

The Customer Attitude and Behavior of Boutique Hotels in Eastern Part of Thailand

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Abstract : This research aimed to identify important factors that effect customer satisfaction in boutique hotels and the important factors effecting customer loyalty in returning to boutique hotels. Furthermore, this study also aimed to study demographics, which effect variable factors. Four hundred questionnaires were completed by customers of the boutique hotels. The descriptive statistics used in this paper were percentages, means, and standard deviation (S.D.), while hypothesis testing was done using T-test, Anova, Correlation and Regression to analyze the relationship among those factors. In terms of the purpose in staying, it was found that the largest respondent was for 'leisure purposes'. While the frequency indicated that most of the customers who stayed 'once' in the last two years in the hotels had less concern in the hotel's image than other groups. For customer's perceived value and income levels had an influence on customer perceived values in both functional value price and emotional value.

Keywords : boutique hotels, customer attitude, customer satisfaction, customer loyalty

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