EFFECTIVE FACTORS IN HOME STAY CHOOSING, CASE STUDY OF NAKHON PATHOM PROVINCE

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ABSTRACT

The study is aimed to tickle factors influencing tourist decision in home stay choosing, Nakhon Pathom Province. Paper and online research survey is tool to collect data from respondents who visited floating market in Nakhon Pathom. Then, the total number of respondent is 324. Factor analysis and multivariate linear regression analysis are applied in this research to find out significant variables α.05. These variables cover factor-quality of physical environment – QPF, tele communication - Internet, travel distance, restaurant, friendliness of local and safety, peaceful atmosphere, cleanness, transport, variety of tourist attraction, factor-quality of service – QOS, occasional activities and festival, community technology demonstration, community cultural show, visit to local tourist destination, and visit to community enterprise.

Effective factors in home stay choosing with significant α.05 are factor-quality of physical environment – QPF and effective dependent variable is customer satisfaction after their visit to home stay (customer satisfaction in home stay using – CUS).

Keywords: Community-Based Tourism, Home stay, Satisfaction, Revisit, Effective Factors

INTRODUCTION

Home stay is one of local and family-run business in Nakhon Pathom. They offer guest a hands-on activity for new experience. This generates income to community apart from agricultural products. Local organizes local experience and hands-on activity to tourist to get extra income such as community technology demonstration, community product selling, traditional way of life experience and show, variety of tourist attraction. Home stay business generates additionally a constant economic growth to community, a new chain to release local products and decreases crime and drug.

Home stay business is different from hotel and resort in many aspects: convenient guest room, great location, meal service, and open air area. Most of home stays in Nakhon Pathom are located at the heart of community, agricultural area or close to popular tourist attraction so tourist experience local traditional way of life and culture.

OBJECTIVES

1. The research finds out to what extent effective factors are taken into account when tourist chooses a home stay in Nakhon Pathom or even revisits.

2. The research helps develop marketing strategy for home stay business in Nakhon Pathom. Even though there are limited resources in physical, environmental, cultural, and business aspect, the research outcome makes home stay entrepreneur succeed.

METHODOLOGY

The research applies statistics and relevant studies to find out the factors as described below:

Factor Analysis

Factor analysis is statistics method to study relationship among observed variables from correlation, covariance, and information gain. Group of correlated variable will become unobserved or latent variables. These latent variables are generated from a group of observed linear variables when considering correlation and factor loading of each variable.

$$F_{a,i} = \sum_{p=1,n} [l_{ap} . x_{p,i}] + e_{a,i} \quad (1)$$

While *a* stands for all unobserved variables (*m variables)* generated from observed variables merging. Each variable consists of sub variable *(n variables)* and start from variable p. In this study, each unobserved

variable might consist of many different sub observed variables. However, only one sub observed variable can be with unobserved variable by considering highest correlation in variable.

i stands for number of observation e.g. data collection with total number *(research survey r*) *i=r*

$e_{a,i}$ stands for error when estimating value of unobserved variable *i*

$l_{a,p}$ stands for correlation (β) generated from regression analyzing each variable. The analysis outcome is called *regression score*.

Unobserved variables can replace a group of related independent variable by analyzing value of multicollinearity. The outcome of this analysis can predict dependent variable. Unobserved variables generated from regression analysis are more precise, correct, and trustable because they are independent.

Multivariate Linear Regression Analysis

Multivariate linear regression analysis is used to check estimated relationship value among independent variables and dependent variables. Size of relationship might be positive or negative. Estimated correlation value is from ordinary least square estimation. Result of multivariate linear regression analysis is accurate when the number of independent variable is less than observed value. Dependent variable is in linear relationship. Every variable has normal distribution.

$$Y_i = \beta_0 + \beta_1 x_i + \beta_2 z_i + ... + e_i$$

y_i stands for value of predicted dependent variable estimation "i"

β_0 stands for intercept Y. β_1, β_2 is correlation or weight of observed variable. x_i, z_i and e_i are error in estimated value Y_i and i is the number of observation.

To explain compatibility in observed variable, we can consider p and R^2 value in multivariate linear regression analysis.

RELATED STUDIES

Ban Klang Thoong Organic Homestay, Kanchanaburi Province

Prasertkul discuss successful factors for home stay business e.g. friendliness of staff, and experience to live like a local and enjoy hands-on cultural experience: crafting, hiking.

Consumer Buying Behavior

Khaniwale argues that factors in buying behavior are from influence of culture, society, personality, lifestyle, and information.

The Influence of Customer Interaction, Variety, and Convenience on Customer Satisfaction and Revisit Intention: A Study of Shopping Mall in Bangkok

Pattarakitham states reasons to stay at hotel and to revisit: customer interaction, convenience, and variety of facility and service.

Home Stay Tourism Development for Nakhon Chai Sri River Community, Nakhon Pathom

Netpracha studies business development for home stay in Nakhon Pathom area, then gives practical guidelines for success: safety in home stay, great location on river bank and close to agricultural area. Also, local takes part in cultural conservation and being environmental friendly.

Impact of Hotel-Restaurant Image and Quality of Physical Environment, Service, and Food on Satisfaction and Intention

Han conducts the research in customer intention to spend time in a restaurant and finds out their factors to revisit restaurant: good physical environment of restaurant, great location, quality of service, and quality of dish.

Success Factors in Community-Based Tourism in Thailand: the Role of Luck, External Support, and Local Leadership

Kontogeorgopoulo figures out that support from government is key to success for home stay business and community-based tourism.

After revising related studies, independent variables are formulated as following:

Table 1

Independent and Dependent Variables

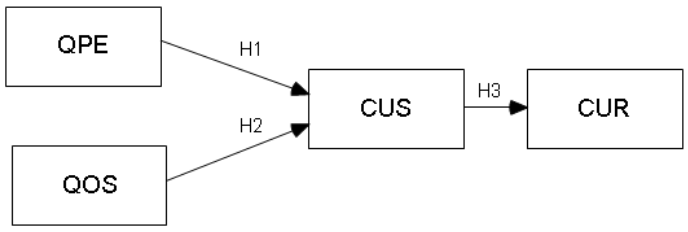
Independent Variables	***Description***
1.Quality of Physical Environment-QPE	
1.1 Room and Toilets	Cleanness
	Quiet atmosphere
	Safety and friendliness of staff and local
	Common area for relaxing and doing activities
1.2 Home Stay Facilities	Food service: canteen
	Transport
	Telecommunication-Internet
1.3 Travel	Short distance to reach home stay
	Safety route
	Variety of tourist attraction
	Facility at service area: rest area, gas station, toilet, restaurant
2. Quality of Service (QOS)	
Recreation	Hop-on hop-off service to tourist destination in community
	Occasional cultural festivals
3. Culture and Tradition of Community	Local agricultural career
	Local wisdom and technology demonstration
	Community cultural show
Dependent Variables	
Customer Satisfaction in Home Stay	
Customer Intention to Revisit Home Stay	

Research Conceptual Framework

From above independent and dependent variables, research conceptual framework is formulated as following:

Figure 1

Research Conceptual Framework



Hypothesis

Hypothesis 1 (H1) - does quality of physical environment – QPE have positive effect toward dependent variable in customer satisfaction in home stay using - CUS?

Hypothesis 2 (H2) – does quality of service – QOS have positive effect toward dependent variable in customer satisfaction in home stay using – CUS?

Hypothesis 3 (H3) – does customer satisfaction in home stay using – CUS have positive effect in customer intention to home stay using and revisiting – CUR?

Sampling Group

Sampling group in research is 324 respondents. They were tourist visiting Nakhon Pathom from March – May 2018 and filled out paper and online questionnaire. Most of them are at age of 31-40 years old and have bachelor degree. Research survey is formulated as below:

Research Survey

1. Gender □ Male □ Female
2. Age □ 18-30 years old □ 31-40 years old □ 41 years old or above
3. Level of Study □ Under bachelor degree □ Bachelor degree □ Master degree of higher
4. Percentage of your intention to visit home stay ……..%
5. Percentage of your intention to revisit home stay …..%
6. Please rank the most important (5) to the least important (1) items related to agro- tourism decision making.

Variable	1	2	3	4	5
Cleanness					
Quiet atmosphere					
Safety and friendliness of staff and local					
Common area for relaxing and doing activities					
Food service: canteen					
Transport					
Telecommunication-Internet					
Short distance to reach home stay					
Safety route					
Variety of tourist attraction					
Facility at service area: rest area, gas station, toilet, restaurant					
Hop-on hop-off service to tourist destination in community					
Occasional cultural festivals					
Local agricultural career					
Local wisdom and technology demonstration					
Community cultural show					

Data Analysis

Normality-Test*:* every variable has skewness in fixed range thus they have normal distribution.

Table 2

Variable Skewness

Variable	Variable Name	Skewness
Cleanness	ro_1	-0.627
Quiet atmosphere	ro_2	-0.508
Safety and friendliness of staff and local	ro_3	-0.514
Common area for relaxing and doing activities	ro_4	-0.564
Food service: canteen	rf_1	-0.661
Transport	rf_2	0.335
Telecommunication-Internet	rf_3	-0.627
Short distance to reach home stay	tr_1	-0.229
Safety route	tr_2	-0.139
Variety of tourist attraction	tr_3	-0.364
Facility at service area: rest area, gas station, toilet, restaurant	tr_4	-0.12
Hop-on hop-off service to tourist destination in community	re_1	-0.471
Occasional cultural festivals	re_2	-0.266
Local agricultural career	cc_1	0.347
Local wisdom and technology demonstration	cc_2	-0.638
Community cultural show	cc_3	0.217
Customer satisfaction in home stay using	CUS	-0.758
Customer intention in home stay revisiting	CUR	0.057

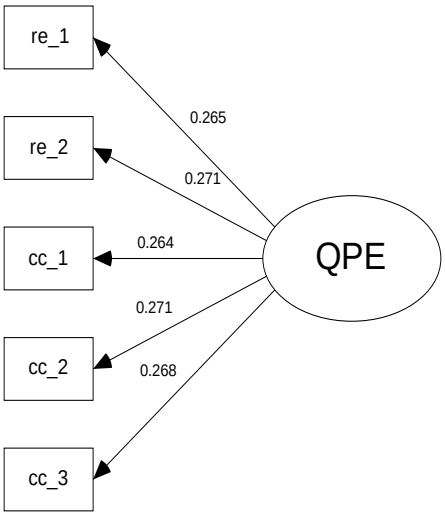
Factor Analysis

Quality of Physical Environment – QPE factor analysis is formulated in figure 2.

Figure 2

Quality of Physical Environment – QPE factor

KMO value 0.947 (≥0.05)



Factor score is calculated from equation

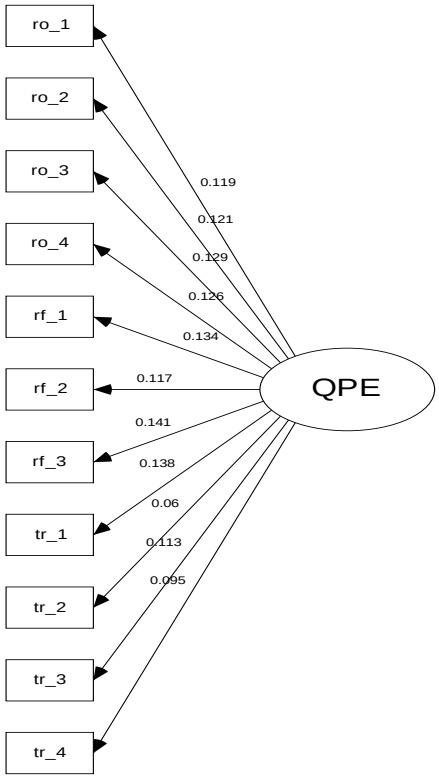
$$QPE = 0.119*ro\_1 + 0.121*ro\_2 + 0.129*ro\_3 + 0.134*rf\_1 + 0.117*rf\_2 + 0.141*rf\_3 + 0.138*tr\_1 + 0.06*tr\_2 + 0.113*tr\_3 + 0.095*tr\_4$$

Quality of Service – QOS Factor Analysis

Quality of Service – QOS factor analysis is formulated in figure 3.

Figure 3

Quality of Service – QOS Factor, KMO value 0.727 (≥0.05)



Factor score is calculated from equation

$$QOS = 0.265.*re\_1 + 0.271*re\_2 + 0.264*cc\_1 + 0.271*cc\_2 + 0.268*cc\_3$$

Multivariate Linear Regression Analysis

Hypothesis 1 multivariate linear regression analysis is proved in equation below (HPQ-CUS):

$$CUS = 61.85 + 18.064*QPE \pm 61.85, R^2 = 0.909$$

Hypothesis 2 multivariate linear regression analysis is proved in equation below (QOS-CUS):

$$CUS = 61.846 + 13.181*QOS \pm 61.85, R^2 = 0.487$$

Hypothesis 3 multivariate linear regression analysis is proved in equation below (CUS-CUR):

$$CUR = -0.247 + 0.038*CUS \pm 1.969, R^2 = 0.697$$

Hypothesis 4 multivariate linear regression analysis is proved in equation below (QPE-CUR):

$$CUR = 1.969 + 0.665*QPE \pm 1.969, R2 = 0.668$$

Hypothesis 5 multivariate linear regression analysis is proved in equation below (QOS-CUR):

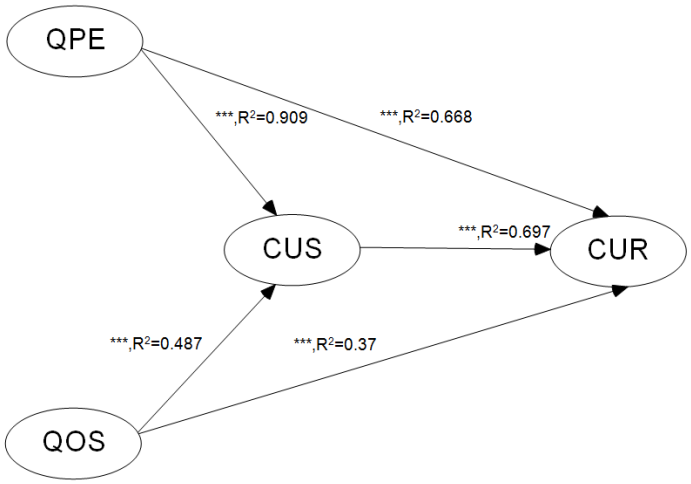
$$CUR = 1.969 + 0.496*QOS \pm 1.969, R^2 = 0.372$$

RESEARCH RESULT

After analyzing equation above, we can conclude the relationship between studied factors as shown in figure 4.

Figure 4

Relationship between Studied Factors



Influencing factors for customer to choose a home stay

Factors from quality of physical environment (QPE) have correlation value 18.604 which is higher than value of factors from quality of service (QOS) 13.181. Equation of quality of service can explain that value of customer satisfaction in home stay using factor is higher than quality of service (R^2:0.908>0.487).

Influencing factors for customer to revisit home stay

After analyzing multivariate regression, we find that factors from quality of physical environment, quality of service, and customer satisfaction in home stay using have influence in customer intention to revisit home stay. However, the factors from quality of service has p-value reaching 0.05 and R^2 value 0.07 This means factors from quality of service has less influence whereas factors from quality of physical environment and customer satisfaction in home stay using have same level of influence.

CONCLUSION AND FUTURE WORK

Independent factors from quality of physical environment have less regression correlation value: safety route (tr_2) and facility at service area (tr_4). Independent variables from quality of service have same level of regression correlation value.

Home stay entrepreneur is suggested to consider significant observed variables to succeed in their business. The most significant variables in quality of physical environment to prioritize are telecommunication-Internet, short distance to reach home stay, and food service. Then, the most significant variables in quality of service to prioritize are occasional cultural festivals, local wisdom and technology demonstration, and community cultural show.

Future work should focus on the most important factors only to spend less time in business management and operational budget. Structural equation modeling is technique to find out the most important variables and factors to prioritize. The model helps find out more accurate result.

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