008; Cronbach, 1990)

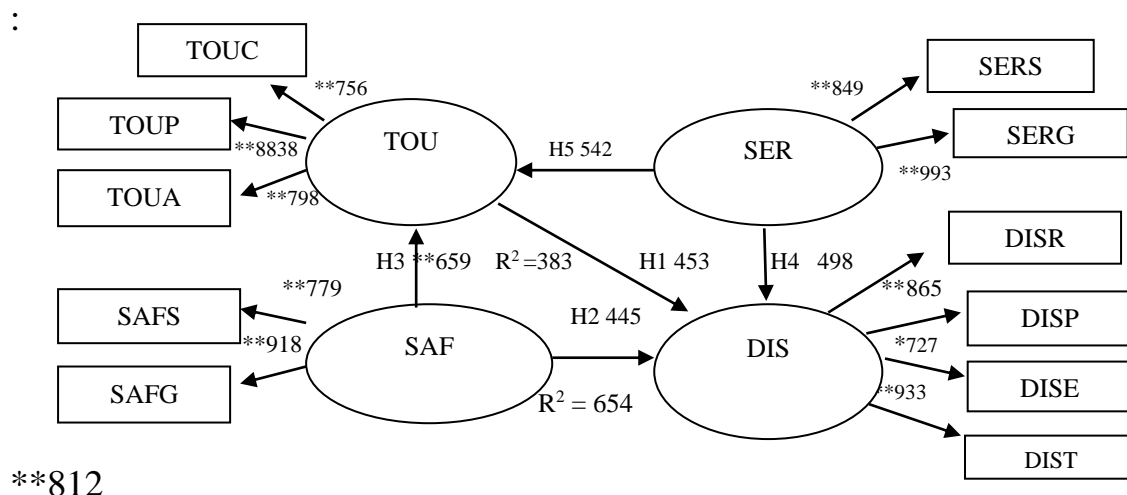
4. Findings

Analyzing causal relationships involving decision of tourist. In analyzing the relationships between apposite variables to determine whether the empirical data were congruent with the theory and in accordance with research hypotheses, the researcher found the following:

Using the structural equation modeling (SEM) technique by reference to the conceptual framework adopted by the researcher, it was found that the results were congruent with the empirical data.

In hypothesis testing, the researcher found that the factors of tourist quality, safety quality and services quality, and decision of tourist and were explanatory of variances in marketing competency at 64.5 percent ($R^2=0.645$) at the statistically significant level of 0.000. The factors of services quality and safety quality and influenced tourism quality and were determined to be explanatory of tourism quality at 37.5 percent ($R^2= 0.375$) at the statistically significant level of 0.000.

Figure 2 The results of data analysis conducted using the structural equation modeling technique



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Chi-Square = 89.99, df = 88, p-value = 0.08, $\chi^2 / df = 1.19$, RMSEA = 0.01, GFI = 0.99, AGFI = 0.99, NFI = 0.96, NNFI = 0.97, IFI = 0.98, RFI = 0.99, CFI = 0.98, CN = 319.46 (n = 120)

*means the statistically significant level of .05 ($1.960 \leq t\text{-value} < 2.576$)

**means the statistically significant level of .01 ($t\text{-value} \geq 2.576$)

Hypotheses testing

$$DIS = \beta_0 + \beta_1 SER + \beta_2 SAF + \beta_3 TOU \zeta_1 \dots\dots\dots (1)$$

$$TOU = \beta_4 + \beta_5 SER + \beta_6 SAF \zeta_2 \dots\dots\dots (2)$$

Table 2: Results of hypotheses testing

Path	Path coefficients	t-stat	p-value	result
H1: Tourism Quality has a positive effect on Decision	0.453	7.287**	0.00	support
H2: Safety Quality has a positive effect on Decision	0.445	8.533**	0.00	support
H3: Services Quality has a positive effect on Decision	0.659	5.894**	0.00	support
H4: Safety Quality has a positive effect on Tourism Quality	0.498	6.785**	0.00	support
H5: Services Quality has a positive effect on Tourism Quality	0.542	6.715**	0.00	support

Table 3: Result of testing for path influences

Variable	Tourism Quality					
	Decision (DIS)			(TOU)		
	DE	IE	TE	DE	IE	TE
Tourism Quality: TOU	0.453**	-	0.453	-	-	-
Services Quality: SER	0.498**	0.246**	0.817	0.542**	-	0.542**
Safety Quality: SAF	0.654**	0.253**	0.731	0.659**	-	0.659**
R ²	0.654			0.383		

The results of hypotheses testing

On the basis of inspecting the table, it can be inferred that there is an overall influence on organization performance. As can be shown, depicting the mutual influence between causal variables in each path will provide the means whereby the testing of hypotheses will allow the answering of research questions.

Using analysis involving construct validity, the researcher found the following: The test validating the measurements used in this inquiry suggested that the indicators utilized measured the same construct. The criteria for evaluation used in this connection were that the indicators must have a loading value higher than 0.707 concomitant with a Cronbach’s alpha (α) greater than 0.700 (Montree, 2000; Cronbach, 1990), and an average variance extracted (AVE) greater than 0.50 concomitant with a statistically significant level result found upon testing convergent validity. Findings are as follows:

Table 4: The results of an analysis of factorial construct validity

Indecator	loading	t-stat	CR	AVE
Tourism Quality: TOU				
TOUC: Communications	0.756	15.083	0.982	0.689
TOUP: Promotion	0.888	7.957		
TOUA: Access	0.798	11.284		
Services Quality: SER				
SERS: Services Ability	0.849	10.934	0.839	0.752
SERG: Generosity	0.993	13.332		
Safety Quality: SAF				
SAFS: System Security	0.779	11.917	0.785	0.732
SAFG: Security Guard	0.918	9.975		
Decision of Tourist: DIS				
DISR: Reliability.	0.865	10.336	0.796	0.739
DISP: Pleasure.	0.727	12.511		
DISE: Economy.	0.933	12.927		
DIST: Timely.	0.812	10.863		

The results from conducting an overall analysis of the measurement model showed construct validity for hidden variables, services quality, tourism quality, safety quality, and decision of tourist. This was equivalent to the relationship path between observed exogenous variables and hidden exogenous variables (λ -X [LAMDA-X]) and the relationship path between observed endogenous variables and hidden endogenous variables (λ -Y [LAMDA-Y]), while taking into account t-values governing the computation of the weight of the factors of concern. All observed variables were validated as being mutually correlated in accordance with the set hypotheses postulated for this investigation.

5. Conclusion

It can be concluded that the strategies that aviation industry administrators should pay greatest heed to are in the following descending order: tourism quality, safety quality, and services quality. The statistical values that were explanatory of decision of tourist variances were found to hold at 64.5 percent ($R^2=0.645$). services quality and safety quality were determined to be explanatory of variances in tourism quality at 37.5 percent ($R^2=0.375$).

In addition, it would be well if administrators considered the most appropriate management: tourism quality with the following ranked in communication: promotion; accuracy; and identical information. Next, in descending order, was the services quality with the following ranking in importance: the use of a services development and services expanding. Lastly was the safety quality with the following ranking in importance: system security and security guard expanding a new relate customer base. Finally, important factors to be used in the tourist attraction were altogether thirty nine in number.

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