

Foreign Tourists' Attitude toward Service Marketing Mix and Intention to Revisit in Boutique Hotel

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Abstract : This survey research aimed to study the influence of attitude in services, product, and marketing mix affected intention to revisit in boutique hotel of foreign travelers in Bangkok, Thailand. The total 400 sets of closed-ended questionnaires were utilized for conducting data from foreign tourists who come to boutique hotel and can communicate in English. The descriptive statistics and multiple regression analysis were used to analyze data. The research found that tourists' attitude towards the service of check in and check out process, food and beverage, guest room and other facilities affected in opportunity of revisiting, recommending to others and possibility of revisiting in the future at 0.05 statistically significant levels. Tourists' attitude towards service and marketing mix in term of people, physical evidence, price, process and channel of distribution could forecast intention to revisit in term of recommending to others and intention to revisit in the future at 0.05 statistically significant levels.

Keywords : boutique hotel, foreign tourists, intention to revisit, service marketing mix

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