

THE IMPACT OF SERVICE QUALITY, SOCIAL MEDIA INFLUENCE, AND MARKETING MIX FACTORS TOWARDS CUSTOMER PURCHASE DECISION FOR HOTELS IN BANGKOK, THAILAND

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Abstract

The purpose of this study was to study and investigate whether factors of Service Quality, Social Media Influence and Marketing Mix impacts customers' purchase decisions to book Hotels in Bangkok. The sample group used in this quantitative research was 400 samples from the tourists visiting Bangkok by using purposive sampling method. The questionnaire was used as a study tool, the statistics used for analysis included percentage, mean, standard deviation, and Multiple Regression Analysis. The results showed that service quality, social media influence and marketing mix impacts consumers' purchase decision to book hotels in Bangkok at the statistically significant level.

Keywords: Service Quality, Social Media Influence, Marketing Mix

Introduction

Thailand is renowned for its tourism, featuring stunning beaches, rural getaways, Buddhist temples, and vibrant shopping scenes. Local markets, Thai cuisine, and nightlife draw many visitors, making tourism a significant contributor to the economy. In 2021, the industry contributed around 356 billion Thai baht to the country's GDP (Statista 2021).

Bangkok, often the starting point for travelers, offers a diverse range of accommodations from budget to luxury. Factors influencing hotel selection vary based on travel plans, but online services and social media have greatly simplified decision-making. The hospitality industry is vital to Thailand's economic growth. According to Statista's Hotel Market Insight (2024), user penetration in the hotel market is projected to rise from 12.3% in 2024 to 19.1% by 2029, with an average revenue per user (ARPU) of US\$ 162.80. By 2029, 76% of hotel revenue is expected to come from online sales.

Objective of the study

1. To study the impact of Social Media Influence factors (Engagement Mix, Community Building, and Content Strategy) on Customer Purchase Decisions.
2. To study the impact of Social Media Influence factors (Engagement Mix, Community Building, and Content Strategy) on Customer Purchase Decisions.
3. To study the impact of Marketing Mix factors (Product, Price, Place, People, Process, Physical Evidence, and Promotion) on Customer Purchase Decisions.

Scope of the study

Conceptual framework



Hypothesis Test

1. H₁: Service Quality factors (consisting of Staff performance, Guest satisfaction and Operational efficiency) have a significance on customer purchase decisions.
2. H₂: Social Media Influence factors (consisting of Engagement matrix, Community building and Content strategy) have a significance on customer purchase decisions.
3. H₃: Marketing Mix factors (consisting of Target audience segmentation, Promotional mix and Experiential marketing) have a significance on customer purchase decisions.

Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Cronin & Taylor, 1992; Heskett et al., 1994	The relationship between service quality and customer satisfaction, highlights how higher service quality enables increased customer satisfaction and loyalty, for example positive service experiences not only meet customer expectations but also exceed them, fostering strong relationships and encouraging repeat business.	Service Quality
2	Knutson et al., 1990; Kozak & Rimmington, 2000	Essential tools for assessing guest satisfaction levels and identifying areas for improvement are surveys, online reviews, and guest feedback systems	Guest Satisfaction Staff Performance

Item no.	Authors (Year)	Finding	Variables
		which are used as measurement methods.	
3	Xie, Li, Chen, and Huan (2016)	The study found out that hotels benefit significantly from managers who provide supportive leadership that encourages employees to engage in brand-building behavior which, in turn, positively influences customers' perceptions of the brand image.	
4	Mangold & Faulds, (2009), Hajli, (2014)	Social media has significantly transformed the landscape of consumer behavior, brand engagement, and marketing strategies. It influences the decision-making process through reviews, ratings, and recommendations from peers and influencers by serving as a key channel for discovering and gathering information about products and services.	Social Media Influence
5	Mir, 2022; Hanaysha, Al-Shaikh, & Alzoubi, 2021; Thabit & Raewf, 2018.	An important foundation in the study of marketing is the marketing mix, commonly referred to as the seven Ps of marketing, consists of 7 components that businesses use to sell their goods or services: product, pricing, place, and promotion, people, process and physical evidence.	Marketing Mix

Research Methodology

Population and sample

The population of this study are travelers who are visiting Bangkok (Thailand). Based on Yamane's table for sample size, Selecting over 100,000 populations with 400 sample sizes is required to be collected with a precision level of $\pm 5\%$ for reliability.

Type of Research Tool

Quantitative research was adopted to collect the data from the 400 respondents, and the convenience sampling technique, which is a non-probability sampling method was used to collect the data by using the Google forms. The questionnaire included 5 parts-Part 1: Demographic data (10 questions), Part 2: Service Quality (11 questions), Part 3: Social Media Influence factor (9 questions) Part 4: Marketing Mix factor (25 questions), and Part 5: Customers' Purchase Decision (9 questions) by using nominal, and ordinal scale for Part 1, and interval scale (The least 1 to the most 5) for Part 2-5.

Validity Test

The online questionnaire was checked for validity and approved by the advisor Dr. Nisit Manotugnvorapun, PhD.

Reliability Test

30 samples, The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.968. The required value to be accepted is 0.7-1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Research Result

Demographic Data

The survey analyzed a total of 400 respondents, comprising 248 males (62%) and 152 females (38%). Among these respondents, the age group of 21 to 30 years represented the largest segment, with 224 individuals, accounting for 56% of the total.

In terms of relationship status, a significant majority of the respondents, 74%, identified as single. Educational attainment showed that the highest frequency was among those holding a bachelor's degree, with 280 respondents representing 70% of the sample.

Regarding income, 256 respondents reported earnings between 501 and 1000 USD, constituting 64% of the total. Travel motivations revealed that the majority, 304 respondents (76%), indicated they were traveling for vacation, while 72 respondents (18%) traveled for business purposes. Additionally, it was noted that 36% of travelers preferred to travel solo.

Satisfaction levels with accommodations were notably high, with 264 respondents expressing satisfaction with their hotel stay, representing 66% of the total. This data provides a comprehensive overview of the demographic and behavioral characteristics of the respondents in the study.

Mean and Standard Deviation

- Service Quality Factors: (\bar{x} = 3.18, SD = 0.680), SATISFIED
- Social Media Influence Factors: (\bar{x} = 3.22, SD = 0.674), SATISFIED
- Marketing Mix Factors: (\bar{x} = 3.20, SD = 0.677), SATISFIED
- Customers' Purchase Decision: (\bar{x} = 3.33, SD = 0.976), SATISFIED

Multiple linear regression

1. Service Quality vs Customers' Purchase Decision: Accepted with Adjusted R-square = .385, F = 82.517, *P ≤ 0.05 (Guest satisfaction = .000, significance, Staff performance = .000, significance, and Operational efficiency = .000, significance)

2. Social Media Influence vs Customers' Purchase Decision: Rejected with Adjusted R-square = .341, F = 68.376, *P ≤ 0.05 (Engagement matrix = .622, insignificance, Community building = .000, significance, and Content strategy = .000, significance)

3. Marketing Mix vs Customers' Purchase Decision: Accepted with Adjusted R-square = .561, F = 72.584, *P ≤ 0.05 (Product = .510, insignificance, Price = .038, insignificance, Place = 0.013, significance, Promotion = 0.000, significance, People = 0.248, insignificance, Process = 0.000, significance, Physical Evidence = 0.000, significance).

Conclusion and Discussion

Demographic Data

The survey of 400 respondents revealed key demographic and behavioral insights. The majority were male (62%), aged 21 to 30 (56%), and single (74%). Most respondents held a bachelor's degree (70%) and earned between 501 and 1000 USD (64%). Travel motivations were predominantly for vacation (76%), with many preferring solo travel (36%). Additionally, 66% expressed satisfaction with their hotel accommodations. These findings highlight important trends in the respondents' profiles and travel preferences.

Attitudes towards variables

● **Independent Variable 1: Service Quality**, The most respondents satisfied with the Guest satisfaction, followed by the staff performance, and operational efficiency. Overall, participants were satisfied with Service Quality factors.

● **Independent Variable 2: Social Media Influence Factors**, The most of the respondents satisfied with the Community building, Content strategy, and neutral with Engagement Matrix. Overall, participants were satisfied with the Social Media Influence Factors.

● **Independent Variable 3: Marketing Mix Factors**, The most respondents satisfied with the product, price, place, promotion, people, process and neutral with physical evidence. Overall, participants were satisfied with the Marketing Mix Factors.

Hypotheses

● H₁: Service Quality (Guest satisfaction, Staff performance and Operational Efficiency) has an influence on Customers' Purchase Decision.

● H₂: Social Media Influence (Engagement matrix, Community building and Content strategy) has an influence on Customers' Purchase Decision. ● H₃: Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical evidence) has an influence on Customers' Purchase Decision.

Recommendation

In the future, to enhance the quality of research in the hospitality industry, particularly with regard to service quality, social media influence and the marketing mix, several methodological improvements are recommended.

Firstly, exploring the dynamics of hotels in cities like Bangkok, Chiang Mai, Ho Chi Minh City, and Hanoi offers valuable insights into service quality and guest satisfaction. Researchers can track changes over time and understand how local contexts shape guest experiences by conducting longitudinal research. Bangkok's fast-paced environment, Chiang Mai's relaxed atmosphere, and the cultural nuances of Ho Chi Minh City and Hanoi all influence service delivery differently and comparing these cities will help in identifying best practices and improve hospitality across the region, offering a deeper understanding of how local factors impact service quality.

Secondly, conducting market-specific studies on demographic groups like Gen Z helps uncover unique service expectations and satisfaction levels. By comparing them with broader audiences, researchers can identify generational differences in perceptions of service quality. This understanding enables the development of tailored strategies for more effective marketing and service delivery to meet the specific needs of each group.

Thirdly, exploring the differences between traditional hospitality and emerging alternatives like Airbnb will help in identifying sector-specific challenges and opportunities.

By comparing service quality across these platforms, researchers can understand how different business models affect guest experiences and perceptions. Using rigorous methodologies, including mixed methods and stakeholder perspectives, ensures comprehensive findings that enhance service delivery across the industry.

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