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Homestay Business Management Forecasts Service Satisfaction of Tourists in Ayutthaya Province

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Abstract:

This article's objective is to identify the factors of homestay management correlating with and affecting the homestay service satisfaction and study the potential of homestay management. The quantity approach was used to collect data from the sample group of 400 Thai tourists aging 20-60, using questionnaire. Descriptive statistical tools used in the data analysis were percentage, mean, standard deviation, correlation, and multiple regression analysis. As the relationship was at a high level of .577, the potential of entrepreneurs' homestay management affected their homestay service expectations. As a result, the prediction was presented in the following equation: $\hat{y} = 2.374 + (.047Fin) + (.222Pro) + (.119Cus) + (.202Learn)$.

Keywords: service satisfaction, homestay, Ayutthaya.

寄宿家庭企业管理预测大城府游客服务满意度

摘要:

本文的目的是确定与寄宿家庭服务满意度相关和影响寄宿家庭管理的因素，并研究寄宿家庭管理的潜力。采用数量法从 400 名 20–60 岁的泰国游客样本组中收集数据，使用问卷调查。数据分析中使用的描述性统计工具是百分比、平均值、标准差、相关性和多元回归分析。由于关系处于 0.577 的高水平，企业家寄宿管理的潜力影响了他们对寄宿服务的期望。结果，预测以以下等式表示： $= 2.374 + (.047 \text{ 鳍}) + (.222 \text{ 临}) + (.119 \text{ 库斯}) + (.202 \text{ 学习})$ 。

关键词：服务满意，民宿，大城。

1. Introduction

The tourism industry is currently the largest and most diverse business sector since it serves as a primary source of revenue, employment, private sector growth, and infrastructure development for many countries. Researchers have argued that tourism development not only stimulates the growth of the industry, but also triggers overall economic growth (Lee & Chien, 2008).

The number of visitors to Thailand is expected to increase to more than 40 million by 2020. Most visitors will continue to come from the Asia Pacific region (31.2 million in 2020), followed by European tourists (5.7 million in 2020). The number of visitors from North America is expected to increase to 1.3 million, while the Middle East, Africa and Latin America make up for less than 2% of the total number of visitors in 2020 (Netherlands Embassy in Bangkok, 2020).

1.1. Tourism Policy of Thailand

Thailand has one of the most developed tourism markets in Asia. The ‘Land of Smiles’ is known for its hospitality, beautiful beaches, historical places and eco-attractions, world-famous cuisine, good infrastructure, and affordable accommodation. Thailand welcomed a record number of 32.6 million visitors and is expected to will remain a prime tourist location in the years to come. The sector also provides interesting business opportunities. Thailand has been known for its enriched culture, traditions, and the beauty of nature, making it a global top-listed destination among travelers around the world. According to the fact that one of the main sources of Thailand’s revenue is tourism, this fact can be used as a statement for an outlook on the opportunity for Thailand to put the importance of economy to rely on tourism as a priority. Thailand embraces a rich diversity of cultures and traditions. With its proud history, tropical climate and renowned hospitality, Thailand offers great potential for the development of tourism (Tourism Authority of Thailand, 2008). As mentioned, the Thai economy depends heavily on the performance of its tourism industries. Specifically, the millions of jobs and a substantial fraction of export earnings and a wide range of other industries are directly or indirectly interdependent with tourism management.

1.2. Homestay

The homestay, referred to as a stay at a residence by a traveler or a visiting foreign student, is viewed as a

mean of culture and heritage tourism emerging with traditional houses and culture of residents achieving two goals at the same time: increasing the income of host country families and encouraging them to preserve their cultural heritage by presenting their traditional houses (Wang, 2007). Many tourists believe that the homestays they participate in represent a unique living in a new culture. Homestays in Thailand have become increasingly popular in the Thai tourism industry since 2004. Homestay accommodation is a term with specific cultural associations such as private homes, interaction with a host or host-family, sharing of space which thereby becomes public (Lynch & MacWhannell, 2000).

Tourist satisfaction is considered an important element to maintain competitive business in the tourism industry because it affects the choice of destination and the consumption of products and services (Kozak & Rimmington, 2000). Therefore, homestay tourism is considered to use the tourist satisfaction measuring tool by revealing how tourists react to or benefit from the experiences they gain through their associations with traditional places and local culture. Measuring satisfaction of cultural and heritage places provides information related to how well a homestay destination meets the tourists’ needs and therefore, helps homestay destination marketers develop their products and services which are really appealing to tourists. Homestay is an element of community tourism that requires visitors to visit the community. Rural villages learn the way of life, touch and exchange culture with the host, whether it is lifestyle, cooking, occupation, or art and folk performances. Tourists have the opportunity to stay overnight with the community. The purpose is to learn the culture and lifestyle of homeowners who are willing to transcend culture and exchange of knowledge with each other by appropriate remuneration. Food may also be provided. Cultural tours and community education Tourists must accept and respect the community rules. Amazing Thailand Safety & Health Administration (SHA) project is a result of cooperation between the Ministry of Tourism and Sports, the Tourism Authority of Thailand (TAT), the Ministry of Public Health, government and private sectors involved in the tourism industry. The project aims to encourage business in the tourism industry to prepare their workplaces to comply with the new normal lifestyle, to improve the tourism industry standards and sanitation measures. SHA is a certificate

that represents tourism industry entrepreneurs' readiness to improve their products, services, and sanitation measures which is the crucial factor in preventing the spread of COVID-19 and can build trust and confidence in customers and service recipients of such products and services (Tourism Authority of Thailand, 2021).

1.3. Homestay in Phra Nakhon Si Ayutthaya Province

It is worth noting the following homestay places of Phra Nakhon Si Ayutthaya Province, each with its own unique features. Koh Kerd at Pang Pa-In is an ecotourism community. Thai Herbal Learning Center is for body therapy. Sai Noi homestay is an ecotourism village-ayutthaya, for learning the conventional wisdom of Krungsri artisans through community activities, such as learning to make mon bricks, strength training through traditional Muay Thai art activities, learning to make traditional auspicious sweets from the palaces that the community has preserved and passed down for generations and local culture and heritage wisdom, learning to make mon cultural community's sweets such as 9 Thai Mongkol desserts. Maha Ut Church archaeological site, Mon architecture of the Ayutthaya Period are also noteworthy. Khlong Rang Jorakae is attractions and accommodation for those who want to relax, breathe fresh air, take a boat trip to see the villagers on both sides of the canal, visit the bones worship as a relic at the Luang Pho Panya Sophit Meditation Bureau, familiarize themselves with the Buddhist culture in the past, offering alms by boat, learn to make Thai sweets, watch fishing (Chuanom et al., 2021).

Therefore, this article focuses on reviewing potential of entrepreneurs' homestay management is related to the homestay service satisfaction and to study the potential of entrepreneurs' homestay management that affect homestay service satisfaction. This study hopefully will give homestay entrepreneurs a better picture of tourists' satisfaction on both motivation and attribute issues.

1.4. Conceptual Framework

As this study focused to find out the potential of entrepreneurs' homestay management that homestay service satisfaction as described in the following sections.

1.4.1. Homestay Management

The crucial divergent dimensions of performance measurement are finance, customers, the internal business processes, learning and growth (Kaplan & Norton, 1996; Chytas et al., 2011; Tippong et al., 2020). Tehran's hotels have been researched by Sohrabi et al. (2012) who attempted to identify a set of practical indicators that characterize the most significant hotel factors. In his study, the main hotel selection factors were promenade and comfort, security and protection.

1.4.2. Service Satisfaction

The factors that affect tourists is the service satisfaction, the environment of the tourist attraction,

value for money, tourism activities, quality of accommodation, food, and beverages (Prombrom & Kimphakorn, 2015), or, in other words, food tourism, culinary tourism (Karim & Chi, 2010).

The conceptual framework is shown in Figure 1.

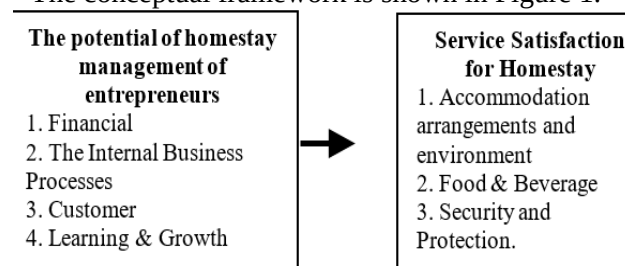


Figure 1. Conceptual framework

The conceptual framework from Figure 1 was developed from the literature review and related research and consisted of dependent and independent variables:

Independent variables: finance, the internal business processes, customer, learning and growth;

Dependent variables: accommodation arrangements and environment, food and beverage, security and protection.

2. Methodology

This research is a quantitative analysis by using survey research method and will be collecting the data by using the questionnaire.

2.1. Sample Selection and Data Collection

The population of this study included traveling visitors. The sample group comprised 400 Thai tourists aging 20-60, chosen by convenience sampling method with specified quota sample. The data were collected with a questionnaire distributed to an equal number of tourists. In defining the sample sizes, the researchers used criteria that did not touch upon the population size, determining a confident sample of 95 percent. The confidence level was 95 percent with the significance level of 0.05 to find sample sizes using formulas of Cochran (1977) and prevent discrepancies.

2.2. Reliability

Quantitative Research: Data collection tool was a questionnaire with the reliability coefficient of 0.969 and was divided into 2 sections including:

Section 1: The potential of entrepreneurs' homestay management. The 5-point rating scale questionnaire with 4 items was used. The reliability coefficient of this section is 0.955.

Section 2: Homestay service expectations. The 5-point rating scale questionnaire with 4 items was used. The reliability coefficient of this section is 0.924.

2.3. Questionnaire

The questionnaire consisted of 2 parts. The first part was a five-point Likert scale of the potential of entrepreneurs' homestay management. The second part was a five-point Likert scale of homestay service

satisfaction.

2.4. Statistics Used in the Data Analysis

Testing Hypothesis 1: The analysis of correlation between the potential of entrepreneurs' homestay management is related to homestay service satisfaction.

Testing Hypothesis 2: Multiple regression analysis was used to analyze the relationship between the independent and dependent variables and predict the variables. The relationship equation of the multiple regression analysis (MRA) is $= a + b_1X_1 + b_2X_2 + b_3X_3... + b_kX_k + e$.

Table 1. Methodology summary

Variable	Research Instrument	Population	Data Collected Method	Analysis Method
The potential of entrepreneurs' homestay management is related to homestay service satisfaction	Survey questionnaire	Survey questionnaires of 400 tourists	Tourist overnight sampling homestay in Ayutthaya Province	Correlation Coefficient
The potential of entrepreneurs' homestay management affects to homestay service satisfaction	Survey questionnaire	Survey questionnaires of 400 tourists	Tourist overnight sampling homestay in Ayutthaya Province	Multiple regression analysis

3. Result

3.1. Hypothesis Analysis

Hypothesis 1: The potential of entrepreneurs' homestay management correlates with homestay service satisfaction.

The hypothesis tests used in the analysis are based on independent analysis of the correlation values of two variables of the Pearson product-moment correlation coefficient. The hypothesis test uses a confidence level of 95% and rejects the main assumption (Ho) only if Sig. (2—tailed) is less than .05. The hypothesis results are as follows:

The potential of managing an entrepreneur's homestay business correlating with service satisfaction Sig. (2—tailed) is equal to .000, less than .05.

Therefore, in conclusion, based on assumptions, the researchers will proceed to reject the main hypothesis (Ho) and accept the secondary assumption (H1). This means that the potential of managing the homestay business of the operator correlated with tourists' service satisfaction, being statistically significant at the level .05 correlating to coefficient (r) equal to .577. It has a high level of correlation and is in the same direction (Table 2).

Table 2. Analyzing the relationship between homestay management correlating to homestay service satisfaction

Variables	Homestay management	Homestay service satisfaction
Homestay management	-	.577 (**) (.000)

** Statistical significance at the level of 0.05

Hypothesis 2: The potential of entrepreneurs' homestay management affects to homestay service expectations.

The regression analysis was conducted to investigate the effect of the potential of entrepreneurs' homestay management on expectation from the service to the basic elements of homestays in accommodating tourists. It was found that the potential of entrepreneurs' homestay management significantly affects homestay service satisfaction ($F = 54.672, p < .05$) (Table 3).

Table 3. Regression model testing the effects of the potential of entrepreneurs' homestay management on homestay service satisfaction

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.570	4	4642	54.672	.000
Residual	33.541	395	.085		
Total	52.111	399			

a. Constant predictors: Fin, Pro, Cus, Learn

b. Dependent variable: Homestay service satisfaction

From the regression analysis of the potential of entrepreneurs' homestay management affecting homestay service expectations, it was found that:

- The coefficient of correlation (R) = .597 means the independent variables affect homestay service expectations at a high level with P-value = .000, less than 0.05;

- The coefficient of determination (R Square) = .356 means the influence on homestay service expectations at 35.60%, and the remaining is influenced by other variables;

- The standard error of the estimate = .291 means the estimation relating to the potential of entrepreneurs' homestay management affecting homestay service expectations with a deviation of 29.10% (meaning errors caused by the average condition) (Table 4).

Table 4. Multiple regression equations of management variables that affect homestay service satisfaction

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597	.356	.350	.291

a. Constant predictors: Fin, Proc, Cus, Learn

From analyzing the factors related to the potential of entrepreneurs' homestay management, it was found that four independent variables influenced homestay service expectations (P-value less than 0.05), where Fin, Cus, and Learn were positive. In addition, the research team also considered the appropriateness of the multiple regression of the variables. When considering the beta coefficients of the regression analysis, it was found that each factor of homestay service expectations, it was found that each factor of the potential of entrepreneurs' homestay management attractions positively and

significantly contributes to expect service per basic element of a homestay with Finance ($B = 0.047$, $p < .001$) followed by The Internal Business Processes ($B = 0.222$, $p < .001$) Customer ($B = 0.119$, $p < .001$) and Learning & Growth ($B = 0.202$, $p < .001$), respectively. The details are shown in Table 5.

Table 5. Beta of the regression model

The potential of entrepreneurs' homestay management	Unstandardized Coefficients		Standardized Coefficients		P-value
	B	Std. Error	Beta (β)	t	
	2.374	.141		16.803	.000
1. Finance	.047	.051	.069	.932	.352
2. The Internal Business Processes	.222	.043	.305	5.177	.000
3. Customer	.119	.054	.177	2.205	.028
4. Learning and Growth	.202	.056	.262	3.616	.000

Notes: $F = 54.672$, $p < .000$; $R = 0.597$, $R^2 = 0.356$, Adjusted $R^2 = 0.350$

** Statistical significance at the level of 0.05

Based on Table 4, the research team considered the appropriateness of the multiple regression of the variables using the method. The independent variables with the potential of entrepreneurs' homestay management impact on homestay service expectations were finance, the internal business processes, customer, learning. The regression equation of the regression analysis is $\hat{Y} = 2.374 + (.047Fin) + (.222Pro) + (.119Cus) + (.202Learn)$ while $Fin (B) = .047$, $Pro (B) = .222$, $Cus (B) = .119$, $Learn (B) = .202$, where Unstandardized Coefficient of Finance (B) = .047, The Internal Business Processes (B) = .222, Customer (B) = .119, Learning (B) = .202. When the values of Finance, Customer, and Learning increase by 1 unit Y (homestay service satisfaction), they increase to $2.374 + (.047) + (.222) + (.119) + (.202) = 2.964$.

Therefore, based on the hypothesis, the research team rejects the null hypothesis (H_0) and accepts the alternative hypothesis (H_1), which means the potential of entrepreneurs' homestay management impact on satisfaction with the service to the basic elements of homestays in accommodating tourists with the statistical significance of 0.05.

4. Conclusion

In this quantitative correlation study, two variables are entrepreneurs' homestay management and service satisfaction. The potential of entrepreneurs' homestay management affects homestay service satisfaction.

The findings of this research showed that the potential of managing the homestay business of the operator correlates with the tourists' service satisfaction. It is statistically significant at the level .05 by

correlation coefficient (r) equal to .577. It has a high level of correlation, which allows rejecting the main hypothesis (H_0) and accepting the secondary assumption (H_1). This result is compatible with the results of Davis-Sramek et al. (2008), Kotler and Armstrong (2010), Jones and Sasser (1995), in which an important relationship between the service management and satisfaction was observed. As the results indicate, customer satisfaction depends significantly on the service management. Customer satisfaction impacts their feelings towards an organization and its products.

Regression analysis is a family of statistical methods that relate a set of independent variables in data to a single dependent variable, or the outcome we are interested in. Regression analysis can also produce models to help understand the reasons for customers' satisfaction. With the regression, we can understand the relative importance of each independent variable and describe their impact on the dependent variable. This research showed the potential of entrepreneurs' homestay management that affects homestay service satisfaction, the regression model of relation between the potential of entrepreneurs' homestay management and homestay service satisfaction. Given that the p -value of the whole model was at a lower level than the significance level (0.05), the model is considered statistically significant. The regression equation can be written as follows: $\hat{Y} = 2.374 + (.047Fin) + (.222Pro) + (.119Cus) + (.202Learn)$, meaning the values of Finance, Customer, and Learning. When they increase by 1 unit Y (homestay service satisfaction), they increase to $2.374 + (.047) + (.222) + (.119) + (.202) = 2.964$, which is in accord with the study of Iranzadeh et al. (2017). Organizations that choose operational advantage focus on low cost, improving product quality, the ease of using their products and services for customers. The objective related to customers is performing operational processes effectively and efficiently (Clarke, 2001). The BSC emphasizes performance measurement and management in four key business areas. These four perspectives provide a comprehensive evaluation of the organization than the traditional emphasis on tangible and financial assets of the organization. The main goal for all businesses is to manage their overall performance so that they can make customer satisfaction.

5. Limitations and Further Study

Based on the results of this study, several recommendations can be suggested to increase tourists' satisfaction with homestays in Thailand. The results of the study revealed that although the variables Finance, The Internal Business Processes, Customer, and Learning have a significant relationship with the tourists' overall satisfaction, General Tour Attraction was a more important factor that influenced tourists' overall satisfaction. This finding can be useful to the marketers of homestay tourism in developing strategies

to enhance their competitiveness. They should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction. Although the study provided a general picture of the impact of tourists' motivation and the tourists' overall satisfaction and analyzed tourists' level of satisfaction by demographics, it did not mention the relationship between tourists' overall satisfaction and intention to revisit a destination, which should be investigated in future research as the return visit to a destination is an important issue for tourism marketers.

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Authors' Contributions

Jirat Chuanchom is responsible for the theme framework, data analysis, and writing evaluation, Yutthapong Leelakitpaisarn, Pornpen Traiphong, Sarid Sriyothin Pimmada Wichasin, Nongluck Popichit, and Tananyaphat Srinathiyawasin - for the literature search.

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