

Hotel Customers' Attitudes towards Service Marketing Mix, Service Behavior, and Perceived Brand Value

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Abstract : This research paper aimed to investigate hotel customers' attitudes towards the service marketing, service behavior and perceived brand value. The focus of the study was on the Suan Sunandha Rajabhat University's hotel. It is a small hotel which aims to provide service to mainly university's guests. A simple random sampling technique was conducted to obtain a sample group that included 200 respondents. The research question was established as follows: What are customers' attitudes towards the service marketing mix of hotel customers? The findings revealed the respondents' attitudes towards the service marketing mix indicated high level in the area of product, place or distribution channel, people, and physical evidence, whereas, the respondents' attitude towards the service marketing mix indicated medium level in the area of price, promotion, and process.

Keywords : marketing mix, perceived brand value, service behavior, hotel customers

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