

**A MODEL OF LANNA BOUTIQUE SMALL HOTEL'S SERVICE
QUALITY, CUSTOMER SATISFACTION AND PERCEIVED
VALUE INFLUENCING BEHAVIORAL INTENTION, A CASE
STUDY OF CHIANG-MAI, THAILAND**



Nutthaporn Wongprateep

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism and Hospitality
Management)
The Graduate School of Tourism Management
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2021**

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Nutthaporn Wongprateep

The Graduate School of Tourism Management

..... Major Advisor
(Assistant Professor Watsida Boonyanmethaporn, D.HTM)

The Examining Committee Approved This Dissertation Submitted in Partial
Fulfillment of Requirements for the Degree of Doctor of Philosophy (Integrated
Tourism and Hospitality Management).

..... Committee Chairperson
(Assistant Professor Siyathorn Nakphin, D.HTM)

..... Committee
(Professor Therdchai Choibamroong, Ph.D.)

..... Committee
(Associate Professor Suwaree Namwong, Ph.D.)

..... Committee
(Assistant Professor Sangkae Punyasiri, D.B.A.)

..... Committee
(Assistant Professor Watsida Boonyanmethaporn, D.HTM)

..... Dean
(Assistant Professor Paithoon Monpanthong, Ph.D.)

_____/_____/_____

ABSTRACT

Title of Dissertation	A MODEL OF LANNA BOUTIQUE SMALL HOTEL'S SERVICE QUALITY, CUSTOMER SATISFACTION AND PERCEIVED VALUE INFLUENCING BEHAVIORAL INTENTION, A CASE STUDY OF CHIANG-MAI, THAILAND
Author	Miss Nutthaporn Wongprateep
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The service quality model of a small boutique hotel in Lanna style: a case study of Chiang Mai province. The purpose of the dissertation is to study and analyze the confirmatory factor analysis components of service quality that affect the perceived value, customer satisfaction, and behavioral intent. To test the structural equation model of the service quality factor of a small boutique hotel in Lanna style affects behavioral intentions. To suggest the service quality model of a small boutique hotel in Lanna style.

The quantitative method was used in this research. The data was collected using questionnaires, and the sample group consisted of 400 customers who used the service at the Lanna boutique hotel. The data was analyzed by percentage, mean, and standard deviation using the table to present, describe and analyze the data collected from the sample group. For example, the collected data included a personal profile, customer service information, and levels of opinion on service quality, perceived value, customer satisfaction, and behavioral intention. Inferential statistics and Structural Equation Modeling (SEM) were used to analyze the structural equation model for service quality factors of a small boutique hotel in Lanna affecting the behavioral intention.

The results of the service quality model of small boutique hotels in Lanna are as follows: 1. service quality consists of courtesy with a weight of factor loading 0.97, communication with a value of 0.97. Credibility has a weight of 0.97 and access has a value of 0.96. Understanding has a weight of 0.94, and reliability has a weight of 0.93. The perceived value consists of service quality value with a weight of 0.98,

reputation value with a weight of 0.97, and emotional value with a weight of 0.97. The conditional value has a weight of 0.96, and the functional value has a weight of 0.94. Customer Satisfaction consists of the place of service weighing 0.98, and service quality of expected (SQE) weighing 0.97. Communication and coordination of the service provider were weighted at 0.97, and physical evidence was weighted at 0.97. The process was weighted at 0.97, and promotion was weighted at 0.97. Behavioral Intention consisted of a period of usage with a weight of 0.97, first-in-mind with a weight of 0.96, and price tolerance with a weight of 0.95.

The implication of this study includes that service quality should be developed with service personnel skills and service mind in the Lanna boutique style, based on 3 main factors, namely hospitability, communication, and understanding. Moreover, the service designs are based on 3 main factors: credibility, accessibility, and reliability to raise the standard of professionalism in the Lanna service style.

The perceived value aspect should be flexible hotel policies established. The hotel can be amended according to the uncertain situation and managed to design a customer experience that aligns with customer expectations and satisfaction to create a unique experience. It enhances a feeling of simplicity, which is the charm of the unique Lanna service style.

Customer satisfaction consists of two elements. First, the management of the front of the house should focus on 3 factors, namely the location of the service, the service environment, and the promotion of service recommendations. In addition to outstanding design and decoration that is unique to Lanna. The hotel needs to pay attention to standards of cleanliness, hygiene, and marketing promotion. Second, the management of back-of-house should focus on 3 factors: service process communication and coordination of service providers; the quality of service expected by customers; and applying the appropriate service innovations to the small hotel business, in boutique Lanna style.

Behavioral intention: when creating a customer experience management strategy, hotels should take the opportunity of using the services of their customers to make an impression. The hotel employs personal marketing tools to support the process and combines systematic analytics technology to be able to offer services and

products that meet the customer's needs. The important things are honesty, sincerity, and unethical business opportunities to provide customers with fair prices. The quality of products and services is appropriate to maintain standardized services to manage customer expectations.



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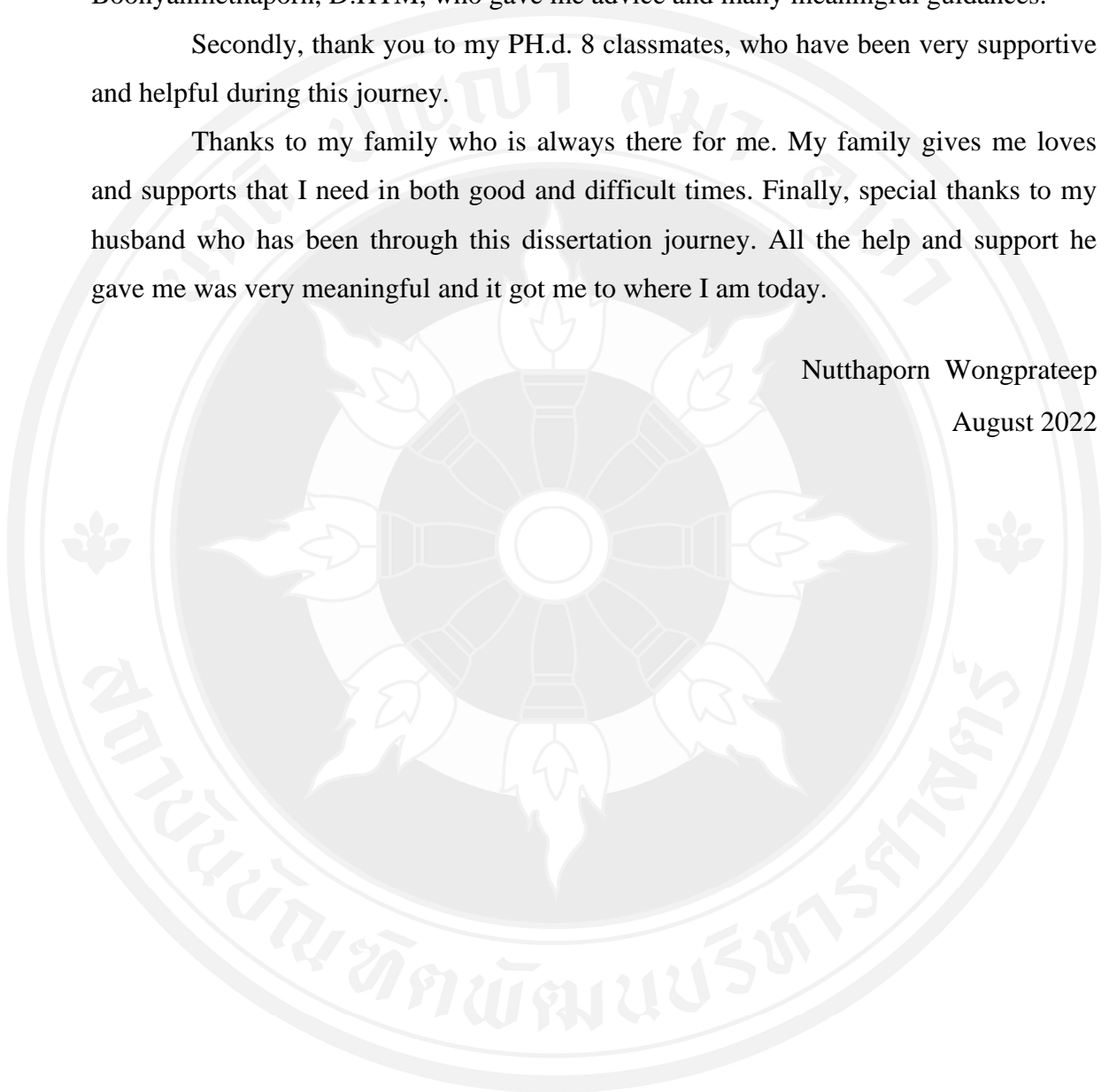


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CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the Research

The hotel and accommodation industry are very important to Thai economy. They are a part of the service and tourism industry. Thai tourism industry can divide into 3 groups of service providers, the first group is hotels and accommodations, the second group is airlines and transportation and the third group is tour company. All three groups had a high correlation. (Puey Ungphakorn Economic Research Institute, 2020) Hotel business (hotels, resorts and guesthouses) was the business related to tourism sector which was Gross Domestic Product (GDP) in accommodation and food services activities. In 2019, its valued of 1.03 trillion-baht, 6.1% of the country's GDP. In the hotel and accommodation industry, there were more than 1.6 to 1.7 million rooms nationwide, caused employment more than 1.5 million job positions. In 2019, under normal circumstances, there were more than 40 million tourists visiting in Thailand per year before the corona virus epidemic. Total tourist income was 2.8 trillion baht, of which 61% came from foreign tourists and 39% came from Thai tourists. The tourism sector generated a lot of income for the country from foreign tourists each year, accounting for 65% of total income (data in 2019). Because of foreign tourists had higher expense per capita and longer stays compared to Thai tourists. Thai tourists' revenues approximately accounted for 35% of total tourism revenue. Apart from the main tourist provinces such as Bangkok, Chonburi (Pattaya) and Phuket, Thai tourists were interested in the tourism business and hotels moreover, in other tourist provinces such as Chiang Mai, Prachuap Khiri Khan (Hua Hin), Rayong, Kanchanaburi, as well as the central provinces of the region such as Nakhon Ratchasima, Phitsanulok, and Khon Kaen including other secondary cities such as Buriram, Chiang Rai, Tak, Phetchabun, Nakhon Sawan, Sukhothai, Lampang, Mae Hong Son, and Nan. Due to the government has pushed more plans to promote

tourism in various areas, such as in secondary cities consist of transportation routes development and airports in many regions. So, this has led more investment in hotel to expanse business in the provincial centers and in the tourist cities such as Chiang Mai, Krabi, and Koh Samui (Suratthani Province), resulting in an increase number of rooms nationwide from 540,088 rooms in 2013 to 784,118 rooms in 2019. There was an average growth of 6.5% per year with both Thai and international hotel chain. Then when considering the number of hotels and rooms found that it continued to grow in accordance with the tourism sector. During 2015 to 2019, number of foreign and Thai tourists had continued to expand, resulting in an increase average occupancy rate nationwide respectively was average at 68.8%. Supporting factors were 1) Increase number of direct and charter flights including the growth of low-cost airlines 2) Tourism promotion measures, such as the exemption of VOA fees for tourists from 21 countries. Thai tourists traveled within country in 2019 with 166 million trips, equal to 2018. Causing of the domestic tourist market was not expand and mainly due to Thai outbound tourists (Krungsri Research Center, 2019)

In 2020, tourism and hotel businesses around the world faced Covid-19 epidemic crisis which caused governments in many countries around the world to impose lockdown measures to control international flight. As a result, number of tourists around the world shrink severely unprecedented especially in the Asia-Pacific region such as Singapore (-85.1%), Thailand (-83.2%), South Korea (-85.6%) and Japan (shrinkage almost 90%). From the study of this conditions and trends of the hotel and accommodation industry, it was found that before the COVID-19 crisis Thailand's hotel and accommodation industry is already experiencing oversupply. In order to, a crisis occurs, this problem is exacerbated. Entrepreneurs have to close their businesses and slow down investment in tourism business especially highly popular provinces of foreign tourists such as Chiang Mai, Phuket, Phang Nga, Krabi and Surat Thani (Thai Hotels Association, 2020). Hotels and accommodations industry must adapt and take opportunities during the Covid-19 crisis to penetrate the market mainly in domestic tourists, especially Thai tourists with high purchasing power who normally preferred to travel abroad (Thai outbound tourists) but they unable to travel abroad. In addition, the government has a policy to promote domestic tourism for reducing measures, preventing the spread and issuing measures to stimulate tourism,

such as “We Travel Together” including government measures to support the seminars in hotels. Entrepreneurs were accelerating for continuing their business (TMB Economic Analysis Center, 2020).

Thai tourism and hotel businesses still rely on Thai tourists to drive their business due to the fact that many countries still have strict measures, travel abroad is still limited. As a result, Thai tourists tend to travel more in the country. In addition, the tourism behaviors have changed according to the COVID-19 epidemic situation which affects the travel of Thai tourists. The Thai tourist's proportion who has traveled domestically since the epidemic in early 2020 is 43.7 percent. From Thai tourist's behavior found that travel style, there is a greater proportion of car use especially traveling as a family. A closer destination is selected by choosing a destination within the province, travel duration, the number of days per trip, changed to travel only one day trip (not stay overnight). The frequency of travel decreased to travel within the country 1 to 2 times per year. Budget used is an overall proportion of spending which has decreased but there are additional expenses in the category of travel or the costs associated with being more careful such as choosing restaurants which have better quality and more standard. Interest in the form of tourism products has changed, is namely natural tourism. Tourism products are likely gain more popularity during the Covid-19 period because there is low risk, provide peace, relaxation, health tourism focuses on therapeutic activities which avoid exposure. Sustainable tourism got more attention during the Covid-19 situation, travel by faith and believe helps in matters of mental dependency. In conclusion, Thai tourists have overall tourism behaviors was “Traveling in Thailand, traveling near and safe travels.” 1) Choose to travel in the country first even if able to travel abroad and the risk of infection from aboard is higher than Thailand. 2) Short trips, drive away, as driving is a safer way to travel and safety from infection. 3) Unseen travel had less crowded due to popular travel source. People in the country may have been there and is less crowded making it safer from infection.

For behaviors related to accommodation choice during COVID-19, travelers are paying more attention to the service quality and the accommodation environment which includes a selling point corner of the accommodation. The selling point will impress, affects the experience of the guests and also has an indirect effect to promote

the hotel from the image being shared via social media, divided into 4 areas as follows: 1) Types of accommodation are popular which are: Beautifully decorated in small hotel and famous on social media, famous hotel chain and accommodation in the tourist community 2) The important factor choice is to be decorated beautifully, clean according to standards and being a new hotel 3) Media or sources affect the decision to stay are social media which presents various tourist attractions with articles and pictures. 4) Interested tourist's provinces is Chiang Mai, Prachuap Khiri Khan (Hua Hin) and Chonburi Province 5) Online channels have a huge role in the tourist experience by starting from searching for tourist attractions and accommodation information via social media then booking accommodation through online channels both directly the operator's website or booking through various accommodation booking platforms online or online travel agencies such as Agoda, Booking, Traveloka, etc. then including rating and reviewing accommodation after the stay (Kasikorn Research Center, 2021).

Chiang Mai is a famous province for tourism and is a popular tourist destination for both Thai and foreign tourists. Chiang Mai is a province with potential in tourism both nationally and globally. There is uniqueness of the Lanna people with a variety of tourism forms, styles and convenience such as restaurants and hotels. Chiang Mai Province has been recognized as an important tourist destination by tourists around the world. The tourism awards are: 1) in 2017, the "World's Best Cities" award, the 3rd most attractive city of the world by Travel and Leisure magazine, and Asia's number one "Asia Best Cities" award from the rankings of Travel and Leisure magazine 2) in 2018 "The world's Best cities 2016" award, the 2nd best city of the world from Travel and Leisure magazine 3) the number one tourist-friendly city in 2020 (Chiang Mai) from Condé Nast Traveler Magazine which is a travel magazine of the United States. Moreover, in 2019, there were 11,165,860 tourists coming to Chiang Mai, 7,691,453 Thais and 3,474,407 foreigners with the number of incomes from tourism about 110,670 million baht, separated into Thais of 67,321.49 million baht and foreigners of 43,438.84 million baht. From the tourism overview report of the Ministry of Tourism and Sports in 2019, there are 39.7 million tourists traveling in Thailand, generating tourism income approximately 1.93 trillion baht. While 166 million Thai tourists travel within the country, worth 1.08 trillion

baht which Chiang Mai got top 3 of the highest tourism revenue along with Bangkok Chiang Mai and Phuket. Based on the proportion of tourist numbers and tourism revenue, Chiang Mai is one of the most popular destinations among Thai tourists with a proportion of more than 65% and is an important area which generates income from Thai tourists. If counting in 2019 before the outbreak of COVID-19, Chiang Mai received tourism revenue from Thai tourists in one hundred billion baht. (Chiang Mai Provincial Development Plan, 2021)

For the hotel and accommodation business in 2020, Chiang Mai had total number of 545 guesthouses, resorts and hotels decreased in 2019 from 1,498 hotels and accommodation 36,819 rooms with a period of stay 2.19 days with an occupancy rate of 70.56% (Chiang Mai Tourism and Sports Office, 2021). Chiang Mai is famous for its boutique hotels which is unique and has many medium and small hotel businesses. At present, the hotel business in Chiang Mai has a wide variety, including one to five stars hotels, interbrand hotels, boutique hotels, and hostels. Small hotels are located in the Old City and Nimmanhaemin Road, which is growing fast resulting in higher competition (Upper Northern Hotel Association, 2019). The competition in the hotel business tends to be more intense from competitors in the same business group. As hoteliers continue to expand their investments in the main tourist areas and regional center cities both the investment itself and the management (Most of them are big ones with hotel chains). Competition from goods and substitute services such as apartments, serviced apartments and condominiums both from the large number of surplus rooms and the increasing number of replacement rooms as well as being occupied platforms by rental sharing customers, so entrepreneurs need to work hard to sustain their businesses through strategies such as optimal cost management, increase revenue from other channels, paying more attention to safety and sanitation. Then the most important is preparing and changing the service model to associate with Thai tourists who become the main customers for hotel business in Chiang Mai especially Thai tourists in the age range of 23-40 years or Generation Y, who are expected to be the first group to travel after the COVID-19 situation is better. Most of tourists' behavior prefer to stay in medium-small hotels which are near adjacent to tourist attractions and the price is not too high (The Government Savings Bank Research Center, 2020).

In addition, from the forecast of tourism and hotel businesses recovering due to as a result of vaccines development and many countries around the world already vaccinated to their population, caused the number of infected people to decrease accordingly. As a result, the Thai government began to decrease preventive measure and measures on opening the country to support partial and full tourists in the future. It is expected that many foreign tourists will choose Thailand as the first country in traveling by the Krungsri Research Center has analyzed the factors affecting the hotel business in the future with mainly in 4 areas consist of 1) Demographic and social change 2) tourism adaptation to meet individual needs. (Individualization) 3) the adoption of technology to change the business model and the automatic control system (Digital transformation and automation) and 4) Health and hygiene at first. The number of Thai tourists is likely to recover because of the factors supported by the government's measures stimulate domestic tourism while the number of foreign tourists gradually recovered as countries Like Thailand, it tends to promote tourism in the country first. (Krungsri Research Center, 2021)

From the above information, it was discovered that Chiang Mai is an important in the dimension of being a tourism destination for both foreign tourists and Thai tourists then in the dimension of being an important area to generate tourism revenue from both Thai and foreign tourists. Tourism has always affected to hotel and accommodation businesses due to the declining number of hotels and the fierce competition in the hotel business, coupled with the changing behavior of tourists in accordance with the situation of the COVID-19 epidemic, resulting in the traditional business operation may not be sufficient to meet the changing needs of tourists. Therefore, the hotel business should speed up the adjustment to be able to continue the business and the most important to drive hotel business in ever-changing era. It is inevitable that there is a matter of maintaining service quality standards to generate income and create competitiveness in the business. How to fully meet the needs of accommodation customers? How to make users feel and aware the real quality of service? Then what will affect to the satisfaction, the perception of the values and intent behavioral that customers have for hotels which will support the hotel business to develop sustainably. Therefore, entrepreneurs should adapt their business strategy adjustments, service quality improvement and must be maintained excellent service

standards as well as building connections with other sectors in the tourism and hospitality industry or even the local community because of hotel business success had not come not only from location, rooms, price and amenities. If it still comes from cooperation with other communities and businesses, ability to adapt and risk management and a change in business practices emphasize the adoption of modern technology including attention to health and hygiene, finding the uniqueness of the business. For this reason, the researcher realizes the importance of studying a model of service quality of a small boutique hotel in Lanna, a case study in Chiang Mai.

1.2 Problem Statement of the Research

Improving the quality of service is the heart of the drive hotel and accommodation business especially small hotel businesses need to pay more attention. Service quality is a key factor to differentiate the competition because good service quality will be able to create satisfaction for customers. Due to the increasingly intense competition in the business, hotel businesses in all areas still compete intensely from oversupply both from the same business as hoteliers continue to expand their investments in the main tourist areas and the regional center cities. Both the investment itself and the management, most of them are large companies with network or hotel chains) Competition from substitute products, services and other types of accommodation services such as apartments and condominiums are still available for daily rentals and most of them have lower average rental prices or it is an Airbnb startup that has a high growth rate and is a real threat to the hotel business. Due to the lower price and a variety of accommodation styles to choose from intense competitive situation made service quality and service standards, are to increase competitiveness and it's a way to get your business out of the price competition. It is an important thing to develop a different service model and a standardized quality of service that can create a different experience. This makes entrepreneurs face to challenges in the design of service processes with uniqueness, be more unique and more importantly able to fully meet the needs of customers in terms of quality of service which can create satisfaction and create a customer experience with the interaction with the business at the same time.

In the present, customer behavior is complex and constantly changing both from the spread of COVID-19, trend of globalization, technological advances and current market competition have resulted in many businesses focusing on the development of new products and services to keep up with the needs of consumers. This situation has resulted in many hotel businesses undergoing changes in many dimensions. Today, tourists' behaviors regarding accommodation selection are different from the past, Kasikorn Research Center (2018), which states that from the tourism promotion of the Tourism Authority trend in Thailand made tourists like to seek accommodation in an informal way but it is comfortable, clean and a unique experience both the appearance of the architecture, service model, atmosphere inside and accommodation outside is different from the big hotels or other accommodation. From the travel expectations of the new generation tourists have changed, a hotel is not just a place to sleep but it is another travel experience and conducting surveys about the tourist's behavior in COVID era, the data from global booking accommodation Tripadvisor.com platform which states that the tendency for tourists to travel after COVID-19 at first is the closest place near home to eat local food, local camp or traveling within the country. International tourism came in second associated with one of UNESCAP's economic analysis teams analyzing the future of tourism after COVID-19 that more people will turn to domestic tourism because of concerns about the spread of the virus while cannot be expected from the large group because after this, travel will change to small group more or travel by yourself (Tripadvisor, 2021) The most important factor is the quality of service and the environment of the accommodation which includes the corner of the accommodations with a selling point which will make an impression, can be shared via social media and influences the guest experience (Kasikorn Research Center, 2021).

By Lewis & Bloom (1983), defined service quality states that service quality is the heart of any service business. It is also a direct experience about the brand which consumers receive. Improving the service quality in any field will help customers feel more satisfied. Then service quality is also an indicator to the level of service which is delivered from service provider to service recipient which how well of the service relates to the needs of the service provider (Kanapat Greenikorn, 2012). The delivery of quality service means responding to service recipients based on their

expectations by Gronroos (1982), has classified the definition of service quality into two aspects: 1. Technical quality relating to results or what the recipient receives from that service. It can be measured as an assessment from product quality and 2. Functional quality is about assessment process related to Crosby (1988) which a service quality is a concept based on the service operation principle without defect, respond to the needs of service providers and able to know the needs of customers or service recipients as well. Parasuraman, Zeithaml, and Berry (1988) conceptualized criteria for assessing service quality which consist of 5 aspects. There are Tangibles Service, Reliability Service, the aspect of ensuring the Assurance Service, the perception Empathy perception of customers and the responsiveness to the customer's needs. This service quality assessment has also developed a tool to measure the service business of restaurants, gas stations, service businesses and hotel service quality. However, there are some researchers who have developed research and created tools from service quality which consists of 3 dimensions: 1) Employee behavior 2) Tangible and 3) Information technology. Kaura, Durga Prasad, and Sharma (2015) and Krit Utairat (1999) has defined 10 dimensions which are (1) Reliability (2) Responsibilities (3) Ability (4) Accessibility to services (5) Politeness and hospitality (6) Communication (7) credibility (8) safety (9) understanding and know customers in real and (10) tangible or concrete service.

From the study above, the trend of competition in the hotel business is intense due to the increasing of hotel numbers leading to oversupply. In addition, the behavior of consumers has changed and become more complex. The development of a new service quality model is a great importance in terms of building competitiveness. The development of this research result also increases the research findings on the model of service quality about small boutique hotels in Thailand research case. This research focuses on the quality of service in small boutique hotels in Lanna. A case study of Chiang Mai is an important tourism destination of Thailand generating income from tourists. Service quality also created a valuable, differentiated, and satisfied experience for the customer which is an interesting finding. The researcher therefore recognizes the importance of this research.

1.3 Gap of the Research

Considering the importance of service quality to increase the competitiveness of the small hotel business from service quality issues, literature reviews, research and related document, are a study of the service quality in a small hotel is about service quality of hotel businesses in various studies. But it is found that most of the research is the study of service quality in large hotels and affects to satisfaction by using a study of service quality in the 5 main dimensions of Parasuraman, Zeithaml, and Berry (1988), it was found that 1) Reliability 2) Assurance 3) Tangibles 4) Empathy 5) Responsiveness. Moreover, it is a study of service quality as a guideline for hotel service development. (Thanasit Suksuth, 2012; Naret Hanpitakkul, 2009; Atthiya Tangkosakul, 2011; Nat Nicha Housaini, 2018; Rachanon Thaveephol, 2017; Rachanon Thaveephol & Teerawat Chantuk, 2017; Saksayan Yaisamsen & Prateep Phuetthonglang, 2020).

In addition to, most of the research has not focused on finding structural correlations or structural equations. It is a study to see which factors of service quality affect to satisfaction only. Some studies will expand on the issue of bringing the service quality discovered to further study on affecting brand loyalty issue and reuse is mostly found that there was still a lack of overview education. Moreover, there is no study of aimed at developing a service quality model in the hotel business both in a small hotel and the type of hotel in a boutique style has not yet been discovered. Especially in the Lanna, there are no such research findings including there is a lack of studies on other value perception factors. From the study found only product value and monetary value which does not cover Behavioral Intention and not yet at the stage of developing model of small hotel service quality specifically to the small boutique hotel business in Lanna Such studies have not yet been found.

It can be seen that in this study which the integration of concepts, theories, and knowledge in order to discover the phenomena that occur. The aim of this research was to explore the relationship of the structural equation of service quality affecting the Perceived Value, Customer Satisfaction, and Behavioral Intention which are to test the structural equation in service quality factors model and to suggest a service quality model of a small boutique hotel in Lanna. A case study of Chiang Mai is from

the literature review, articles, research and books about the service quality in a variety of educational issues. Therefore, this is the origin of a study about service quality of a small boutique hotel in Lanna which is a case study of Chiang Mai to meet the needs of service recipients. Then the number of tourists both Thais and foreigners tend to continue increase including a guideline for improving service quality for small hotel boutique Lanna entrepreneurs in Chiang Mai by focusing on research according to the following research questions.

1.4 Research Questions

This research has the research questions as follow;

- 1) Structural equation relationship of service quality how affecting Perceived Value, Customer Satisfaction, and Behavioral Intention.
- 2) Structural equation model for service quality what factors of small boutique hotels in Lanna, case study of Chiang Mai consists of.
- 3) Model of service quality of small boutique hotels in Lanna, how case study of Chiang Mai should be and what is the reason.

1.5 Research Objectives

- 1) To study and analyze the corroborating elements of service quality which affect the Perceived Value, Customer Satisfaction, and Behavioral Intention of a small boutique hotel in Lanna, a case study of Chiang Mai.
- 2) To test the structural equation model for service quality factors of a small boutique hotel in Lanna, a case study of Chiang Mai affecting Behavioral Intention.
- 3) To suggest a model of service quality of a small boutique hotel in Lanna, a case study of Chiang Mai.

1.6 Scope of the Research

In this research, the researcher has defined the research scope as follow;

1.6.1 Scope of Content

The scope of content in this research aims to study the causal model of service quality that affects the perception of value, customer satisfaction and Behavioral Intention of a small boutique hotel in Lanna, is the case study of Chiang Mai. From a literature review on the concept, theories and research include Service Quality, Perceived Value, Customer Satisfaction, and Behavioral Intention.

1.6.2 Scope of Area

Scope of Area for causal models on service quality affects the Perceived Value, Customer Satisfaction, and Behavioral Intention of a small boutique hotel in Lanna, in the area of Chiang Mai.

1.6.3 Scope of Population

The Scope of Population in this research is customers who use the service at Lanna Boutique Hotel in Chiang Mai. The sample group used in this research consisted of 400 people.

1.6.4 Scope of Time

Scope of Time of this research study is planned to take one year to complete.

1.7 Expected Benefits

1) Small Lanna Boutique Hotel's Entrepreneurs

(1) Small Lanna boutique hotel entrepreneurs can apply the results of their studies to apply in their business to improve service quality and increase their competitiveness in the business.

(2) Results of a model recommendation in service quality of a small boutique hotel in Lanna, a case study of Chiang Mai. It is beneficial to entrepreneurs as a guideline for planning a business strategy.

(3) Small Lanna Boutique Hotel Entrepreneurs get a service quality model to make them aware of customer satisfaction factor which this is a good result for entrepreneurs to apply the results and develop in direct way.

(4) Research results, Lanna Boutique Hotel entrepreneurs can be used as a model for business management in succeed.

2) Private and Government Agencies

(1) Northern Thai Hotels Association able to apply knowledge of service quality model and disseminate as knowledge to entrepreneurs in other provinces.

(2) The government sectors can be a guideline in formulating policies to support the development of service quality in small hotel businesses correctly and appropriately.

(3) Government and private sectors can create indicators to develop service standards for small hotels in Lanna provinces.

(4) Educational agencies can use the research results to be further developed in the next research.

(5) Educational agencies have more knowledge of the quality of service in the hotel business which can increase the ability to compete in the business.

(6) This research able to help to fill the gap in the research on service quality of small boutique Lanna hotel businesses and to enhance competitiveness.

CHAPTER 2

RELATED CONCEPTS THEORIES AND RESEARCH RESULTS

This research focused on studies research to propose a service quality model of a small boutique hotel in Lanna, a case study of Chiang Mai which able to help industrial, government and private sectors involved in the tourism and hospitality industry, to develop a service quality model of a small boutique hotel in Lanna, was a case study of Chiang Mai and to apply in the properly and appropriate service quality management to the area Therefore, the researcher has compiled the concepts, theories and related research to present as follows 2.1 Concepts and related to Service Quality theories. 2.2 Concepts and related to Perception of Customer Value theories. 2.3 Concepts and theories related to Customer Satisfaction to explain and support concepts and theories of affecting customer satisfaction factor including the concepts and theories of Behavioral Intention. 2.4 Concepts and theories of Behavioral Intention to explain the factors and behavioral indicators which factors and indicators should be. 2.5 Information about a small boutique hotel in Lanna, was a case study of Chiang Mai. and Related Documents and Literatures. Thus, in this chapter 2 concepts, theories and research results were presented in details were as follows:

2.1 Concepts and theories about Service Quality

2.2 Concepts and theories about Customer Perception Value

2.3 Concepts and theories about Customer Satisfaction

2.4 Concepts and theories about Behavioral Intention

2.5 Information about a small boutique hotel in Lanna, a case study of Chiang

Mai

2.6 Related documents and literatures

2.1 Concepts and Theories about Service Quality

2.1.1 Background of Service Quality

Quality is able to be considered from many perspectives, fields of knowledge and various characteristics of economic, social, marketing, psychology and management research. Quality was a technical which was recently very important to senior management, was a fundamental of creating competence management and competitiveness for the organization which had been attracted over the past few decades. Then quality was the attribute of thoughts and statements which were believed to produce the expected results. The abstraction of this quality made it difficult to define what quality means. This is because quality was often a word to consider in relation to itself (Pirsig, 1974; Born, 1994; Khantanapha, 2000).

A well-known academician defined quality definition was widely recognized such as Joseph Juran was the Master of Quality Management who suggested concept of quality management systems throughout the organization. A former professor at the Massachusetts Institute of Technology (MIT) had argued that quality was the practicability and extension of a product's success (goods or services). In response to purposes and goals of usage throughout period of product or service usage means easy to understand which was a Conformance to requirement and quality was the expectation of customers or service recipients with that service. In conclusion, quality was the best product and service which were valuable and appropriate to meet the needs of customers and was due to the comparison between expectations and perceptions of the service and product, if the customer used the service as expected (Crosby, 1982; Zeithaml, Parasuraman, & Berry, 1990).

In terms of Service Quality was a comparison between Customer Expectations in products or services with their actual perception. If customers or service recipients saw that those products or services were the best and meet their expectations, it could be considered that products or services had quality. The Service Quality was classified as a point of view on quality along with explaining that Service Quality was control to ensure the Service Quality which was different from quality in the production of goods or products. However, the method of quality control of the service was so difficult because the service was less regulated or managed but at

the same time it was very important. In a certain way, the quality level obtained from the service, prediction was often impossible because it depended on many factors including behavior of the delivery person, image of the organization by the customer would be inspector since the starting service process until the end of the service. The service would be better, if the customers evaluated to the service at that time. From academicians mentioned about their views, the study of Service Quality was an important issue and it is an important qualitative perspective which deserved attention (Ross, Goetsch, & Davis, 1997; Juran & Gryna, 1998; Hutchins, 1985; Zeithaml, Parasuraman, & Berry, 1990).

2.1.2 Definition of Service Quality

Service Quality was customer comparison between Customer Expectations and what customers got from the product or service. Service Quality was the customer's decision about the overall excellence and beyond expectations including effective management. Service quality required a clear understanding of what customer service was. Providing good Service Quality to customers affected to reliability which allowed for word-of-mouth advertising of customers to attract new customers to get the service. However, Service Quality was developed from trust and responding to the needs of customers which could affect to use service again and again by consumer. In conclusion, Service Quality was expectation-WHAT THEY WANT and perception-WHAT THEY GET.

Lovelock (2001) defined Service Quality as a level of service which created Customer Satisfaction. That service must be able to adequately meet the needs, wants and expectations of the customers. According to the service was Intangibility, Service Quality was caused by the comparison between Service Expectations and Service Perceptions. If the customers received the service as their expected, it showed that the service had quality (Juran & Gryna, 1988). Service Quality happened in the point of view from customer perception and was a personal opinion in the Subjective. So it was different in each individual (Parasuraman, Zeithaml, & Berry, 1988). In addition, Lewis and Bloom (1983) told that the Service Quality was a measure in service level with how well delivered from service providers to meet needs of service recipients. Service quality was the heart of service business and also a direct experience about

the received brand which consumers received. Improving the Service Quality in any aspect would help customers to feel more satisfied (Kanapat Greenikorn, 2012).

Lewis, and Bloom (1983) defined Service Quality as an indicator of how well the service level delivered by service providers to customers or service recipients to meets their needs. The delivery of Quality Service mean, responding to customers based on their expectations by (Gronroos, 1982, 1990, p. 17). We could classify Service Quality into 2 types: 1) Technical Quality was about results or what the customer received from that service. It could be measured as product quality assessment, and 2) Functional Quality was related to evaluation process, consistent with (Crosby, 1988) told that “Service Quality” was a concept based on the principle of defect-free service operation. and respond to the needs of service providers and be able to know the needs of customers or service recipients as well.

Parasuraman et al. (1993) suggested that Service Quality was what customers abled to judge the trust to product or service. Hirschman (1970) told that the Service Quality of the product would be assessed by customers as good or not good in comparison with product or other services. Parasuraman, Zeithaml, and Berry (1985) suggested that Service Quality often occurred during service delivery with interactions between customers and contact persons from the company. There were ten dimensions in following 1) Reliability 2) Responsibilities 3) Competence 4) Accessibility 5) Politeness and Courtesy 6) Communication 7) Creditability 8) Safety 9) Understanding customers and 10) Tangible or Tangible Service (Gronroos, 1982; Smith & Houston, 1982; Clow, Kurtz, Ozment, & Ong, 1997; Rust & Oliver, 1994; Oliver, 1997; Parasuraman, et al., 1988; Parasuraman, Zeithaml, & Bitner, 1985). In a study from Thai academics by Weerapong Chalermjirarat (2000), Service Quality was consistency of customers or service recipients needs or the service ability level to meet the needs of customers or service recipients which made customers or service recipients satisfied from the received service. Somwong Pongsataporn (2007) suggested that Service Quality was the attitude which the service recipient collected expected information which they would receive from the service. If it was at an acceptable level, service recipients would satisfy with the service which there were different levels to individual expectations and satisfaction, as evaluation results of received service at that time. Therefore, the Service Quality was necessary to satisfy

the customer in repeat service according to if customers received good service, consumers would satisfy with the service and affect to customer use the service again in the next time.

2.1.3 SERVQUAL

Wisher and Corney (2001) said that Service Quality. There was an important study direction which was the analysis called SERVQUAL. In order to, the two academicians suggested that Service Quality was a diagnostic decision on superiority of the service and SERVQUAL. In the process of providing services, a business expectation was Customer Satisfaction to the received service. Therefore, in order to making customers aware to the Service Quality, Parasuraman, Zeithaml and Berry (1988) developed the basic factors which customers used in determining Service Quality, resulting in only 5 factors of service quality as follows: 1) Tangible 2) Reliability 3) Responsiveness 4) Assurance 5) Empathy.

Hue et al. (2015) studied the Service Quality (SERVQUAL 5 Dimensions) affecting the Customer Satisfaction of the hotel service customers in Vietnam which collected data from 33 3-star hotels. From the study results found that Service Quality was correlated with High Customer Satisfaction and Service Quality which had an important role to ensure that customers had high satisfaction in the business service.

In addition, there was a study of Krit Utairat (1999) that further described about Service Quality as 10 indicators as follows: 1) Competence to provide appropriate services and had expertise in duties 2) Courtesy, politeness, humble, honorable and maintain manners with customers 3) Communication abled to convey messages related with what customers want to know and answer all questions 4) Creditability of customers (personality, posture and fluency) 5) Customer Understanding in compassion, pay attention to customers or the public 6) Reliability in management standards 7) Responsiveness to respond with feelings and needs 8) Access Easily 9) Security had tools or control methods in incidents which may occur. 10) Tangibles could tactile and perceptible because service was different from product. Customers could assess the product value before making a purchasing decision by their senses but customers could not assess a service. Because of the service was intangible. To build confidence to customers by offering Service Quality

was therefore important. Different characteristics of products and services made creation Service Quality was different from general product quality. There was someone suggest about Service Quality theory in many theories such as Service Triangle (ST) Theory which was fundamentals to success of Service Quality in Mckensy's 7S Theory and overall Service Quality Management Theory.

Moreover, there was an extended study of 10 indicators of Service Quality as follows: 1) Reliability included stability of the characteristics and ability to dependency. This mean that the organization had to do the right customer service the first time, as well as to honor its commitments. 2) Responsiveness about the willingness or readiness of employees to provide timely customer service. 3) Competence referred to skills and knowledge needed for employees to use in the service 4) Access included the ability to access the service and easy to communication 5) Courtesy included health, respect, considerate and friendliness to contact with people 6) Communication listened to information and opinions from customers and willing to be friendliness with polite words and easy language to understand considering the difference of customer level 7) Credibility included trust, reliability and honesty 8) Security mean safety from harm, all risks and concerns 9) Understanding or knowing the customer included trying to understand the customer's truly needs. 10) Tangibles referred to all manners, gestures, and postures in service. For providing services to meet succeed of the service must be able to offer high Service Quality to be consistent and uninterrupted. That was, it must be able to respond to Customer expectation at the same or higher-level which customer. Expected (Gronroos, 1990; Heizer & Render, 1999; Pranatphonkrung et al., 2000; Krit Utairat, 1999).

For measuring Service Quality in service businesses had developed a instrument to assess Customer Perceptions of Service Quality in service and retail business to be used as a guideline to improve the Service Quality, called SERVQUAL. SERVQUAL was one of the famous measures. Later, it was found that the Degree of Correlation between such variables was quite high, so the assessment criteria of Service Quality were adjusted with a total of 5criteria. In each of criteria was defined instrument to measure Service Quality levels consisting of 22 items, distributed according to the following criteria: (Gronroos, 1990; Heizer & Render,

1999; Zuithaml, Bitner, & Gremler, 2006; Parasuraman, Zeithaml, & Berry, 1985; Muhamad, Hashim, & Rozila, 2016; Kanaphat Greenikorn, 2012; Nichapawee Kok Kamhaeng, 2015; Praewphon Krang et al., 2000; Krit Utairat, 1999).

1) Tangibles were physical characteristics which abled to see and customers could perceive it from the five senses which made convenient to customers such as tools, equipment, service personnel and environment including tools used for communication. There were four related questions such as modern equipment and tools which had convenient facilities inside the shop, staffs dressed properly and shop has a beautiful decoration.

2) Reliability means the ability to provide services as promised properly and consistently to the customers and intended purpose. It consisted of 5 related questions which were keep the promises, pay attention to the customer's problems, ready to help and provide service as promised from proper data collection.

3) Responsiveness mean service providers have readiness and willingness to serve which able to meet the needs and help customers promptly, Immediate and fast service. There were 4 related questions which were notify to the customers when received products or services, when service was provided convenient and fast, it would able to provide assistance as needed and responding to requests from customers promptly.

4) Assurance refers to able to create confidence to customers and service providers which must demonstrate skills and knowledge with polite, gentle, serve with integrity. This leded to build the customer got trust. There were 4 related questions such as having trust employees, customers got safe, employees were polite and employees were committed to their work.

5) Empathy means caring and giving interested to the customers according to different needs of the individual customers. It consisted of 5 related questions such as providing intimate and friendly services, employees take care the customers, know their needs well and always think about the benefits of the customers. The dividing factors theory which influenced the perception of Service Quality consisted of 5 dimensions (Mattsson, 1992) as follows: (1) Reliability (2) Timeliness (3) Accessible (4) Humane: Pleasant to Use (5) Choice, Cost.

Table 2.1 Measuring Service Quality in Service Businesses

Service Quality	Dimensions about Service Quality
1. Tangibles	The concretely shape of facilities, tools, personnel and materials used for communication.
2. Reliability	Ability to provide reliably and accurately service following contractual
3. Responsiveness	Willingness to help customers and provide promptly services
4. Assurance	Knowledge and polite of employees and their ability to trust and confidence.
5. Empathy	Pay attention and care to customer, give customers were "special" in organization and offers to its customers

Source: Gronroos (1990); Berry and Parasuraman (1990).

2.1.4 Service Quality and Customer Satisfaction

In terms of academic concepts, there was 3 main concepts of Service Quality which were Customer Satisfaction, Service Quality and Customer Value. Customer Satisfaction with service was a psychological behavior which a person feedback to the services their received or occurred (Cronin & Taylor, 1992; Oliver, 1993; Ziethaml, Parasuraman, & Berry, 1988). For the basic concept about Service Quality had been proposed by (Cronin & Taylor, 1992) in the viewpoint of both academicians. Satisfaction or dissatisfaction was a story about comparing the experiences of customers who received services with the expectation of customers at the time of receiving the service. Moreover, it was help to measure the Service Quality. For Service Quality in a marketing perspective (Cordupleski, Rust, & Zahorik, 1993) defined that Service Quality was an extension of the service, service process and service organizations which able to meet theory need or satisfy the expectations of each person. The fundamental concept at Service Quality was be viewed through this service satisfaction. It was supported by another academician (Bitner, 1992) who

described the research which had been studied. Service Quality could be measured through Customer Satisfaction.

Kitapci, Akdogan, and Dortyol (2014) studied on the impact of Service Quality which affected to satisfaction. Intention to return using the service again and word of mouth in the public healthcare industry found that Service Quality influenced to Customer Satisfaction (Reuver, Nikou, & Bouwman, 2015). Study about the relationship of cost, Service Quality, trust and loyalty in the smartphone industry research result found that Service Quality influenced with trust (Patterson, Doucette, Urmie, & McDonough, 2013). Study in the relationship between Pharmacy services effected on incentives and patient satisfaction research result showed that Service Quality influenced to Service Quality satisfaction. It was a conceptual and practical of assessing of customers by comparing expectation service and perception service from the service provider. If the service provider could provide services to meet the needs of customers or create a higher level of service than the customers expected. This would result in Service Quality which made the Customer Satisfaction greatly (Zeithaml, Parasuraman, & Berry, 1988; Fitzsimmons & Fitzsimmons, 2004; Napaporn Khantanapha, 2000; Kotler & Anderson, 1987; Parasuraman, Ziethaml, & Berry, 1985). It pointed out that Service Quality was service exceeds their need or meets the expectations of customers. It is a matter of evaluating or expressing opinions about service excellence as a whole. In dimension of perception, research results of this academician group saw that assessing the Service Quality as perceived of consumers related in form of attitude comparison to expected service and perceived service. In conclusion is providing Service Quality mean providing services were consistent with the expectations of service recipients or consumers on a regular basis. Therefore, service satisfaction was direct related to meet expectations or not meeting expectations of the consumer itself.

As a concept (Buzzell & Gale, 1987) the Service Quality was a great interest and importance. There was research which investigated consumer behavior and consumer expectation, found that Service Quality was a complex depended on the point of view of the consumer refer to as "Customers". Customer Expectations (Ziethaml, Parasuraman, & Berry, 1990) following this academician group Service Quality was a consumer assessment of the excellence or superiority of a service.

These three academicians were one of the academics who interested in studying the Service Quality and quality management to service in the organization seriously since 1983. Then, (Bitner and Hubbert, 1994, Lovelock, 1996) suggested that Service Quality was overall impression of the customer who received the service on the excellence of the organization. Moreover, the services provided by the organization had an idea that service was different from the product which was the product was tangible, high durability and generally manufactured to meet a standard. While service was more volatile than a product, despite it could satisfy consumers as well as the product and in general the service had important intangible attributes. diversified and could not be separated from production and consumption. Consistent with a study of (White & Abel, 1995; Lovelock, 1996; Siriwan Sereerat et al., 2003) stated that service was an activity, benefit or satisfaction that met customer needs. There are four types of services:

1) Intangibility: Service could not be seen or felt before the purchase, so to reduce the buyer's risk. Buyers must try to set rules about quality and benefits from the service to build confidence in the purchase in terms of location, person, tools, materials used in communication. Service providers must provide symbol and price to guarantee for buyers to make faster purchasing decisions: (1) Place must be able to build confidence and convenience for customers. (2) People mean employees must dress appropriately, had good personality, smile and speak well to impress customers and made confidence to believe that purchased service will be good. (3) Equipment within office must be up-to-date, effective to provide fast service and Customer Satisfaction. (4) Communication Material, advertising media and advertising documents must be consistent with service offered and customer characteristics. (5) Symbols were tradename or trademark used to provide in services to make consumers could name it right. It should have good descriptive characteristics in services offered. (6) Price should be determined suitable in service for the level of service, clear and easy to classify in different service levels.

2) Inseparability is production and consumption in service which were one seller could serve one customer at that time because each seller had unique skill, could not be provided by someone else and making sales in a limited period of time.

3) Variability of service characteristics were uncertain depending on who were the service providers, where it was and how it was. Therefore, purchaser of the service must aware of uncertainty in the service and ask others before choosing the service. In terms of service providers, quality controls were required including 3.1 Inspection, selection and training of employees including human relationship of employees must focus on training in providing good service. 3.2 Creating Customer Satisfaction by emphasis on the listening to the advice and suggestions of customers, surveying customer data and making comparisons to obtain information for improvement to have better service.

4) Perishability was any service could not be produced and be stored as other goods. If demand was consistent, the service would not have a problem. But if the nature of demand was uncertain, this will cause problems which were late service or no customers. It could conclude that Service Quality was the ability to meet the needs of a service business. The Service Quality was the most important thing that made differentiates for your business over the competition. Service Quality was be provided and meets the expectations of the customers, was a must. The customers would satisfy if they got what they wanted. When the customers had a need at the place which the customers wanted and meet their desired or exceeds expectations. It would always affect to customer satisfaction as (Schmenner, 1995) had stated about Service Quality. The Service Quality is derived from the actual perceptions minus the expected expectations from service. If the perceived service received was less than expected, it would make the customer look at the Service Quality was negative or the Service Perception was not getting the same quality as it should be. In opposite way, if the customer perceived the received Service Quality more than their expectation, Service Quality was be positive or had the quality. Then (Zineldin, 1996) Service Quality suggested the related opinion that Service Quality was the expectation of customers in terms of quality after they received service information and his desire to use it including that they evaluated and chose to use the service.

In the conclusion (LI, Wang & Yu, 2015) said that hotel business, the hotel's website would also be taken into consideration by the customers in order to assess overall of Service Quality. On the hotel website would look since the providing process of product and service information completely, various communication

Factor											
Researcher	Reliability	Responsiveness	Competence	Access	Tangibles	Courtesy	Communication	Credibility	Security	Understanding or	Empathy
Kanaphat Greenikorn, (2012)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Nichapawee Kokkamhaeng (2015)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rachanon Thaveephon and Teerawat Chantuk (2017)	✓	✓			✓	✓		✓	✓	✓	✓
Natnicha Husaini (2018)	✓	✓			✓	✓		✓	✓	✓	✓
Saksayan Yaisamsen and Prateep Phuetthonglang (2020)	✓	✓			✓	✓		✓	✓	✓	✓
Sunisa Phensub and Natsinee Songchan (2017)	✓	✓			✓	✓		✓	✓	✓	✓
Muhamad, Hashim, and Rozila (2016)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

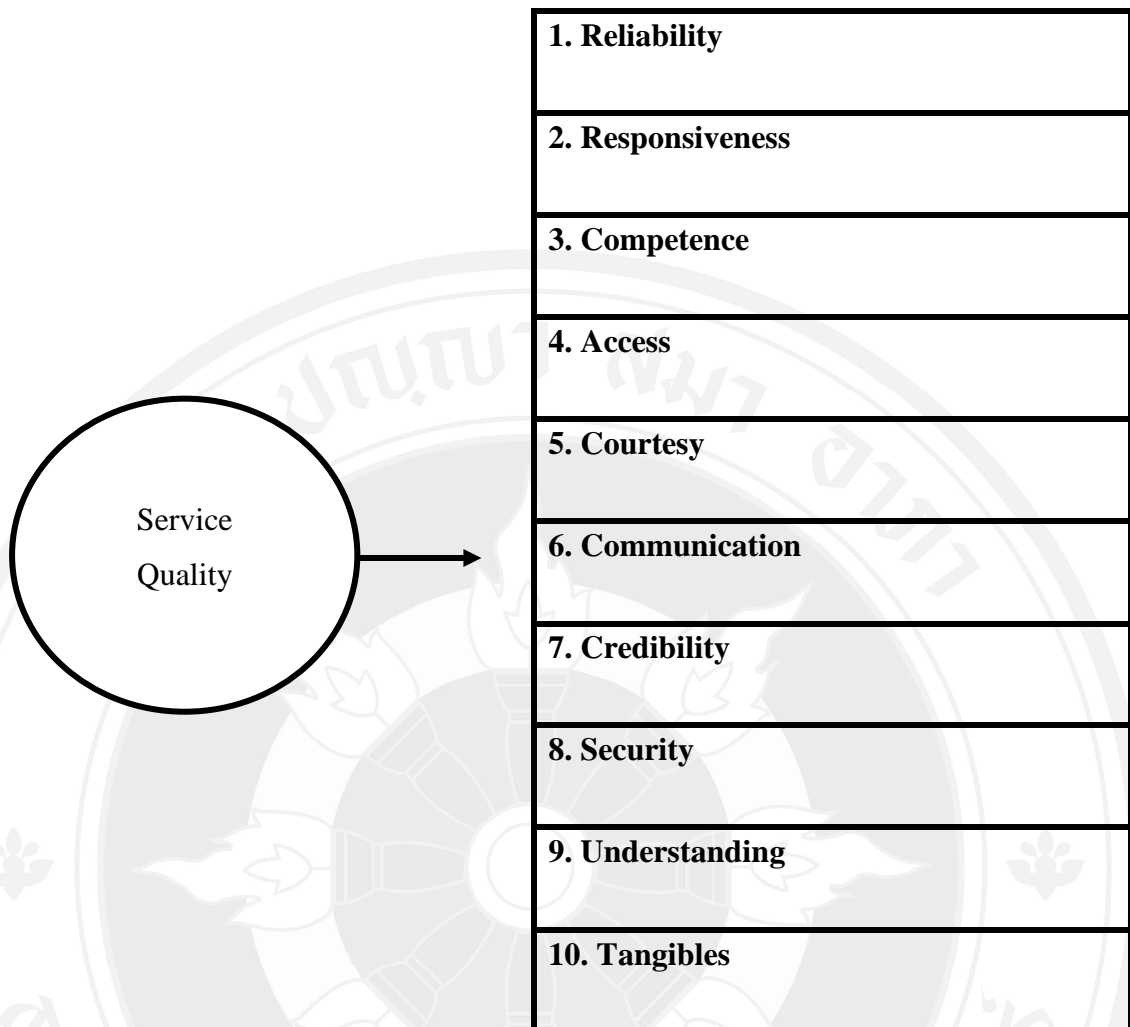


Figure 2.1 Service Quality

From the study and review Table of Service Quality to be used in this research, it could be concluded that Service Quality consisted of 10 basic elements as follows 1) Reliability 2) Responsiveness 3) Competence 4) Access 5) Courtesy 6) Communication 7) Credibility 8) Security 9) Understanding 10) Tangibles were be shown in the picture below.

Table 2.3 Variables and Researcher/Authors in Service Quality Factors

Variables	Researchers/Authors
1. Reliability	(Pirsig (1974); Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997). Parasuraman, et al (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila. (2016); Reuver, Nikou & Bouwman (2015); Mattsson (1992); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thaveephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))
2. Responsiveness	(Pirsig (1974); Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997). Parasuraman, et al (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila. (2016); Reuver, Nikou & Bouwman (2015); Mattsson (1992); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thaveephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))

Variables	Researchers/Authors
3. Competence	(Pirsig (1974); Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997). Parasuraman, et al (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila. (2016); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015))
4. Access	(Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997); Parasuraman, et al. (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila (2016); (1992); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015))
5. Courtesy	(Pirsig (1974); Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997). Parasuraman, et al (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila. (2016); Mattsson (1992); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thaveephon and Teerawat Chantuk (2017); Natnicha Housaini (2018);

Variables	Researchers/Authors
6. Communication	<p>Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))</p> <p>(Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997); Parasuraman, et al. (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila (2016); (1992) ; Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thaveephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))</p>
7. Credibility	<p>(Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997); Parasuraman, et al. (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila (2016); (1992); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015))</p>
8. Security	<p>(Pirsig (1974); Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997). Parasuraman, et al (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and</p>

Variables	Researchers/Authors
9. Understanding	<p>Render (1999); Muhamad, Hashim, and Rozila. (2016); Reuver, Nikou & Bouwman (2015); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thavephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))</p> <p>(Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997); Parasuraman, et al. (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila (2016); Reuver. , Nikou & Bouwman (2015); Krit Utairat (1999); Exquisite results, et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thavephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))</p>
10. Tangibles	<p>(Born (1994); Khantanapha (2000); Gronroos (1982); Smith and Houston (1982); Clow, Kurtz, Ozment & Ong (1997); Rust & Oliver (1994); Oliver (1997); Parasuraman, et al. (1988); Parasuraman Zeithaml & Bitner (1985); (Parasuraman, Zeithaml & Berry (1988); Hue, M.N., et al (2015); Heizer and Render (1999); Muhamad, Hashim, and Rozila (2016); Reuver, Nikou & Bouwman (2015); Krit Utairat (1999); Exquisite results,</p>

Variables	Researchers/Authors
	et al. (2000); Kanaphat Greenikorn (2012); Nichapawee Kokkamhaeng (2015); Rachanon Thaveephon and Teerawat Chantuk (2017); Natnicha Housaini (2018); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Sunisa Phensub and Natsinee Songchan (2017))

In conclusion, from the study of concepts and theories about Service Quality, Analysis and Synthesis in a study to propose a model of Service Quality of a small boutique hotel in Lanna, was a case study of Chiang Mai. It could be concluded that Service Quality consisted of 10 basic elements which were 1) Reliability 2) Responsiveness 3) Competence 4) Access 5) Courtesy 6) Communication 7) Credibility 8) Security 9) Understanding 10) Tangibles according to the synthesis of variables as the table shown above and the summary figure of 10 factors for Service Quality study issues. which could be summarized as follows:

1) Reliability was recently customers focus on reliability of choosing accommodation services. Due to the increasing number of accommodations were very competitive including the marketing was involved causing factors that influence to the customer decision to have more as well. Therefore, Reliability was an important factor in Service Quality which could be considered from ability to provide services as promised with customers properly intended purpose and consistent in following (1) Keeping promises to take care of (2) Providing services as promised to make it right from the first time. (3) Pay attention to the problems of the customers. (4) Ready to help (5) There was proper data collection.

2) Responsiveness was a factor which always affects to Customer Satisfaction including influence to the decision for choosing the service and affecting satisfaction after receiving services as well because it was the customers expectation. It could be considered from readiness and willingness to serve the service which could meet the needs of customers promptly, help customers immediately service such as notifying to customers every time when receiving products or services,

providing services with convenient and quick steps, able to provide assistance to customers as needed and respond to any requests from customers promptly.

3) Competence in terms of business mean competitiveness. Competence in terms of customers means service ability when compared with the price that customer paid. Capability was an important factor influencing Customer Satisfaction and a measure of the Service Quality of the business which could be considered from ability to provide appropriate, accurate and expertise services in their duties, excellent service skills, problem solving knowledge, providing information and answering questions very well.

4) Access was recently a very important factor in terms of convenience, speed and variety with changing from previous customer behavior. Digital world could be considered from ability to access a convenient location including the ability to access uncomplicated services, easy communication, complete information and variety of payment methods.

5) Courtesy was a hospitality important factor which reflected the culture and service identity of the hotel business very well including affecting the image and decision-making of customers today in the hotel business was fiercely competitive. It could be determined from the service identity which consisted of health, respect, considerateness, humility, dignity, maintain good manners with customers and friendliness was expressed by employees in all service period.

6) Communication was a necessary factor for the hotel business because it was to meet the customer needs. The importance and necessary of communication must depend on communication factor. It was important to the administration. In the present, it was important to businesses because they need to understand communication through the media and digital tools in various aspects whether it was appropriate, different, media risks and tools. Moreover, it able to communicate by using body language and non-verbal communication to providing information, answering all questions including listening to information and opinions from customers. They were also willing to show their friendliness in polite and easy-to-understand language.

7) Credibility was important issues which affected the Service Quality. Due to credibility was both a factor drives in decision-making during receive

services and an image occurred in the customers mind as well. At the present, credibility in the business could be caused by many factors, depending on the responsible of hotel business operation which based on trust, credibility and honesty including the knowledge of employees and the ability to build trust and confidence through an accurate system trademark document, various warranties then the sufficient number of employees to provide services.

8) Security was a reflection factor to the Service Quality which was ready to help or taking action for the benefit of customers and must have principles to carry out including setting of hotel's policy, ability to build confidence to customers. It was considering from providing services policy related to safety of life and property including the privacy policy, security of personal information of customers such as a security system and non-hazardous environment. Employees who could be trusted, customers were safe.

9) Understanding was an important factor for Service Quality. It means ability to understand the customer by paying attention to them in terms of thoughts, perspectives, and feelings which was important for today's service. In addition to, being a factor to help the hotel run smoothly. If we understood the needs of customers, it would allow us to make impression to customers and create a good feeling more easily. When customers were already satisfied, it would also reduce conflicts that may arise during service. It was considering from compassion, taking care and paying attention to customers according to the different needs of the customers, getting to know customers, trying to understand the true needs of customers including flexibility to change the service.

10) Tangibles were very important for hotel business because physical appearance was the first thing which customers can feel before receiving the service. Service businesses focused on selling the intangibles. Therefore, the physical characteristics could be touched as a factor attract customers to attend. It means everything the customer could perceive from five senses and especially nowadays in the media of images, videos, and social media. Because of the appearance would add a lot of value to the service and effect to the decision-making for the customer by considering from such as tools, equipment, personnel service, environment and uniqueness of the service.

Table 2.4 Summary of Elements, Definitions and Indicators of 10 Factors for the Study of Service Quality

Components	Definition	Indicators/Substance for Measurement
1. Reliability	Ability to provide services as promised with customers properly intended purpose and consistent	1. Keeping promises to take care 2. Providing services as promised to make it right from the first time 3. Pay attention to the problems of the customers 4. Readily to help 5. Properly data collection
2. Responsiveness	To consider from readiness and willingness to serve the service which could meet the needs of customers promptly, help customers immediately service	1. Notify to customers every time when receiving products or services 2. Provide services with convenient and quick steps 3. Able to provide assistance to customers as needed 4. Respond to any requests from customers promptly
3. Competence	Ability to provide appropriate and accurate, excellent service skills, problem solving knowledge, providing information and answering questions very well	1. Ability to provide appropriate and accurate 2. Expertise services in their duties 3. Excellent service skills and problem-solving knowledge 4. Providing information and answering questions very well.
4. Access	Ability to access	1. Ability to access location

Components	Definition	Indicators/Substance for Measurement
5. Courtesy	<p>uncomplicated services, easy communication, complete information and variety of payment methods</p> <p>Service Identity consisted of health, respect, considerateness, humility, dignity, maintain good manners with customers and friendliness was expressed by employees in all service period.</p>	<p>convenient</p> <p>2. Ability to access the services</p> <p>3. Ability to access information</p> <p>4. Ability to access variety of choice</p> <p>1. Service Identity with health</p> <p>2. Service Identity with respect, considerateness</p> <p>3. Service Identity with maintain good manners with customers</p> <p>4. Service Identity with friendliness</p> <p>5. Service Identity with constant sincerity</p>
6. Communication	<p>Ability to communicate by using body language and non-verbal communication to providing information, answering all questions including listening to information and opinions from customers. They were also willing to show their friendliness in polite and easy-to-understand language.</p>	<p>1. Easy to understand, clear and accurate communication</p> <p>2. Giving information and answering all questions</p> <p>3. Listening to the problem and any requests</p> <p>4. Listening to all opinions</p> <p>5. Friendliness communication</p>
7. Credibility	Trust, credibility and	1. Trust and credibility

Components	Definition	Indicators/Substance for Measurement
8. Security	<p>honesty including the knowledge of employees and the ability to build trust and confidence through an accurate system trademark document, various warranties then the sufficient number of employees to provide services.</p> <p>Ability to build confidence to customers.</p> <p>It was considering from providing services policy related to safety of life and property including the privacy policy, security of personal information of customers such as a security system and non-hazardous environment.</p> <p>Employees who could be trusted, customers were safe</p>	<p>2. Trust in knowledge of employees</p> <p>3. Ability to build trust and confidence</p> <p>4. Accurate system</p> <p>5. Trademark document and various warranties</p> <p>1. Safety of life and property</p> <p>2. Security of personal information of customers</p> <p>3. Non-hazardous environment</p> <p>4. Employees could be trusted</p>
9. Understanding	<p>Considering from compassion, taking care and paying attention to customers according to</p>	<p>1. Compassion</p> <p>2. Taking care and paying attention to customers</p> <p>3. Getting to know customers</p>

Components	Definition	Indicators/Substance for Measurement
10. Tangibles	<p>the different needs of the customers, getting to know customers, trying to understand the true needs of customers including flexibility to change the service.</p> <p>Physical appearance and customer perception from five senses made customers more convenient such as tools, equipment, equipment, personnel service, environment and uniqueness of the service.</p>	<p>including trying to understand the true needs of customers</p> <p>4. Flexibility to change the service</p> <p>1. Modern and convenient facilities, tools, appliances and equipment</p> <p>2. Uniqueness of employee characteristics</p> <p>3. Uniqueness of environment</p> <p>4. Uniqueness of design decoration</p>

2.2 Concepts and Theories about Customer Perception Value

2.2.1 Definition of Customer Perception Value

This value theory started from idea of economics (Thaler, 1985) that anything there would be value or value at the consumers satisfaction from the idea of 'Gain more but pay less' $Value=f(\text{benefit, sacrifice})$. Later, researchers began to look at the details of the value component. Initially, it was a study of spending money value 'Gain more but pay less' which is a concept of Monetary Value. However, it was not enough to describe the value beyond spending. Therefore, a researcher Zeithaml (1988) speculated about quality as well. Many researchers added the idea that values were divided into two main points which were Monetary Value and Non-Monetary Value which it could be specifically described value meaning more than before. Especially from a Customer Perception experience (Holbrook, 1999) and other

researchers which were Sweeney and Soutar (2001) had explored several dimensions of value from experience such as Social value, Emotional Value, Qualitative Value and Economic Value.

Perception Value was a concept since the 1990s and gained continually importance. Hartnett (1998) states that the organization able to deliver value that meets customer needs. It would give the organization different strengths and be able to compete in the industry in the long run. The definition of Perception Value means that customer receives Utility from product or service. In the point of view, there was a comparison of Give with Get whether it's worth or not. if the product or service was worth more than what the customer paid, customers would perceive the value of that product or service.

Rust (1994) said that Perception Value was developing consumer loyalty which able to increase the frequency of purchases or use the service. Therefore, the delivery Perception Value of consumers could create competitive advantage. Butz & Goodstein (1996) stated that Perception Value was an established emotional connection between customers and products after the customer used the product or service. Holbrook & Corfman (1985) stated that evaluating Perception Value was a highly personal customer behavior which would differ depending on the customer and the product. But in general food and service was considered the most important component of a restaurant experience affecting perception in Service Quality, Customer Satisfaction and Behavior Intention of restaurant. According to Holbrook (1999) stated that Perception Value was the relationship between person and product or service use from the experience of using the product or service. Carlson, O'Cass & Ahrholdt (2015) stated that Perception Value of product value would be judged in comparison with other products from consumers.

Kim, Lee, and Yoo (2006) suggested that Perception Value of consumers could reduce uncertainty and help to build trust and sustain a long-term relationship with the company. Dodds & Monroe (1985) suggested that Perception Value was generally a key factor of purchase and use service intention. Moliner (2007) argued that positively Perception Value of consumers influenced to trust and lead to loyalty. Anderson, Jain and Chintagunta (1993) stated that the Perception Value of consumers came from satisfaction with what they got from a product or service.

In conclusion, Perception Value referred to the difference between the consumers expect value in a benefit and the payment for purchase of goods or services. Therefore, Perception Value was a process of consumers evaluation on quality, product price and after-sales service. It could recognize the value or benefits value which consumers received when comparison with the total cost including others cost having to pay more to purchase of goods or services. Due to, Perception Value in quality and price was the most important of Customer Satisfaction in the business service and was also a major determinant of customer reliability (Coulter, & Coulter, 2003, Koter, & Keller, 2012). Bourdeau, 2005; Hellier, Geursen, Carr, & Rickard, 2003, McDougall, & Levesque, 2000).

2.2.2 Perception theory

A person who receives a stimulus was in a state of transmission information through the five senses: sight, hearing, smell, touch and taste from these feeling by the individual's way. Perception was a process which a person chose to recognize and manage to achieve understanding. There are three perception processes which were selected attention, selected distorted interpretation and selected storage. A person must meet experiences about stimulus daily with an average of people seeing and hearing more than 1,500 advertisements per day. Therefore, it was impossible for a person to pay attention to all the stimulus. Choosing to pay attention to what you see and hear mean that marketers had to work extraordinarily hard in order to capture the attention of customers. Even though most of marketers were worried about consumers would perceive to what they offered or not. Some consumers worried that they would influence by marketing news through hidden advertising. Many studies by psychologists and consumer researchers found that those unconscious messages unrelated with consumer behavior. Most hidden advertising was not influence as someone referred. Most of advertisers scoff at the idea to manage with consumers through cryptic messages. A advertising agency said that "We had a hard time to motivate consumers with 30 second ads and 1/300 second ads to motivate consumers. Perception and understanding process of each person to the world depended on internal factors such as beliefs, experiences, emotions and external factors such as stimulus which affect the five senses were smell, hearing, seeing, feeling and tasting.

Therefore, advertising in the hotel and tourism business must try to create emotional awareness and reliability such as image advertising comfort to sit it a first-class plane.

2.2.3 The Perception Process Consisted of the Following Steps

1) Selective Exposure on a daily basis, customers were exposed any information from advertising to themselves from morning until evening. Whether it was advertising from print, radio, television, etc. but which advertisements were available to customers exposed information. Marketers must use all their abilities to get their products and services on their selection list.

2) Selective Attention mean consumers intend to receive a stimulus when they exposed to receive information and attention.

3) Selective Comprehension was understanding and interpretation of received information to be accurate and consistent. Sometimes customers may conflict with information and Perceptual Biases due to trust, attitude and experience which was their own need.

4) Selective Retention was the ability to store memories or information. This lead to stimulate demand and make purchase decisions in the future. For example, the American Express credit card used the words that “Don 't leave home without it.”, United Airline used the words by highlight the company's name, “Fly the Friendly Sky of United” which was considered beyond color.

Payne (1993) stated that service business had differed by products in terms of form and function including tangible and intangible characteristics or what sellers gave to customers. Customers would receive benefits including the product value which consisted of product form, product properties, product quality, special credibility characteristic. The product design must have Utility and Value of customer's sights.

Woodruff (1997) stated that if the measure of Customer Satisfaction did not provide insights about customer's Perception Value and the faced problems. It was not enough for the management to satisfy the customer needs.

Zeithaml (1988) was the customer's evaluation of the received utility of a product or service. On the basis of his perception, he stated the meaning of that value as some customers perceived value when a product or service was low price.

Someone perceived value when quality was balanced with price. Value was whatever the consumer wanted in a product which it was the quality, they got for the price they paid or got from something they gave. Therefore, Perception Value weighted differently according to each consumer. Moreover, Zeithaml (1988) defined Perception Value of service as the customer's choice of perception between what the customer provides to receive and that service, he received back which consistent with Raiji and Zainal (2016); Dodds, Monroe and Grewal (1991); Parasuraman and Grewal, 2000; Petrick (2002). To recognize the importance of increasing Perception Value, it was not only affecting the pre-purchase period of the consumer but also affects to satisfaction, willingness to use word of mouth and repurchase or come back to use the service again. By acknowledging the Perception Value, it created a competitive advantage because customers tend to buy products or services that they value only. The Perception Value may change if management changes strategies. Competitor changes or customer requirements change was changing the role of acknowledgment of Perception Value occurs only after the service.

2.2.4 Haracteristics and Factors of Perception

The perception characteristic of service recipients towards the service could divide into 2 types:

- 1) Perceive Performance was the perception caused by the service recipients received the service and feel about the service much or little.
- 2) Expectation was the perception arise from the customer's experience of using the service in the past. The information obtained from referral of a friend and advertising information for the needs of the service recipient which the service recipient would compare the expected actual service received. Operators or service providers need to study the needs and expectations of service recipients to be able to meet the needs of service recipients.

For influencing perception factor of Seri Wongmontha (1999), it divided into 5 factors as follows:

- 1) Technical elements included size, color, intensity, movement, position, distinction and separation.

2) The readiness of the consumer's brain consisted of (1) Enthusiasm or adherence is the ingrained view about the image (2) The view referred to the viewing habits of the individual. Someone was optimistic and others were pessimistic. (3) Confidence and caution (4) Attentiveness was a conscious view that no matter what they see it was not the same but a person who cared, will see the smallest details and those who do not pay attention, would not see them. (5) the brain structure means that how they see, someone think not good and say normally but could be misinterpreted. (6) Familiarity was the intimacy which led to liking. (7) Expectations were the expectations of a person for something.

3) Past experiences of consumers

4) Emotional state which was mental readiness. If the mind was not ready, it would occur.

5) Social and cultural factors from Customer Perception. These factors determined the perception which the perception would able to perceive things. It must have many factors which how much or how little was perceived depends on what something affected to perception. It could divide into two types:

(1) External influences included the concentration of stimuli and the size of the stimuli by Repetition with movement.

(2) Internal influences included Expectancy, Motive, Attention, Imagination and Feelings which arise in received form. There divided into 2 types which were recipients perceived something comes before or after and more or less: (2.1) Physical aspects included eyes, ears, nose, tongue and other sense organs or non-sense if the sense organs were incomplete. (2.2) Psychology included consideration, memory, intention, emotion, curiosity, experience, skill, intelligence, culture and values which came from experience and expertise factors.

2.2.5 Measure of Perception Value

Petrick (2002) Perception Value was one of the best tools to help service providers improve their competitive position. In service (Khalil, 2004) in the research of Petrick (2002) said that the current tools to measure Perception Values were invented a lot but they were measured only tangible things. Therefore, a multidimensional measuring tool based on Zeithaml (1998) model was developed

specifically to measure the Perception Value of customers in service usage, known as the SERV-PERVAL scale. In research result showed that the SERV-PERVAL was an accurate and reliable measure of Perception Value. There was using experts to assess the accuracy of the measure. The measure consisted of five correlated factors but they were specific in each dimension: 1) Quality 2) Emotional response 3) Monetary price 4) Behavioral price and 5) Reputation with details as follows:

1) Quality referred to completeness or superiority of a product or service from the customer's point of view (Petrick, 2002). Perceived quality was an important component of customer decision-making by customers would compare their choice with quality and price to make a decision (Jin & Yong, 2005). Smith (1956) argued that overall quality was a measure of a strength relationship, an extent meets the needs of customers and Customer Expectations. Zeithaml (1988) stated that perceived quality refers to customer judgments about excellence product or service. Olsen (2002) stated that perceived quality was a general assessment of customers about quality of a product or service consistent with individual customer standards. Bitner & Hubbert (1994) said that the perceived quality of value was to impress customers with a product or service which met Customer Expectations. Lutz (1986) stated that the perceived quality of value was emotional or knowledge of customers to assess the decision before purchasing a product. or using the service.

Ittner and Larcker (1996) suggested that Product Quality when compared with its price (value) had a direct impact on how customers satisfied depend on the supplier, higher productivity and reduce costs for companies to add value by offering the same features, credibility or efficiency level. Parasuraman, Berry, and Zeitham (1993) suggested that awareness of the product quality based on consumer experience with physical characteristics and product usage. Mattila (2001) stated that food quality was the most influential factor affecting Customer Loyalty and repurchase. According to Gale (1994) stated that Customer Perception of quality had a correlation between price and product. Alan and Kabadayi (2014) studied about how brand quality affected to customer confidence, trust and customer behavior. The research results showed that perceived quality of value influenced to trust. Kisuule and Howell (2015) studied the impact on perceived quality, patient safety and hospital satisfaction. The research results showed that the perceived quality of value affected

to satisfaction. Alexopoulos, Palatsidi, Tigani, and Darviri (2014) studied the level of stress, job satisfaction and perceived value of life quality with police officers in Greece. The research results showed that the perceived value of quality influences satisfaction.

2) Emotional response differed from satisfaction in Emotional responses affected service purchases. While satisfaction affected to service experience. Emotional responses affect to satisfaction. Emotional responses were especially expressed during usage period of a product or service or from the experience of using the service which would find emotional experiences such as impressions or other dimensions such as satisfaction or dissatisfaction, relaxation or expression, calmness, excitement, etc. (Raiji & Zainal, 2016).

3) Monetary price, Lovelock (2004) described the price that was products and services value in the form of money. Price was an important factor in the Perception Value of a service offered. Price defined as the cost of customer incurred to obtain a product or service (Payne, 1993). It could be both the money value which had to be paid for in exchange travel cost, parking cost including the cost of time. The customer would compare the said cost with the Value of that product or service that it was worth to buy that product or not. The cost of production or service would consider Cost of customer, was the main point by using an acceptable price for both parties. There was seller got enough profit and buyer or service user paid the money to get the benefits following agreement. This was when a customer paid money to purchase a product or service. The price would determine the expectation of the customer to get benefits worth with money spent. Raiji and Zainal (2016) said that price value was measured by paid amount for a product or service, it was worth and reasonable or not. To give discount by using monetary to customer did not mean the customer would perceive that it was as a good deal if the deal didn't show a worth benefit with price. The deal means a temporary discount which affected customers who were more price sensitive than someone who did not care about their money.

Xia et al. (2004) stated that price was an assessment of the customer's product and its associated emotions which were compared as appropriate as self-accepted. Jacoby and Olson (1997) said that perceived price was considered the level of perception of price in financial for a seller versus the price of others. Chang and

Wildt (1994) argued that price was the amount of money which customer had to sacrifice some with the inspiration which they want to buy or using the service. Nagle and Holden (2002) said that perceived value in terms of price, customer often compared the product price in each company based on Customer Satisfaction which affected to company profit. Kung et al. (2002) stated that the perceived value in term of price was customer assess the price value awareness before make purchasing decision of a product or using service. When satisfied with the price which customer expected, customer would decide to buy the product or use that service. Zeithaml (1988) conceptualized perceived value in term of price that price was quality agent when customer were aware with the true value of product and use of various services.

Carroll et al. (1999) stated that dynamic pricing was generally a form of price discrimination. Economics defined price discrimination according to a practice of company which charged from same price in multiple places. Products with differ in price would depend on the demand fluctuation instead of service costs. Han & Kim (2009) stated that customer tend to use reasonable pricing to assess their products and services from their experience and shaping their attitudes towards service. Lombart and Louis (2014) studied about the impact of corporate and social responsibility on retail prices and customer responses in terms of satisfaction, trust and loyalty to retailers. The research result showed that 1) the perceived value of price had an influence to trust and 2) perceived value of price influenced to satisfaction. Low, Lee, and Cheng (2013) studied about the link between satisfaction and prices in the retail industry in Taiwan. The research result showed that Perceived Value in term of price Influences to satisfaction. Kim, Xu, and Gupta (2012) studied about perceived value in term of price and trust in online shopping. The research result showed that the perceived value in term of price influenced on trust.

Etzel, Walker, and Stanton (2007) stated that price referred to product value in term of monetary. The price was the second arising from the product. Price was the Cost of the customer. Customer would compare between the Value of product and Price of that product. If the value was higher than price, the customer would decide to buy. Therefore, the pricing strategy must take into account: 1) Perceived Value in customer view which must consider the customer's acceptance of product

value which was higher than the product price 2) The product cost and related expenses 3) Competition 4) Other factors.

Thepvissanu Suksamran (2015) said Perceived Value in term of price referred to obtained benefit from the monetary price of a product. Hui and Malliga (2014) stated that Perceived Value in price referred to the benefit which customer obtained from product or service in worth price and suitable for the money. Sweeney and Soutar (2001) stated that Perceived Value in term of price defined benefit derived from a product due to a reduction in perceived cost over short and long term. Piyapha Dangdej (2014) said that Perceived Value in term of price mean the amount of money used in exchange to acquire the product (product and/or service) agreed by the buyer and the seller. Price was a factor of marketing mix which would made Customer Satisfaction. If assessing that the product had Value and produced Utility suitable with price or paid amount. The amount or other things which there was a need to pay for getting the product.

Lee, Choi, Kim, and Hong (2007) stated that price value was a form of value which perceived as measured in terms of monetary benefits and cost associated with purchase or use product and service. The price advantage considered maintained the perceived price in monetary which came from the reduction in price when the purchase of product or service. While the cost of monetary considered that was a kind of sacrifice which was the total cost of a customer would bear in exchange for the purchase of goods or services. While money benefit came from product or service, was higher than the monetary cost. This made the Perceived Value was in the high price. In the other hands, when the monetary cost was greater than the benefit received from the product or service, the Perceived Value of price was low. However, price or service was the first thing that the recipient counted as a cost. When deciding to receive services in general purchases, price and purchase intent were negatively correlated. It found that the customer favored to receive service from well-known brand or service which was important to needs. Price was positively correlated with Perceived Value and positively correlated with socioeconomic status. Customer in different levels of family income and expenses would have different level of Perceived Value (Matzler, Würtele, & Renzl, 2006). According to the above concept and theory, price perception referred to perception of price as an interpersonal

relationship and travel selection gained from experience in tourism which the value would occur both in terms of qualitative and quantitative in the customer experience. The price perception evaluation was the personal behavior of each traveler which is different. The Perception Value of price would affect the satisfaction.

4) Behavioral price Zeithmal (1988) defined of the behavioral price as it was not monetary of receiving service. This included time and effort to find service. Model of Zeithmal model (1988) was confirmed by Dodds (1996) research found that Perceptions Value was multidimensional structures. The buyer would use the price information and brand name to be an indicator of quality and make decision to pay money. While price is generally understood as the monetary value of product and service, it also means time and effort to find service which was about the total cost that customers had to pay for their consumption (Raiji & Zainal, 2016).

5) Reputation customer' perception in level or status of product and service which depended on image of company or manufacturer who was the owner of product or service. Reputation could manage by measuring emotional of customer about service value and overall product consistent with the study of (Zeithaml, 1998). In the other hand, the Perception Value view as mentioned above was be spoken only one side. The Perception Value of customer was more complex and more complicated than measured only in terms of quality and price only (Sweeney & Soutar, 2001). Patporn Wongsuchart (2012) referred to the theory that had been used to study about Perception Value in many perspectives on measurement. That was a Theory of consumption values by Sheth, Newman and Gross (1991) described with five aspects of Perception Value as follows:

(1) Functional Value: Taking advantage from something whether it was tangible or intangible such as decorating a room, utilities within hotel including receiving service from hotel staff.

(2) Social Value: The environment which customer touched at that moment and showed appreciation or acceptance from people around them. The product or service must indicate that social level to make customer feel valuable and have identity.

(3) Emotional Value: Product or service could stimulate feelings which would be an important variable key variable for customer experience. It usually

occurred during customer interacted with staff such as front desk staff at hotel, if the customer received good service, it would make a good experience that made an impression until became attachment and develop into loyalty.

(4) Epistemic Value: New experiences gained from using product or service because of customer base liked to try something new, don't like mediocrity. Therefore, causing search or try new product made change in behavior from using the same product or service as a new product or service which had never been experienced.

(5) Condition Value: The product and service value from facing customer situations of Sweeney and Soutar (2001) research was developed a conceptual framework from Sheth, Newman and Gross (1991) to study Perceived Value in retail context by developing a measure called PERVAL (Perceived Value) and having adjusting measurement model until there were only 3 perspectives: 1) Functional value 2) Social value 3) Emotional value. In terms of usage, it was further divided into 2 fields, which were Financial value and Quality Service as shown in the picture.

Emotional Value	The utility derived from the feeling or affective states that a product generates
Social value (enhancement of social self-concept)	The utility derived from the product's ability to enhance social self-concept
Functional value (Price / value for money)	The utility derived from the product due to the reduction of its perceived short term and longer term costs
Functional value (performance/quality)	The utility derived from the perceived quality and expected performance of the product

Figure 2.2 Showed the Perspective of the Consumption Value Measurement

Source: Sweeney and Soutar (2001).

From the literature review, it was found that many researchers were still interested and conducting a research study on the influence of value factors on

perceived quality of service on trust satisfaction, repeat purchase and continued word of mouth. The Perceived value of quality had a positive influence on Customer Satisfaction. Service quality had a positive influence on Customer Satisfaction. The Perceived Value of quality had a positive influence on trust. Service quality had a positive influence on customer trust. Brand satisfaction had a positive influence on brand trust. Satisfaction had a positive influence on repeat using service. Trust had a positive influence on purchase intention or service in the future of customer. Satisfaction had a positive influence on customer word of mouth communication. Trust had a positive influence on positive customer word of mouth (Han & Hyun, 2015; Gamaa & Ahmed, 2016; Prashant, Madhupa & Ramendra, 2016; Kasiri, 2017; Rajaguru, 2016; Marakanon & Panjakajornsak, 2016; Jae, Ki, Jae, & Chang, 2013; Castaldo, Grosso, Mallarini, & Rindone, 2016; Olgun, Ceylan, & Ibrahim, 2014, Jae, et al., 2013).

From the literature review, it was concluded that the Perceived Value of the customer affected the volume of service, especially the Perceived Value in terms of price. However, those involved in the business should consider the perception. The price value of customer was important by having to challenge customer to feel that product and service was worth when compared to the paid amount. Hotel prices affected Customer Satisfaction by motivate more occupancy. Perception in hotel price affected Customer Satisfaction. The Perceived Value in term of price had positive influence on Customer Satisfaction. Perceived Value of price or value for money was one of parameters which measure the Perceived Value of the customer. Some customers were more willing to pay higher prices because of brand loyalty. The perceived value of a customer's price affected overall Customer Satisfaction. Therefore, if the customer had a good Perception Value of the price, they would be satisfied, higher overall Customer Satisfaction, high overactive customer and self-satisfied were more willing to buy expensive and luxurious products than to buy cheap and not-so-luxurious items to show a sign of success and their wealth (McDougall & Levesque, 2000; Chen, et al., 2015; Zain & Saidu, 2016; Kashyap & Bojanic, 2000; Yoo, 2000; Rosenbloom & Jiang, 2005; Yoo & Lee, 2009)

In conclusion, this research focuses on study about the Perceived Value of customers regarding the service of a small Lanna Boutique hotel in Chiang Mai which

Factor										
Researcher	Service Quality Value	Emotional response Value	Monetary price Value	Behavioral Price Value	Reputation Value	Functional Value	Social Value	Emotional Value	Epistemic Value	Condition Value
Lutz (1986)	✓	✓	✓		✓			✓		
Ittner & Larcker (1996)	✓	✓	✓		✓			✓		
Gale (1994)	✓	✓	✓		✓			✓		
Raiji & Zainal (2016)	✓							✓		
Lovelock (2004)	✓	✓	✓	✓		✓		✓		
Payne (1993)	✓	✓	✓	✓		✓		✓		
Xia, et al. (2004)	✓	✓	✓	✓		✓		✓		
Jacoby & Olson, 1997)	✓	✓	✓	✓		✓		✓		
Chang & Wildt (1994)	✓	✓	✓	✓	✓	✓	✓	✓		
Nagle & Holden (2002)	✓	✓	✓	✓	✓	✓	✓	✓		
Kung, et al. (2002)	✓	✓	✓	✓	✓	✓	✓	✓		
Etzel, Walker & Stanton (2007)	✓	✓	✓	✓	✓	✓	✓	✓		
Matzler, Würtele & Renzl (2006)	✓	✓		✓		✓	✓			✓
Dodds (1996)	✓	✓		✓		✓	✓			✓
Sweeney & Soutar (2001)	✓	✓		✓	✓	✓	✓		✓	✓
Sheth, Newman and Gross (1991)	✓	✓		✓	✓	✓	✓		✓	✓
Pattporn Wongsuchart (2012)	✓	✓		✓	✓	✓	✓		✓	✓
Thepvisanu Suksamran, 2015)	✓	✓		✓		✓	✓			✓

Factor	Service Quality Value	Emotional response Value	Monetary price Value	Behavioral Price Value	Reputation Value	Functional Value	Social Value	Emotional Value	Epistemic Value	Condition Value
Researcher										
Piyapha Dangde (2014)	✓	✓		✓		✓	✓			✓

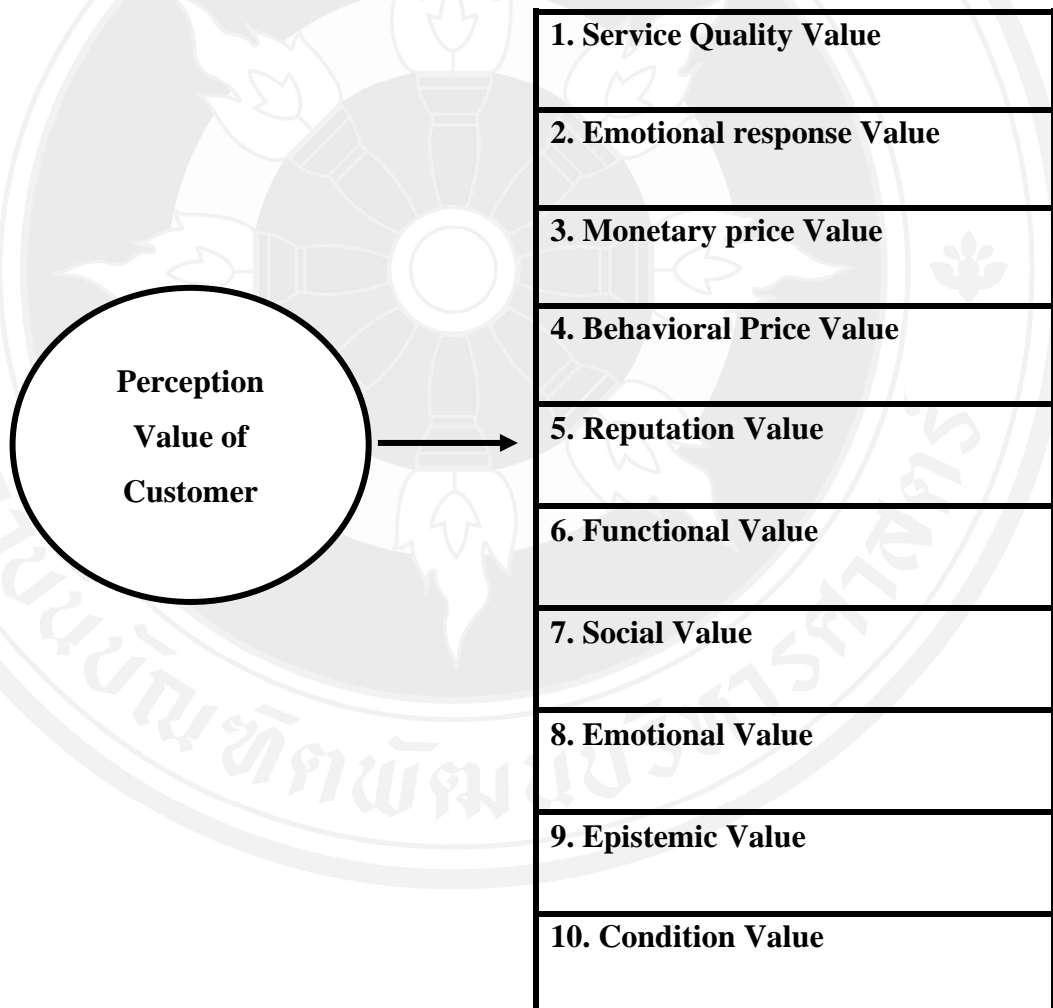


Figure 2.3 Variable and Researcher/Authors in Perception Value of Customer

Table 2.6 Variables and Researcher/Authors in Perception Value of Customer Factor

Variables	Researchers/Authors
1. Service Quality Value	(Thaler (1985); Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Holbrook & Corfman (1985); Carlson, O'Cass & Ahrholdt (2015); Petrick (2002); 2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994). Raiji & Zainal (2016); Lovelock (2004); Payne (1993); Xia, et al. (2004); Jacoby & Olson (1997); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007); Matzler, Würtele & Renzl, (2006); Dodds (1996); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991); Phatthaporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014))
2. Emotional response Value	(Thaler (1985); Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Holbrook & Corfman (1985); Carlson, O'Cass & Ahrholdt (2015); Petrick (2002); 2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham

Variables	Researchers/Authors
3. Monetary price Value	<p>(1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994). Raiji & Zainal (2016); Lovelock (2004); Payne (1993); Xia, et al. (2004); Jacoby & Olson (1997); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007); Matzler, Würtele & Renzl, (2006); Dodds (1996); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991); Phatthaporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014))</p> <p>(Thaler (1985); Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Holbrook & Corfman (1985); Carlson, O’Cass & Ahrholdt (2015); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994); Lovelock (2004); Payne (1993); Xia, et al. (2004); Jacoby & Olson (1997); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007))</p>
4. Behavioral Price Value	<p>(Thaler (1985); Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Holbrook & Corfman (1985); Carlson, O’Cass & Ahrholdt (2015); Petrick (2002); 2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994). Lovelock (2004); Payne (1993); Xia, et al. (2004); Jacoby & Olson (1997); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007); Matzler, Würtele & Renzl, (2006); Dodds (1996); Sweeney & Soutar (2001); Sheth, Newman and</p>

Variables	Researchers/Authors
5. Reputation Value	Gross (1991); Phatthaporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014)) (Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Parasuraman, Berry & Zeitham (1993); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991); Pattporn Wongsuchart (2012))
6. Functional Value	(Thaler (1985); Zeithaml (1988);Hartnett (1998); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); , Walker & Stanton (2007); Matzler, Würtele & Renzl, (2006); Dodds (1996); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991); Pattporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014))
7. Social Value	(Zeithaml (1988); Hartnett (1998); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Chang & Wildt (1994); Nagle & Holden (2002); Kung, et al. (2002); Etzel, Walker & Stanton (2007); Matzler, Würtele & Renzl, (2006); Dodds (1996); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991); Phatthaporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014))
8. Emotional Value	(Thaler (1985); Zeithaml (1988); Sweeney and Soutar

Variables	Researchers/Authors
	(2001); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Lutz (1986); Ittner & Larcker (1996); Gale (1994); Lovelock (2004); Payne (1993); Xia, et al. (2004); Jacoby & Olson (1997); Chang & Wildt (1994))
9. Epistemic Value	(Zeithaml (1988); Hartnett (1998); Petrick (2002); Jin and Yong (2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Sweeney & Soutar (2001); Sheth, Newman and Gross (1991))
10. Condition Value	(Thaler (1985); Zeithaml (1988); Sweeney and Soutar (2001); Hartnett (1998); Holbrook & Corfman (1985); Carlson, O'Cass & Ahrholdt (2015); Petrick (2002); 2005); Smith (1956); Olsen (2002); Bitner & Hubbert (1994); Mattila (2001); Parasuraman, Berry & Zeitham (1993); Matzler, Würtele & Renzl, (2006); Dodds (1996); & Soutar (2001); Sheth, Newman and Gross (1991); Pattporn Wongsuchart (2012); (Thepvisanu Suksamran, 2015); (Piyapha Dangde, 2014))

From the study of concepts and theories about Perceived Value of a small boutique hotel customers in Lanna, a case study of Chiang Mai to analyze and synthesize a study to propose a model of Service Quality of a small boutique hotel in Lanna, a case study of Chiang Mai. It could be concluded that Perceived Value consisted of 10 fundamental elements: 1) Service Quality 2) Emotional response 3) Monetary price 4) Behavioral price and 5) Reputation 6) Functional Value 7) Social Value 8) Emotional Value 9) Epistemic Value 10) Condition Value as follows.

1) Service Quality: it was a factor which reflected the result of the completeness or superiority of the service in customer's point of view because quality

awareness was an important component of customer decision-making. The customer would compare choice of quality with the price to make a decision. Overall quality was an assessment of needs for quality services in accordance with the standards following customer expectations

2) Emotional response: due to the value of emotional response was a factor which affected greatly to make decision for customer receiving services. It was the reason of differentiate of emotional response from satisfaction in that emotional response directly affected purchase of a service and occurred as the first factor driving purchase. While satisfaction affected the user experience and Emotional Response was associated with satisfaction after the administration was completed. This was the reason why the Emotional Response factor was important in the study of user behavior.

3) Monetary price: The price factor was an important factors in this research because price was the main factor for all trading types and always affected the choice of service. The nature of the room price was always changing but from the point of view of the customer, they thought about the monetary benefits which the customer received compared to the service that was worthwhile and suitable for the money. The price was a factor of the marketing mix which created Customer Satisfaction. The customer could assess from the Value and Utility suitable for the price or the paid amount or not. Moreover, the Perceived value in term of price must also be consistent with the value of the service received by the customer.

4) Behavioral price: The Behavioral price value factor was very important for businesses to aware the reason and customer's mind. It was the price that customer had to pay in terms of time which directly affected the feelings and had a very high impact because it could not be compensated by the price. For example, if customer took a long time planning to stay at the hotel, it took time to search for a service, view accommodation reviews and compare before making decision to stay. On the other hand, during customer entered to the hotel and feel that they were not worth it at all. They were not impressed because it was not meet expectations and feel more wasting time than regretting the money paid. This would turn out to be more impact and effected than a monetary sense of worthlessness because it was a sentimental value.

5) Reputation: Since the value factor in reputation was important to customer. It was a factor that affected the decision to use the service because reputation also affected the image of customer especially in recently posting or sharing information was normal for everyone. A hotel's reputation could link to social status, financial status and lifestyle of customers. From the customer point of view, the perception of the level or status of the service depended on image of the hotel or service. Reputation could be performed by measuring consumer's feeling in the value of service.

6) Functional Value: it was an important factor in determining benefits which customer perceived from hotel service. The Perceived Value of use would be an issue which businesses could use to analyze Customer Satisfaction in using the service at that time including something was tangible or intangible. For example, the customer perceived the usability from a unique and functional room decoration. There was a special feeling or was the value from basic services such as in-house utilities and satisfaction arising from the service from employees.

7) Social Value: due to perceive factor in Social Value became today's customers focus and was deciding factor to choose a small Lanna boutique hotel. In addition, in dimensions of marketing behavior's customer in the present, it found that every point of customer's experience always concerned and considered for society around them. Customer took into account the environment, they touched during staying at the hotel. To be praised or accepted by people around you from staying and sharing information via social media both online or offline which the service could show and indicate the social level of the customer and made customers feel valued and had identity. Therefore, Social Value was a factor which should be studied.

8) Emotional Value: it was an important factor which made you know the true needs of customers because receiving services could stimulate customers feeling. This would be a key variable for the customer experience such as during customer interactions with staff or receptionist in front of the hotel. If the customer received good service, it would create a good experience and could make an impression until it became an attachment and developed into loyalty. In the business dimension, they would know that motivated and developed services on the spot. Therefore, Emotional Value was a factor that should be studied.

9) Epistemic Value: It was a factor that distinguished the different value from other education. The Epistemic Value was the value that reflected the difference in service that the factor to make customers had a new experience from receiving services because today's customer behavior had changed and very complicated from the past. Customer always liked to try something new, don't like mediocrity therefore causing a new search and try new service. These studying would made business know what their customers want and what services could be developed to meet their needs and provide a unique experience to their customers.

10) Conditional value: it was a value related to condition in the decision to obtain a service which may be both an opportunity and a barrier of choice. There were elements of other values and differentiate according to characteristics of each customer. Customers always had different conditions which to study of factors would help to discover what condition of the hotel's customers have. In generally, the conditions consisted of: (1) Service usage which based on the money value and the expected service quality. (2) Social (3) Emotional.

Table 2.7 Summary of Elements, Definitions and Indicators of 10 Factors for the Study of Perception Value of Customer

Components	Definition	Indicators/Substance for Measurement
1. Service Quality	Customer judgment about service excellence was a general assessment of a quality service related to meet the standards and expectations of individual customers. The Perceived Value of quality was both emotional, knowledge and understanding of customers to evaluate the	1. Value of Service Quality in a timely manner compared to the cost 2. Value of Service Quality with willingness compared to the cost 3. Value of quality of service properly compared to the cost 4. The value of reliable service quality compared to

Components	Definition	Indicators/Substance for Measurement
2. Emotional response	<p>decision before using the service.</p> <p>The value of emotional response was the feeling affected to service directly and response to the emotion such as impression, satisfaction or peace and excited.</p>	<p>cost.</p> <p>5. The value of quality of service with service standards compared to costs.</p> <p>1. A sense of security when entering the service</p> <p>2. A sense of privacy when using the service</p> <p>3. Feeling of a warm atmosphere when using the service</p> <p>4. A sense of friendliness when using the service</p> <p>5. Feeling of convenience and comfort when using the service</p>
3. Monetary price	<p>It was a price in monetary terms which indicated a relationship between people and service selection. The value would occur both in terms of qualitative and quantitative in the form of customer experience. The price perception evaluation was the different personal behavior of each customer.</p>	<p>1. Reasonable price</p> <p>2. Worth the paid money</p> <p>3. Reasonable price compared services to other types of hotels.</p> <p>4. Various prices to choose</p> <p>5. Acceptable price for customer</p>

Components	Definition	Indicators/Substance for Measurement
4. Behavioral price	<p>The Perception value in term of price would affect the satisfaction.</p> <p>It is the non-monetary price of obtaining a service means time spent on service and efforts to find the service which was a value related to time.</p>	<ol style="list-style-type: none"> 1. Outstanding, unique, worth TO decide to stay. 2. Worth with effort to search. 3. Worth in quality more than the money paid. 4. A good service was worth to come back to use a service again.
5. Reputation	<p>It was a perception which arise from customer receiving and feeling the service in terms of reputation, image, recognition, and status of hotel which reflected the identity, taste and lifestyle of customer.</p>	<ol style="list-style-type: none"> 1. Reputation for its meticulous service 2. Create a good image for customer 3. Outstanding in architecture. 4. Outstanding in the use of local identity in the design. 5. It is a destination for travelers who love photography.
6. Functional Value	<p>The benefits were both tangible and intangible caused by receiving services such as room decoration, utilities within the hotel including</p>	<ol style="list-style-type: none"> 1. Modern room amenities with local identity. 2. Quality and fast service 3. Service with a design could meet the needs of all applications and easy to

Components	Definition	Indicators/Substance for Measurement
7. Social Value	<p>receiving services from employees.</p> <p>It was a type of emotional perceived value. In the dimension of the environment that customers experience at that moment showed how to be praised or accepted by people around them, society through service and made customers feel valued.</p>	<p>use.</p> <ol style="list-style-type: none"> 1. Classy person when receiving services 2. Services could identify your personal. 3. Promote your image. 4. Feeling involved and promote foster employment in local people
8. Emotional Value	<p>Value occurred by receiving services, stimulate customers feeling. This would be a key variable for the customer experience such as during customer interactions with staff.</p>	<ol style="list-style-type: none"> 1. Received attention from the service 2. Feel the simplicity from the service 3. A good experience and feel an impression from received service 4. Feel calm from the service 5. Feel special not like other places from the service
9. Epistemic Value	<p>Value in form of experience gained from receiving a service, seeking or experimenting</p>	<ol style="list-style-type: none"> 1. Service in a place that had a decoration place made exotic feel. 2. Received service in a

Components	Definition	Indicators/Substance for Measurement
10. Condition Value	<p>caused behavioral change from using the same service to choosing a new service that has never been experienced before.</p> <p>The product and service value from facing customer situations consisted of 3 perspectives such as 1. Financial Value 2. Social Value 3. Emotional Value</p>	<p>simple way and feel at ease</p> <p>3. Feel excited, don't like mediocrity and a variety service.</p> <p>4. Feel understand culture after receiving the service</p> <p>5. Exchanging experiences during service</p> <p>1. Service according to the contract</p> <p>2. Service at the specified time</p> <p>3. Service with an efficient system</p> <p>4. Service with flexible terms</p> <p>5. Service with a variety of options</p>

2.3 Concepts and Theories about Customer Satisfaction

2.3.1 Satisfaction Meaning

Kotler and Keller (2012) stated that satisfaction was the satisfaction feeling or disappointment came from the perception outcome of a comparison from using product and service to expectation of the product or service. If the results obtained were not equal to the expected, there would be not satisfaction. In the other hand, if the result obtained was greater than or equal to the expected, it would satisfy with the product or service consistent with Naparat Suejongpru (2001) said that satisfaction could be both a positive feeling and negative feelings. It referred to happiness which had a complex relationship. Satisfaction occurred when there were positive feelings

more than negative ones and satisfaction was still the inner feeling that the individual compares between real events with comments to what one wanted to be, or what was expected or feel that they deserved it. For the result would satisfy or not satisfied, if it was individual judgment such as when students in the university was asked about what they felt satisfied after two years of study. In this case, the students judged the Satisfaction feeling based on the present. The same psychological process which determined satisfaction later after graduation when they passed through the decision-making phase. Therefore, in many businesses, customer satisfaction was the measure success of that business. Customer Satisfaction became an important goal in many organizations as could be seen from the large amount of investment to improve efficiency and enhance Customer Satisfaction. For example, investments to improve Service quality or Customer Service which was possible that customer had a time to judge about they satisfy or not (Li, 2002). Moreover, Lovelock, Patterson, and Walker (1998) defined Customer Satisfaction characteristic from the study that satisfaction was involved and connected with Customer Loyalty and Customer Engagement. Companies whose customer feel very satisfied with their services leads to word-of-mouth advertising. Moreover, customer who were highly satisfied, happy with product and service many times. In the past they were more likely to forgive by believing that failure from the service provided only deviated from the norms set forth from the definitions mentioned above. In conclusion, satisfaction was a positive feeling which came from response needs more than the expected level or higher than expected itself.

Zeithaml (1988) defined satisfaction that it was the transmission of a specific result. It interpreted from the experience of customer feel impress about using product or service as it should be. Cadotte, Woodruff, and Jenkins (1987) defined satisfaction as the emotional response of customer. Adelman and Ahuvia (1995) defined that customer interaction and service providers could make a sense of positive relationship with service provider satisfaction and intention to tell them to consume it again. Hellier (2003) defined satisfaction that as overall satisfaction was expectation of customer in product or service which the level of happiness and overall Customer Satisfaction were a result of the ability to meet the expectations and needs of the customer.

Olsen and Johnson (2003) defined satisfaction as it was an evaluation based on consumer experience and reactions to the purchase product or using service. Therefore, from all the above meanings, it could be concluded that Satisfaction was a person's positive feelings, preferences, comforts, and satisfaction with the environment in various fields or was the feeling that satisfaction to something created preference, comfort, and was a feeling of fulfillment. Heskett, Jones, Loveman, Sasser, and Schlesinger (1994) argued that satisfaction was a process or result of the correct action at the first time. When the action was correct, the customer would feel satisfied and affected to the spread of the received experience also known as positive word-of-mouth. Hart (1999) suggested that when customer was satisfied with product or service at first time, it would affect to return using the service. Bitner, Booms, and Tetreault (1990) Customer Satisfaction with services was often influenced from customer interactions and contact employee. Employees would have negative interaction behaviors or positive. It would affect to Customer Satisfaction. Kumar, Pozza, and Ganesh (2013) studied about the relationship between satisfaction, loyalty and repeat consumption. The research result showed that Satisfaction influenced to re-consumption. Jung and Yoon (2012) studied individuals looking for a variety restaurant affecting satisfaction and participation in making decisions to repurchase. The research result showed that satisfaction influenced to repurchase. Tuu and Olsen (2010) studied the relationship between satisfaction, repeat consumption and loyalty. The research result showed that satisfaction influences repeat consumption.

Hornby (2000) Referred about satisfaction that the good feeling when accomplishing or receiving what was desired to make a satisfaction feeling. Kotler and Armstrong (2012) told that Customer Satisfaction based on customer's expectation of the product. If product was lower quality than customer expected. It would make customers dissatisfied. If the product quality met the customer's expectations, it would bring the Customer Satisfaction. If the product had high quality exceeds the customer's expectations, it would lead to high customer satisfaction or make the customer happy.

Warin Sinsuk and Wanthip Sinsuk (1998) said that satisfaction was ability of a product or service to satisfy a customer after using the product or service. Customer Satisfaction depended on whether customer achieved the goals with the product or

service. Siriwan Sereerat et al. (2003, pp. 44-48) compiled the definition of Customer Satisfaction was the customer feeling level which resulted from comparisons between benefits of product features or functionality with expectations of the person, a person's expectations from difference between product's benefits and personal expectations, a person's expectation from difference between benefits and past feelings of buyers, marketers and other related parties must try to satisfy customers by trying to create value (Value Added). To create value from Manufacturing, Marketing including Working together with various departments based on the principle of creating Total Quality and Competitive differentiation.

According to Lien et al. (2017), Customer Satisfaction was as soon as a customer found that a web chat service was actually working beyond their expectations. Customer satisfaction was the feeling level compared between Perceived Service and expected of that person which customer could feel in the satisfaction level, consisted of 1) If the perceived performance was lower than expected, it would feel dissatisfied 2) If the perceived performance was equal to the expectation, it would be satisfied 3) If the perceived performance was much higher than expected it would be highly satisfaction. (Lien et al., 2017). Kalra et al. (2016) stated that Customer Satisfaction was something customers feel after purchasing a product and compare expectation with product quality. If the results obtained were lower than expected, they would not be satisfied. And if the results obtained match the expectations, they would be satisfied. If the result obtained is higher than expected, it would make an impression. Concepts and theories of Chen and Lin (2015) studied the customer experience and Perceive Value of sustainable relationship found that Customer Satisfaction to web blog users had a positive influence on quality. The relationship between customer and organization made customer had sustainable relationship with the organization. Lien et al. (2017) studied an importance of Service Satisfaction. It found that Customer Satisfaction and Job Satisfaction of service workers had an important to improve Service Quality and service operations to be successful, create and maintain relationship quality and feel good. Kalra et al. (2016) studied the service satisfaction indicators found that customer would satisfy when the needs are met. If it got a lot of response, it would cause of Loyalty and word-of-mouth communication. Farooq et al.

(2018) studied on Customer Satisfaction, assessed by quality. Employee service found that if the customer satisfied, it would lead to engagement or word of mouth to the customer.

Sirikanya Phatthanaputhong (2003, pp. 9-10) said that Service Satisfaction was an important to operate efficiently with the following general characteristics:

1) Satisfaction in expressing emotions and a person's positive feelings in which a person needed to interact with surrounding environment, meeting personal needs, Interacting with other people and things in everyday life. This allowed each individual to have experience, learn and receive different rewards. In the same service situation, individuals perceived things about the service regardless of service type or service quality, which the experience gained from using the services. If it met the needs of customer, it would make a good feeling and satisfied with the service received.

2) Satisfaction arise from evaluating the difference between something expected and something actually received in one situation and in the situation before customer receive the service. There were usually 12 service standards in mind. This could be a values or attitudes reference based on service experience. The original service had been used telling from others to acknowledge information from various places. The commitment of service providers was a fundamental factor that customer used to compare received services in the service lifecycle. Throughout the time facing the truth what the customer knew about the service before using the service or the expectation should be influencing the time of facing the truth or meet between service providers and customers. Because of the customer would compare what was actually received in the process with what to expect. If what was received same as expected, this was considered a valid confirmation of existing expectations. The customer would be satisfied with the service. In the other hand, if it did not meet the expectations may be higher or lower, this was an erroneous confirmation of that hope. However, the difference occurred, it would point out the satisfaction or dissatisfaction level was more or less. If the confirmation deviated in a positive way, it would show satisfaction. If it went negative, it would show dissatisfaction.

3) Satisfaction could change at any time depending on environmental factors the situation occurred. Satisfaction was a feeling of liking something could

vary depending on the related factors involved in it with expectations of the individual in each situation. At that time when a person may be dissatisfied with something because they were not as expected. But at other times, if expectations were met correctly, a person would instantly change his or her previous feelings immediately even if it was the opposite feeling. In addition, satisfaction was a feeling that could be expressed to a greater extent depend on the difference in assessment of what was actually received and what was expected. Most of the customers would spend a standard time in comparison of expectations from different services.

Apichart Chotibuncha (2007) said that satisfaction was the feeling of customer. Service to service location based on the experience gained from entering the service facility. Psychologically, satisfaction defined as a state of positive or negative emotion. The intensity of an emotion, whether positive or negative, usually depended on the following: 1) An arousing situation. If the situation was good for a person, it would make a good mood. 2) A person's condition. if a person was a state of equilibrium with physical and mental readiness, there would be a good mood. 3) Attitude. If a person had a tendency to dislike something before, it would cause a bad mood to that thing. But on the other hand, if the person had a positive emotion such as liking something, there would be a good attitude for that also. Therefore, so Satisfaction means satisfaction and goof feeling about what is received according to their own wishes or goals.

2.3.2 Related to Satisfaction Theories

Ukkrit Songchaisanguan (2000) compiled 4 concept groups about Motivational Satisfaction as follows:

1) Maslow's Hierarchy of Needs Theory said that human needs since basic human needs were what made them survive or live until that peak was hopeful success in life. Human needs would increase when the different levels of human needs were met (Maslow, 1943).

2) HerzBerg Theory of Motivation stated that there were two incentive types which lead to satisfaction or dissatisfaction: 1. Motivational component. It was related directly to work and satisfying, consisting of: achievement at work, recognition, job description, responsibility, advancement and 2) Driving element was

what prevents to create dissatisfaction with the work including salary, opportunities for advancement, relationship with colleagues, job status, policies and administration, working conditions, personal life and job governance (Herzberg, Mausner, & Snyderman).

3) McClelland's Theory of Motivation (1985) divided three human needs: (1) Needs for success (2) Needs for affection, and (3) Need for power. People would find success or satisfaction when they find and work with their own needs.

4) Vroom's Theory of Motivation (1964) states that what produces satisfaction was benefits. That was a person chooses the best benefit or the best reward for themselves. The best returns result was high satisfaction and high performance also.

2.3.3 Affecting Satisfaction Factors

Customer Satisfaction was often the subject of a long-standing study (Choi & Chu, 2001). Engel et al. (1995) defined Customer Satisfaction as: Satisfaction was the evaluating result from relationship between pre-purchase and post-purchase expectations. In the same direction of Choi and Chu (2001) said that it was feeling assessment of received experience when compared to expectations before using the product. In addition to, Anton (1996) added that when customers found that needs and expectations were less than what the customer receives. It would lead to repeat purchases and be loyalty. While in service business, Engel et al. (1995) argued that service behavior and satisfaction levels depended on more or less internal and external factors. Internal factors derived from past experiences of customers and personality. While external factors derived from service of service place which the Service Quality was the main factor contributing to good satisfaction (Parasuraman & Berry, 1991). In addition, Lewis (1987) described in detail of satisfaction which would be similar to other research but explain in detail by expanding on the service business more by describing a product in a service business such as in a restaurant business, the product referred to food and drink. In context of a hotel, the product was a hotel room. Business operator delivered the hotel's interior environment, decoration and ease of travel to the customer.

Anek Sawanbundit and Passakorn Adulpatanakit (2005) stated that affecting satisfaction factor which a person who received the service will feel good or bad depended on the service received in 6 factors.

1) Products Services: customer would satisfy when service products must have quality and meet the needs. Then service provider must show sincerity and pay attention to customer to get a good satisfaction. The service price must be suitable for good service and make customer felt willing to pay with this price.

2) Location Services: Every customer would look for more convenient place to easily accessible such as a spacious place with enough parking, able to travel by public transport easily and had facilities such as free Wi-Fi.

3) Promotion and Introduction of services: Service provider must provide positive information to customer such as a good image of service or quality service for customer to make a decision.

4) Service providers were most important to make customer satisfied such as attention to behavior. These would determine the Customer Satisfaction.

5) Service environment: The service place had to be beautiful, convenient, clean and beautifully decorated causing customer want to use the service.

6) Service process: Customer need good service. Therefore, service providers must have a good management process to meet the quality expectations of customer. Then service providers able to apply various technologies to assist in the process.

Aday and Andersen (1974) discussed in six basic theories about Customer Satisfaction from received service and measure how good or efficient the service to make customer satisfied, there are 6 field as follows:

1) Satisfaction with the convenience which received when using service such as the customer spends time waiting for the service at the service location. Getting service when customers had needs for something and the convenience that customers received from a service place when customers come to use the service.

2) Satisfaction with the communication or coordination of service providers such as customers could request services according to their needs. Service

providers interested and pay attention to customers when they come to use the service. Service providers had to follow-up after the customer received the service.

3) Satisfaction with the information that customers received from using the service

4) Satisfaction with behavior and expressions of service providers when customers came to use service such as good-natured, beaming, speak politely, tons of concern for customers etc.

5) Satisfaction with the Service Quality expected by the customer before using the service.

6) Satisfaction with the price of various expenses when the customer had to pay whether it was appropriate or not for Service Quality and whether price was acceptable or not.

As the study of Panudet Piansuk et al. (2015), it was concluded that Factors affecting service satisfaction referred to incentives used as a tool to motivate individuals to increase satisfaction and create positive feelings. It was found that factors affecting service satisfaction There were 6 factors in following: 1) Personality of staff 2) Service system 3) Environment 4) Service quality 5) Service duration 6) Ease of service

Siriwan Sereerat et al. (1998) described Kotler's concept (1997) as the feeling after using the service was a comparison of how efficient the service was. If the result met the customer's needs, it would make satisfaction. But if the result was ineffective or did not meet the needs of customer, it would not satisfy itself. Beer (1964) said that a human's attitude towards something was either satisfaction or dissatisfaction.

1) V = Valance is satisfaction.

2) I = Instrumentality is the medium that leads to satisfaction.

3) E = Expectancy is the expectation of individual in each individual has expectations.

Many things to meet that expectation, if the person received a response, it would create satisfaction. When it did satisfaction, it would increase the higher and higher expectation. The equation result was satisfaction result + anticipation = motivation. From the above equation, it could be concluded that a person's motivation to do something. For example, if a person had expected expectations, have a good attitude

towards the organization and receive good compensation, motivation would make that person feeling of satisfaction. On the other hand, a person had a negative attitude and doesn't receive the expected rewards, that motivation could lead to dissatisfaction.

Sirikanya Phatthanaputhong (2003, pp. 9-10) said that Service Satisfaction was an important to operate efficiently with the following general characteristics:

1) Satisfaction in expressing emotions and a person's positive feelings in which a person needed to interact with surrounding environment, meeting personal needs, Interacting with other people and things in everyday life. This allowed each individual to have experience, learn and receive different rewards. In the same service situation, individuals perceived things about the service regardless of service type or service quality, which the experience gained from using the services. If it met the needs of customer, it would make a good feeling and satisfied with the service received.

2) Satisfaction arise from evaluating the difference between something expected and something actually received in one situation and in the situation before customer receive the service. There were usually 12 service standards in mind. This could be a values or attitudes reference based on service experience. The original service had been used telling from others to acknowledge information from various places. The commitment of service providers was a fundamental factor that customer used to compare received services in the service lifecycle. Throughout the time facing the truth what the customer knew about the service before using the service or the expectation should be influencing the time of facing the truth or meet between service providers and customers. Because of the customer would compare what was actually received in the process with what to expect. If what was received same as expected, this was considered a valid confirmation of existing expectations. The customer would be satisfied with the service. In the other hand, if it did not meet the expectations may be higher or lower, this was an erroneous confirmation of that hope. However, the difference occurred, it would point out the satisfaction or dissatisfaction level was more or less. If the confirmation deviated in a positive way, it would show satisfaction. If it went negative, it would show dissatisfaction.

3) Satisfaction could change at any time depending on environmental factors the situation occurred. Satisfaction was a feeling of liking something could

vary depending on the related factors involved in it with expectations of the individual in each situation. At that time when a person may be dissatisfied with something because they were not as expected. But at other times, if expectations were met correctly, a person would instantly change his or her previous feelings immediately even if it was the opposite feeling. In addition, satisfaction was a feeling that could be expressed to a greater extent depend on the difference in assessment of what was actually received and what was expected. Most of the customers would spend a standard time in comparison of expectations from different services.

Apichart Chotibuncha (2007) stated that satisfaction was the feeling of a person receiving service in a service facility based on the experience gained from contacting for services in that service facility. Mentioned about psychology that satisfaction was positive emotions or negative of the emotion intensity whether positive or negative, usually depended on the following:

- 1) An erotic situation when the situation was good for the person, it would cause that person to be in a good mood.
- 2) Condition of the person when the person was in a state of equilibrium, they were physically ready and mind would be emotionally in a good way.
- 3) Attitude when a person had a tendency to dislike something before, it would cause a bad mood. On the other hand, if the person had a positive emotion such as satisfy or liking something, there would be a positive attitude towards that as well.

From the study of service satisfaction, it was found that affecting satisfaction factors could be divided into 2 aspects: internal factors arising from service providers such as Service staff, Communication or coordination of service providers, Information which customers received from using the service. Product, Price, Place, Promotion, Process, Behavior and Expression, Physical Evidence and external factors arising from the service recipients were Service Quality of expectation (Aday & Andersen, 1974); Engel et al., 1995; Choi and Chu, 2001; Mattsson, 1992; Matsuoka, et al., 2017; Gera, Mittal, Batra, & Prasad, 2017; Raji & Zainal, 2017; Buchanan, Simmons, & Bickart, 1999; Sweeney & Soutar, 2001; Tough, Brinkhof, Siegrist, & Fekete, 2018; Panudet Piansuk et al., 2015; Anek Sawanbundit & Passakorn

Adulpatanakit, 2005; Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014); Sunisa Phensub & Natsinee Songchan, 2017; Saksayan Yaisamsen & Prateep Phuetthonglang, 2020; Rachanon Thaveephon & Teerawat Chantuk, 2017; Sansanee Seepimkhad, 2013); Thanasit Suksut, 2012; Naret Hanpitakkun, 2009; Atthiya Tangkosakul, 2011, Natnicha Husaini, 2018)



Table 2.8 Table of Satisfaction Variables Factors

Factor											
Researcher	Product	Price	Place	Promotion	Process	Physical Evidence	Information	Communication or coordination	Behavior and Expression	Service Quality of expected	Service staff
Aday and Andersen (1974)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Engel et al. (1995)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Choi and Chu (2001)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Mattsson (1992)	✓	✓	✓	✓	✓	✓			✓	✓	✓
Matsuoka, et al. (2017)	✓	✓								✓	
Gera, Mittal, Batra & Prasad (2017)	✓	✓								✓	
Raji & Zainal (2017)	✓	✓								✓	
Buchanan, Simmons & Bickart (1999)	✓	✓								✓	
Sweeney & Soutar (2001)		✓						✓		✓	✓
Tough, Brinkhof, Siegrist & Fekete, (2018)					✓			✓		✓	✓
Panudet Piansuk et al. (2015)	✓	✓		✓		✓				✓	

Factor	Researcher										
	Product	Price	Place	Promotion	Process	Physical Evidence	Information	Communication or coordination	Behavior and Expression	Service Quality of expected	Service staff
Anek Sawanbundit and Passakorn Adulpatanakit (2005)	✓		✓	✓		✓			✓	✓	✓
Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014)	✓			✓	✓		✓				
Sunisa Phensub and Natsinee Songchan (2017)			✓		✓			✓	✓	✓	✓
Saksayan Yaisamsen and Prateep Phuetthonglang (2020)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rachanon Thaveephon and Teerawat Chantuk (2017)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sansanee Seepimkhad (2013)	✓		✓	✓				✓	✓	✓	✓
Thanasit Suksut (2012)	✓		✓		✓	✓	✓	✓	✓	✓	✓

Factor	Researcher										
	Product	Price	Place	Promotion	Process	Physical Evidence	Information	Communication or coordination	Behavior and Expression	Service Quality of expected	Service staff
Naret Hanpitakkul (2009)	✓	✓	✓	✓	✓	✓	✓	✓			
Aphithiya Tangkosakul (2011)		✓			✓			✓	✓		✓
Natnicha Husaini (2018)	✓	✓	✓		✓			✓	✓	✓	✓
Pinyada Kaewwan (2018)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Product

Price

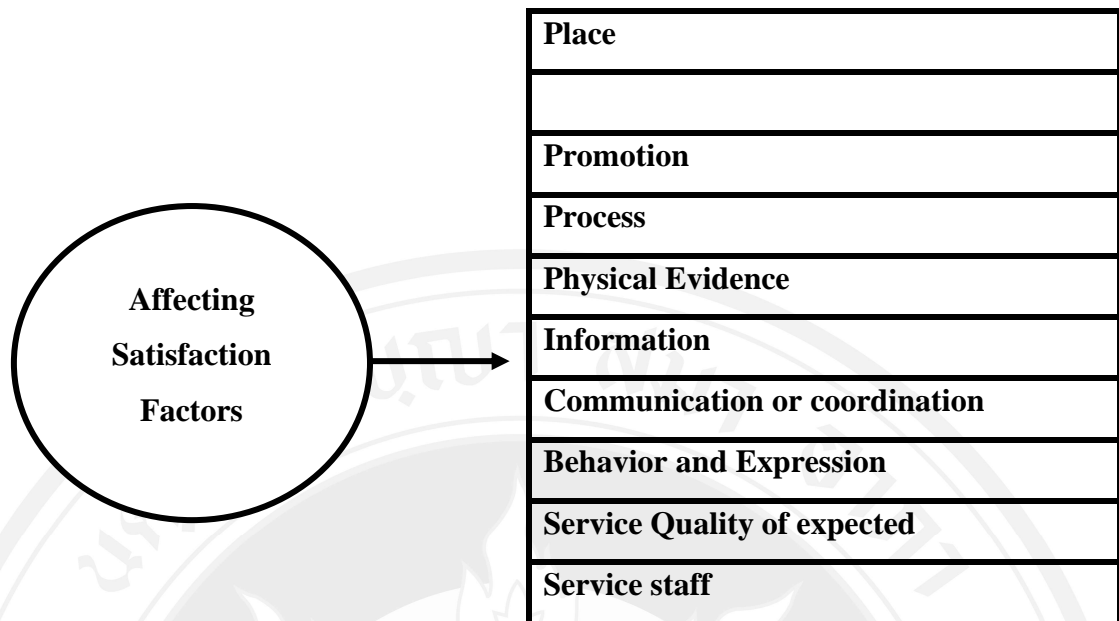


Figure 2.4 Affecting Satisfaction Factors

Table 2.9 Variables and Researcher/Authors in Affecting Satisfaction Factors

Variables	Researchers/Authors
1. Product	(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Matsuoka, et al. (2017); Gera, Mittal, Batra & Prasad (2017); Raji & Zainal (2017); Buchanan, Simmons & Bickart (1999); Panudet Piansuk and colleagues (2015); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014); Saksayan Yaisamsen and Prateep Phuethonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Thanasit Suksut (2012); Naret Hanpitakkun (2009); Natnicha Housaini (2018), Pinyada Kaewwan (2018))
2. Price	(Aday and Andersen (1974); Engel et al. (1995); Choi and

Variables	Researchers/Authors
3. Place	<p>Chu (2001); Mattsson (1992); Matsuoka, et al. (2017); Gera, Mittal, Batra & Prasad (2017); Raji & Zainal (2017); Buchanan, Simmons & Bickart (1999); Sweeney & Soutar (2001); Panudet Piansuk and colleagues (2015); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Naret Hanpitakkun (2009); Atthiya Tangkosakul (2011), Natnicha Husaini (2018), Pinyada Kaewwan (2018))</p> <p>(Aday and Andersen (1974); Engel et al. (1995); Choi and Chu (2001); Mattsson (1992); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Thanasit Suksut (2012); Naret Hanpitakkun (2009); Natnicha Housaini (2018), Pinyada Kaewwan (2018))</p>
4. Promotion	<p>(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Panudet Piansuk and colleagues (2015); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Naret Hanpitakkul (2009), Pinyada Kaewwan (2018)))</p>
5. Process	<p>(Mattsson (1992); Tough, Brinkhof, Siegrist & Fekete, (2018); Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014); Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and</p>

Variables	Researchers/Authors
6. Physical Evidence	<p>Teerawat Chantuk (2017); Thanasit Suksut (2012); Naret Hanpitakkun (2009); Atthiya Tangkosakul (2011), Natnicha Husaini (2018), Pinyada Kaewwan (2018))</p> <p>(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Panudet Piansuk and colleagues (2015); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Thanasit Suksut (2012); Naret Hanpitakkul (2009), Pinyada Kaewwan (2018))</p>
7. Information	<p>(Aday and Andersen (1974); Engel et al. (1995); Choi and Chu (2001); Walailak Rattanawong, Natthida Suwanno, & Teerasak Jindath (2014); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Thanasit Suksut (2012); Naret Hanpitakkul (2009), Pinyada Kaewwan (2018))</p>
8. Communication or Coordination	<p>(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Sweeney & Soutar (2001); Tough, Brinkhof, Siegrist & Fekete, (2018) ; Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Thanasit Suksut (2012); Naret Hanpitakkun (2009); Atthiya Tangkosakul (2011), Natnicha Husaini (2018)</p>
9. Behavior and Expression	<p>(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013);</p>

Variables	Researchers/Authors
10. Service Quality of expected	Thanasit Suksut (2012); Atthiya Tangkosakul (2011), Natnicha Husaini (2018), Pinyada Kaewwan (2018))) (Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Matsuoka, et al. (2017); Gera, Mittal, Batra & Prasad (2017); Raji & Zainal (2017); Buchanan, Simmons & Bickart (1999); Sweeney & Soutar (2001); Tough, Brinkhof, Siegrist & Fekete, (2018) ; Panudet Piansuk and colleagues (2015); Anek Sawanbundit and Passakorn Adulpatanakit (2005); Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Thanasit Suksut (2012); Natnicha Housaini (2018), Pinyada Kaewwan (2018)))
11. Service staff	(Aday and Andersen (1974); Engel et al. (1995) ; Choi and Chu (2001); Mattsson (1992); Sweeney & Soutar (2001); Tough, Brinkhof, Siegrist & Fekete, (2018) ; Anek Sawanbundit and Passakorn Adulpatanakit (2005); Sunisa Phensub and Natsinee Songchan (2017); Saksayan Yaisamsen and Prateep Phuetthonglang (2020); Rachanon Thaveephon and Teerawat Chantuk (2017); Sansanee Seepimkhad (2013); Thanasit Suksut (2012); Atthiya Tangkosakul (2011), Natnicha Husaini (2018), Pinyada Kaewwan (2018)))

From the study of concepts and theories related to Customer Satisfaction, analyze and synthesize the study to propose a model of Service Quality of a small boutique hotel in Lanna, a case study of Chiang Mai. It could be concluded that Customer Satisfaction consisted of 10 basic elements, which were 1) Product 2) Price 3) Place 4) Promotion 5) Process 6) Physical Evidence 7) Information 8)

Communication or coordination 9) Behavior and Expression 10) Service Quality of expected, summarized as follows:

1) Product was an important fundamental factor in measuring the Customer Satisfaction because it was a key component of hotel business. For hotel business, it means Product Service which product means accommodation rooms, conference rooms, fitness centers, spas and other hotel facilities. All hotel areas could generate revenue for the hotel and every area could create satisfaction for customers. In terms of business, it could measure Customer Satisfaction from using the product service. Service referred to the service form in each department and each hotel part. The reason why the service must be coupled with the product because if there was a good product but the service was not well, it's hard to be successful in a service business where customer satisfaction was set. It was important to manage in conjunction with the product. It was a service design in order to create satisfaction for customers. Therefore, it was an important factor in this study.

2) Price was another fundamental important factor in the 7Ps marketing mix which service businesses bring to measure satisfaction or determine customer purchasing decisions. It was also involved in Product Value in terms of monastery which customer would compare between service value with price. That was why it was necessary to study the cost factor.

3) Place or channel for offering services was another important fundamental factor which was in the 7Ps marketing mix. For most hotel businesses, there were two distribution channels which were online channels that were popular today through online intermediaries such as OTA (Online Travel Agencies) or sales via Facebook Page, IG and Line OA of the hotel. Another channel was offline channels. Therefore, it was necessary to study the Place factor or channels to offer services which reflect to "guest behavior" that most of the distribution channels were used. Then this information would help to know the needs of customers in order to meet the needs of guests exactly and to create a database for further development of other services in the future.

4) Promotion was another important fundamental factor in the 7Ps marketing mix for hotel business. Which was used as a strategy to increase sales and increase opportunity to reach the customers as well. In addition, Promotion was also a

communication channel for all services which would make customers know the hotel better. Therefore, it was important to study Promotion factor.

5) Process was a step and all steps in the creation of that service. It also included operational processes to focus on providing solutions to customer problems. Inconveniences during the stay, the hotel had to correct as quickly as possible and it was measurable that the waiting time would be resolved. Therefore, it was an important factor to study Customer Satisfaction in order to know the Customer Satisfaction processes well or any processes should be improved to create satisfaction with the service. It must be clearly defined procedures and took into account the negative effects which would affect the guests.

6) Physical Evidence was to present of physical external characteristics. It was an important fundamental factor for the hotel business. For the physicality of the hotel staff, in addition to the staff's uniform, service, equipment and facilities could feel and touch. Another factor which needed to be considered was the presentation of trust evidence in the service which must be touched and felt for guests to build trust with them. Because the hotel business had both tangible products and services which rely on a shared process between guests and service providers. Therefore, it was an important factor in considering this study.

7) Information was to provide necessary and relevant information as well as exchanging information with customers who receive services. Information was a necessary in today's era. News could also help customers to gain more confidence in service. The main focus was accurate, adequate, current and useful communication and substances. The information which customers received from using the service, if it was useful, it would affect customer satisfaction. That's why it's important to study.

8) Communication or coordination was a fundamental necessary in today's information. Including an era of changes rapidly both situations and information related to services which the communication and coordination was an important process and able affecting Customer Satisfaction. Communication was to provide information to customers. It also collected various information related to the guests. Coordination was to request for details and provide information to guests for better understanding and having the same understanding, coordination, facilitation

and follow up with guests throughout their stay. For this reason, it was an important factor in considering this study.

9) Behavior and Expression were all personnel who made the result in the service as intended. Personnel or employees were an important factor for a hotel business because they were the closest people to customers and stayed in every service process. Therefore, it was an important factor that should be studied in terms of satisfaction. The Behavior and Expression of the customer directly affected satisfaction and was a difficult factor to maintain standards. As personnel were thoughtful and sensitive, thus making it was difficult to control although most of the hotel staff both the management and operational levels were trained before and during starting in order to maintain good service standards. Therefore, every employee's work procedure should be based on standards. This corporate culture must also be created. Therefore, all employees would aware of their duties and responsibilities to their guests and continue to serve their guests under the same standards. Therefore, it was an important factor in considering this study.

10) Service Quality of expected before using the service and lead to a comparison between before and after using the service. It was a comparison of how efficient the service was. If the result met the customer's needs, it would lead to satisfaction. But if the result was not effective or does not meet the needs of the customer, it would cause dissatisfaction. Therefore, in order to know the Service Quality which customers expect and it was beneficial to meet expectations of customers to the point. Therefore, it was an important factor in considering this study.

Table 2.10 Summary of Elements, Definitions and Indicators of 10 Factors for the Study of Affecting Satiestification

Components	Definition	Indicators/Substance for measurement
1. Product	<p>Able to meet customer needs and wants which were service gave to customer and customer gained the benefits and values. There were 2 filed which consisted of tangible and intangible product service had to have quality and meet the customer needs such as accommodation rooms, conference rooms, fitness centers, spas and other hotel facilities.</p>	<ol style="list-style-type: none"> 1. Complete room amenities 2. Number of rooms available 3. Cleanliness of the room 4. Room size 5. Variety of rooms and facilities
2. Price	<p>Product Value in terms of monastery which customer would compare between service value with price. Service price should suitable clearly with service level and easy to classify different service levels.</p>	<ol style="list-style-type: none"> 1. Overall cost 2. Cost compared to the Service Quality received 3. Variety of price levels
3. Place	<p>It was an activity related to the environmental atmosphere in offering services to customers. This affected the customer's perception of the value and benefits of the services offered which must be considered in terms of Location and</p>	<ol style="list-style-type: none"> 1. Beautiful exterior design 2. Comfortable with interior of the room 3. Inside the room with modern technology 4. Interior inside the room 5. The whole environment

Components	Definition	Indicators/Substance for measurement
4. Promotion	<p>Channels. The ability to access the location was the most convenient and easily accessible such as a spacious place with enough parking, can travel by public transport, easily accessible, had a spacious place and had many facilities.</p> <p>It was one of the important tools in communicating with customer with the objective of informing or influencing of attitudes and behaviors. The use of services and was the important key of marketing relationship. The service must provide positive information to customer such as a good image of the service or Service Quality to customer to make a decision.</p>	<ol style="list-style-type: none"> 1. Clear and complete room service introduction 2. Introduction of other services 3. Introduction of travel services 4. Introduction about tourist attractions
5. Process	<p>It is an activity related to methodology and practice in service field to present for customer in order to provide service accurately and quickly and made customer impressed. Customer need good service</p>	<ol style="list-style-type: none"> 1. The booking process used modern technology 2. Welcome process 3. Payment process 4. Check-in and Check-out Service process 5. Inquiry service process

Components	Definition	Indicators/Substance for measurement
6. Physical Evidence	<p>only. Therefore, service providers must have a good management process to meet the expectations of customer in Service Quality and able to apply various technologies to assist in the process and gained convenience from using the service</p> <p>To create and present of physical external characteristics to the customer by trying to build overall quality both physically and service form to create value for customers. Whether it's in terms of clean dress, gentle negotiation and fast service or other benefits which customer should receive. The property had to be beautiful, convenient, clean, and beautifully decorated causing the service recipient want to use the service.</p>	<ol style="list-style-type: none"> 1. Convenient design environment 2. Service environment 3. Clean environment 4. Staff uniform 5. Overall environment
7. Information	<p>Customer received information from using the service to make Customers Satisfaction which</p>	<ol style="list-style-type: none"> 1. Convenience in receiving information 2. Benefits in receiving information

Components	Definition	Indicators/Substance for measurement
8 Communication or coordination	<p>information refer to detail direct or indirect to the service. The main focus was accurate, adequate, current and useful information.</p> <p>A process of activities between service providers and customer took into account the accuracy and benefits resulting from communication or coordination. Customers could request services according to their needs. Service providers pay attention to customers when they come to use the service. Then follow-up after the customer receives the service which affects overall service satisfaction.</p>	<p>3. Accuracy in receiving information</p> <p>4. Up-to-date in receiving information</p> <p>5. Channels for accessing information</p> <p>1. Accuracy information</p> <p>2. Completeness and clarity information</p> <p>3. Have communication channel or coordination of service providers</p> <p>4. Follow-up after gained information</p>
9. Behavior and Expression	<p>Behavior and Expression of service provider when customer used service such as good-natured, beaming, speak politely, tons of concern for customers etc. which required selection, training, and motivation for staffs in order to</p>	<p>1. Behavior and Expression of the booking service provider.</p> <p>2. Behavior and expressions of the registration service provider.</p> <p>3. Service provider was</p>

Components	Definition	Indicators/Substance for measurement
10. Service Quality of expected	<p>able to create Customer Satisfaction were different than competitors. It would have the relationship between service provider customer of the organization. Service provider or staff have to have an attitude which could respond customer, initiative and ability to collect the problem and create values for the organization.</p> <p>Service Quality of expected before using the service and lead to a comparison between before and after using the service.</p>	<p>polite, friendly and good-natured.</p> <p>4. Service provider with expertise, accuracy, clear and completeness.</p> <p>5. Overall Behavior and Expressions of service provider.</p> <p>1. Service Quality compared to expectations before the stay.</p> <p>2. Service Quality after stay</p> <p>3. Service Quality compared to price</p> <p>4. Service Quality compared to other hotel types</p> <p>5. The overall expected Service Quality</p>

2.4 Concepts and Theories about Behavioral Intention

2.4.1 Definition of Consumer Behavior

Consumer behavior referred to the activities that a person performed upon receiving when consuming and shopping for goods and services. Belch and Belch

(1990) and Blackwell et al. (2001) Consumer behavior referred to the behavior which consumers express whether they were seeking. The purchase, use, evaluation or consumption of a product or service which the consumer expected to be able to satisfy their needs. It was a study of consumer decision-making in using all available resources such as money, time and purchasing power for consumption and services including what to buy, why to buy, when to buy, where and how often.

Schiffman and Kanuk (1997) Consumer behavior referred to the behavior of individuals related to the purchase and use of products and services through an exchange in which a person had to make a decision before and after the act. The consumer person was a person who had the right to acquire and use the products which had been offered for sale by the marketing institute.

Supon Sereerat (1997) Consumer behavior means to study in processes in which individuals or groups were involved in the selection, purchase, use, consumption of products, services, ideas or experiences to satisfy their needs and desires.

Darati Papal (1999) said that males and females differ greatly about ideas, values and attitudes because of the culture and society determined its roles and activities of bisexual people.

Siriwan Sereerat et al. (1997) said that different ages effected to different choice of products. Paramasavedin (1990) said that the study was a factor to make people have different thoughts, values, attitudes and behaviors and were consistent with the ideas of Siriwan Sereerat et al. (1997) said that Education of higher education tend to consume products of more good quality.

Kotler (2000) said that Occupation of the individual would lead to different needs for products and services. For other factors, Siriwan Sereerat et al. (1997) said that Economic Circumstances or Income, the Economic Circumstances of a person would affect the products and services that consumers decide to buy consisted of income and purchasing decision power.

Changing Customer Behavior

Over the years, Megatrend in demographic and social had often spoken the expansion of growing middle class, particularly in emerging economies. This would drive the demand for tourism in the future. However, the COVID-19 epidemic had

severely affected the middle class with rising unemployment and falling incomes (Sourced by World Bank). It made the driving force of tourism demand had changed completely. Originally, it was viewed from a “Broad-based approach” to a “Targeted approach” depending on the needs and behaviors of tourists in each Generation as follows:

1) Gen Y and Gen Z were modern groups. Therefore, technology is used to create convenience in tourism and loves adventure and has the purpose of exploring experiences. They often travel alone, in pairs, or in small groups. Despite some fear of the epidemic, they were ready to set off again. However, these tourists had limited budgets and short rest days.

2) The Gen X group focused on tourism which created impressive experiences, travel with family, sports tourism or business trip. After the COVID-19 outbreak, Gen X groups would be more cautious in their spending due to the economic impact. In addition, Gen X groups were more likely to have families and had to take care the elderly. Therefore, they were more concerned about travel than Gen Z and Gen Y. Travel spending was less budgetary, often travel during long weekends and not very long distances.

3) Baby-boomers and Silver hair bundles before the COVID-19 epidemic, the group expected to have potential in tourism spending. Due to high purchasing power and no restrictions on travel time but after the epidemic, they were especially worried about traveling. This is because empirical data suggested that elder were more likely to have side effects from severe infection more than other populations. This could lead to serious and life-threatening illnesses. Hotel operators therefore need to come up with strategies which help to build their confidence especially in terms of cleanliness.

For examples of the use of technology to change the hotel business model were as follows:

1) Robotics and Artificial Intelligence such as robots in the reception, check-in to the accommodation room, provide tourist information that can automatically process language translations, luggage delivery, room service, cleaning germs by UV systems, security etc. While artificial intelligence innovations able to

communicate with humans like real humans. They could also perform complex tasks quickly, accurately and effectively.

2) Using electronic devices connected to the Internet and to be able to control devices in the room. Internet of Things: IoT was a convenience for guests and responds to the behavior of reducing direct contact. It was also creating new travel experiences such as Smart hotel rooms where guests could control the electrical devices in the room from a single point. It could connect to a control system from a mobile device or using sound to control electrical devices such as adjusting brightness, temperature, turning TV on and off, speakers, etc.

3) Data analytics was a systematic analysis of big data to help operators offer services and products for meet the needs of individual tourists, for example, offering travel packages with the right timing and channel. It included analyzing historical data to forecast demand growth, seasonal trends and preferences of tourists as well as analyzing fundamental social media data to see market trends and traveler interests.

2.4.2 Planned Behavior Theory and Rational Action Theory

Eisen's theory of planned behavior originated with the theory of rational action (Ajzen, 2011). Both of these theories are based on the concept that human behavior was an act of Goal-Directed or was an action which planned or intended by many human behaviors were an act of Volitional Control to do or not do. For example, watching television or not, make decision to vote, to choose any kind of product, etc. However, the theory of action with reason stated that human actions were rational by collecting all the information both Explicit and Implicit information to consider differentiating the results before making a decision. Then hypothesized that Human decision-making depended on the main factor which was Intension of the behavior. If a person had a high intent to act, there was a higher chance that the person would act in that matter. There were two important fundamental factors affected to intention which were personal factors and social influencing factors such as Attitude toward Behavior and Subjective Norms. (Ajzen, 1985, 1991, 2011, 2012).

Fishbein and Ajzen (1975) said that an individual would have an intention to commit a behavior when the person had assessed that was a positive behavior or an attitude. When the person believed that there was social pressure from another person which was important to that person, need for the behavior, or to put it simple, was the intention precedes the behavior and the intention. It resulted in predictable behavior when the conditions were met or when the person had an idea of a behavior. The behavior would be successful arise from the intention of that person to control the preventive behavior to being successful factors. Intention was to determine the closest behavior and most of behavior were governed by intention. If you predicted a person's intentions, it could predict that behavior (Kanchani Chitbutr, 2006). Later in 1985, Ajzen adapted the theory of rational response to predict behavior that was not in the full control of the person. This theory explained that human behavior was guided by three beliefs: 1) Behavioral beliefs 2) Normative beliefs, and 3) Control beliefs in which individual beliefs affected to different variables were 1) Attitude toward the Behavior 2) Subjective Norm and 3) Perceived Behavioral Control. These variables would affect the Intention to show that behavior (Ajzen, 1985) consisted of the composition was shown in Figure 2.5.

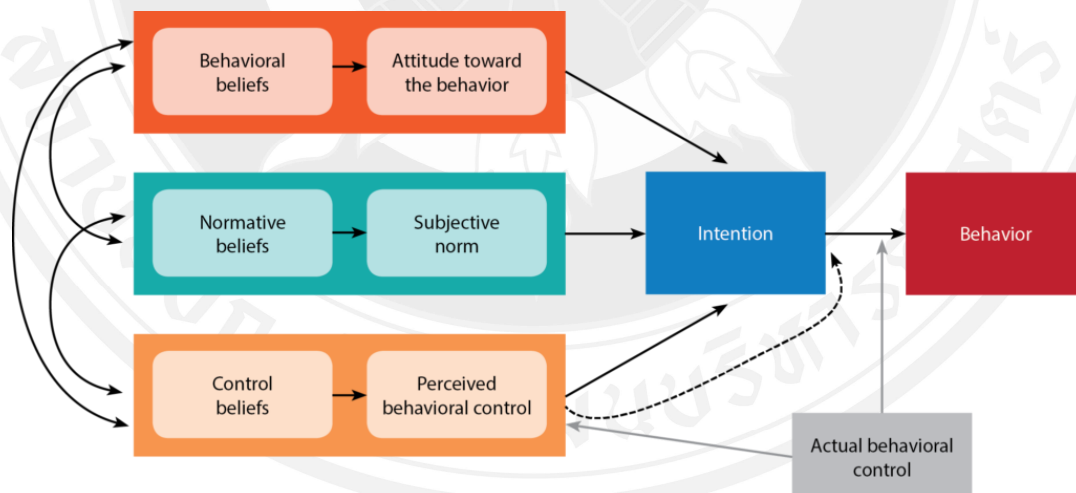


Figure 2.5 Theory of Planned Behavior

Source: Ajzen (1985).

Planned behavior theory described the causes of behavior factor influenced the intention to perform the behavior by three factors as follows:

1) Personal Factor was the Attitude toward the Behavior referred to the positive or negative assessment of the action or judgment in the good or bad of a person's behavior. It was either supportive or counterproductive. If an individual believed that a behavior had a positive effect, they were more likely to have a positive attitude towards that behavior. On the other hand, if there was a belief that doing the behavior will result in negative, it will also tend to have a bad attitude towards that behavior. When there was a positive attitude, there would be an intention to show that behavior (Suwanna Wiriyaaprayoon, 2005). A person's attitude was directly proportional or dependent was based on two components: 1) The belief was about behavior which would produce the expected outcome and 2) The resulting outcome had value to the individual which could be indirectly measured from sum of the products of Behavioral Beliefs or b_i and Evaluation of the Outcomes or e_i , by correlating the equations (Ajzen, 1991).

N is Attitude Behavior (AB) $\sum_{i=1}^n b_i e_i$

where b_i is a behavioral belief.

e_i is the evaluation of the behavioral outcome, n is the total number of beliefs.

AB is a person's Attitude Behavior.

$\sum b_i e_i$ is the sum of multiples of beliefs about behavior and valuing the results of behavioral actions.

2) Social factor was Subjective Norm which was a person's perception that other people were important to them want or do not want them to perform any behavior. If the person perceived that someone who was important to them to do or want them to do any behavior, it would tend to conform and follow depended on two causing factors: 1. Beliefs about reference group and the motivation to act on the reference group or not which could be indirectly measured by the sum of multiples of beliefs in normative Belief or n_i with Motivation to comply or m_i could be correlated with the equation (Ajzen, 1991).

n was Subjective Norms (SN) $\sum_{i=1}^n n_i m_i$

where n_i is the belief about the reference group.

m_i is the motivation to follow the referral group.

n is the total number of beliefs; SN is the reference group conformance.

$\sum n_i m_i$ is the sum of multiples of beliefs about the reference group and the motivation to follow the reference group.

3) Control Factor was the Perceived Behavioral Control which was a person's perception of how difficult or easy to perform that behavior. If the person is able to do behavior in that situation and is able to control to achieve the intended effect, that person would be more likely to do that behavior (Suwanna Wiriya Prayoon, 2005) could consider from two factors: 1. Control Belief was a perception of the influence of supporting or hindering action factors 2. Perceived Power was if the person believed that he had resources and opportunities to facilitate the behavior and had little obstacles to the action, the person would perceive that he is able to control over the behavior to that extent. These beliefs were the result of the person's past experiences. Therefore, the Control Belief and Perceived Power could be measured indirectly as the sum of belief scores regarding control and perception which influenced supporting or hindering a person's behavior factors. The correlation was shown in the equation (Ajzen, 1991).

n is Perceived Behavioral Control (PBC) $\sum_{i=1} c_i p_i$.

where c_i is the belief about control.

p_i is the perceived influence of supporting or hindering behavior factors.

n is the total number of beliefs.

PBC is Perceived Behavioral Control.

$\sum c_i p_i$ is the sum of multiples of the Control Beliefs and the Perceived Power influence of the support or hinder behavior factors.

Caruana (1999) stated that Behavioral Intention was the customer's willingness to continue using the same service provider or company, or to repeat purchase behavior. Then it was the first choice to decide on a provider, even if the situation may be more choice or when making a choice, it would choose only one

service provider. It resulted from that behavior which came from an attitude and positive behavior towards service providers. In addition, it was helps to prevent behavior change to use the services of other service providers. (Ponchai Likhitthamrot, 2002; Chongjing Li, 2013) said that behavior came from being attentive to decision making for choosing to buy or a certain method and clear purpose to something they desired and expressed an attitude or belief towards them.

Raweevan Proirungrote (2008) said that the customer behavior has different according to the fundamental factors affecting human behavior to create satisfaction for customer, to understand the reasons why each person behaves differently and also understand the perception process and decision-making in choosing the service.

Pong and Yee (2001) stated that behavior based on attitudes and knowledge. The factors used to measure service behaviors could be summarized as follows:

1) Repeat Purchase Behavior: It shows the engagement was expressed by the customer behavior had towards the use of products and services.

2) Words of Mouth: It was the result of efficiency measurement to tell about products and services that occurred including recommending others and loyalty people would continue to have a positive effect.

3) Period of Usage: It was a usage measurement of the service in continuity or not, for example, how many times a month the service is used which it would able to reflect on the use of the service, whether the behavior of using the service in any period.

4) Price Tolerance: If the products and services price increased, customer still chose to buy and use our services. It would make it known that the price did not affect the purchase and use of the customer's service.

5) Repeat Purchase Intention: It was the purchase and use of the same service on a regular basis.

6) Preference: The real perception behavior of customer would clearly show preference for the product or service.

7) Choice Reduction Behavior: Customer Behavior would be traced less information for decision-making or may not use other products or services as a comparison in making a purchase decision and using the service

8) First-in-Mind: Service was always the first choice if the customer had a need that arise in the mind. According to the study, it found that the customer behavior must take into account to the customer behavior, attitudes and thoughts. This could be measured by behavioral perception based on the conceptual framework of Zeithal et al (1996). On measuring Behavioral Intention of customer in type of service business which could be used to measure the behavior of the customer which consisted of 4 dimensions:

(1) Word of Mouth Communications: A behavior was to say good things about customer, advisory service, encourage other people to be interested and return to use that service which could be used to analyze the customer behavior towards the service provider.

(2) Purchase Intention: A behavior was to choose that service at the first choice which could reflect the habits involved in changing the service.

(3) Price Sensitivity: A behavior was the customer had no problem with service provider when increasing price and the customer could pay more than the other if the service could satisfy their satisfaction.

(4) Complaining Behavior: A behavior was to complain when a problem arises may be filed with a service provider.

From the past literature review based on Ajzen (1991)'s behavioral planning theory framework found that attitudes towards referral behavior group conformance and perception ability to control, predict Behavioral Intention, perception and controllability. Intention could predict behavior and intention were related in positive with behavior. The above theory was the basis of this research framework by the part used in this research study were as follows;

1) Attitude toward the Behavior as applied in this study referred to positive attitudes in using the services of a small boutique Lanna hotel in Chiang Mai. That was to say, a person had the belief that any behavior would be in a positive result, will tend to have a positive attitude towards that behavior. When a person believed that Service Quality led to satisfaction in receiving services. That person would have a positive attitude to Repeat Purchase Behavior, Words of mouth, Period of Usage, Price Tolerance, Repeat Purchase Intention, Preference, Choice Reduction

Behavior, First-in-Mind and share experiences with others for the common good (Ryu et al., 2003).

2) Subjective Norms applied in this research study referred to the referral behavior regarding the selection of services at a small boutique Lanna hotel in Chiang Mai which had Service Quality. That was if a person aware that someone was important to them, had performed the behavior or wants him to perform it, it would tend to be amenable to and do follow (Ryu et al., 2003).

3) Perceived Behavioral Control applied in this study referred to ability to control the effects of sharing and exchanging experiences with others for the common good. That was the individual perception that was Repeat Purchase Behavior, Words of mouth, Period of Usage, Price Tolerance, Repeat Purchase Intention, Preference, Choice Reduction Behavior, First-in-Mind and share experiences with others for the common good (Ryu et al., 2003). It was easy or hard to do which was a reflection of past experience and anticipating factors to support or hinder in the perception of control. Individuals were perceived as having some control to support or hinder the behavior with beliefs about control. It may be influenced by their experience, past behavior, information received from others and other variables that increased or decreased the perceived difficulty of the behavior (Piyaphon Aphithanthiti, 2008).

4) Intention applied in this research study referred to the intention in service of a small boutique Lanna hotel in Chiang Mai. It was under the full control of the person. A single intention was enough for a person to carry out that behavior. On the other hand, any behavior that the person had difficulty controlling, there may be other factors that influence to the relationship between intention and behavior. These factors may include Action, Target, Time, Context, etc. In relation to intention and attitude towards referral behavior group conformance and perceived controllability. Behavioral Intention based on the weight of the three elements which determined intention and influenced to behavior. The importance weight of each element may not always be equal or fixed. It depended on the situation and other control variables (Ajzen, 1991). However, the relationship between Behavior Intention and actual action had been debated later. The research suggested that a number of factors limiting the Behavior Intention did not affect the actual action such as time

conditions, change of received information, confidence and commitment to follow the individual differences between plans and goals changing.

In summary, Behavioral Intention was the intention to attempt that behavior which was a motivating factor that influenced behavior. It indicated that a person had made an effort to perform the behavior (Ajzen, 1991, p. 181) by willingness to use the service and recommend other people to use the service and repeat that service (Zeithaml et al., 1996; Zeithaml, 2000; Cao & Chen, 2011).

2.4.3 Elements of Customer Behavior

Human behavior had seven components:

- 1) Goal was a need to provide activities for meet the needs which arise some needs immediately and something took a longtime to achieve.
- 2) Readiness was the level of maturity or ability required to perform activities to meet needs.
- 3) Situation was an event that gave an opportunity to select activities to meet needs
- 4) Interpretation was before applying one of the activities, humans would consider the situation first and then make decision on the most satisfying way to responding to needs.
- 5) Response was an activity which has been chosen in the interpretation stage.
- 6) Consequence was when an activity was done, it would receive the result of that action, the result may be as expected or may be the opposite.
- 7) Reaction to Thwarting was in case of failure to respond. Human needed may go back to interpret the situation and choose a new method (Suchada Nothai, 1993, pp. 9-10). Important factor influenced to customer behavior in order to know the customer needs characteristics in various ways and in order to arrange appropriately marketing incentives. When a buyer received a marketing stimulus or other stimulus through their mind which is like a black box that sellers could not predict. Sellers and marketers found out what influenced to characteristics of buyers and their feelings? The study was to know the needs and characteristics of the customer in order to be organized.

2.5 Information about a Small Boutique Hotel in Lanna, a Case Study of Chiang Mai

2.5.1 The Meaning of a Small Boutique Hotel

A hotel is an accommodation that occurs for business purposes to open temporary accommodation for travelers or other persons with compensation (Hotel Act B.E. 2547: Section 4). Hotel business originally occur from the need for accommodation for travel, whether for business trips or travel that requires a long journey and requires an overnight stay. The form of the hotel, there are different styles for each era to meet the needs of those who use the service until now, the styles of hotels are more diverse such as large hotels, small hotels, resorts or new types of accommodation in the present. The factors affected the change in the development of various hotel type are those related to human travel, such as forms and methods of travel which change in each era including the advancement of technology and travel objectives. This is the driving force that causes the hotel business to adjust to meet the needs of travelers or tourists

Classification of hotels is according to the number of rooms. The small hotels have 4 rooms or more but it is not more than 80 rooms. The law has determined that hotels with more than 80 rooms must submit the matter to the Bangkok Environmental Impact Assessment Board or EIA for consideration which is time consuming process. Therefore, most entrepreneurs in the past 5 years choose to build a hotel with a room size of 79 rooms to avoid asking for permission from the environment (Kamol Rattanawirakun, 2010). Next, medium-sized hotels have 80 rooms. – 200 rooms. Large hotels have rooms ranging from 200 to 500 rooms and very large hotels have rooms at 500 rooms or more, if considered by law. (Hotel Act, 2004) can classification of hotels into 4 categories. There are criteria that define the standard of amenities which must be provided for each hotel type to meet the needs and the safety of guests.

However, every type of hotel must have and pay attention to is hotel standards which can make tourists or those who use the service feel safe, get comfortable and

fully meets the needs. The general standards can be divided into four categories which are Security, Cleanliness, Facilities and Service.

Supattra Soipet (2007) said that in Thailand classifies of accommodation by using the criteria to determine according to number of rooms. A small hotel or a small accommodation business is a business with less than 100 rooms. The nature of the rooms is normal and having basic facilities such as televisions, telephones, private rooms have a cheap service rate. Due to limited service, the main activities of a small business include the Administrative, Front Office, Housekeeping, and Repairs and Maintenance departments. However, referral criteria hotel type in United States is to determine according to the number of rooms that small hotel is a hotel with a number of rooms from 79 rooms or more but it is not more than 149 rooms. Small hotels are hotels between 2 stars and 3 stars. For Chain Hotel are hotel in Chain Hotel are called 3-star hotels which it is an economy class hotel. The rate per night for hotels by Thai operators will be 500 - 1,500 Thai baht, while being a global hotel chain, the rate per night will be from 2,000 - 3,000 baht (Business Week, 2009).

Bangon Chatrungruang and Woraphonwattana Leungaram (2004) interpreted and edited from William S. Gray and Salvatore C. Liguori said that in the capital and important city able to find vast variety of hotel room sizes. Small hotels are those with fewer than 100 rooms and large hotels with hundreds to thousands of rooms. Small hotels have free form or not fixed. It is designed to express individuality both in terms of art, culture, and local popularity. Sometimes it comes from creating an interesting story, different and memorable related to Dallen J. Timothy and Victor B. Teye. (2009).

The definition of a small hotel is the hotel range from 1 to 20 rooms including B&B (bed and breakfast) accommodation which is a small inn that offers room and breakfast for the price. Pension is a guest stay in the accommodation same as the owner building by dividing into the rooms and accommodation type to experience in rural culture or Home stay.

In addition, the Thai Hotels Association (2010) also mentioned about a small hotel in terms of the management system which is an independent system. It is a hotel that is managed by the owner himself which some hotels are family management. Most independently managed hotels can be found in small towns and communities

which the customer base is different from other managed hotels. That is to say that guests or customers tend to prefer a personal service, unique hotels which has their own uniqueness location, service and hotel decoration. Hotel management in this system executives must be knowledgeable and competent in many fields in administrative and operation skills. Due to hotel size and limited facilities are no need to rely on too many employees. Then in the future, small hotels need to adjust in terms of more efficient management such as the rising costs of labor, food, beverages and energy require good techniques and control systems. However, small hotels are also more agile to adapt to the ever-changing economy. This is consistent with Amornphan Somsawad (2009) said a small hotel is low-budget hotels but creative investment in different designs, attention to service and respond to the lifestyles of modern tourists are better.

Small hotels became alternative hotel for the modern traveler who seeks a different experience. These factors have resulted in a growing demand for small hotels. The advantages of small hotels are the flexibility of management, reduce complex procedures. Some hotels are very small businesses. The owner is the provides the service by himself and provide friendly service.

The disadvantage may be service facilities are less because it is a small hotel with fewer rooms (less than 50 rooms). Services and amenities may not be as complete as larger hotels, for example, only a simple breakfast is provided. Therefore, entrepreneurs must have a serious marketing plan, know the target customer clearly, having marketing channels and choosing the right media such as online, offline, and most importantly create a unique selling point to be memorable and impressive.

2.5.2 Components of a small hotel business

The components make differentiates the small hotel business from the real estate business are good service which the components of the hotel business can be classified into 3 components as follows (Kirati Satasuk, 2011)

- 1) The revenue component is marketing network, Accommodations, Hotel Outlet.
- 2) The cost component is project development, construction and decoration, funding sources and negotiating potential.

3) The payment component is knowledge, staff, activities, utilities and facilities.

In addition to the above components, the key to running a small hotel business is to focus on efficient space design and suitable for the actual usage of the area by designing the size of the area is suitable for the cost, decoration including consistent with the needs of all area. The concept of designing the hotel space must be the design of the area which be sold as much as possible in order to generate income for the hotel. Small hotel business is expected by entrepreneurs which expect profits arising from the project. In addition to entrepreneurs, the number of customers or tourists who come to use the service, must have expectations of the style and physical environment of the hotel. That is suitable for the price and worth it or not. The last part is the expectations of people in the organization serving expect in terms of stability and occupational welfare, etc.

In conclusion from the study of concepts and theories related to Behavioral Intention, analysis and synthesis in the study to propose a model of Service Quality of a small boutique hotel in Lanna, a case study of Chiang Mai. It can be concluded that Behavioral Intention consists of 7 basic behaviors: 1) Words of Mouth 2) Period of Usage 3) Price Tolerance 4) Repeat Purchase Intention 5) Preference 6) Choice Reduction Behavior 7) First-in-Mind summarized as follows.

1) Words of Mouth are common behavioral Intentions and the behavioral service of customers differs according to the underlying factors. By Words of Mouth are a powerful behavior and a great influence because it comes from people who use products and services. The opinions are independent. It's not from a series of quotes created by an advertising agency or not from a reviewer which receives compensation from the owner of the goods and services. Consumers voluntarily review the goods and services using their own knowledge and experience by providing information about the product with their opinion, analyses, photos, videos or posting in social media or on the website. This is the fundamental Behavioral Intention that needs to be in this study.

2) Period of Usage is a Behavioral Intention that can indicate customer loyalty to a business. Then it is also a measure of whether the service is continuity or

not which can reflect the consumption situation whether it is a long-term loyalty or not. Therefore, it is the Behavioral Intention that is necessary to study.

3) Price Tolerance is a Behavioral Intention that can indicate customer loyalty to a business another important factor and having a very good business effective because of insensitivity to price changes. That is as prices go up, loyal consumers still choose their services. It shows that the price does not affect to this case.

4) Repeat Purchase Intention is a Behavioral Intention that shows the engagement expressed by customer behavior towards the use of the service. It is a form of brand loyalty that shows satisfaction in a product or service, specific behavior to buy a product or get a service in any kind a specific brand. Repeat Purchase Intention is due to the consumer's satisfaction with the products and services until impression and engagement, having a good attitude then leads to repeat purchases. Therefore, it is an important factor that should be taken into account in this study in order to determine the causal factors that affect Behavioral Intention.

5) Preference is a Behavioral Intention that shows the customer's attitude towards the service and the new situation indicates a preference in our product or service over something else, affects satisfaction and results in a comparison of services based on the personal experience of the customer. Therefore, it is an important factor that should be taken into account in this study in order to determine the causal factors that affect Behavioral Intention.

6) Choice Reduction Behavior is the current customer behavior that related to searching process, purchasing and evaluating alternatives for fewer decisions because there is already a choice in mind, it is a matter of thoughts and feelings that affect the actions of the customer. The study of this factor is therefore important in determining the cause of the Behavioral Intention in this study.

7) First-in-Mind is a behavior of customer who must take into account the behavior, attitudes and thoughts of customer which can be measured by perceived Behavioral Intention of customer. The First-in-Mind is caused by other related Behavioral Intention such as Words-of-Mouth, Behavior Intention, Price Sensitivity and complaint behavior. Therefore, it is an important factor for this study.

Table 2.11 Summary of Elements, Definitions and Indicators of 10 Factors for the Study of Behavioral Intention

Components	Definition	Indicators/Substance for Measurement
1. Words of Mouth	Talking about good things about the service provider, their services, making recommendations to others, motivating others and return to use that service.	1. Recommend the hotel to other people to stay at a hotel in Chiang Mai 2. Talk about good experiences from using received service the hotel such as family, friends, colleagues or other persons 3. Willing to help defend the hotel if there is any bad talk.
2. Period of Usage	It is a measure of using service continuingly such as how many times a month? Will be able to reflect on the use of the service, whether the behavior of using the service during any period.	1. Take the time in weekend to access the hotel. 2. Take the time during public holiday to use the hotel service. 3. Take the time during the weekdays to access the hotel service. 4. Take a vacation to use the hotel service. 5. Spend time during special

Components	Definition	Indicators/Substance for Measurement
3. Price Tolerance	Brand stability and loyalty focus on price changes that not affect their service decisions. For example, if the price of products and services increases, customers continue to buy and use our services. It makes the price does not affect the purchase and use of the customer's service.	<p>days, important days, anniversaries to access the hotel.</p> <ol style="list-style-type: none"> 1. Willing to choose the hotel service although the price is higher 2. Willing to introduce family, friends, colleagues to use the hotel service even though the price is higher 3. Willing to pay a higher price if receiving the same quality service 4. Willing to pay a higher price if receiving more special services
4. Repeat Purchase Intention	Specific behavior to buy a product in any kind a specific brand and Repeat Purchase Intention is due to the consumer's satisfaction with the products and services until impression and engagement, having a good attitude then leads to repeat purchases.	<ol style="list-style-type: none"> 1. Have the intention to choose the hotel service every time you visit Chiang Mai 2. Have the intention to choose the hotel service is the first choice 3. Have the intention to choose this hotel service only 4. If there is a chance to travel in Chiang Mai, intend to come back to stay at the

Components	Definition	Indicators/Substance for Measurement
5. Preference	Real consumer perception behavior will show a preference for a product or service.	<p>same hotel.</p> <p>5. Intends to be a customer of this hotel only</p> <p>1. Like this type of hotel service more than a large hotel</p> <p>2. Like this type of hotel service. more than other types of small hotels</p> <p>3. Like this type of hotel service. more than a resort hotel and spa</p> <p>5. Like this type of hotel service. more than a chain hotel</p> <p>6. Like this type of hotel service more than other types of hotels</p>
6. Choice Reduction Behavior	Customer behavior will search information for making fewer decisions or not use other products or services to compare in making a purchase decision and using the service.	<p>1. Do not search for information about other types of hotels when you want to use this type of hotel service.</p> <p>2. Do not use other services as a comparison when deciding to use this type of hotel service.</p> <p>3. Decided to book this type of hotel immediately when</p>

Components	Definition	Indicators/Substance for Measurement
7. First-in-Mind	Service will always be the first choice if the customer has a need that arises in their minds.	<p>wanting to travel to Chiang Mai</p> <p>4. When traveling to other provinces, you will choose to stay at this type of hotel.</p> <p>5. Always willing to choose this type of hotel service.</p> <p>1. When talking about hotels in Chiang Mai, you think of this type of hotel first.</p> <p>2. When traveling in Chiang Mai, you think of this type of hotel first.</p> <p>3. Have a good attitude and idea of the hotel service</p> <p>4. Be loyalty to the hotel</p> <p>5. Have a close relationship with the hotel</p>

2.5.3 Meaning and Characteristics of a Boutique Hotel

2.5.3.1 Meaning of Boutique Hotel

Boutique (n.) is a French word for a small shop or a department in department store that sells modern clothing. America was the first country to use this word to describe the characteristics of small hotels which are different from chain hotels. Thus, a boutique hotel is a small contemporary hotel. A boutique hotel is a compact hotel no more than 100 rooms. Each room is not spacious called "the best out of small spaces". Originally this type of hotel was not focused on meet the needs and lifestyles of Business Travelers.

Many boutique hotels do not have meeting rooms and business facilities. On the other hand, when the trend of business travelers stays increasingly in boutique hotels. Entrepreneurs began to pay more attention to service and convenience. Boutique hotels have different and distinctive designs especially the building structure. Some places are converted from buildings with a long history emphasis on providing on Customized Service which is an important selling point of this type of hotel. The staff will pay attention to the details of each customer and closer to all customers than large hotels (Pavinee Temdee, 2010).

Supattra Soipet (2007) defined the Boutique Hotel as a type of accommodation that is not very large. Most of them have no more than 100 rooms and uniquely designed and decorated. It stands out in a relaxed atmosphere and luxurious by good decorative materials. It has become more popular with tourists which has high spending power, like luxury in privacy and have style. In terms of decorating ideas both outside and inside including the dress and service of the staff. It can say that everything must be thought out to have the same concept, focus on the details of the beautiful, attractive interior and providing close service to customers. Emphasis is placed on middle- to upper-class of customers who must have outstanding characteristics according to general standards in 3 fields: architecture decoration, service and clear target groups.

Boutique hotel is a relatively independent accommodation style both in terms of design and decoration are different from other hotels. Most of them are tall buildings. Boutique hotels have a distinctive local charm. If you want to touch the way of local people life, whether learning various cultures and interesting in traditions, Boutique hotels can definitely provide that experience for you.

The first Boutique Hotels emerged in London, England, in the early 1980s. The first Boutique Hotels opened in 1981 under the name of Blakes Hotel where was a female designer. She was famous for its New Zealand furnishings. Anouska Hempel was a designer including service and privacy of the guests as well. Later, the Boutique Hotels quickly expanded to the Americas and other European countries. The first hotel identified as a boutique hotel was Morgans Hotels, located in New York City. The hotel awarded a Medal of Honor from Steve Rubell in 1984, with the birth of a boutique hotel. There are hotels like this built to serve many more

service around the world. Thailand has known the word Boutique from a clothing store or style in the past 10-20 years, where clothes with expensive luxury brands, a modern, unique style which is often referred as a boutique clothing. The word boutique is applied to the hotel industry under the name of Boutique Hotels and resorts. Boutique hotels can imply to be a small, modern hotel.

At present, there are many Boutique Hotels which has happened to support customers who love to relax. The main selling point of this type of hotel is Relaxing which is pleasant to touch with the atmosphere of the perfectly designed accommodation, to reach the feelings of the guests as the guests take into another world. Because of the most of Boutique Hotels are old accommodation then renovated and designed to fit the original accommodation by focusing on the story of the accommodation for guests to have experience with hotels such as Boutique Hotels in Sino-Portuguese style. It is perfect and elegant in accommodation and architecture both outside and inside to make guests can fall into daydream of the hotel and imagine with the art as if they were in the past. However, hotels, resorts and Boutique hotels was not care about decorations both outside and inside only but it still attaches importance to facilities and services as first. If the hotel has good service staff, comfortable facilities to meet the needs of the value-for-money of the guests. It will cause customers to review and words of mouth to each other until the hotel is successful and people want to use the service all the time.

2.5.3.2 Characteristics of a Boutique Hotel

Each Boutique hotel is different for each location but the general characteristics of the boutique hotels are in details as follows:

- 1) Size: Boutique hotel is to be small. There will be 10 to 100 rooms because they want to create a comfortable atmosphere and warm which feel like staying home rather than general hotel. Therefore, they are often small in order to treat every guest with a thorough and warm welcome.

- 2) The design, architecture and interior design: Boutique hotel is outstanding. Most of them tend to be luxurious, artistic, or perhaps in retro style but blended with modernity. It is elegance plus chic which is considered a distinctive identity of the Boutique hotel. Moreover, the boutique hotel will come with

meticulous decoration. Each room may have a unique decoration to create a special feeling for the guests.

3) Service: Accommodation in a Boutique hotel will focus on attention to detail. From the number of rooms are less than the general hotel in order to have a warm and peaceful atmosphere. The rooms are meticulously decorated and the details are different for each room. Therefore, the service itself takes special care as well and most importantly. The service of a boutique hotel is focused on friendliness. It will make you feel familiar with the people in the hotel easily. Some hotels, you may find the owner of the hotel to greet you in person. You will closely take care and make you feel comfortable in order to stay there.

2.5.4 Information about a Small Boutique Hotel in Lanna, Chiang Mai

2.5.4.1 General Information about the Small Hotel Business

Hotel business is another business that is important to the economy and have an important role in supporting the country's tourism industry which can generate a huge amount of income for the country in each year. From the summary of the situation in Thai tourism in the year 256 B.E., with overall income of 1,052,459.36 million baht. Foreign tourists traveled to Thailand 14,612,150 persons with an increase of 3.20 percent. It resulted in tourism revenue of 747,071.65 million baht with an increase of 5.70 percent. Thai tourists travel within Thailand about 13.39 million baht with 3.22 percent, causing tourism income of 305,387.71 million baht with an increase of 5.78 percent (Ministry of Tourism and Sports, 2017). Moreover, the Center for Economic Research and Foundations Business (2017) said that the overall picture of hotel economy in 2018 "more expanded" in terms of the number of rooms, occupancy rate and average room rates by receiving important supporting factors from the number of Thai and foreigner tourists who travel heavily and continuously increasing in Thailand. It causes the result of the government's tourism promotion reflecting an increase of 34,955 rooms with a slight growth of 5.1 percent, the occupancy rate of 75.3 percent with a slight growth of 1.5 percent. It causes the small hotel business to increase the number and expand more according to the different location from original. Some areas cannot be developed to be a place for relaxation. They can develop a small hotel due to popular trends or values of customer

in small hotels and changing tourism behavior. The trend of travelers needs a privacy in hotels. Tasteful and diverse lifestyles make the demand for the number of rooms in small hotels increase as well. This may be caused by the tourism promotion trend of the Tourism Authority of Thailand. Therefore, tourists like to seek accommodation in too informal way but it is comfortable, clean and unique experience both the appearance of architecture and service form. The atmosphere inside and outside the accommodation is different from the big hotels or other accommodation. From the travel expectations of the new generation tourists have changed. A hotel is not just a place to sleep but it is another travel experience. That's why the number of hotels and rooms has increased in the past. As a result, the competition in the hotel business has become more intense (Kasikorn Research Center, 2018).

2.5.4.2 Information about a Small Boutique Hotel in Lanna, Chiang Mai

The current situation regarding the hotel business in Chiang Mai, Northern Thai Hotels Association (upper) estimates that Chiang Mai will have average occupancy rates during the high season from November 2019 to February 2020 is at 75-80%, down from 85% in last year's high season. This is because the number of Thai and foreign tourists entering Chiang Mai is relatively stable. Meanwhile, the number of hotel rooms in Chiang Mai has increased by more than 10,000 rooms, totally to more than 60,000 rooms (from approximately 4,000 hotels) at present when compared with approximately 50,000 rooms in 2018 (from approximately 2,200-2,300 hotels). Most of the increase in rooms was due to the emergence of small hotels concentrated in the old town and Nimmanhaemin Road. There are also short-term rental businesses that are sold through online booking platforms such as Airbnb come to compete for a market share of the hotel business. In 2019, it is expected that about 11 million Thai and foreign tourists will visit Chiang Mai in a 4% growth compared to 2018 with Chinese tourists taking the highest proportion (Krungthep Turakij, 2019).

The strength of Chiang Mai is the tourism hub of the Upper North. So, it made tourism today become the most important industry that generates nearly half income of Chiang Mai's overall product. As a result, hotel business growth has been growing at a very high rate in the past 10 years, especially in the small hotel business

in the form of a small boutique hotel in Chiang Mai. The growth rate is increasing and continued investment with 13 more boutique hotels in the span of 6 months of 2007. All Boutique Hotels is expected by the end of the year 2007 approximately 50 locations and several upcoming investments in 2010 with 20 more boutique hotels opened and in 2013 with 20 more boutique hotels waiting to be launched to enter the hospitality and tourism industry (Nerisa Sinthudet and Chaiyos Sumritsakul, 2014). The current growth is increasing steadily with outstanding service excellence and efficient management policies of entrepreneur. Although there are many challenges and limitations in various aspects which small boutique hotel entrepreneurs must take into account of restrictions in areas such as number of rooms, facilities service, staffs. This may be a disadvantage with large 4 to 5 star hotels that ready to compete and include more comprehensive management policies than developing a boutique hotel to be a competitive success may require focus on two main issues: 1) organizational management and 2) marketing promotion.

Rachanon Thaveephol (2017) conducted a research study which able to discover the success factors in boutique hotel management which is a new alternative accommodation business for entrepreneurs who want to invest using not very high assets. From the research to running a small boutique hotel business in Chiang Mai, it was found that most entrepreneurs have the idea of establishing a boutique hotel, come from bringing their own assets to develop into a business. The management style of Boutique Hotels in Municipality, Chiang Mai divided into 2 main types: 1) Hotel Independents 2) Hotel Chains for analysis of marketing promotion strategies in 4 aspects found that 1) The products of the boutique hotel business are decorated in 3 styles which decorated in applied Thai Lanna style, Chic style and Victorian era style. 2) Price is determined at a time that is appropriate for the size of the business. 3) Location near tourist attractions, can travel easily and have online distribution channels via international intermediary websites and 4) Sales promotion. There is a form of activity in conducting tours within Chiang Mai. Price reductions is to create an attractive stay. A communication strategy is important in online and offline media including the service of the staff that expresses the identity of a Boutique Hotel. For the analysis of 5 competitive strategies 1) New competitors arrived due to the success of the Boutique Hotel business 2) Existing competitors who have changed their

service and decoration similarity 3) Substitute Products replace the arrival of the hostel that can attract customer groups. 4) Buyer's bargaining and 5) Negotiating of raw material recruiters with seasonal and uncertain price adjustments.

The study found that professional service of a Boutique Hotel must consist of 5 aspects of Service Quality: 1) Reliability focuses on the design of public relations and promotional that clearly shows details in term of service 2) Assurance is the confirmation of service standards that received from relevant agencies from the government and private sectors. 3) Tangibles is the presentation of physical environment characteristics that can be linked to local identity to be attractive such as buildings, facilities, etc. 4) Empathy is the ability to use cognitive skills and mood to create a good interaction with customer 5) Responsiveness is the design of service standards that have a period of time to control service providers' operation. For the problems and obstacles of Boutique Hotel entrepreneur is including market positioning, employee allocation, location selection, determine management style and the prevention of terrorism.

2.5.4.3 Main Characteristics of Lanna Boutique Hotel

1) Size: Size of a boutique hotel in Chiang Mai is a small hotel following the classification of hotels according to the number of rooms from 4 rooms up to 100 rooms, most of them are located in tourist in the business district that can be easy to travel.

(1) Nimman Road is a popular place for customers to drink and socialize with coffee shops, dessert shops and souvenir shops and retro decorative ornaments. It is a modern business district that is growing and popular for customers.

(2) Tha Phrae - Tha Chang is a popular place for customers to walk and shop in the walking street at night. It is a business district where souvenirs are sold. Local food in Chiang Mai is perfect for a visit, to absorb the culture and lifestyle of Chiang Mai people.

(3) Ratchadamnoen Road is the center of Chiang Mai city that is convenient to travel and travel to various places where customers can travel to both Nimman Road and Tha Phrae – Tha Chang. with Tha Chang

2) Design

The design is modern unique but the atmosphere is friendly, can convey the identity of the business. For the decoration of Boutique Hotels especially the interior decoration is using local interior materials of Chiang Mai. It focuses on decorating a lot of Thai in Lanna style because it is located in the northern region of Thailand which can be divided into 3 characteristics are as follows: (1) Thai Lanna Modern decoration (2) Chic style and (3) Victorian era style, details are as follows

(1) The decoration of Thai Lanna Modern style is applied in Lanna style which will be the colorful interior decoration of the hotel along with the combination of decorative materials in Lanna style and local Chiang Mai to use the decoration such as umbrellas, tungs, cloths and unique uniform to create attractiveness for customers who stay.

(2) Chic style is a decoration by emphasizes on the light into the room along with white tones which it makes the room look bright, wide area and not feel uncomfortable in staying.

(3) Victorian style is a decoration in the Victorian style that brings appliances and architectural styles of the European into use to create outstanding, attractive to customer who like in retro-modern decoration. In addition, every Boutique Hotel in Chiang Mai, there is also an emphasis on the natural surroundings that are peaceful and shady, in accordance with the local culture of Chiang Mai.

3) Administration

Management of a boutique hotel in Chiang Mai divided into two main forms: (1) Hotel Independents, where entrepreneurs turn their own assets into boutique hotels and (2) Hotel Chains where entrepreneurs bring management knowledge to use in their hotels including the creation of new businesses by the hotel chain and use a network management model.

In addition, important thing is to make small Boutique Lanna Hotels in Chiang Mai successfully, is to focus on Service Quality and other factors that affect the perception value and satisfaction to ultimately generates Behavioral Intention. That is Boutique Hotel management focuses on designing a physical structure consistent with local identity to create an interesting stay including allocation of facilities in a small

area to be appropriate, consider the safety of life and property of customers. In addition, raising the Service Quality level from employees is something that entrepreneurs should not be overlooked which is the approach of Supot Pongkhamfei and Suriya Somchan (2016) has presented specific principles of evaluating the Service Quality of Boutique Hotel based on ten characteristics condition. 1) Reliability 2) Responsiveness 3) Ability 4) Location Access 5) Communication 6) Creditability 7) Security 8) customer understanding 9) politeness and 10) tangibility and feel. However, a study by Kanyaphat Boonprasop et al. (2016, p. 1064) has applied the marketing mix to a small hotel business with a small number of rooms consists of: (1) Product is the design of rooms and facilities to be ready-to-use and clean (2) Price is a method of setting prices close to competitors within the area. (3) Place is the selection of distribution channels through online mediators (OTA: online travel agent) (4) Promotion is to communicate with customers by using activities to encourage buying behaviors such as price reductions, free service offerings, organizing special marketing activities, etc.

Finally, the issue that entrepreneurs should focus on is to build confidence for customers who choose to use the service to achieve maximum satisfaction. That is a matter of confidence and safety from a seminar on law and management for small hotels by Khun Chittiphon Srikasikorn, Managing Director of Heritage Stay Company Limited who has updated the important changes in the law as follows:

1) Parking: Originally, the law required hotels with 30 rooms or more to have a parking space which is a problem of small hotels because there is already a small area of business still have to allocate to make a parking lot. This made some entrepreneurs make the mistake of not making parking spaces. Therefore, the new law has been adopted in this regard by If there is a lobby area or a commercial area is not exceeding 300 sqm. or the hotel is located in a natural area where cannot bring a car inside. There is no need to build a parking lot such as a hotel that requires to drive a boat in, there is no need to build a parking lot.

2) Town planning: Previously, the law allowed the construction of hotels only in commercial areas such as Silom, Sukhumvit or the city center which land is very expensive. Small hotel entrepreneurs have almost no opportunity to do business in that area and it is not allowed to build or license hotels in other areas

which may be the main attraction such as Khao San Road or around Rattanakosin Island. Therefore, laws were amended to provide more opportunities for entrepreneurs in other areas. Entrepreneurs can investigate the new town plan that has permission to do hotel business at the Department of Public Works and Town & Country Planning or www.dpt.go.th. In addition, I would like entrepreneurs who want to buy an old building to renovate, they must check every time that the building you are interested in buying, it has been sued in a lawsuit or not which can be checked at district office or subdistrict in that locality.

3) The building control law in regards to safety: Especially old buildings or buildings that were built before but did not apply for a hotel. According to the new law, there has been a more rigorous set of safety issues. This is for the benefit of the entrepreneurs themselves and of hotel guests, for example, a fire exit within the building with a net width which is not less than 0.80 m. The fire exit wall or door must be made of fire-retardant materials more than 30 minutes. A fire extinguisher must be provided for every 1,000 sqm. 3rd party insurance is required. If a hotel has no more than 20 rooms on the same floor, the room must have a corridor with width of not less than 1.20 m. The staircase must be at least 0.90 m wide, having an vacant space not less than 30% of the space on one of the highest floors of the building, etc.

This is an opportunity for entrepreneurs who run small hotels both new and old, who may not be doing it illegally to speed up the amendment by 2021. As this law is a lenient law first, the real law will apply. On the other hand, for buildings that need to be modified include If there is an increase or decrease in the building area of more than 10% or an increase in the building weight of more than 10%, the correct operation must be completed by the year 2019 which SME entrepreneurs must keep in mind that Legalization is good for the business in the long term.

2.6 Related Documents and Literatures

2.6.1 Service Quality Factor Affects the Perceived Value Factor

Pinyada Kaewwan (2018) This research aims to study the value that a small hotel business would like to offer to the target customers of Kamlaithong Hotel,

Muang District, Tak Province. To design a service value that can meet the service needs of the customer group to achieve maximum satisfaction. The research results showed that Klong Kamlaithong Hotel, Muang District, Tak Province has a product or service design in terms of products, prices, distribution channels, marketing promotion, service personnel, service and physical processes that meet the basic needs of customers in all aspects. As for the prevention, correction or alleviation of Pain Reliever, it was found that Kamlaithong Hotel, Muang District, Tak Province had not yet designed a product or service. In terms of service personnel can prevent, fix or alleviate customer problems but Kamlaithong Hotel, Muang District, Tak Province has a design, prevention, correction or alleviating physical problems of customers. To create an impression with Gain Creator found that there is a design to make an impression with something special for customers in terms of products, marketing promotion and physical.

Sunisa Phensub and Natsinee Songchan (2017) studied the perception in service quality of tourists and their decision to stay at hotels and resorts in Ranong province, found that respondents had perceptions of quality in providing services of hotels and resorts in Ranong. In terms of the concreteness of the service, trust or credibility, customer responsive, giving confidence to customers, customer care Influenced the decision to stay at hotels and resorts in Ranong province. It is concluded that tourists who come to small hotels have a reason to choose hotels to meet their needs and want to receive impressive service from a small hotel in Chiang Mai. Most of the small hotel managers offer innovative services to their customer by using technology information to assist their bookings and support hotel management system efficiently. This is because of the hotel business competition is increasing, hotels need to develop an efficient system and the most benefit.

Supot Pongkhamfei and Suriya Somchan (2016) Research on improving service quality of housekeeping in Boutique Hotel business in Chiang Rai have purpose as follows 1) To take off the lessons of housekeeping department in a successful Boutique Hotel business in Chiang Rai 2) To study the needs of tourists towards the housekeeping department in the Boutique Hotel business in Chiang Rai, and 3) To improve the service quality of housekeeping department staff in the Boutique Hotel business in Chiang Rai. The research instrument was an interview.

The sample group was representatives of housekeeping department staff of the River House hotel Resort and Spa, the Legend Hotel Chiang Rai and Phu Chaisai Hotel Mountain Resort and Spa consisted of 10 people and the questionnaire consisted of 400 tourists representatives. The research result found that most of Thai tourists are male, aged between 31-40 years, earning income between 20,001-50,000 baht. Most foreign tourists are female, aged between 21-30 years, earning income more than 50,000 baht. Both Thai tourists and most foreigners travel for a vacation takes 1-3 days which travel with family and have the impression that they will come back to stay at the same place. Overview of Thai tourists and foreign tourists have a high level of demand. The Thai tourists have safety requirements at first. Foreign tourists found to have a tangible and feeling at first. There is a high demand level. The lessons that housekeeping staff can use to develop or enhance the service quality of housekeeping staff in Boutique Hotel business in Chiang Rai which can be divided into 10 areas: Reliability, Responsive, Competence, Accessibility, Politeness, Communication, Credibility, Safety, Customer understanding and Ability to touch and feel.

2.6.2 Service Quality Factors Affecting Customer Satisfaction

Saksayan Yaisamsen and Prateep Puetthonglang (2020) studied the service of a small hotel in Muang District, Chiang Mai. The objectives were 1) to study the using service behavior of small hotels 2) to study the service of small hotels. The research model was a combination method. The research area consisted of 5 small hotels in Muang District, Chiang Mai. The sample is 300 people which is 50 hotel managers used a specific selection method and 250 tourists using a random selection method. There are 2 types of research instruments which are 1) questionnaire 2) interview. The data were analyzed by using basic statistics such as percentage, mean, standard deviation. For analysis and synthesize of content and writing a descriptive description, the research results showed that 1) tourists who use the services of small hotels, most of them are female, aged between 21-30 years old and have a boyfriend, being student. The behavior of tourists who use the service, most of them use the duration of a 1-night stay. The purpose is to leisure and travel. They stay in a hotel because it is located near tourist attractions and can book a room through the website. 2) Each small hotel has a strategy that is used to attract tourists to use their services,

create a unique feature in decoration room that is different from other hotels, creating an impression of service to customers who come to use the services and having modern innovative services for customers such as booking rooms through the website or convenience customer services etc., and discover knowledge about building a perception of service quality into 5 dimensions (Mattsson, 1992) including: 1) Reliability 2) Timeliness 3) Accessible 4) Humane: Pleasant to Use 5) Choice, Cost. It is an important tool in service of small hotels in Chiang Mai. Most tourists decide to use a small hotel that have those factor such as location of hotels near tourist attractions, convenient transportation, unique and beautiful decorated rooms, security, price, satisfactory service. This is because most tourists want a comfortable stay in a hotel and would like to receive a hotel service that meets their needs.

Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Punja Chuchuy (2018) studied about the composition of hotel service quality in Hat Yai District, Songkhla Province that influenced the satisfaction of tourists. This research objectives were to study the satisfaction level of tourists in the hotel business in Hat Yai District, Songkhla Province and to study the components of service quality that influenced the satisfaction of tourists. Data were collected from a sample of 388 Thai tourists in Hat Yai District, Songkhla Province by using a non-probability random sampling method by selecting the convenience sample groups which most of them come to Songkhla Province in the second time by the purpose of relaxation with family and length of stay up to 4 to 6 days and choose to stay in a hotel in the price range of 500 to 999 baht. Tourists have the opinion level of the hotel's service quality is at the highest level. When considering each aspect, it found that all aspects were at the highest level such as reliability, responsive, care, trust and the environment. Tourists are satisfied service at the highest level during using hotel service with the reputation of the hotel at first, followed by price, service and atmosphere of the hotel. However, the most of service quality factor influences the satisfaction of tourists is environment, employee responsive, caring, trust and reliability, respectively. 1) The environment has the greatest influence on the satisfaction of hotel customers because the environment is a physical factor that is easy to touch and can be directly perceived in terms of interior and exterior design of the hotel, modern equipment and facilities ready to use, clean, safety equipment such as first aid kits, fire extinguishers, goof

look of staff uniforms, unique and clean. Responsive staff. From the definition of Responsive staff is the willingness to help and provide customer service quickly. If hotel staff can respond to customer needs quickly, accurately, enthusiasm and able to solve customer problems will make customers satisfied. 3) Caring. Hotel staff must understand the needs of customers and provide services that meet their needs. If we received that service, how it would feel. Customers will feel the same way or not. Therefore, in caring for customers, staffs should be attentive to service. For example, employees can remember the customer names. accept customer feedback, apologize immediately if there is a mistake, speak politely and have a good expression. 4) Trust. Hotel staff must make visitors feel confident and trusting such as professional service. The system of financial transactions or issuing documents must be accurate. In addition, there must be good security standards such as having a security guard to take care of you 24 hours. 5) Credibility. From the research results, it was found that reliability of service quality such as standard service, equipment in working condition, accurately service fees and clearly state the conditions for using the hotel.

Natthapong Chaisaengprateep (2018) Service quality of hotel business in Nong Khai Province, this research is quantitative research which aimed at 1) Study the service quality of hotel in Nong Khai Province 2) Comparison. The service quality of hotels in Nong Khai Province is classified by personal factors. 3) Propose service quality guidelines that are suitable for hotel business in Nong Khai Province. A sample of 385 tourists was made using the formula of (Weiers, 2005). The research is randomly sampled using data analysis statistics such as mean, percentage, standard deviation, t-value, and one-way analysis of variance. The research results that most of the tourists were female, aged 20-29 years, with bachelor's degree or higher. They are students, earning income 5,000-9,999 baht per month. Marital status is single. The behavior of most tourists is staying on 2-3 nights to relax and booking rooms via phone. Tourists attach great importance to the service quality of hotel in Nong Khai Province as a whole and each aspect is at a high level with the highest average in terms of materiality. Hypothesis test results, tourists of different sexes gave the same importance to the quality of hotel services in Nong Khai Province. The personal factors of tourists are different of age, education, occupation, income, and marital

status, differed in importance on of overall quality of accommodation services in Nong Khai Province. The statistically significant is at the 0.05 level.

Rachanon Thaveophon and Teerawat Chantuk (2017) conducted research on professional service of a Boutique Hotel in Cha-am district, Phetchaburi Province and Hua Hin District, Prachuap Khiri Khan Province. The objectives were to study 1) service quality model in all 5 aspects and 2) problems and obstacles of the Boutique Hotel entrepreneurs in Cha-am district, Phetchaburi Province and Hua Hin District, Prachuap Khiri Khan Province. This is qualitative research using a phenomenon study method. The data was collected by in-depth interviews from 10 key of boutique hotel entrepreneurs. The results of the study found that 1) Reliability focuses on the design of public relations and promotion that clearly shows details of the service condition 2) Assurance is the confirmation of service standards received from relevant agencies from the government and private sectors. 3) Tangibles is the presentation of physical environment characteristics that can be linked to local identity to be attractive such as buildings, facilities, etc. 4) Empathy is the ability to use cognitive and mood skills to create a good interaction with customers. 5) Responsiveness is the design of service standards that have a period of time to control service providers' operations. For the problems and obstacles of Boutique Hotel entrepreneurs are marketing positioning, employee allocation, location selection, management style and prevention of terrorism.

1) Reliability is the ability to deliver products and services according to the promises that have been set correctly which entrepreneurs of boutique hotels in Cha-am district, Phetchaburi province will pay attention to the public relations of the company's information and promotional activities in various forms. For example, giving discounts in some seasons, displaying a list of paid guests through Official Website including various types of social media such as Facebook and Instagram. When customer arrived, guests will receive various privileges as announced or have prior notice before receiving the service

2) Assurance is a reference to success of organization with awards from various agencies related to the hospitality and tourism industry in Thailand. For Boutique Hotels in Cha-am district, Phetchaburi Province are presented in various types of standards to guests which can prove about popularity, cleanliness, safety and

convenience, such as standard of green hotel, clean room standard and Thailand's Best Boutique Hotel Contest, etc. It also means certifying the competence of ethical service personnel and the skills to perform duties which show true professionalism such as housewives can cook, etc.

3) Tangibles is the management of the physical environment such as buildings, equipment and facilities of Boutique Hotels in Cha-am district, Phetchaburi Province. The entrepreneurs will choose to use modern technology to serve comfortable service to the guests including design of inside and outside area in the room to be beautiful and orderly. There are 3 places which have chosen the color scheme that corresponds to the Logo of the hotel such as Cher Resort chose the similar color appears on the building structure. Including the use of symbols in the form of trees are linked to other types of businesses in the care of entrepreneurs as well as Bullmoon Cha-am Hotel, has designed promotion to promote sales both online and offline using scheme in each type of media as the hotel color.

4) Empathy is a skill that arises from service providers and entrepreneurs must consider every step of the service process in detail from start until finish. Including use good human relations skills is equally for all guests. For example, providing useful news information and considering what guests do not want as well as the allocation of special services on an individual basis. This may open a new experience for guests who have never been get anywhere before such as Fundee Cha-am, where staff are happy to recruit coconut water for South Korean guests without any additional charges.

5) Responsiveness is the setting of management policies by mainly entrepreneurs. The advantages of all three hotels are small hotels that are independents hotels, do not have to adhere to international standards or Chains Hotels. Service standards have a minimum period of time as indicators of different departments of the hotel such as coordination between departments, check-in and checks-out, changing new rooms, etc. In addition, the hotel also uses a variety of modern communication tools to serve guests who have difficult travel experience and linking information to the old guest to the database system for facilitate the next service.

1) Reliability is a way to show honesty to each guest which is caused by the service provider has carried out the objectives for a variety of public relations and determined at least 2 to 3 months in advance for Boutique Hotels in Hua Hin District, Prachuap Khiri Khan Province. The entrepreneurs will consider the content details along with illustrations that appear in communication channels both online and offline. The published material must be close to the actual products and services of a Boutique Hotel such as amenities, recreational activities, Food and beverages, etc. In some cases, the details of activities and publicity are unclear or guests want to ask more. The service provider will be responsible for explaining in details of the activity and service style of each room type again to have same understanding between customer and service provider. In addition, if any activities or services is a sudden change, service providers will immediately notify customer in advance before providing services such as The Byte Loft Hotel and Baan Bayan which explains the change in the conditions of promotional activities by giving a discount. The service provider will point out the cause along with providing other services to replace it.

2) Assurance is a way to build confidence for both old and new customers. Most of entrepreneurs of Boutique Hotels in Hua Hin district, Prachuap Khiri Khan Province use the certified method with certification standards from both public and private agencies, involved in the hospitality and tourism industry such as Tourism Authority of Thailand (TAT), Thai Health Promotion Fund, Trip Advisor, Agoda, Thailand Boutique Award, etc., Including, entrepreneurs have a policy to support basic knowledge of products and services for employees in each department to be an agent for presenting products and services correctly. In the case of entrepreneurs paid the service fee in full or only a part, front office will keep the room for you. Even if guests will check-in later than the conditions set by the hotel.

3) Tangibles are a way of creating a beautiful identity of a Boutique Hotel using natural resources and local culture within Hua Hin District, Prachuap Khiri Khan Province from the process of planning building structure, allocation of rooms and various parts of the hotel including the selection of amenities in accordance with the entrepreneur's concept, are (1) Baan Talay Jeen Boutique Resort which chooses to use furniture decorated with pearls (2)) The Bike Loft Hotel that takes various components of equipment and transforms them into room amenities (3)

Let Sea Hua Hin Fresco Resort which presents a blend of contemporary art to meet the needs of new generation who want a challenging experience.

4) Empathy is a method of analyzing behavior of customer traveling to Boutique Hotels, in Huahin district, Prachuap Khiri Khan Province to anticipate individual different needs to provide facilities and information that are useful to customer. For some entrepreneurs focus on special days of customer such as birthdays, wedding anniversaries, etc. In addition, providing the privacy to customers is by the service provider will not interfere while the customer is relaxing and giving opportunities to customers directly involved in their service such as Let Sea Hua Hin, Fresco Resort, The Bike Loft Hotel, to ask about service attitudes and improvements in the next service usage. It will also create a good interaction with the customers in the future. As of August 2016, Hua Hin District was a risk area for terrorism. The service provider will assist and provide safe travel information for customers traveling to the city.

5) Responsiveness is a way to create standards for service providers. The period is a measure of success in the performance of each department including planning the manpower rate to be suitable for each service time. For Boutique Hotels in Hua Hin District, Prachuap Khiri Khan Province, there are casual employees on weekends or during important Thai festivals to support the practice of staffs within the hotel because Boutique Hotels have a small organizational structure. There is a small number of customer and require an external recruitment planning.

Sansanee Siphimkhad (2013) studied the satisfaction of tourists towards the service quality of 4 to 5 star of international hotels in Bangkok. The objectives were: 1) to study the satisfaction of tourists towards the service quality of 4 to 5 star of international hotels in Bangkok 2) to compare the satisfaction levels of tourists with different travel behaviors in using Service at 4 to 5 stars hotels. The results of the study found that most tourists come for leisure travel and prefer to stay in a convenient shopping area with 1 to 3 nights. Mostly of tourists is booking through agents and websites. Tourists' opinions on the service quality of international chain hotels are at a high level in all aspects. The tourists with different travel behaviors have different levels of satisfaction in 3 aspects: concreteness of the service, trust, perception and understanding the needs of customers. The tourists had the same level

of satisfaction with the service quality in 2 aspects: enthusiasm, responsiveness and confidence. In terms of overall the service quality of international chain hotels in Bangkok is generally good which can create satisfaction for tourists. Tourists have also given advice and recommendations that should be taken to develop and improve the service quality even further.

Thanasit Suksut (2012) studied on expectations and solutions for customers in small hotel to raise standards. The objectives of this study were to study 1) characteristics, styles and service standards of small hotels at the present 2) customer's expectations towards hotel services such as service providers, service location, facilities and service quality of small hotels 3) comparison of personal factors with expectative level of small hotel service's customers 4) to study the problems of small hotel customer arising from hotel services in 4 departments which are front service, food and beverage service, room service and other ancillary services and 5) a guideline for teaching and learning in related courses. The research results showed that overall expectation level of customers towards the services of a small hotel and department is at a high level. The problem of using the customer's service related to facilities in the room such as televisions in the rooms without a signal from satellite, service delay, location issues such as old and narrow conditions which the hotel should adjust in this section immediately because it is important and affects the satisfaction of the customers in order to make them feel impressed. Then there are words of mouth recommendations and come back to use the service again on the next occasion.

Wittaya Wuthiphongpipat (2007) conducted a study on satisfaction of small hotel customers in the area of Mueang District, Chiang Rai Province. It found that most of the customers are satisfied with using the services of a small hotel in the area of Mueang District, Chiang Rai. For the product, physical environment and service processes field, the average is at a very good level. Employee satisfaction, price, distribution channel and marketing promotion was average in the middle. For suggestions to improve and develop of small hotels, it should improve in the cleanliness of the rooms and surrounding areas. The scenery surrounding the hotel is beautiful. Security inside and around the hotel should be more publicity, decorate the

pleasant interior of the room, add amenities within the hotel and have a variety of food to choose in the restaurant.

Wattana Thanongphaeng (2007) studied on the satisfaction of customers in small hotels (not more than 100 rooms) in Pathum Thani area. It was found that most of the customers were female with age between 25 to 34 years old, high vocational certificate and bachelor's degree, an employee in the company is satisfaction level of customers was at a moderate level. The high score of customer satisfaction is location of the next hotel accommodation is convenient amenities such as TVs, refrigerators in rooms, cleanliness of the hotel and surrounding area. Comparing the satisfaction of customers in small hotels (not more than 100 rooms) in Pathum Thani province, it was found that overall female and male satisfaction with physical and service are different except food and beverage quality, room service, price laundry service fee which had a statistically significant difference in satisfaction level at the 0.05.

Kasiri (2017) studied of Standardization Integration and service customization that affects service quality, Customer Satisfaction and loyalty. A study of 3 service businesses are hotels, hospitals and universities as of 322 customers. The using statistics to test the hypothesis were structural equation model. The results showed that (1) service quality had a positive influence on customer satisfaction and (2) customer satisfaction had a positive influence on customer loyalty.

Yee et al. (2015) studied the impact on relationship and satisfaction on Service Quality found that service quality had a positive influence on relationship to quality and satisfaction between service providers and customers in the hospitality industry make increased efficiency in the service of the organization.

Yee et al. (2015) studied on service quality to satisfaction and relationship quality of employees. The population is employees in convenience stores. A total of 225 sets of data were collected using convenient sample selection. The analytical statistics in hypothesis testing are structural equation model. The result showed that service quality has a positive influence on quality, relationship and satisfaction of service providers.

2.6.3 Service Quality Factors Affect Behavioral Intention

Udom Somboonphon (2021) studied on the management of service quality and corporate image affect the intention to use the hotel repeatedly. Small size of Thai tourists in Pathum Thani Province, the objectives of this research were to 1) study the opinions of Thai tourists towards service quality management and the image of a small hotel organization in Pathum Thani Province 2) to study the intention level to repeat the service in a small hotel of Thai tourists in Pathum Thani. 3) To study the influence of service quality management and corporate image affecting the intention of repeat the services of small hotels among Thai tourists in Pathum Thani Province. The sample group used was 400 Thai tourists used the service at a small hotel in Pathum Thani Province. The instrument used in this research was a questionnaire with a reliability value between 0.66 to 1.00 and a confidence value of 0.801. The statistics used in the data analysis are frequency, percentage, mean, standard deviation and multiple regression. The research results showed that 1) the level of service quality management and organizational image, the overall was at a high level. 2) the level of intention to repeat the service in small hotels of Thai tourists in Pathum Thani province, overall was at a high level. 3) service quality management factors affected the intention of repeating the service in small hotels of Thai tourists in Pathum Thani province were reliability, perceiving, understanding the needs of customers, concreting aspect of the service. The organization's image factors consist of the image of a product or service. The image of the hotel influenced on intention to repeat service in small hotels of Thai tourists in Pathum Thani Province statistically is significant level at the 0.01.

Kwanchanok Suwannapong (2018), the development of service quality hotel in Muang District, Phuket Province is to accommodate tourists of special interesting groups. The purpose of this research was to study the service quality level of hotels in Muang District, Phuket Province, to study the tourism behavior of tourists from special interesting groups, to compare of service quality's perceptions of hotels in Muang district, Phuket Province and to study the relationship between perceptions and expectations of special interesting tourists with the quality of hotel services in Muang District, Phuket Province. The sample consisted of special interesting tourists who traveled in Phuket and stayed at hotels in Muang District, Phuket Province about

400 people. The research instrument was a questionnaire. Data were analyzed using percentage, mean, standard deviation, t-test, One-way ANOVA and Pearson Correlation coefficient analysis were found: 1) The majority of tourists were female in age 35-44 years old, Thai nationality, marital status, have income less than 10,000 baht, be a student, have a bachelor's degree, have a self-rewarding travel objective, used popularly travel agencies, travel with friends and used rental car for the trip. The cost of accommodation per night is 2001-3,000 baht per night. Travel period is in October to December. The channel to get information of the stay is social media. The type of hotel is a 2 stars hotel 2) the service quality of a hotel in Mueang District, Phuket Province according to the perception of tourists. The overall picture is at a high level. The first quality is concreteness of the service and followed by rapid response to demand, Assurance, Reliability or trust on time and understanding the needs of customers, respectively. 3) Expected service quality of hotels in Muang district, Phuket Province, overall picture is at the highest level. The first expected quality is concreteness of the service, followed by the Credibility or Reliability, Responding to needs quickly, Assurance and understanding the needs of customers, respectively. 4) special interesting tourists with different personal factors, there is a perception of the service quality of hotels in Mueang District, Phuket Province no different. For special interest tourist groups are different sexes, different nationalities, different status and different education levels. There are expectations for the service quality of hotels in Mueang District, Phuket Province which there was a statistically significant difference at the .05 level. Then the perception of service quality of hotels in Muang district, Phuket Province, there was a similar correlation with expectation of special interesting tourists on the service quality of hotels in Muang District, Phuket Province.

Sophittha Temratana (2018) a research study is on service quality that affects repeat service in 5 stars hotels in Bangkok. From the analysis results, it was found that the overall quality of service factors in all 5 areas are Tangibles, Reliability, Responsiveness, Assurance and Empathy. It had the greatest effect on repeat to use the overall service again. Comparison between expectation level and actual experience level both Thai and foreign customers are satisfied with service quality of the hotel. There was an effect on repeat of the service, which was consistent with the

results of interviews. Key informants are 5 service quality factors which effect on the repeat using service of customers with 5-star hotels in Bangkok.

Chatchaphon Sinphatchat and Thiprat Saengruangrob (2018) is a comparative study of reuse service of Budget hotels and hostels of major tourist cities in Thailand by studying marketing mix factors and compares the differences in marketing mix factors that affect the Budget hotel's repeat service decision. Budget Hotel and Hostel of the main tourist city in Thailand which the data were collected with questionnaires. From a sample of 600 tourists who stayed in Budget hotels and hostels. Once the data was obtained, the data was analyzed in a ready-made processing program. The analysis statistics used in were Exploratory Factor Analysis (EFA), Independent t-test, One-way ANOVA and Binary Logistic Regression. The results showed that only four factors were probable and distinct differences in the decision to repeat using the services of major tourist cities in Thailand (Skyscanner, 2016) which are marketing promotion factors. The decision to repeat using the services of Budget hotels was 0.508 times more than hostels at $B = 0.677$. There were 1.241 times less decision to use budget hotels than hostels at $B = 0.216$. For the decision to repeat using the service at a budget hotel was 1.422 times less than a hostel at $B = 0.352$ and a process factor decided to repeat using the services of a Budget hotel 1.297 times less than a hostel at $B = 0.260$.

Kanaphat Greenikorn (2012) said that influence of service quality on brand personality in case of customers was in different levels of interaction with service businesses. The results showed that service quality influences brand personality positively and varies with the interaction level which customers have with service businesses. Recommendation from this research is executives can strengthen brand personality by emphasizing and improving service quality and encouraging employees to have more interactions with customers. The key elements of service quality were found that Flexibility and Assurance, Tangibility, Responsiveness and Empathy. From the study have shown that service quality is one of the key factors in building a strong brand personality. The good service quality will make the personality of the brand more clearly. On the other hand, the poor service quality will do to decreased clarity of brand personality. Service quality is the heart of service

business. It is also a direct experience about the hotel that customers receive. Improving the service quality will help customers feel more satisfied.

Kasiri (2017) studied of standardization Integration and service customization that affects service quality of customer satisfaction and loyalty. A study of 322 customers in the service business group consists of 3 types which are hotels, hospitals and universities. The statistics used to hypothesis test were structural equation model. The results showed that (1) service quality had a positive influence on customer satisfaction and (2) customer satisfaction had a positive influence on customer loyalty.

Chiu, Liu, and Tu (2016) studied the influence of tourist expectations on low-cost airlines to purchasing intention. By collecting samples from tourists using low-cost airlines on domestic flights and international flights is about 535 people. The statistics used to the hypothesis test were structural equation model. The results showed that (1) service quality had a positive influence on customer words of mouth and (2) words of mouth positively influenced customer's future purchase intention.

Olgun et al. (2014) studied the influence of service quality on patient satisfaction, repeat service and words of mouth communication in the healthcare industry. Data were collected by 380 patients from the outpatient department of a large hospital university in Turkey. The statistics used the hypothesis test are structural equation model. The results showed that (1) satisfaction had a positive influence on referrals (2) satisfaction had a positive influence on repeat using service and (3) words of mouth had a positive influence on repeat service.

Jae et al. (2013) studied the influence of service quality on website in the internet to repurchase intention among university students in South Korea. The study took samples from university students in Gangnam District, South Korea of 230 people. The statistics used the hypothesis test are structural equation model. The results showed that (1) the service quality of the website had a positive influence on customer satisfaction (2) the service quality of the website had a positive influence on the trust of the customer (3) the Customer Satisfaction has a positive influence on customer trust and (4) customer trust has a positive influence on repeat purchase intention.

2.6.4 Perceived Value and Customer Satisfaction Factors

Natnicha Husaini (2018) This research studied about the service quality factors of Customer experience and Perceived Value factors that affect Customer Satisfaction. Boutique Hotel service using a questionnaire is a measurement tool which can collect the questionnaires and bring it to further analyzed by 410 sets, divided into 252 females and 158 males. After analyzed by using Multiple Linear Regression, it found the factors affecting service satisfaction in statistically significant in Boutique Hotels. There were five factors which are service experience factor was the most influencing factor for satisfaction, product experience, social value, price value and usability value. While the comfort factor from receiving services is not affect the satisfaction of using the service which contradicts to many studies. It may be due to convenience factors from receiving services is about Emotional judgment. Each people will have different decision making. Customers were more focus on decision-making based on emotion (Emotional Judgement) in priority, while the Perception Value factor found that using factor was the highest influencing factor in the perceived value group. Although Boutique Hotels focus on design is different, unique, focusing on lifestyles of different guest but it should pay attention to the room. The rooms should be of a good standard, clean, complete facilities. In terms of price factor, most Boutique Hotels are expensive. Therefore, customers are willing to pay if they considered the price is suitable for the quality and service received. For many social factors, there are many factors involved both external and internal factors. For external factors come from the use of Boutique Hotels which is like a luxury product. Therefore, the customers feeling is accepted by society. While the internal factor is one's worth and what they value. At the present we found that Thai society pays attention to both something they have used and the service they have received then still provide the importance of Individualism. Thus, resulting in social factors affect satisfaction but it has not much influence.

Atithan Sirisutthi (2017) influenced of perceived value on emotion, perceived value on price, service quality to satisfaction, words of mouth relationship quality and repeat of service for customers who use service in Bangkok hotel. Independent research is part of the study in the Master of Business Administration program at Bangkok University. The objectives of this research were 1) to study the influence of

perceived value on emotion, perceived value on price and perceived value on Customer Satisfaction using hotel in Bangkok 2) to study the influence of perceived value on emotion, perceived value on price, service quality and satisfaction on the relationship quality of customers who use hotel services in Bangkok 3) to study the influence of satisfaction and quality of word-of-mouth relationship among hotel customers in Bangkok 4) to study the influence of satisfaction and quality of correlation to repeat service of hotel customers in Bangkok 5) to examine the coherence of the causal relationship model influence of perceived value on emotion, perceived value on price and service quality to satisfaction words of mouth relationship quality and the repeat service of customers who use hotels in Bangkok with empirical data. The researcher used a quantitative research methodology by conducting empirical research using questionnaires as a tool to collect data from 421 hotel customers in Bangkok. Statistics used in data analysis is frequency distribution, percentage, average, standard deviation and structural equation model analysis. The results showed that 1) Perceived value on emotion had a positive influence on Customer Satisfaction. 2) Perceived value on price had a positive influence on Customer Satisfaction. 3) Service quality had a positive influence on Customer Satisfaction. 4) Perceived value on emotion positively influenced on customer relationship quality. 5) Perceived value on price positively influenced customer relationship quality. 6) Service quality positive influenced on customer relationship quality. 7) Satisfaction positively influenced customer relationship quality 8) Satisfaction positively influenced customer words of mouth. 9) Relationship quality had a positive influence on customer relationship quality. 10) Satisfaction had a positive influence on repeat customer service. 11) Relationship quality has a positive influence on customer repeat service. The research results suggest that hotels in Bangkok should focus on perceived value on emotion, perceived value on price and service quality to effect in satisfaction, words of mouth relationship quality and increased repeat use services.

Naret Hanpitakkun (2009) studied the decision to choose a hotel service in the Mueang Chiang Mai district of foreign tourists. The objective of this study was to study foreign tourists' decision to choose a hotel in Mueang Chiang Mai District. The results of the study found that foreign tourists who come to visit and stay overnight in

Mueang Chiang Mai District, most of them came to Chiang Mai for the first time. The duration of stay is 1-3 days. They get information about the hotel from the Internet. For their deciding on accommodation, the price is focused on the selection of accommodation and does not make a reservation in advance. The satisfaction in the service marketing mix of foreign tourists found that tourists were satisfied with almost all factors of service marketing mix at a high level. The satisfaction level with marketing factors in terms of payment process and distribution channels is moderate. In addition, from hypothesis testing, it was found that personal factors affect the decision to choose a hotel service and the decision to choose a hotel for foreign tourists depends on marketing factors.

Raji and Zainal (2017) studied the impact of perceived value on customer prices to customer satisfaction. A case study of restaurants in Malaysia, the population was 400 people who dined at a luxury restaurant. The data were collected using convenient sampling. Statistical analysis in hypothesis testing is structural equation model. The results showed that perceived value on price has a positive influence on customer satisfaction.

Marakanon and Panjakajornsak (2016) studied on the influence value of perceived value for money online transaction on recurrence of online shopping sites found that perceived value on price has a positive influence on customer satisfaction online. Ramseook–Munhurrun, Seebaluck & Naidoo (2015) studied perceived values in the value for money ratio between price and service received of the tourists towards the destination. We found that perceived value on price has a positive influence on tourist satisfaction. Han and Hyun (2015) studied the impact of service quality. Perceived value in terms of worthiness or reasonable price, trust and customer satisfaction found perceived value on price has a positive influence on customer satisfaction. Yoo and Park (2016) studied the impact of online media customization to customers. Perceived value on satisfaction and loyalty towards luxury brands found that perceived value on price have a positive influence on Customer Satisfaction. Arslanagic–Kalajdzic and Zabkar (2017) studied the perceived value on price in service business found the perceived value on price has a positive influence on relationship quality of customer business customer which enable the organization to develop more professional customer service. Concepts and Theories related to

Perceived Quality Value, definition and meaning of Marakanon and Panjakajornsak (2016) stated that perceived quality is the expectation of what quality is expected. Hazen, Boone, Wang, and Khor (2017) said that perceived value on quality is assessment the customer's desired attributes for the quality of the products or services received. Matsuoka et al. (2017) stated that perceived value on quality is the value in the buyer-seller relationship that the buyer expects seller will sell products or provide quality services or potential for buyers as well as perceived value on quality. It is the specific expectation of customer perceives about the product. The features of use and enduring quality of Goyal and Chanda (2017) stated that perceived value on quality is the value associated with quality of products and services perceived by customers to be compared to their superiority or inferiority between sellers, goods and services with other brands.

2.6.5 Perceived Value Factors Affect Behavioral Intention

Sumet Chansuthanapoj (2020) studied the relationship between attitudes and water conservation behaviors of people responsible for water resources. In a case study of a 3 stars hotel in Bangkok, the study objectives were: 1) to study the water resource conservation attitude of 3 stars hotel business in Bangkok 2) to study the water resource conservation behavior of the 3 stars hotel business in Bangkok 3) to study the relationship in attitude and behavior about the water resource conservation of hotel water resources responsible person to the difference in hotel size. This is quantitative research together with qualitative data collection. The sample consisted of people responsible for and managing water resources of 135 3 stars hotels in Bangkok. The tools used for data collection were questionnaires and interviews. The data were analyzed using statistical values such as percentage, mean, standard deviation, correlation, single endpoint variability analysis and content analysis. The results of the study showed that those responsible for water resources of 3 stars hotel had moderate attitudes and behaviors to conserve water resources. The relationship of attitudes with water conservation operations in the hotel business and the relationship of personal conservation behavior with water resource conservation operations in the hotel business was at a low level. In addition, comparing the differences in hotel size, it appears that hotel size affects attitudes, conservation behavior and water resource

conservation operations in the hotel business were not statistically significant at the 0.05 level. The government sector should have serious support in formulating guidelines and mechanisms to promote the development and strengthening of a good attitude in conserving water resources of the 3 stars hotel business because of the 3 stars hotel has limited expertise and funding for training conserve water resources which will encourage the conservation of water resources in the hotel business, is more efficient related to sustainable development.

Atithan Sirisutthi (2017) influenced of perceived value on emotion, perceived value on price, service quality to satisfaction, words of mouth relationship quality and repeat of service for customers who use service in Bangkok hotel. Independent research is part of the study in the Master of Business Administration program at Bangkok University. The objectives of this research were 1) to study the influence of perceived value on emotion, perceived value on price and perceived value on Customer Satisfaction using hotel in Bangkok 2) to study the influence of perceived value on emotion, perceived value on price, service quality and satisfaction on the relationship quality of customers who use hotel services in Bangkok 3) to study the influence of satisfaction and quality of word-of-mouth relationship among hotel customers in Bangkok 4) to study the influence of satisfaction and quality of correlation to repeat service of hotel customers in Bangkok 5) to examine the coherence of the causal relationship model influence of perceived value on emotion, perceived value on price and service quality to satisfaction words of mouth relationship quality and the repeat service of customers who use hotels in Bangkok with empirical data. The researcher used a quantitative research methodology by conducting empirical research using questionnaires as a tool to collect data from 421 hotel customers in Bangkok. Statistics used in data analysis is frequency distribution, percentage, average, standard deviation and structural equation model analysis. The results showed that 1) Perceived value on emotion had a positive influence on Customer Satisfaction. 2) Perceived value on price had a positive influence on Customer Satisfaction. 3) Service quality had a positive influence on Customer Satisfaction. 4) Perceived value on emotion positively influenced on customer relationship quality. 5) Perceived value on price positively influenced customer relationship quality. 6) Service quality positive influenced on customer relationship

quality. 7) Satisfaction positively influenced customer relationship quality 8) Satisfaction positively influenced customer words of mouth. 9) Relationship quality had a positive influence on customer relationship quality. 10) Satisfaction had a positive influence on repeat customer service. 11) Relationship quality has a positive influence on customer repeat service. The research results suggest that hotels in Bangkok should focus on perceived value on emotion, perceived value on price and service quality to effect in satisfaction, words of mouth relationship quality and increased repeat use services.

Atthiya Tangkosakul (2011) studied on the expectation to small hotel services among tourists. Case study of hotel business, Muang District, Phitsanulok Province, the purpose of this research was to compare the opinions of the expected service and the perceived service of tourists towards the service of a small hotel in the Muang district, Phitsanulok Province. The study was conducted with a sample of 400 people. The results showed that the main reason for the sample group choose a small hotel is appropriate price. The main purpose of staying in a small hotel is for relaxation. For the opinions about the service expected of a small hotel is something tangible, belief in service standards, focus on tourist service, trust and meeting the needs of tourists. The service that tourists expect the most is to meet the needs of tourists. When tourists decide to use the services of a hotel, they need good service of the hotel since the first time to use the service until return of the room to make tourists impressed with the service of the hotel and come back to use the hotel again. For the opinions about the perception of the hotel's service was at the highest level which was tangible followed by the response to the needs of tourists, trust in service, focus on tourists and beliefs in service standards. The comparison results of opinion level about hotels service that customers expect with the hotel service that customers perceived of a small hotel in Mueang District, Phitsanulok Province according to the composition of tourists' expectation in all 5 aspects, found that there was a statistically significant difference at the 0.05 level. The tourists were more perceived on trust of the service by the tourists than the tourists had previously expected use the service. In part of improvement is to meet the needs of tourists.

Wang et al. (2018) studied of perceived value on quality data to customer relationship quality. A population is 1,394 bank customers used convenient sampling.

Statistical analysis in hypothesis testing is structural equation model. The results showed that the perceived value on quality data has a positive influence on the quality of customer relationships.

Arslanagic–Kalajdzic and Zabkar (2017) studied the influence of perceived value on price to on the quality of professional business service relations. The population was business customers. A total of 228 people were collected data using convenient sampling. Statistics analyzed in Hypothesis testing is structural equation model. The result showed that the perceived value on price influenced a positive for the quality of customer relationships.

Matsuoka et al. (2017) studied of perceived values on quality, satisfaction and loyalty in Shiogama, Japan. The population was Shiogama city visitors. Data were collected from 400 people using convenient example. The statistical analysis in the hypothesis test is a structural equation model. The results showed that the perceived value on quality has a positive influence on the satisfaction of the visitors to Ozatac, Saner, and Sen (2016) studied on the satisfaction with service quality and quality of the population relationship were North Cyprus Bank Clients. Data were collected for 207 people using convenient sampling. The analytical statistic in hypothesis testing was the structural equation model. The result showed that Customer Satisfaction affects the quality of a good relationship and words of mouth to customers.

Han, Meng, and Kim (2017) studied the influence of perceived values, satisfaction, intentions and gender on loyalty. In the phenomenon of cycling touring is 394 samples were collected and hypothesis tested using a structural equation model. The results showed that 1) perceived value had a positive influence on Customer Satisfaction and 2) Customer Satisfaction had a positive influence on loyalty. Ju, Back, Choi, and Lee (2019) studied accommodation through online media service which found that the quality, service and facilities affected Customer Satisfaction.

Gamaa and Ahmed (2016) studied understanding customer intention to participate in online travel communities and impact on customers' intention to purchase travel services online and words of mouth. A total of 495 samples were collected. The statistics used to test the hypothesis were structural equation model. The results showed that 1) trust had a positive influence on the positive feedback of

customers and 2) trust had a positive influence on consumers' future intentions to buy a product or service.

Marakanon and Panjakajornsak (2016) studied the influence of perceived quality, perceived on risk n and customer trust affecting customer loyalty to environmentally friendly electronic products. The statistics used to test the hypothesis are structural equation model which found that 1) perceived quality had a positive influence on customer trust 2) customer trust had a positive influence on customer loyalty.

Kim (2012) studied factors affecting perceived value of online purchases and the customer's repeat intention. The study was conducted to study the perceived value of online shopping that affects Customer Satisfaction and intention to buy again. Analyzed by structural equation modeling from a sample of 293, the results showed that 1) perceived value of online shopping has a positive effect on Customer Satisfaction. 2) perceived value of purchase product on the Internet positively influences repeat customer intent and 3) Customer Satisfaction positively influences repeat customer intent.

2.6.6 Customer Satisfaction Affects Behavioral Intention

Atithan Sirisutthi (2017) influenced of perceived value on emotion, perceived value on price, service quality to satisfaction, words of mouth relationship quality and repeat of service for customers who use service in Bangkok hotel. Independent research is part of the study in the Master of Business Administration program at Bangkok University. The objectives of this research were 1) to study the influence of perceived value on emotion, perceived value on price and perceived value on Customer Satisfaction using hotel in Bangkok 2) to study the influence of perceived value on emotion, perceived value on price, service quality and satisfaction on the relationship quality of customers who use hotel services in Bangkok 3) to study the influence of satisfaction and quality of word-of-mouth relationship among hotel customers in Bangkok 4) to study the influence of satisfaction and quality of correlation to repeat service of hotel customers in Bangkok 5) to examine the coherence of the causal relationship model influence of perceived value on emotion, perceived value on price and service quality to satisfaction words of mouth

relationship quality and the repeat service of customers who use hotels in Bangkok with empirical data. The researcher used a quantitative research methodology by conducting empirical research using questionnaires as a tool to collect data from 421 hotel customers in Bangkok. Statistics used in data analysis is frequency distribution, percentage, average, standard deviation and structural equation model analysis. The results showed that 1) Perceived value on emotion had a positive influence on Customer Satisfaction. 2) Perceived value on price had a positive influence on Customer Satisfaction. 3) Service quality had a positive influence on Customer Satisfaction. 4) Perceived value on emotion positively influenced on customer relationship quality. 5) Perceived value on price positively influenced customer relationship quality. 6) Service quality positive influenced on customer relationship quality. 7) Satisfaction positively influenced customer relationship quality 8) Satisfaction positively influenced customer words of mouth. 9) Relationship quality had a positive influence on customer relationship quality. 10) Satisfaction had a positive influence on repeat customer service. 11) Relationship quality has a positive influence on customer repeat service. The research results suggest that hotels in Bangkok should focus on perceived value on emotion, perceived value on price and service quality to effect in satisfaction, words of mouth relationship quality and increased repeat use services.

Lien et al. (2017) studied about influence of satisfaction to engagement, words of mouth and repeat purchasing of WeChat users. The population is WeChat users in China. Data was collected from 310 people using convenient sampling. Statistics analyzed in Hypothesis testing is structural equation model. The result showed that satisfaction has a positive influence to engagement and satisfaction to words of mouth. Gera, Mittal, Batra, and Prasad (2017) studied about Service Quality to Customer Satisfaction. The population is life insurance customers in India. Data were collected for 400 people using convenient sampling. The analytical statistic in hypothesis testing was the structural equation model. Service Quality affects Customer Satisfaction.

Sierra et al. (2017) studied of the intent factor to repurchase product online found that perceived value on quality from website and seller has a positive influence on Customer Satisfaction. Hapsari, Clemes, and Dean (2016) studied indicators in role

of perceived value relationship with service quality and Indonesian Airline customer Satisfaction. It was found that the perceived value of high quality of Indonesian airlines has a positive influence on Customer Satisfaction. Matsuoka et al. (2017) studied perceived value on quality, visitor satisfaction and loyalty behavior in South Africa museums which found that perceived value on quality has a positive influence on Customer Satisfaction. Wang et al. (2018) studied on the relationship between organizations found that perceived value on quality of the organization had a positive influence on quality of relationship between banks and organizations in Taiwan. This helps to increase the efficiency of the Bank's services to corporate customers.

Castaldo, Grosso, Mallarini, and Rindone (2016) studied the role of satisfaction development and trust that results in earning customer loyalty in retail pharmacies by collecting samples of 735 people in Italy. The statistics used to test the hypothesis are structural equation model. The result showed that 1) satisfaction had a positive influence on trust. 2) satisfaction had a positive influence on loyalty and 3) trust had a positive influence on loyalty.

Prashant, Madhupa, and Ramendra (2016) studied the influence of customers feeling after watching a movie to spread the word of mouth in emerging markets. The sample was collected from 274 Bollywood movie audiences in India. The statistics used to test the hypothesis were structural equation model. The results showed that satisfaction has a positive influence on customer words of mouth communication.

Rajaguru (2016) studied the role of perceived value on price. Service quality affecting behavioral intentions of customers using low-cost airlines and full-service airlines were by collecting samples of 445 passengers. The statistics used to test the hypothesis were structural equation model. The result showed that 1) perceived value on price had a positive influence on Customer Satisfaction. 2) service quality had a positive influence on Customer Satisfaction and 3) Customer Satisfaction had a positive influence on Behavioral Intention to use the service repeatedly and tell the positive of customers.

Ercis (2012) studied the influence of satisfaction, trust and reliability brand to Loyalty and intention to repurchase again by conducting a survey among undergraduate students and graduate students of Ataturk University in Turkey, used multiple regression equations to test their hypothesis. The results showed that 1)

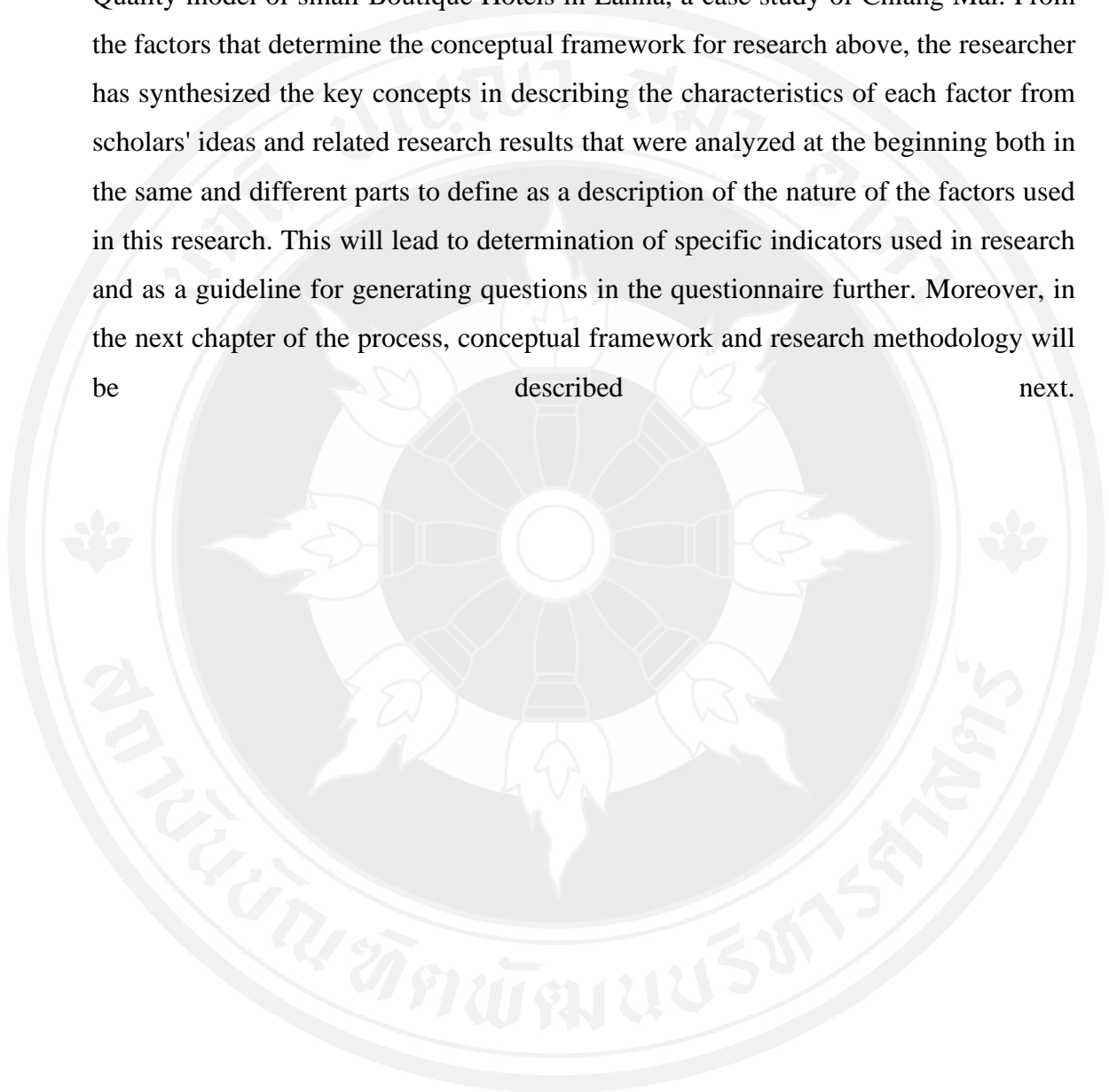
perceived value had a positive influence on trust. 2) perceived value on quality had a positive influence on trust. 3) satisfaction had a positive influence on brand reliability. 4) brand reliability has a positive influence on brand confidence. 5) brand reliability has a positive influence on repurchase intent. 6) satisfaction has positive influence on trust.

2.7 Final Conclusion

From theoretical concepts and related research results mentioned above the researcher has determined a causal relationship structure between the factors used in this study as follows: 1) Service quality factor affects Perceived Value factor. 2) Service quality factor affects Customer Satisfaction factor. 3) Service Quality factor affects Behavioral Intention factor. 4) Perceived Value factor affects Customer Satisfaction. 5) Perceived Value factor affects Behavioral Intention factor. 6) Customer Satisfaction factor affected Behavioral Intention factor as a hypothetical model of affecting the model in Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai. As shown in the research conceptual framework explains that Service Quality factor is at a high level. It will influence on Perceived Value factor of the customer a huge. For the greater Service Quality factor is at a high level, the influence on Customer Satisfaction as same as Behavioral Intention factor. If a high Perceived Value factors also influences Customer Satisfaction and Behavioral Intention. Then a very high satisfaction factor will always influence the Behavioral Intention of the customer.

From the factors that determine the conceptual framework for research above, the researcher has synthesized the key concepts in describing characteristics of each factor from the scholars' ideas and related research results that were analyzed at the beginning both in the same and different parts to define as a description, the nature of the factors used in this research and lead to further studied in the context of a small boutique Lanna hotel in the case study area of Chiang Mai. Due to Chiang Mai is a famous province for tourism and is a popular tourist destination for both Thai and foreign tourists. There is a unique culture of the Lanna people. There are various forms of tourism with a variety of restaurants and hotels. Chiang Mai is a famous for

its service and Boutique Hotels which is unique. In terms of income, it is an important area to generate income in the hospitality and tourism industry from both Thai and foreign tourists. In addition to the competitive situation in the hotel business, there is still intense competition in the area. This is the reason for the study of the Service Quality model of small Boutique Hotels in Lanna, a case study of Chiang Mai. From the factors that determine the conceptual framework for research above, the researcher has synthesized the key concepts in describing the characteristics of each factor from scholars' ideas and related research results that were analyzed at the beginning both in the same and different parts to define as a description of the nature of the factors used in this research. This will lead to determination of specific indicators used in research and as a guideline for generating questions in the questionnaire further. Moreover, in the next chapter of the process, conceptual framework and research methodology will be described next.



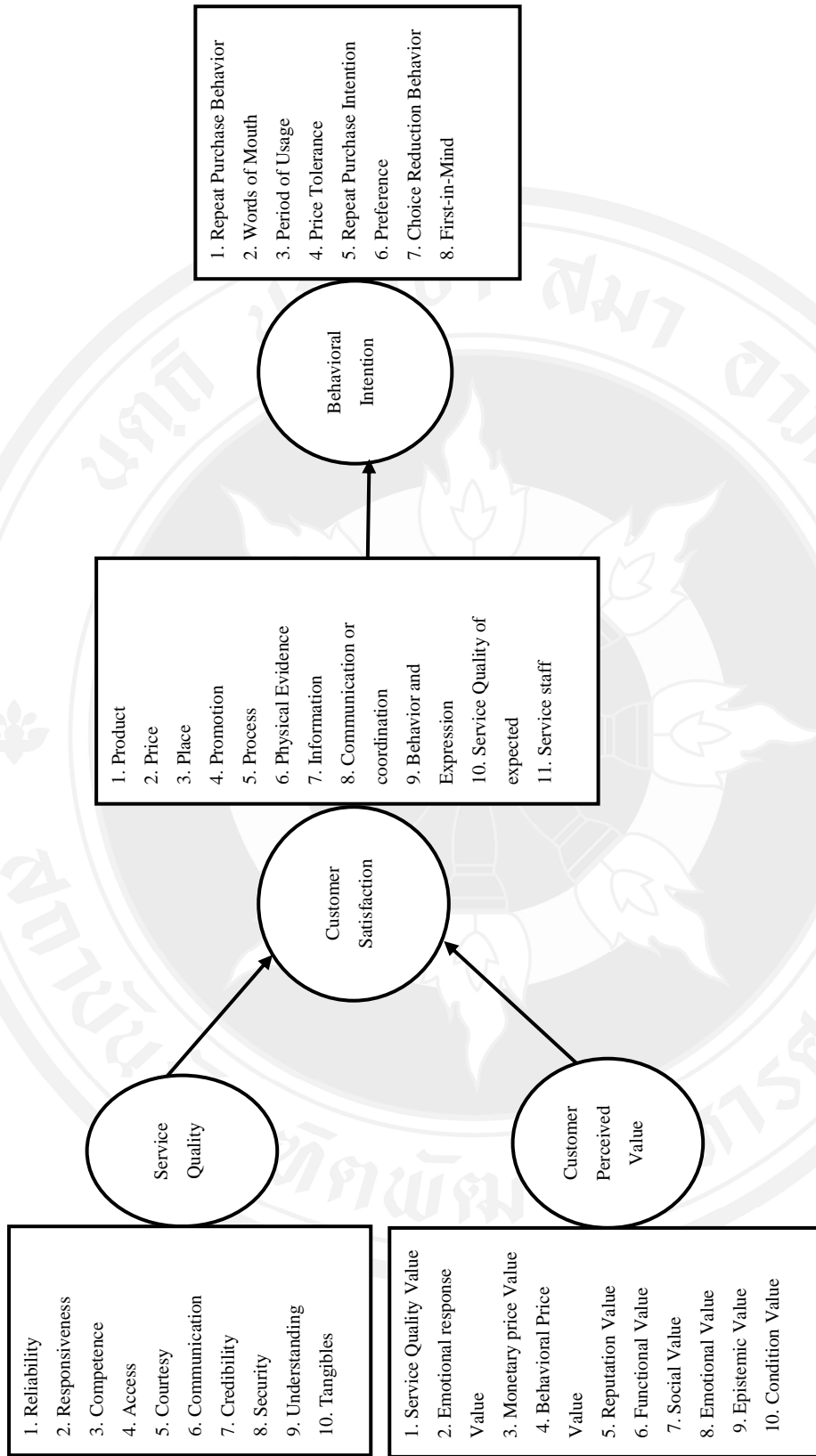


Figure 2.6 Research Conceptual Framework

CHAPTER 3

CONCEPTUAL FRAMEWORK AND RESEARCH METHODS

Research subjects “A Model of Lanna Small Boutique Hotel's Service Quality, Customer Satisfaction and Perceived Value Influencing Behavioral Intention, A Case Study of Chiang Mai, Thailand” aims at 1) To study and analyze the corroborating elements of service quality that affected the Perceived Value, Customer Satisfaction and Behavioral Intention in a case study of Lanna Small Boutique Hotel in Chiang Mai case study. 2) To test the Structural Equation Model (SEM) of service quality factor with a Lanna Small Boutique Hotel case study in Chiang Mai affecting Behavioral Intention. 3) To suggest a service quality model of a Lanna Small Boutique Hotel in, a case study of Chiang Mai. This research was a study data using a Quantitative research methodology, which used questionnaires to collect data and for making the research results to be carried out in accordance with the research process and achieved the researcher's objectives according to the following topics;

- 3.1 Research Conceptual Framework
- 3.2 Research Hypothesis
- 3.3 Operational Definition
- 3.4 Population and Sample
- 3.5 Research Instruments
- 3.6 Testing of Research Instruments
- 3.7 Data Collection
- 3.8 Data analysis

3.1 Research Conceptual Framework

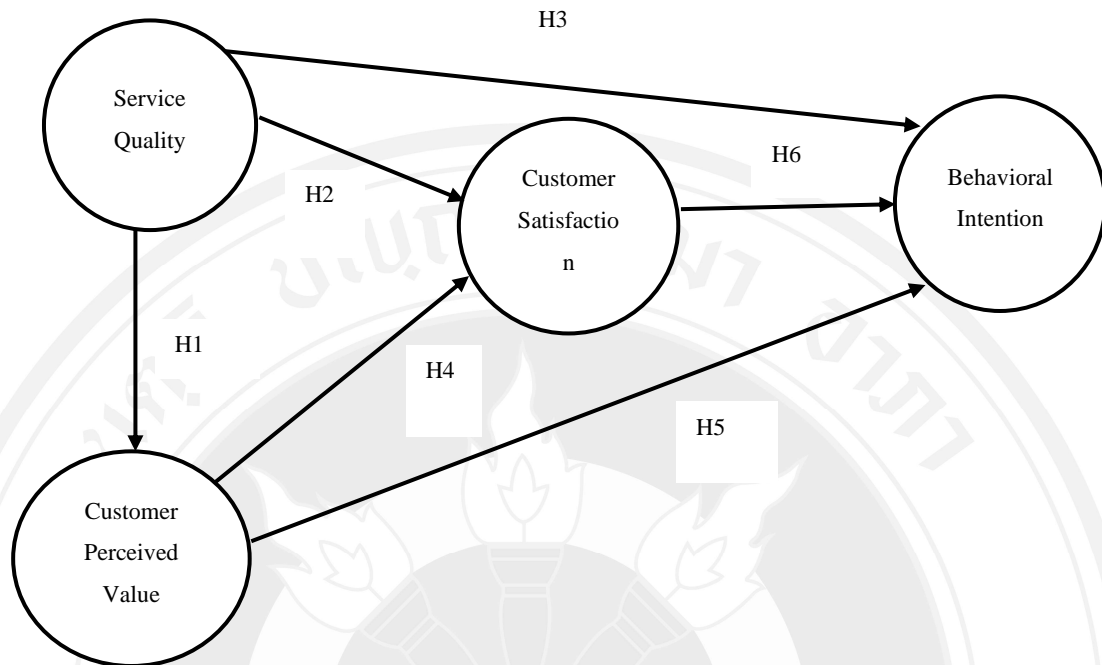


Figure 3.1 Research Hypothesis

3.2 Research Hypothesis

Based on the Research Conceptual Framework consisted of Service Quality variables (SQ), Customer Perceived Value (PV), Customer Satisfaction (CS) and Customer Behavioral Intention (BI). The researcher formulated the following assumptions:

H1: Service quality of a Lanna Small Boutique Hotel in Chiang Mai has a positive influence on Customer Perceived Value.

H2: Service quality of a Lanna Small Boutique Hotel in Chiang Mai have a positive influence on Customer Satisfaction.

H3: Service quality of a Lanna Small Boutique Hotel in Chiang Mai have a positive influence on the Customer Behavioral Intention.

H4: Customer Perceived Value of a Lanna Small Boutique Hotel in Chiang Mai have a positive influence on Customer Satisfaction

H5: Customer Perceived Value of a Lanna Small Boutique Hotel in Chiang Mai have a positive influence on Customer Behavioral Intention.

H6: Customer satisfaction of a Lanna Small Boutique Hotel in Chiang Mai have a positive influence on the Customer Behavioral Intention.

3.3 Operational Definition

1) Service Quality refers to the results from the consumer evaluation process which compared what was expected and the service received (Parasuraman et al., 1988), consists of 10 sides in following (1) Reliability (2) Responsiveness (3) Competence (4) Access (5) Courtesy 6. Communication (7) Credibility (8) Security (9) Understanding (10) Tangibles.

2) Perceived Value refers to the difference between the consumers expectation value for the benefit and the cost paid for the service. It is the evaluation process the customer in terms of quality, price and service. Thus, it recognizes the value or benefit value which the customer receives in comparison with total cost including other costs which have to pay extra for receiving services (Coulter & Coulter, 2003; Koter, & Keller, 2012; Bourdeau, 2005; Hellier, Geursen, Carr, & Rickard, 2003; McDougall, & Levesque, 2000, consists of 10 sides in following (1) Service Quality Value (2) Emotional response Value (3) Monetary price Value (4) Behavioral Price Value (5) Reputation Value (6) Functional Value (7) Social Value (8) Emotional Value (9) Epistemic Value (10) Condition Value.

3) Customer Satisfaction refers to the perception of customers comparing their pre-purchase expectations with their post-purchase perceptions (Oliver, 1997), consists of 10 sides in following (1) Product (2) Price (3) Place (4) Promotion (5) Service Process (6) Service Physical Evidence (7) Customer Information from using the service (8) Communication or coordination of service provider (9) Behavior and Expression of service provider (10) Service Quality of expected.

4) Behavior Intention refers to the willingness to try to do the behavior which is a motivating factor which influences to behavior. It is an indication that the person has put in effort to carry out the behavior with pleasure and willingness to use the service (Ajzen, 1991; Pong & Yee, 2001), consists of 7 sides in following (1) Words

of Mouth (2) Period of Usage (3) Price Tolerance (4) Repeat Purchase Intention (5) Preference (6) Choice Reduction Behavior (7) First-in-Mind.

3.4 Population and Sample

1) The population used in this research was Thai Tourists who come to use the service at a Lanna Small Boutique Hotel in Chiang Mai. The sample group used in this research consisted of 400 people.

2) The sample group used in this research was Thai tourists who used the service of a Lanna Small Boutique Hotel in Chiang Mai. The researcher used the method for determining the sample size and the sample selection method as follows. Determining the appropriate Sample size will ensure that the results of the data analysis are representative of the population then determining the optimal sample size, for determining suitability of the samples used in this research. The researcher determined that the sample size was suitable for the AMOS data analysis by using the Structural Equation Model (SEM) technique. The researcher used to determine the sample size according to Hair et al. (1995) which suggested that the optimal sample size was 200-300 and (Comrey & Lee, 1992; Hair et al., 2010) and suggested that the sample size used in the research should be 10-20 times of the Observed Variables number in that research. In this research, the researcher has 37 Observed Variables. The optimal and sufficient sample size should be at least 10 times x 37 Observed Variables equal to 370 Samples Sizes to 20 times x 37 Observed Variables equal to 740 Samples Size. The calculated result is the minimum Sample Size which can be used in the analysis by using the Structural Equation Model (SEM) technique. Therefore, this research had a total of 370 samples and was selected based on the suitability and sufficiency of the minimum data to test the Structural Equation Model (SEM) and to not disturbance with the Sample Size in the human research of ethics process. From the consideration of the Samples, there was a sufficient number which can be used for analysis by using the Structural Equation Model (SEM) technique.

Therefore, the Sample Size can be calculated based on consideration (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) with 95% Confidence interval and 5% Error interval determined (Vanichbuncha, 2006). Then using at least 370 people for

able to estimate the percentage were with no more than 5% error at 95% of Confidence interval for ease of evaluation and data analysis. Therefore, the researcher used a total Sample Size of 400 samples for completeness of the data which is regarded as passing the criteria as specified by the conditions is not less than 370 Samples by using Convenience Sampling.

3.5 Research Instruments

This research, the researcher studied and reviewed the relevant literature to create a Conceptual Framework and Research Instruments by using a questionnaire. Questionnaire was a tool for collecting data to study Service Quality model of a Lanna Small Boutique Hotel, a case study of Chiang Mai. The questionnaire divided into 6 parts by studying the data from the report, journal and related research in the following.

Part 1 A general questionnaire of the Sample Size had a closed-ended question with multiple choices. Respondents chose only one answer which includes gender, age, status, educational level, career and income.

Part 2 Questionnaire about customer service information who came in of a Lanna Small Boutique Hotel, a case study of Chiang Mai. There was a total of 4 questions. In the questionnaire were collected quantitative data as closed-ended questions with multiple choice answers. Respondents chose only one answer which consisted of period of stay, how many times have you stayed at this hotel, the purpose to this stay, room rate, Service frequency and how did you book the room.

Part 3 Questionnaire about information and opinion levels on customers service quality of a Lanna Small Boutique Hotel, a case study of Chiang Mai. There was a total of 50 questions, consisting of 10 observation variables: 1) Reliability 2) Responsiveness 3) Competence 4) Access 5) Courtesy 6) Communication 7) Credibility 8) Security 9) Understanding 10) Tangibles. The questionnaire was used to collect quantitative data. The questionnaire was a 5-level Likert Scale evaluation by using the Interval Scale.

Part 4 Questionnaire on data and opinion levels in Perceived Value of a Lanna Small Boutique Hotel, a case study of Chiang Mai. There was a total of 50 questions,

consisted of 10 observation variables: 1) Service Quality Value 2) Emotional response Value 3) Monetary price Value 4) Behavioral Price Value 5) Reputation Value 6) Functional Value 7) Social Value 8) Value Emotional Value 9) Epistemic Value 10) Condition Value. The questionnaire was used to collect quantitative data. The questionnaire was a 5-level Likert Scale evaluation by using the Interval Scale.

Part 5 Questionnaire on data and opinion level in Customer Satisfaction level of a Lanna Small Boutique Hotel, a case study of Chiang Mai. There was a total of 50 questions, consisted of 10 observation variables: 1) Product 2) Price 3) Place 4) Promotion 5) Process 6) Physical Evidence 7) Information 8) Communication or coordination 9) Behavior and Expression 10) Service Quality of expected. The questionnaire was used to collect quantitative data. The questionnaire was a 5-level Likert Scale evaluation by using the Interval Scale.

Part 6 Questionnaire on data and opinion level in Customer Behavioral Intention of a Lanna Small Boutique Hotel, a case study of Chiang Mai. There was a total of 35 questions, consisted of 7 observation variables: 1) Words of Mouth 2) Period of Usage 3) Price Tolerance 4) Repeat Purchase Intention 5) Preference 6) Choice Reduction Behavior 7) First-in-Mind. The questionnaire was used to collect quantitative data. The questionnaire was a 5-level Likert Scale evaluation by using the Interval Scale.

For the questionnaire in sections 3 to 6, the researcher used the questionnaire characteristics as Rating Scale based on the Likert Scale 5-level model, improved from Yrunrat Monthirat (2014). Each level had the following meanings;

5 Means Strongly Agree

4 Means Agree

3 Means Uncertain

2 Means Disagree

1 Means Strongly Disagree

3.6 Testing of Research Instruments

The researcher used the created questionnaire to find the instrument of Validity value and Reliability value. The procedures for checking the quality of instrument are as follows;

1) Content Validity: A questionnaire used to collect data which generated by the researcher from the theories study, documents, papers and related research then be compiled in accordance with the research objectives. After the researcher brought the questionnaire to consult with the thesis advisor and to determine the consistency between questions, research content, instrument quality, accuracy meets the desired objectives in the research and can cover all the research content. Moreover, the research brought the questionnaire to consult with thesis advisor and 3 qualified persons to consider the conformity coverage with questions, objectives, vocabulary definition and linguistic suitability of each question then brought to find the corresponding index of each question with Index of Item-Objective Congruence (IOC) according to the following equation;

+1 means the question is consistent.

0 means the question is uncertain or indecisive.

-1 means the question is not consistent.

$$\text{Equation: } \text{IOC} = \frac{\sum R}{N}$$

When, IOC is the Index of Item-Objective Congruence

$\sum R$ is the total expert scores

N is the number of experts

The Index of Item-Objective Congruence (IOC) in all questions were considered and analyzed by expert opinion which there were valued between 0 and 1. Questions with IOC values were ranging from 0.50-1.00, were selected. Questions with an IOC value of less than 0.50, would be considered for revision or may be eliminated (Rovinelli & Hambleton, 1977). Discriminant Validity was to measure whether an individual question or should be included in each group or not by

conducting a corrected item total correlation analysis and having the correlation coefficient of each item not less than 0.50 (Rovinelli & Hambleton, 1977).

2) Reliability: The researcher had taken the created and modified questionnaire to do an experiment (pre-test) with a group of customers who are not the Sample Size of this research (i.e. hotel customers in Chiang Mai) but have qualifications similar to the Sample Size in 30 respondents to determine whether the questions were able to convey the meaning of the needs as well as the appropriateness and Simple. After that the researcher was tested the confidence of the questionnaire by using a statistical package program for finding Reliability using Cronbach's alpha coefficient and using the criterion of alpha coefficient (Cortina, 1993; Nunnally, 1978). It suggested that the Alpha (α) is greater than and equal to 0.70 as follows:

Equation:
$$\alpha_K = \frac{k}{k-1} \left(1 - \frac{\sum S_i^2}{S_t^2} \right)$$

When, α_K is Reliability Value

k is the number of items in the questionnaire.

S_i^2 is the individual variance of the questionnaire.

S_t^2 is the variance of the questionnaire.

3.7 Data Collection

Data collection is to collect data to cover research objectives, the researcher had collected the following data.

Phase 1: Collected data using a questionnaire from the Sample Size. The researcher collected data from primary sources using closed-ended questionnaires. The questionnaire was distributed to the Sample Size of 400 sets.

Phase 2: Collected the questionnaires data.

Phase 3: Took about 3 months to collect questionnaires

Phase 4: Verified the data received such as the correctness of filling in the questionnaire along with the code in each question of all questionnaires for setting to prepare filling in the package program and collected additional information in incomplete parts in order to obtain accurate and complete in required information

Phase 5: Used the data for statistical analysis and draw conclusions

Phase 6: Analysis by Analysis synthesize and summarize research results

3.8 Data Analysis

The researcher performed data manipulation by when the researcher received the questionnaire back and checked for accuracy and completeness of the data before coding the data. Then the researcher coded and checked the baseline data according to the agreement of the analysis with the Statistical Analysis Program to prepare for further data analysis. The statistical analysis of data in this research is to achieve the objectives of data analysis was divided as follows:

1) Preliminary data analysis was an analysis to show the distribution of a variable using descriptive statistics such as percentage, mean and Standard Deviation (S.D.) using table and describe information for presentation then describe and analyze the collected data from the Sample Size both personal information and Service Quality opinion level and Perception Values of Customer Satisfaction. The researcher had done with collected the data, received the questionnaire back and verified accuracy data before coding the data. Moreover, the researcher has coded and checked the baseline data according to the analysis agreement with the Equation Model Analysis Program Structure to prepare for further data analysis.

(1) Verified the completeness of every questionnaire and select only complete questionnaires for data analysis.

(2) Took the completed questionnaire and check the scores for each item according to the specified criteria.

(3) Found the Reliability Value of questionnaires was determined by using the Cronbach's α -coefficient method.

(4) For descriptive statistics used to analyze variables consisting of 1) Percentage refers to the value of a ratio based on 100 which describes the sample's personal determinants. 2) Mean refers to a measure of central tendency which is to find the mean value of a set of data to be used as a representation of the entire group of data. Finding the mean is the sum of all the data values then dividing by the total amount of data. 3) Standard Deviation (S.D.) means a distribution management in a

statistic used to measure the difference or variation of the data in a group of standard deviations as a statistic to find the distribution of the score from the mean.

(5) Inferential Statistic was used to analyze data from a sample in order to infer or represent the characteristics of the population. The mean was obtained from the analysis to be compared with criteria and to exchange meanings for each item. Interpretation of the questionnaire had an approximate scale for interpreting each aspect of opinion. Each question had a choice of 5 levels based on the Likert scales (Likert, 1970).

2) Exploratory factor analysis by using Principal component analysis and Varimax perpendicular element axis rotation with element weight was less than 0.4 or cross loading more than one element, would be discarded. Moreover, the remaining indicator in the model must have an Eigen value greater than 1.0 as recommended in Exploratory factor (Hair, Black, Babin, & Tatham, 2006, p. 129).

3) Data analysis for testing research hypothesis was data analysis using Structural Equation Modeling (SEM) with AMOS program. Structural Equation Modeling (SEM) is a hypothesis analysis technique between Latent Variable with many factors at the same time. The AMOS program worked in parallel with the data recorded in the social science package program which was suitable for use in quantitative analysis to prove the acceptance or rejection of the relationship between variables (Kris Rangsunnoen, 2011) and in the Structural Equation Modeling (SEM) analysis. The researcher predefined the Structural Equation from the literature review in Chapter 2. There was a Confirmatory Factor Analysis (CFA) (Kris Rangsunnoen, 2011). Therefore, the researcher will analyze the relationship between the Observed Variable and the Latent Variable by analyzing the Confirmatory Factor Analysis (CFA) to find the relationship between the Observed Variables and the Latent Variables is whether the variables in the model are appropriate or not along with grouping variables with the same attributes into the same Latent Variables. The process of analyzing was be the Structural Equation Model (SEM) by using AMOS program.

The Structural Equation Model (SEM) consisted of Latent Variables which were variables, could not be measured directly but it would be estimated from Observed Variables of each Latent Variables. The Latent Variables could be

represented by an ellipse symbol and the Observed Variables were represented by quadrilateral symbols to analyze the Structural Equation Model (SEM) using the program. There were 6 main steps as follows:

(1) Step 1: Defined and drew a Model Specification for the relationship between the Observed Variables and the Latent Variables based on the literature review in Chapter 2 to describe the structure model to be studied.

(2) Step 2: Linked the previous saved variables data in SPSS program then brought into AMOS program for the independent variables in the model have numerical values for analysis.

(3) Step 3: Selected the wanted statistics to program for analysis and used for reporting results. Analysis by selecting the statistics from the Analysis properties screen in Estimation (selected Maximum Likelihood), Bias (selected Unbiased), Output (selected Maximization History, Standardized Estimates, Squared Multiple Correlations, Sample Moments, Modification Indices, etc.).

(4) Step 4: Let the AMOS program analyzed the data.

Factor Analysis was for analyze Construct Validity by Confirmatory Factor Analysis because the relationship between the Observed Variable and the Latent Variable had been determined before.

a) Parameter Estimation

(a) Defining Specification of The Model was to study of which Latent Variables had directed and indirect correlation with the preliminary agreement of the model. The relationship between all variables in the model was a linear relationship, an Additive and a Causal Relationship or a Recursive Model between Exogenous Variables and Endogenous Variables.

(b) Identification of the Model used a conditional T-Rule which was the number of unknown parameters must be less or equal to the number of members in the sample variance and covariance matrix (df equal or greater than 0), or if the number of unknown parameters was less than the number of members in the sample variance and covariance matrix. There should be an indicator or variable at least 3 variables (Nongluck Wiratchai, 1999).

(c) Parameter Estimation form the Model used to estimate by using the Maximum Likelihood (ML) method which is the most widely used method.

This method used harmonization functions which were not linear functions but it was a function that tells the difference between the variance matrix and the calculated covariance from the samples.

Moreover, variance and covariance matrices generated based on the parameters and estimated from the Hypothetical Model. The estimates of the parameters obtained from Maximum Likelihood (ML) method were Consistency, Efficiency and Independence from the meter. The random distribution of estimated parameter obtained by normal ML method and strength of the estimate depends on the size of parameter values. Using AMOS, the Maximum Likelihood (ML) estimation method is preferred because it is a method that tried to test whether the Observed Variables abled to create relationship model or not. To find estimating, comparing the correlation matrix of calculated variables with the Observed matrix, the values had adjusted as close as possible. In addition, this method required the Sample Size which be collected, must be a Multivariate Normal Distribution of several variables (Arbuckle, 2007; Kline, 2011; Cunningham, 2008) by selecting the Maximum Likelihood (ML) method. In the analysis, the method showed important statistical values such as the chi-square (χ^2), model parameters, weight variables, relationship value between variables, mean and variance of variables model, etc.

b) Verified Goodness of Fit Measures was to study overall picture of the model whether it is consistent with the empirical data or not by using the results from the statistical table of 3 groups (Thanin Silcharu, 2012) as follow;

(a) Group 1: Estimated group was a collection of general statistics to be used to describe the values of the model using correlation and correlation weight statistics from the Regression Weight table at p-values. If $p < 0.05$, there was statistically significant relationship, but if $p > 0.05$, there was no statistically significant relationship. The Standardized Regression Weight table was used to determine the relationship weight of each variable and between variables.

(b) Group 2: Modification Indices was a group that displayed M.I values from the Covariances table in order to optimize the composition and harmonize with the empirical data. The composition adjustment approach was carried out from the pairs in which the program found the greatest deviation one by one and made a new analysis. If the element was not yet qualified again, it would be customized from

the pair of variables which program found that the error was followed by the order which the way to customize. There were three methods of harmonizing elements with empirical data as follows;

(b1) How to cut out some variables by selecting to cut off variables that had less Factor Loading at first.

(b2) How to collapse variables by selecting a pair of including variables with high M.I values and creating a new variable instead.

(b3) How to connect arrow lines by adding a double-headed arrow line between a pair of error values with the highest M.I value because increasing the arrow line increased the parameter values and decreases the df value. When df value decreased, it resulted in better statistics values.

(c) Group 3: Model Fit group was a group that showed various statistical values to determine whether the model meets the criteria or not and is to test the coherence of the hypothetical model with the empirical data. By considering the index was to test Model Fit and to point out how Reliability of the model by using the test index values, Model Fit by showing the Goodness of Fit index of the model was presented as follows (Byrne, 2010; Hair et al., 2014; Kline, 2016; Schumacker & Lomax, 2016; Stegmann, 2017; Suksawang, 2014).

Table 3.1 Coherence of Hypothetical Index Model

Index	Criterion	Consideration
Chi-Square (χ^2)	$P > .05$	P value is greater than 0.05 indicates that the model is Goodness of Fit and harmonious with empirical data
chi-square fit statistics/degree of freedom (χ^2/df)	< 2	CMIN/df value must be less than 2 and if CMIN/df value is close to 0 more likely, the model is more harmoniously consistent with empirical data.

Index	Criterion	Consideration
Goodness of Fit Index: GFI	> 0.95	GFI index must be greater than 0.95. If GFI value is closer to 1 more likely, it showed that the model is Goodness of Fit with empirical data more.
Adjusted Goodness Fit Index (AGFI)	> 0.95	AGFI index must be greater than 0.95. If the AGFI is closer to 1 more likely, the model is Goodness Fit more with empirical data.
Root Mean Square Error of Approximation (RMSEA)	< 0.05	RMSEA index value must be less than 0.05. If The RMSEA index value was close to 0 more likely, the model is less error and the model was Goodness of Fit with empirical data more.
Comparative Fit Index (CFI)	> 0.95	CFI value is between 0 and 1. If CFI is index more than 0.95, the model level is be for an acceptable.

Source: Hair et al. (2014); Kline (2016); Schumacker and Lomax (2016); Stegmann (2017).

From table 3.1 showed that Goodness of Fit Index (GFI) model, the researcher chose 6 index values such as χ^2 , χ^2/df , GFI1, AGFI, CFI and RMSEA to test the Goodness of Fit Index model following hypothetical and empirical data. The details were in following.

a) Chi-Square (χ^2) is a statistical value used to test the Goodness of Fit Index (GFI) of hypothesis models with empirical data. If the chi-square statistic

was very high, statistic will be significant. It showed that Goodness of Fit Index (GFI) was significantly different from zero. Statistic was hypothesis-based model which does not fit with the empirical data. The model had adjusted by researcher until the tested chi-square statistic was not statistically significant. The statistical significance level (p) was greater than 0.05 which showed that the hypothetical model was goodness of fit with empirical data.

b) Chi-Square Statistic Comparing the Tested Model and The Independent Model With The Saturated Model (χ^2/df), χ^2/df was Chi-Square (χ^2) divided by degrees of freedom. The value was typically less than 2. It will be good and values close to or equal to 0 will be best.

c) The Goodness of Fit Index (GFI) should have a value between 0 to 1 with 1 being an indicator of the model is consistent and most harmonious. If the GFI had index value is greater than 0.95, this was the level that the model should be accepted.

d) Adjusted Goodness Fit Index: AGFI) should have a value between 0 to 1 with 1 being the measure that shows the model was the most consistent. If AGFI had an index value is greater than 0.95, this was the level that the model should be accepted.

e) Comparative Fit Index (CFI) took into relative fit by CFI was between 0 and 1. If the CFI was greater than 0.95, this was the level that the model should be accepted.

f) Root Mean Squared Error of Approximation (RMSEA) is a statistical value based on the preliminary agreement of chi-squared that the accurately hypothetical model was not coherence with the truth. The RMSEA should be less than 0.05 which it indicated that the hypothetical model is consistent, harmonious with empirical data and values were approach to 0, were considered the best values.

The statistics used to check the coherence of the hypothetical model with empirical information, used to consider the model based on the assumptions. If the calculated statistic was not according to the specified criteria which was set, the new model must be adjusted based on reasoning theory and Model Modification Indices, which are specific statistical values for each parameter to adjust in each model until

the model is harmoniously coherence with the empirical data and has statistical values according to the specified criteria.

(5) Step 5 The researcher was Re-specified Model. If the analysis result showed that the model was rejected, the model would be adjusted according to the recommendations of Modification Indices (M.I) values then re-analyzed by the AMOS program until the analysis results were accepted.

(6) Step 6 Interpreted the statistical analysis was a summary of the research results according to the statistical values which had been established to answer the objectives and hypotheses of the research.

According to the analysis process of the relationship between variables in the hypothetical Structural Equation Model (SEM), the research was to test comparative study models with the Structural Equation Modeling (SEM), this technique was useful for researchers to examine the relationship between variables in once (Hair et al., 2014).

CHAPTER 4

DATA ANALYSIS RESULTS

The study of “Model of Service Quality of Small Lanna Boutique Hotel, Chiang Mai Province” In this study, researcher applied quantitative research methodology, Besides, The objectives are : 1) to explore the relationship of the structural equation of service quality affecting the perception of value, customer satisfaction and behavioral intentions of small Lanna boutique hotels case study Chiang Mai Province 2) to test the structural equation model of service quality factors of small Lanna boutique hotels,case study Chiang Mai Province affecting behavioral intentions 3) To suggest a model of service quality of a small Lanna boutique hotel, a case study in Chiang Mai Province. Therefore, in order to achieve the objective, the researcher has collected quantitative research data. by using a questionnaire with customers who consume the service of a small Lanna boutique hotel, Chiang Mai Province. Nonetheless, the analysis of this data is divided into 3 issues as follows:

4.1 Result of the study and analysis of Service quality influencing perceived value customer satisfaction and behavioral intention of a small Lanna boutique hotel, case Study Chiang Mai.

4.1.1 Results of the analysis of demographic and behavioral characteristics of the respondents

4.1.2 Results of the analysis of mean and Standard deviation of the respondents

4.1.3 Analysis results Confirmatory factoe analysis of Service quality influencing perceived value customer satisfaction and behavioral intention

4.2 The results of the structural equation model of Service quality of a small Lanna boutique hotel Case Study Chiang Mai Province influencing Behavioral Intention.

4.3 Results of a model of service quality of a small Lanna boutique hotel, a case study of Chiang Mai Province.

In order to make a clear understanding of the data analysis results and the interpretation of the data analysis results. The researcher has defined the symbols and meanings that are used to represent various variable statistics as follows:

The symbols used for statistical values are as follows:

n	Means	Sample Size
\bar{x}	Means	Arithmetic Mean
S.D.	Means	Standard Deviation
p	Means	Probability
χ^2	Means	Chi-square
df	Means	Degree of Freedom
χ^2/df	Means	Chi-square Statistic Comparing the Tested and the Independent Model with the Saturated Model
GFI	Means	Goodness of Fit Index
RMSEA	Means	Root Mean Square Error of Approximation
CMIN- <i>p</i>	Means	Chi-square Probability Level
CMIN/DF	Means	Relative Chi-square
λ	Means	Factor Loading
R ²	Means	Square Multiple Correlation

4.1 Result of the Study and Analysis of Service Quality Influencing Perceived Value Customer Satisfaction and Behavioral Intention of a Small Lanna Boutique Hotel, Case Study Chiang Mai

4.1.1 Results of the Analysis of Demographic and Behavioral Characteristics of the Respondents

4.1.1.1 Data on demographic characteristics of tourists of customers who use small Lanna boutique hotel, Chiang Mai

Demographic data of tourists of customers who use Lanna boutique small hotels Chiang Mai Province by gender, age, status, education level, occupation and monthly income. The statistics used in data analysis are frequency distribution

(Frequencies) and percentages (Percentage) by presenting the data analysis in a tabular form and interpreting the results by following

Table 4.1 Number and Percentage of General Information of Customers Using Lanna Boutique Small Hotels Classified by Gender

(n=400)

Gender	Number (Person)	Percentage
Male	233	58.30
Female	167	41.80
Total	400	100.00

Table 4.1 shows the results of the analysis of demographic characteristics of Customers who consume the service of a small Lanna Boutique hotel, Chiang Mai Province by gender, the result shown that Most of them were females 233 person, representing 58.30 percent and 167 males, accounting for 41.80 percent.

Table 4.2 Number and Percentage of General Information of Customers Using Lanna Boutique Small Hotels Classified by Age

(n=400)

Age	Number (Person)	Percentage
31 - 40 years old	229	57.25
21 - 30 years old	111	27.75
41 - 50 years old	56	14.0
51 – 60 years old	4	1.00
Total	400	100.00

Table 4.2 shows the results of the analysis of demographic characteristics of Customers who use the service of a small Lanna Boutique hotel, Chiang Mai Province By age, the result shown that Most of the respondents were

aged between 31 - 39 years old, 229 people, representing 57.25 percent, followed by the age between 21 - 30 years, with a number of 111 people, representing 27.25 percent, between 41 and 50 years of age. Of 56 people, representing 14.00 percent, and aged 51-60 years, there are 4 people, accounting for 14.00 percent, respectively.

Table 4.3 Number and Percentage of General Information of Customers who use the Service at Small Lanna Boutique Hotel, Chiang Mai Province Classified by Status

(n=400)

Status	Number (Person)	Percentage
Married	276	69.00
Single	124	31.00
Total	400	100.00

Table 4.3 shows the results of the analysis of demographic characteristics of Customers who use the service of a small Lanna Boutique hotel, Chiang Mai Province Classified by status, the result shown that Most of the respondents were married, of 276, representing 69.00 percent, and 124 of them being single, accounting for 31.00 percent.

Table 4.4 Number and Percentage of General Information of Customers who use the Service at Lanna Boutique Small Hotels Classified by Educational Level

(n=400)

Education level	Number (Person)	Percentage
Undergraduate Degree or Equivalent	260	65.00
Master's Degree	135	33.75
Under Bachelor's Degree	3	0.75
Ph.D.	2	0.50
Total	400	100.00

Table 4.4 shows the results of the analysis of demographic characteristics of Customers who consume the service of a small Lanna Boutique hotel, Chiang Mai Province Classified by educational level. the result shown that Most of the respondents had a bachelor's degree or equivalent, 260 people, representing 65%, followed by master's degree, 135 people, representing 33.75%, below bachelor's degree, 3 people. accounted for 0.75% and doctorate level, there were 2 people, accounting for 0.50%, respectively.

Table 4.5 Number and Percentage of General Information of Customers who use the Service at Small Lanna Boutique Hotel, Chiang Mai Province Classified by Occupation

(n=400)

Occupation	Number (Person)	Percentage
Company Employee	159	39.75
Businessman/Owner	152	38.00
State Enterprise Employee	52	13.00
Government Service/Government Employee	19	4.75
Trade	6	1.50
Student/Student	5	1.25
Other	5	1.25
Unemployed/Unemployed	2	0.50
Total	400	100.00

Table 4.5 shows the results of the analysis of demographic characteristics of Customers who use the service of small Lanna Boutique hotel, Chiang Mai Province by occupation, the result shown that Most of the respondents were employees of the company, amounting to 159 people, representing 39.75 percent, followed by businessmen/business owners, with a number of 152 people, representing 38.00 percent. State enterprise employees, amounting to 52 people, representing 13.00 percent serving civil service/government employees, totaling 19 people, representing 4.75 percent, trading 6 people, accounting for 1.50% students /

students, 5 people, representing 1.25 percent, other 5 people, representing 1.20% and unemployed/ unemployed, there are 2 people, representing 0.50%, respectively.

Table 4.6 Number and Percentage of General Information of Customers who use the Service at Small Lanna Boutique Hotel, Chiang Mai Province Classified by Monthly Income

(n=400)

Income	Number (Person)	Percentage
20,001-30,000 Baht	119	29.75
More than 50,000 Baht	64	16.00
40,001-50,000 Baht	21	21.00
10,000-20,000 Baht	10	2.50
Total	400	100.00

Table 4.6 shows the results of the analysis of demographic characteristics of Customers using a small Lanna Boutique hotel, Chiang Mai Province, Divided by monthly income. the result shown that Most respondents has an average of a month income 30,001-40,000 baht ,186 person or 46.00%, secondly 20,001-30,000-baht 119 person or 29.25%. More than 50,000 baht 64 person or 16%. 40001-50000 baht per revenue amounted to 21 per cent and 21.00 Baht 10,000-20,000 income amounted to 10, representing a 2.50 percent respectively.

4.1.1.2 Results of data analysis of customers using services of a small Lanna Boutique hotel, case study of Chiang Mai Province

The information of customers using services of a small Lanna Boutique hotel, Chiang Mai Province with information about the length of stay, Number of times to stay at the hotel, room rate, purpose of stay, booking channel and the frequency of using hotel. The statistics used in data analysis are frequency distribution and percentages by presenting the data analysis in a tabular form and interpreting the results by lectures. as the following.

Table 4.7 Number and Percentage of Length of Stay Data

Length of stay	Number (Person)	Percentage
1 Night	31	7.80
2 Nights	163	40.80
3 Nights	185	46.30
4 Nights	21	5.30
5 Nights	0	0.00
More than 5 Nights	0	0.00
Total	400	100.00

From Table 4.7 showing the results of an analysis of the length of stay in a small Lanna Boutique hotel, Chiang Mai Province, it was found that most of the respondents spent a 3-night stay with a total of 185 people, representing 46.3%, followed by 2 nights with 163 people, representing 40.8%, staying 1 night with 31 people, or 7.8%, and staying 4 nights with 21 people, representing 5.3%, respectively.

Table 4.8 Number and Percentage of Hotel Stay Data

Number of Times to Stay at the Hotel	Number (Person)	Percentage
1 st Time	100	25.00
2 nd Time	72	18.00
3 rd Time	196	49.00
4 th Time	25	6.30
5 th Time	3	0.80
More than 5 Times	4	1.00
Total	400	100.00

Table 4.8 shows the results of the data analysis on the number of times to stay in a small Lanna Boutique hotel, Chiang Mai Province found that most of the respondents had the number of visits at the 3rd visit with 196 people, representing 49

percent, followed by the first time with 100 people, accounting for 25%, the second time, having 72 people. accounted for 18%, the fourth time, there were 25 people, representing 6.3%, more than 5 times, there were 4 people, representing 1%, and the fifth time, there were 3 people, accounting for 0.8 percent, respectively.

Table 4.9 Number and Percentage of Room Rate Data

Room Rate	Number (Person)	Percentage
Less than 1,000 Baht	39	9.80
1,001 – 2,000 Baht	153	38.30
2,001 – 3,000 Baht	181	45.30
3,001 – 4,000 Baht	12	3.00
4,001 – 5,000 Baht	1	0.30
More than 5,000 Baht	14	3.50
Total	400	100.00

Table 4.9 shows the results of analyzing the rate data of a small Lanna Boutique hotel, Chiang Mai Province found that most of the respondents used the room rate, priced at 2,001 - 3,000 baht, amounting to 181 people, representing 45.3%, followed by the price of 1,001 - 2,000 baht, with a number of 153 people, representing 38.3%. The price was lower. 1,000 baht, there are 39 people, representing 9.8%, the price is more than 5,000 baht, there are 14 people, accounting for 3.5 percent, the price is 3,001 - 4,000 baht, there are 12 people, accounting for 3%, and the price is 4,001 - 5,000 baht, there are 1 person, representing 0.3 percent respectively

Table 4.10 Number and Percentage of Information for the Purpose of this Stay

Purpose of Stay	Number (Person)	Percentage
Business Trip	54	13.50
Vacation	311	77.80
Travel	1	0.30
Visit Relatives	25	6.30
Semina	9	2.30
Total	400	100.00

Table 4.10 shows the results of the analysis of objective data for this stay of a small Lanna Boutique hotel, Chiang Mai Province found that most of the respondents had the purpose to relax, there were 311 people, representing 77.8%, followed by business operations, with 54 people, accounting for 13.5 percent, and visiting relatives with 25 people, representing 25 percent. 6.3 For the seminar, there were 9 people, representing 2.3 percent, and for tourism, there were 1 person, representing 0.3 percent, respectively

Table 4.11 Number and Percentage of Booking Methods Information

Booking Channel	Number (Person)	Percentage
Booked through Travel Agents	12	3.00
Book Through the Hotel Website, Phone Line/Facebook Application (Direct Booking)	188	47.00
Book Through Online Travel Agents (eg. Agoda, Traveloka)	182	45.50
Book by Yourself (Walk In)	18	4.50
Total	400	100.00

Table 4.11 shows the results of the data analysis of the booking methods for a small Lanna Boutique hotel, Chiang Mai Province found that most of the respondents had a booking method via the hotel website, phone or application Line/facebook (Direct booking), with 188 people representing 47%, followed by bookings made through Online travel agents (For example, agoda, traveloga (182 people) accounted for 45.5%, booked in person (Walk-in) (18 people) (4.5%) and booked through travel agents (12 people) accounted for 3%, accordingly. number

Table 4.12 Number and Percentage of Data on Frequency of Use of Small Boutique Hotels in Lanna, Chiang Mai Province

Service Frequency	Number (Person)	Percentage
1 - 5 Times a Year	180	45.00
6 - 10 Times a Year	131	32.80
11 - 15 Times a Year	84	21.00
16 - 20 Times a Year	5	1.30
21 Times or More	0	0.00
Total	400	100.00

From Table 4.12 showing the results of the analysis of the frequency of using the service of a small Lanna Boutique hotel, Chiang Mai Province. it was found that the majority of respondents had a frequency of 1 - 5 times a year, totaling 180 people, representing a hundred. 45 each, followed by a frequency of 6 - 10 times a year, there are 131 people, representing 32.8%, a frequency of 11-15 times a year, there are 84 people, accounting for 21 percent, and a frequency of 16 - 20 times a year, there are 5 people. accounted for 1.3%, respectively.

4.1.2 Results of the Analysis of Mean and Standard Deviation of the Respondents

Analysis of the mean and standard deviation of tourists of customers who use small Lanna Boutique hotel, Chiang Mai Province by setting the interpretive criteria to classify the mean into the following ranges:

- Average 4.21 – 5.00 Means the highest level of opinion
 Average 3.41 – 4.20 Means high opinion level
 Average 2.61 – 3.40 Means Moderately high opinion level
 Average 1.81 – 2.60 Means low opinion level
 Average 1.00 – 1.80 Means Minimal comment level

4.1.2.1 Analysis of Mean and Standard Deviation of Service Quality

Table 4.13 Results of the Analysis of the Mean and Standard Deviation of the Respondents in Terms of Service Quality

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
1. Reliability (Reliability): REL				
1.1 You are served in a reputable place and a good image. superior to other types of hotels	REL1	3.78	1.089	High
1.2 Employees provide services with honesty and sincerity.	REL2	3.60	1.139	High
1.3 You receive services at the place where the service is provided under the Agreement. according to the specified conditions	REL3	3.79	1.132	High
1.4 You receive the service in a place that is reliable for the safety of using the service.	REL4	3.72	1.153	High
Total		3.72		High
2. Response (Responsiveness): RES				
2.1 You are provided with facilities that can fully meet your	RES1	3.67	1.185	High

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
needs.				
2.2 Employees provide equal service to all customers.	RES2	3.78	1.147	High
2.3 You are served with a willingness to help and provide prompt and prompt service.	RES3	3.71	1.142	High
2.4 You receive a service that exceeds your expectations.	RES4	3.64	1.133	High
2.5 You receive responsive service during your stay in the hotel.	RES5	3.72	1.137	High
Total		3.70		High
3. Competence: COMP				
3.1 Employees are skilled in providing excellent service over competitors.	COMP1	3.61	1.129	High
3.2 Employees are skilled in providing services.	COMP2	3.67	1.168	High
3.3 Employees are knowledgeable Can provide information and answer questions very well.	COMP3	3.73	1.169	High
3.4 Employees are capable of providing services correctly within the first time.	COMP4	3.65	1.125	High
3.5 Employees are skilled in solving immediate problems.	COMP5	3.68	1.143	High
Total		3.66		High

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
4. Access: ACC				
4.1 You can contact the hotel for information in many ways.	ACC1	3.62	1.163	High
4.2 The booking system, check-in and check-out are not complicated.	ACC2	3.73	1.141	High
4.3 You receive complete, clear information about the hotel and services from the hotel's website.	ACC3	3.67	1.097	High
4.4 You can contact and ask for information easily.	ACC4	3.72	1.166	High
4.5 Payment can be made in various ways.	ACC5	3.66	1.159	High
Total		3.69		High
5. Courtesy: COU				
5.1 You receive a unique service, service with politeness, hospitableness, goodwill.	COU1	3.71	1.134	High
5.2 You receive a unique service, willingness to serve.	COU2	3.74	1.139	High
5.3 You receive a unique service, service with respect, considerate	COU3	3.75	1.169	High
5.4 You receive a service that is unique, serviced by consistent manners with customers.	COU4	3.75	1.145	High
5.5 You receive a service that is unique, service with good	COU5	3.69	1.155	High

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
intentions and true sincerity to customers.				
Total		3.73		High
6. Communication (Communication): COMM				
6.1 Employees are pleased and listen to your request	COMM 1	3.73	1.121	High
6.2 Employees provide services in a timely manner.	COMM 2	3.76	1.100	High
6.3 Employees show friendliness with polite words.	COMM 3	3.75	1.149	High
6.4 Employees communicate in easy-to-understand language.	COMM 4	3.79	1.145	High
6.5 Employees have the ability to communicate with customers in multiple languages.	COMM 5	3.62	1.116	High
Total		3.73		High
7. Reliability (Credibility): CRE				
7.1 You are served with integrity, reliability.	CRE1	3.79	1.138	High
7.2 You are serviced by an accurate and reliable booking system.	CRE2	3.70	1.131	High
7.3 You are serviced with a sufficient number of employees able to provide thorough customer service.	CRE3	3.76	1.133	High
7.4 You receive services in places that have registered trademark	CRE4	3.72	1.099	High

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
documents.				
7.5 You are served in a place where there is a guarantee that the customer will receive exactly the same service as the booking.	CRE5	3.69	1.150	High
Total		3.73		High
8. Security (Security): SEC				
8.1 You are served in a highly secured facility.	SEC1	3.71	1.100	High
8.2 You are served in a state-of-the-art security facility.	SEC2	3.73	1.129	High
8.3 You are served in a place where your information is well maintained.	SEC3	3.70	1.113	High
8.4 You are served in a secured facility 24 hours a day.	SEC4	3.76	1.117	High
8.5 You are served in a place where there are security guards in different areas of the hotel.	SEC5	3.66	1.083	High
Total		3.71		High
9. Understanding: UND				
9.1 You are provided with a service that understands the true needs of the customer.	UND1	3.72	1.149	High
9.2 You receive a service that shows that you care and care for your customers as well.	UND2	3.72	1.137	High
9.3 You receive a service that	UND3	3.65	1.109	High

Service Quality	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
recognizes the customer.				
9.4 You are provided with a service that recognizes the customer's preferences and dislikes.	UND4	3.59	1.114	High
9.5. You are provided with a service that understands the request. or changes in customer service	UND5	3.68	1.135	High
Total		3.67		High
10. Tangibles Physical Characteristics: TAN				
10.1 Modern design superior to others	TAN1	3.64	1.101	High
10.2 Modern and easy-to-use facilities	TAN2	3.67	1.120	High
10.3 Design is unique, local and different.	TAN3	3.73	1.141	High
10.4 The interior of the hotel is luxurious.	TAN4	3.71	1.112	High
10.5 The hotel has enough facilities to meet the needs.	TAN5	3.58	1.078	High
Total		3.67		High

From Table 4.13 showing the results of the analysis of mean and standard deviation of service quality respondents, it was found that the respondents had the most average opinions, which consisted of 3 aspects: Courtesy) communication (Communication) and credibility. Credibility at a high level ($\bar{x} = 3.73$) while the aspect with the least mean was Understanding and Tangibles at a high level ($\bar{x} = 3.67$).

1) Reliability (Reliability) found that the respondents had an overall opinion at a high level ($\bar{x} = 3.72$) in order of average from highest to lowest as follows. provision of services under agreement According to the specified conditions ($\bar{x} = 3.79$), followed by receiving services in a reputable location and good image. superior to other types of hotels ($\bar{x} = 3.78$) and finally Employees provide service with honesty and sincerity ($\bar{x} = 3.60$)

2) Responsiveness: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.70$) in order of average from highest to lowest as follows: The item with the highest opinion level was customer service staff. Everyone was equal ($\bar{x} = 3.78$), followed by receiving responsive service throughout the stay in the hotel ($\bar{x} = 3.72$), and finally Received a service that exceeds your expectations ($\bar{x} = 3.64$)

3) Competence: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.66$) by sorting the mean from highest to lowest as follows. knowledge Able to provide information and answer questions very well ($\bar{x} = 3.73$), followed by employees who have immediate problem solving skills ($\bar{x} = 3.68$), and lastly, Employees are skilled in providing excellent service over competitors ($\bar{x} = 3.61$).

4) Access: It was found that the respondents had overall opinions at a high level ($\bar{x} = 3.69$) in order of averages from highest to lowest as follows: The item with the highest opinion level was the booking system. Check-in and check-out are not complicated ($\bar{x} = 3.73$), followed by easy to contact and ask for information ($\bar{x} = 3.72$), and lastly. Can contact for information from the hotel in many ways ($\bar{x} = 3.62$)

5) Courtesy: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.73$) in order of average from highest to lowest as follows: The item with the highest opinion level was receiving services with Service identity by being respectful, considerate and receiving service with a unique service by having consistent manners with customers ($\bar{x} = 3.75$), followed by receiving unique service, service with willingness ($\bar{x} = 3.74$) and finally Received a unique service, service with good intentions and true sincerity to customers ($\bar{x} = 3.69$)

6) Communication (Communication) It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.73$) in order of averages from highest to lowest as follows. easy to understand ($\bar{x} = 3.79$), followed by employees providing service in an appropriate period ($\bar{x} = 3.76$), and finally Employees have the ability to communicate with customers in multiple languages ($\bar{x} = 3.62$)

7) Reliability (Credibility) found that the respondents had a high overall opinion ($\bar{x} = 3.73$) in order of averages from highest to lowest as follows: the item with the highest level of opinion was receiving service with honesty and trust Yes ($\bar{x} = 3.79$), followed by receiving services with a sufficient number of employees able to provide comprehensive service to customers ($\bar{x} = 3.76$), and finally Get service in a place where there is a guarantee that the customer will receive exactly the same service as the booking ($\bar{x} = 3.69$).

8) Security: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.71$) in order of average from highest to lowest as follows. Locations with 24 hour security ($\bar{x} = 3.76$), followed by services in places with modern security management ($\bar{x} = 3.73$), and finally Received services in places where there are security guards in various areas of the hotel ($\bar{x} = 3.66$)

9) Understanding It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.67$) in order of averages from highest to lowest as follows: The item with the highest opinion level was receiving services that Understand the true needs of customers and receive services that show you the care and concern for customers as well ($\bar{x} = 3.72$), followed by receiving services that understand requests or changes in customer service ($\bar{x} = 3.68$) and finally Received a service that can recognize the likes and dislikes of customers ($\bar{x} = 3.59$).

10) Tangibles: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.67$) in descending order of mean as follows: The item with the highest opinion level was the design is local and different ($\bar{x} = 3.73$), followed by luxury hotel interiors ($\bar{x} = 3.71$), and finally the hotel has sufficient facilities to meet the needs ($\bar{x} = 3.58$)

4.1.2.2 Analysis of Mean and Standard Deviation of Perceived Value Respondents

Table 4.14 Results of the Mean and Standard Deviation of Perceived Value Respondents

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
1. Service Quality Value: SER				
1.1 You receive the service in a reasonable time. compared to the cost	SER1	3.79	1.194	High
1.2 You receive service willingly compared to the cost	SER2	3.64	1.117	High
1.3 You have received the correct service. compared to the cost	SER3	3.75	1.114	High
1.4 You get reliable service compared to the cost.	SER4	3.70	1.142	High
1.5 You receive a service that has a standard of service compared to the cost.	SER5	3.69	1.141	High
Total		3.71		High
2. Emotional Response Value: EMOR				
2.1 You feel safe when entering the service	EMOR1	3.68	1.139	High
2.2 You feel privacy when entering the service	EMOR2	3.71	1.186	High
2.3 feel the atmosphere. When you use the service	EMOR3	3.68	1.147	High
2.4 You feel a sense of friendliness. when entering the	EMOR4	3.70	1.146	High

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
service				
2.5 You feel comfortable when using the service.	EMOR5	3.66	1.108	High
Total		3.69		High
3. Monetary Price Value: MON				
3.1 You receive services in a place that is reasonably priced.	MON1	3.74	1.137	High
3.2 You receive services in a place that is value for money.	MON2	3.70	1.109	High
3.3 You are served in a place that is reasonably priced compared to other types of hotel services.	MON3	3.70	1.104	High
3.4 You are served in a location with a wide range of prices to choose from.	MON4	3.65	1.093	High
3.5 You are served in a place that is not too expensive.	MON5	3.66	1.088	High
Total		3.69		High
4. Behavioral Price Value: BEHP				
4.1 You are served in a prominent place. unique It is worth deciding to stay.	BEHP1	3.66	1.135	High
4.2 You are served in a location that is worth the effort of searching.	BEHP2	3.74	1.088	High
4.3 You are provided with quality services that are worth more than your money.	BEHP3	3.69	1.114	High

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
4.4 You are served in a place with good service that is worth repeating for service.	BEHP4	3.65	1.145	High
Total		3.69		High
5. Reputation Value: REP				
5.1 You are served in a place known for its meticulous service.	REP1	3.70	1.129	High
5.2 You receive services that help build a good image for you.	REP2	3.67	1.120	High
5.3 You are served at an architecturally outstanding location.	REP3	3.68	1.131	High
5.4 You are served in a place that stands out for its use of indigenous identity in its design.	REP4	3.65	1.117	High
5.5 You are served in a location that is a favorite of travelers who love photography.	REP5	3.69	1.118	High
Total		3.68		High
6. Functional Value: FUN				
6.1 Inside the rooms and have modern facilities. have a local identity	FUN1	3.66	1.101	High
6.2 You receive quality and fast service.	FUN2	3.69	1.096	High
6.3 You are provided with a	FUN3	3.66	1.094	High

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
service that is designed to be fully responsive and convenient to use.				
Total		3.67		High
7. Social Value: SOC				
7.1 You feel classy when receiving services.	SOC1	3.71	1.100	High
7.2 You feel that the use of the Service indicates your identity.	SOC2	3.65	1.103	High
7.3 You feel that using the service helps to enhance your image.	SOC3	3.66	1.120	High
7.4 You feel the use of the service in a place that is a source of employment for local people.	SOC4	3.66	1.153	High
Total		3.67		High
8. Emotional Value: EMOV				
8.1 You are cared for from the service	EMOV1	3.74	1.144	High
8.2 You feel the simplicity. from the service	EMOV2	3.71	1.040	High
8.3 You have a good experience. and was impressed by the service	EMOV3	3.69	1.157	High
8.4 You feel calm from the service	EMOV4	3.69	1.137	High
8.5 You feel special. not like other places from the service	EMOV5	3.68	1.145	High
Total		3.70		High

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
9. Epistemic Value: EPI				
9.1 You are served in a place that is designed, decorated with a unique feel.	EPI1	3.69	1.112	High
9.2 You receive services in an easy way. and feel at ease	EPI2	3.71	1.127	High
9.3 You have the feeling of dancing, dancing, not monotonous and receiving a variety of services.	EPI3	3.70	1.154	High
9.4 You have a feeling of understanding of Lanna culture. after receiving the service	EPI4	3.61	1.116	High
9.5 You have exchanged experiences between you and the service provider.	EPI5	3.64	1.097	High
Total		3.67		High

10. Condition Value: CON

10.1 You have received the services in accordance with the contract.	CON1	3.70	1.114	High
10.2 You receive the service at the specified time.	CON2	3.76	1.114	High
10.3 You are provided with an efficient system of check-in and	CON3	3.69	1.150	High

Perceived Value	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
check-out.				
10.4 You are provided with flexible terms of service.	CON4	3.75	1.062	High
adaptable				
10.5 You are provided with a variety of conditional services.	CON5	3.55	1.039	High
Total		3.69		High

From Table 4.14 showing the results of the analysis of mean and standard deviation of the respondents on Perceived Value, it was found that the respondents with the most mean opinion was the service quality. Quality Value at a high level ($\bar{x} = 3.71$), followed by Emotional Value at a high level ($\bar{x} = 3.70$). The aspect with the least mean has 3 aspects: Functional Value. Social Value and Epistemic Value at a high level ($\bar{x} = 3.67$) and when considering each aspect have the following results:

1) Service Quality Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.71$), arranged in descending order of mean as follows: The item with the highest opinion level was Received service in a reasonable time when compared with the cost ($\bar{x} = 3.79$), followed by receiving the correct service. compared to the cost ($\bar{x} = 3.75$), and finally received service with willingness compared to the cost ($\bar{x} = 3.64$)

2) Emotional response Value: It was found that the respondents had a high level of opinion as a whole ($\bar{x} = 3.69$), arranged in descending order of mean as follows. The highest was the feeling of privacy when using the service ($\bar{x} = 3.71$), followed by the feeling of being friendly. when accessing the service ($\bar{x} = 3.70$) and finally Feel comfortable when using the service ($\bar{x} = 3.66$)

3) Monetary price value: It was found that the respondents had a high level of opinion as a whole ($\bar{x} = 3.69$), arranged in descending order of mean as

follows: items with opinion levels The highest was that the service was received at a reasonably priced location ($\bar{x} = 3.74$), followed by the service at a cost-effective location and the service was received at a reasonably priced location. appropriate compared to other types of hotel services ($\bar{x} = 3.70$) and finally Get service at a location with a wide range of prices to choose from ($\bar{x} = 3.65$).

4) Behavioral Price Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.69$) by sorting the mean from highest to lowest as follows. The item with the highest opinion level was: Received services in places that were worth the search effort ($\bar{x} = 3.74$), followed by services in places where quality was worth the money ($\bar{x} = 3.69$). Received service in a place with good service worth repeating for service ($\bar{x} = 3.65$).

5) Reputation Value: It was found that the respondents had a high level of opinion as a whole ($\bar{x} = 3.68$), arranged in descending order of mean as follows: the item with the highest opinion level was served in a place with a reputation for providing meticulous service ($\bar{x} = 3.70$), followed by being served in a place that is a favorite of travelers who love photography ($\bar{x} = 3.69$). and the last one is Serviced at an architecturally outstanding location ($\bar{x} = 3.68$).

6) Functional Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.67$) by sorting the average from highest to lowest as follows: The item with the highest opinion level was Receive quality and speedy service ($\bar{x} = 3.69$), followed by the room and have modern facilities. It is unique and has been serviced with a design that is responsive and convenient to use ($\bar{x} = 3.66$).

7) Social Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.67$) in order of average from highest to lowest as follows: The item with the highest opinion level was feeling The level of quality when receiving services ($\bar{x} = 3.71$), followed by feeling that the use of services helps to enhance your image and feeling of using the service in a place that is a source of employment for local people ($\bar{x} = 3.66$). Feel the use of a service that indicates your identity ($\bar{x} = 3.65$)

8) Emotional Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.70$) in order of average from highest to lowest as

follows: The item with the highest opinion level was received. attention from receiving services ($\bar{x} = 3.74$), followed by feeling of simplicity ($\bar{x} = 3.71$), and finally feel special Unlike other places ($\bar{x} = 3.68$)

9) Epistemic Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.67$), arranged in descending order of mean as follows: The item with the highest opinion level was Yes. Get service in an easy way and feeling comfortable ($\bar{x} = 3.71$), followed by feeling of dancing, not monotonous, and receiving a variety of services ($\bar{x} = 3.70$). have a sense of understanding of Lanna culture After receiving the service ($\bar{x} = 3.61$)

10) Condition Value: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.69$) by sorting the mean from highest to lowest as follows: The item with the highest opinion level was received Timely serviced ($\bar{x} = 3.76$), followed by flexible conditional service. modifiable ($\bar{x} = 3.75$), and finally Received service with a variety of alternative conditions ($\bar{x} = 3.55$)

4.1.2.3 Analysis of the Mean and Standard Deviation of the Customer Satisfaction

Table 4.15 Results of the Analysis of the Mean and Standard Deviation of the Customer Satisfaction Survey Respondents (Customer Satisfaction)

Customer Satisfaction Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
1. Product, Service (Product): PROD				
1.1 You are satisfied with the complete room amenities. of a small hotel, Boutique Lanna, Chiang Mai Province	PROD1	3.78	1.193	High
1.2 You are satisfied with the number of rooms available at a small hotel, Boutique Lanna, Chiang Mai Province.	PROD2	3.56	1.126	High
1.3 You are satisfied with the cleanliness of the rooms of a small hotel, Boutique Lanna, Chiang Mai Province compared to the cost.	PROD3	3.74	1.156	High
1.4 Are you satisfied with the room size of a small hotel, Boutique Lanna, Chiang Mai Province?	PROD4	3.64	1.157	High
1.5 People are satisfied with the variety of rooms of a small hotel, Boutique Lanna, Chiang Mai.	PROD5	3.68	1.134	High
Total		3.68		High
2. Cost price (Price): PRI				
2.1 You are satisfied with the overall cost price. of a small hotel,	PRI1	3.63	1.145	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
Boutique Lanna, Chiang Mai Province				
2.2 You are satisfied with the cost Compared to the quality of service received from small hotels, boutiques, Lanna, Chiang Mai	PRI2	3.65	1.128	High
2.3. Are you satisfied with the variety of price levels? of a small hotel, Boutique Lanna, Chiang Mai Province	PRI3	3.70	1.133	High
Total		3.66		High
3. Place of service: PLA				
3.1 You are satisfied with the beautiful exterior design. of a small hotel, Boutique Lanna, Chiang Mai Province	PLA1	3.71	1.149	High
3.2 You are satisfied with the comfortable and comfortable interior of a small hotel, Boutique Lanna, Chiang Mai Province.	PLA2	3.68	1.156	High
3.3 You are satisfied with the interior of the room. with modern technology of a small hotel, Boutique Lanna, Chiang Mai Province	PLA3	3.69	1.136	High
3.4 You are satisfied with the interior of the room. with the aura of Lanna culture of a small hotel,	PLA4	3.68	1.148	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
Boutique Lanna, Chiang Mai Province				
3.5 You are satisfied with the whole environment. of a small hotel, Boutique Lanna, Chiang Mai Province	PLA5	3.66	1.135	High
Total		3.68		High
4. Promotion of Service Introduction (Promotion): PROM				
4.1 You are satisfied with the promotion and advice on room services that are clear and complete at a small hotel, Boutique Lanna, Chiang Mai Province.	PROM1	3.71	1.115	High
4.2 You are satisfied with the promotion and service recommendation about other complete and clear services of a small hotel, Boutique Lanna, Chiang Mai Province.	PROM2	3.69	1.083	High
4.3 You are satisfied with the promotion and recommendation of travel related services. of a small hotel, Boutique Lanna, Chiang Mai Province	PROM3	3.66	1.133	High
4.4 Are you satisfied with the promotion and introduction of services related to Lanna culture? of a small hotel, Boutique Lanna,	PROM4	3.68	1.122	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
Chiang Mai Province				
Total		3.69		High
5. Service Process (Process): PROC				
5.1 You are satisfied with the modern technology-based booking service process. of a small hotel, Boutique Lanna, Chiang Mai Province	PROC1	3.66	1.155	High
5.2 Are you satisfied with the hospitality process that represents the Lanna culture of a small hotel, Boutique Lanna, Chiang Mai?	PROC2	3.66	1.088	High
5.3 You are satisfied with the various payment service processes. of a small hotel, Boutique Lanna, Chiang Mai Province	PROC3	3.71	1.122	High
5.4 You are satisfied with the check-in and check-out service process. easy and efficient of a small hotel, Boutique Lanna, Chiang Mai Province	PROC4	3.66	1.110	High
5.5 You are satisfied with the process of inquiry service. Uncomplicated small hotel boutique Lanna, Chiang Mai.	PROC5	3.71	1.104	High
Total		3.68		High
6. Service Environment (Physical Evidence): PHY				
6.1 You are satisfied with the	PHY1	3.67	1.113	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
environment that is designed to be easy to use. of a small hotel, Boutique Lanna, Chiang Mai Province				
6.2 You are satisfied with the service environment that is designed and decorated in a beautiful overall of a small hotel, Boutique Lanna, Chiang Mai Province.	PHY2	3.75	1.086	High
6.3 You are satisfied with the clean environment. of a small hotel, Boutique Lanna, Chiang Mai Province	PHY3	3.63	1.121	High
6.4 You are satisfied with the staff's dress that reflects the Lanna culture. of a small hotel, Boutique Lanna, Chiang Mai Province	PHY4	3.74	1.102	High
6.5 Are you satisfied with the overall environment of a small hotel, Boutique Lanna, Chiang Mai Province?	PHY5	3.65	1.129	High
Total		3.69		High

7. Information that Customers Receive from Using the Service (Information): INF

7.1 You are satisfied with the convenience of receiving information compared to the waiting time of a small hotel, Boutique	INF1	3.68	1.098	High
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Customer Satisfaction Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
Lanna, Chiang Mai.				
7.2 You are satisfied with the benefits of the information received from the service compared to the waiting time of a small hotel, Boutique Lanna, Chiang Mai Province.	INF2	3.73	1.110	High
7.3 You are satisfied with the accuracy of the information received from the service compared to the waiting time of a small hotel, Boutique Lanna, Chiang Mai Province.	INF3	3.75	1.101	High
7.4 You are satisfied with the modernity of the information provided by the service compared to the waiting times of a small hotel, Boutique Lanna, Chiang Mai Province	INF4	3.68	1.109	High
7.5 You are satisfied with the variety of channels to access information of a small hotel, Boutique Lanna, Chiang Mai Province.	INF5	3.69	1.110	High
Total		3.71		High
8. Communication or Coordination of Service Providers (Communication or Coordination): COMU				
8.1 You are satisfied with the	COMU1	3.66	1.068	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
accuracy of the information obtained from the communication or coordination of the service provider. of a small hotel, Boutique Lanna, Chiang Mai Province				
8.2 You are satisfied with the completeness Clarity of information obtained from communication or coordination of service providers Small Boutique Hotel Chiang Mai.	COMU2	3.73	1.093	High
8.3 Are you satisfied with the channels of communication or coordination of a small boutique hotel in Chiang Mai.	COMU3	3.64	1.122	High
8.4 You are satisfied with the follow-up after the provision of the information. of a small hotel, Boutique Lanna, Chiang Mai Province	COMU4	3.71	1.099	High
Total		3.69		High
9. Behavior and Expression: BEHE				
9.1 Are you satisfied with the behavior of service providers and the expression of reservations. Small Boutique Hotel Chiang Mai.	BEHE1	3.68	1.123	High
9.2 You are satisfied with the behavior and performance of the registration service provider. of a	BEHE2	3.77	1.075	High

Customer Satisfaction Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
small hotel, Boutique Lanna, Chiang Mai Province				
9.3 You are satisfied with the service provider staff. with politeness, friendliness, good- naturedness of a small hotel, Boutique Lanna, Chiang Mai	BEHE3	3.66	1.145	High
9.4 You are satisfied with the service provider staff. with expertise, accuracy, accuracy, clarity, completeness of a small hotel, Boutique Lanna, Chiang Mai Province	BEHE4	3.74	1.102	High
9.5 You are satisfied with the behavior and expression of the service provider. Overall of a small hotel, Boutique Lanna, Chiang Mai Province	BEHE5	3.62	1.111	High
Total		3.69		High

10. Service Quality of expected: SQE

10.1 You are satisfied with the service quality when comparing your expectations prior to your stay. Small Hotel Boutique Lanna, Chiang Mai Province	SQE1	3.71	1.082	High
10.2 You are satisfied with the quality of service. after stay Small	SQE2	3.68	1.083	High

Customer Satisfaction (Satisfaction)	Item	Average (\bar{x})	Standard Deviation (SD)	Translate
Hotel Boutique Lanna, Chiang Mai Province				
10.3 You are satisfied with the quality of service compared to the price. Small Hotel Boutique Lanna, Chiang Mai Province	SQE3	3.65	1.136	High
10.4 You are satisfied with the quality of service compared to other hotels. Small Hotel Boutique Lanna, Chiang Mai Province	SQE4	3.55	1.082	High
10.5 Are you satisfied with the quality of service expected by the whole picture. of a small hotel, Boutique Lanna, Chiang Mai Province	SQE5	3.86	1.221	High
Total		3.69		High

From Table 4.15 showing the results of the analysis of mean and standard deviation of the Customer Satisfaction respondents, it was found that the respondents with the most average opinions were the information received by the customers. from using the service (Information) at a high level ($\bar{x} = 3.71$) followed by 5 areas, namely promotion, service recommendations (Promotion), service environment (Physical Evidence), communication or coordination of service providers. (Communication or coordination), behavior and expression of service providers (Behavior and Expression), and service quality of expected ($\bar{x} = 3.69$). The cost price (Price) at a high level ($\bar{x} = 3.66$) and when considering each aspect, the results are as follows:

1) Product, service (Product) It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.68$), arranged in order of average from highest to lowest as follows: The item with the highest opinion level was satisfaction

with Complete in-room amenities ($\bar{x} = 3.78$), followed by satisfaction with room cleanliness compared to cost ($\bar{x} = 3.74$), and lastly, Satisfaction with the number of rooms provided ($\bar{x} = 3.56$)

2) Cost price (Price) found that the respondents had an overall opinion at a high level ($\bar{x} = 3.66$) by sorting the mean from highest to lowest as follows: The item with the highest opinion level was satisfaction. Satisfied with a variety of price levels ($\bar{x} = 3.70$), followed by satisfaction with cost. compared to the quality of service received ($\bar{x} = 3.65$) and finally Satisfaction with the overall cost ($\bar{x} = 3.63$)

3) Place of service: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.68$) in order of average from highest to lowest as follows: The item with the highest opinion level was satisfaction. towards the beautiful exterior design ($\bar{x} = 3.71$), followed by satisfaction with the interior of the room. with modern technology ($\bar{x} = 3.69$) and finally Satisfaction with the overall environment of the hotel ($\bar{x} = 3.66$)

4) Promotion of service recommendations found that the respondents had an overall opinion at a high level ($\bar{x} = 3.69$) in order of averages from highest to lowest as follows: The item with the highest opinion level was satisfaction. Satisfied with the promotion and recommendation of room services that are clear and complete ($\bar{x} = 3.71$), followed by satisfaction with the promotion and recommendation of other complete services ($\bar{x} = 3.69$), and finally, Satisfied with the promotion of travel-related service recommendations ($\bar{x} = 3.66$)

5) Service process (Process) found that the respondents had an overall opinion at a high level ($\bar{x} = 3.68$) in order of average from highest to lowest as follows: The item with the highest opinion level was satisfaction with various payment service processes and satisfied with the process of inquiry service uncomplicated ($\bar{x} = 3.71$), followed by satisfaction with the booking service process using modern technology. Satisfied with the hospitality process that represents the Lanna culture and satisfied with the check-in and check-out service process Simple and effective ($\bar{x} = 3.66$)

6) Service environment (Physical Evidence) It was found that the respondents had the overall opinion at a high level ($\bar{x} = 3.69$) by sorting the average from highest to lowest as follows: The item with the highest opinion level was yes. Satisfaction with the service environment designed and decorated Overall beautiful ($\bar{x} = 3.75$), followed by satisfaction with the staff's dress that indicates the Lanna culture ($\bar{x} = 3.74$), and lastly, Satisfaction with a clean environment ($\bar{x} = 3.63$)

7) Information that customers receive from using the service (Information) The respondents had an overall opinion at a high level ($\bar{x} = 3.71$), arranged in descending order of mean as follows: The item with the highest opinion level was satisfaction with the accuracy of the information. received from the service, as opposed to waiting time ($\bar{x} = 3.75$), followed by satisfaction with the usefulness of the information received from the service, as opposed to waiting time ($\bar{x} = 3.73$) and the last one is Satisfied with the convenience of receiving information compared to waiting time and satisfied with the modernity of the information received from using the service compared to waiting time ($\bar{x} = 3.68$).

8) Communication or coordination of service providers (Communication or coordination) found that the respondents' overall opinions were at a high level ($\bar{x} = 3.69$) in order of averages from highest to lowest as follows: The item with the highest level of opinion was satisfaction and completeness. The clarity of the information obtained from the communication or coordination of the service providers ($\bar{x} = 3.73$), followed by satisfaction with the follow-up after providing the information ($\bar{x} = 3.71$), and finally, Satisfaction with the communication channels or coordination of service providers ($\bar{x} = 3.64$)

9) Behavior and Expression of service providers (Behavior and Expression) It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.69$) by sorting the mean from highest to lowest as follows. The highest opinion was satisfaction with the behavior and expression of the service providers ($\bar{x} = 3.77$), followed by satisfaction with the service providers. with expertise, accuracy, accuracy, clarity, completeness ($\bar{x} = 3.74$) and finally Satisfaction with the behavior and expression of the service provider Overall overall ($\bar{x} = 3.62$)

10) Service Quality of expected: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.69$) in descending order of mean as follows: The highest opinion was satisfaction with the expected service quality as a whole ($\bar{x} = 3.86$), followed by satisfaction with service quality compared to expectations before the stay ($\bar{x} = 3.71$), and finally, Satisfied with service quality compared to other types of hotels ($\bar{x} = 3.55$)

4.1.2.4 Analysis of Mean and Standard Deviation of Behavioral Intention

Table 4.16 Results of the Mean and Standard Deviation of Behavioral Intention Respondents

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
1. Words of Mouth: WOR				
1.1 You will recommend a small hotel, Boutique Lanna, Chiang Mai Province to other people. to stay at a hotel in Chiang Mai	WOR1	3.65	1.141	High
1.2 He spoke about the good experience gained from using the service at a small hotel, Boutique Lanna, Chiang Mai for his family, friends, colleagues. or other persons	WOR2	3.70	1.144	High
1.3 If you hear others say negatively about the services of a small hotel, boutique, Lanna, Chiang Mai, you will be happy to help defend it.	WOR3	3.64	1.170	High
Total		3.66		High
2. Period of Usage: PERI				
2.1 You spend your weekly holidays	PERI1	3.65	1.143	High

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
to use the services of a small hotel, Boutique Lanna, Chiang Mai Province.				
2.2 You spend the public holidays to use the service of a small hotel, boutique Lanna, Chiang Mai province.	PERI2	3.61	1.121	High
2.3 You spend a weekday using the service of a small hotel, Boutique Lanna, Chiang Mai Province.	PERI3	3.68	1.182	High
2.4 You spend your vacation in a small hotel, Boutique Lanna, Chiang Mai Province.	PERI4	3.60	1.184	High
2.5 Spend the special day is the anniversary of the arrival of a small boutique hotel, Lanna, Chiang Mai.	PERI5	3.70	1.136	High
Total		3.65		High

3. Price Tolerance: PRIC

3.1 You are happy to choose a small hotel, Boutique Lanna, Chiang Mai Province. Although the price is higher according to the economic situation	PRIC1	3.69	1.149	High
3.2 I will be happy to advise family, friends, colleagues. To a small boutique hotel, Lanna, Chiang Mai. Although prices Higher economic	PRIC2	3.65	1.167	High

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
3.3 You are willing to pay a higher price. If receiving the same quality service	PRIC3	3.71	1.110	High
3.4 You are willing to pay higher prices. If you have been a very special service from the hotel.	PRIC4	3.62	1.168	High
Total		3.67		High
4. Repeat Purchase Intention: REPE				
4.1 You intend to use the service of a small hotel, Boutique Lanna, Chiang Mai Province. Every time I visit Chiang Mai	REPE1	3.64	1.151	High
4.2 have the intention to use a small boutique hotel offers Lanna, Chiang Mai. A top choice	REPE2	3.51	1.201	High
4.3 You intend to use the service of a small hotel, Boutique Lanna, Chiang Mai Province only.	REPE3	3.58	1.147	High
4.4, the next time you travel to Chiang Mai intends to stay small boutique Lanna, Chiang Mai.	REPE4	3.46	1.178	High
4.5 Do you think you intend to be a guest of a small hotel, Boutique Lanna, Chiang Mai only?	REPE5	3.61	1.147	High
Total		3.56		High
5. Preference: PREF				
5.1 You have a preference for small hotels, boutiques, Lanna, Chiang	PREF1	3.59	1.097	High

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
Mai. More than a big hotel				
5.2 Do you like the service of a small hotel, boutique, Lanna, Chiang Mai province? More than other types of small hotels	PREF2	3.54	1.143	High
5.3 Do you like the service of a small hotel, Boutique Lanna, Chiang Mai Province? More than a resort hotel and spa	PREF3	3.63	1.091	High
5.4 Do you like the service of a small hotel, Boutique Lanna, Chiang Mai Province? more than a chain hotel	PREF4	3.61	1.105	High
5.5 You like the service of a small hotel, Boutique Lanna, Chiang Mai Province. more than other types of hotels	PREF5	3.58	1.145	High
Total		3.59		High
6. Choice Reduction Behavior: CHO				
6.1 You do not search for information about other types of hotels when you want to use a small hotel, Boutique Lanna, Chiang Mai.	CHO1	3.52	1.174	High
6.2 You do not use other services as a comparison when deciding to use a small hotel, Boutique Lanna, Chiang Mai Province.	CHO2	3.53	1.163	High
6.3 You decide to book a small	CHO3	3.56	1.120	High

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
hotel, Boutique Lanna, Chiang Mai. immediately when wanting to travel to Chiang Mai				
6.4 When you travel to other provinces with small boutique hotels in Lanna style, you will choose to stay at this type of hotel.	CHO4	3.63	1.121	High
6.5 You are always happy to choose a small hotel, Boutique Lanna, Chiang Mai Province.	CHO5	3.55	1.154	High
Total		3.59		High

7. The first thing that comes to mind (First-in-Mind): FIR

7.1 When it comes to hotels in Chiang Mai You think of a small hotel, Boutique Lanna first.	FIR1	3.65	1.116	High
7.2 When you come to travel in Chiang Mai You think of a small hotel, Boutique Lanna, Chiang Mai Province. first	FIR2	3.67	1.161	High
7.3 You have a good attitude and ideas towards the service of a small hotel, Boutique Lanna, Chiang Mai Province.	FIR3	3.67	1.091	High
7.4 Do you think you are loyal to a small hotel, boutique Lanna, Chiang	FIR4	3.53	1.096	High

Behavioral Intention	Item	Average (\bar{x})	Deviation Standard (SD)	Translate
Mai province?				
7.5 Do you think you have a strong relationship with a small hotel, Boutique Lanna, Chiang Mai Province?	FIR5	3.64	1.170	High
Total		3.63		High

From Table 4.16 showing the results of the analysis of mean and standard deviation of respondents regarding behavioral intention, it was found that respondents with the most mean opinion were insensitivity to price changes (Price Tolerance) at a high level ($\bar{x} = 3.67$), followed by word of mouth at a high level ($\bar{x} = 3.66$). Repeat Purchase Intention at a high level ($\bar{x} = 3.56$) and when considering each aspect, the results are as follows:

1) Words of Mouth: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.66$) by sorting the average from highest to lowest as follows: The item with the highest opinion level was talking about Good experience gained from using the service of a small hotel, Boutique Lanna, Chiang Mai Province for family, friends, colleagues. or other people ($\bar{x} = 3.70$), followed by will recommend a small hotel, Boutique Lanna, Chiang Mai Province to other people to stay at a hotel in Chiang Mai ($\bar{x} = 3.65$) and finally If you hear other people speak negatively about the services of a small hotel, Boutique Lanna, Chiang Mai Province, they are happy to help defend it ($\bar{x} = 3.64$).

2) Period of Usage: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.65$) by sorting the average from highest to lowest as follows: The item with the highest opinion level. which was spent during special days, important days, anniversaries to use the service of a small hotel, Boutique Lanna, Chiang Mai Province ($\bar{x} = 3.70$), followed by spending time on weekdays to use the service of a small boutique hotel Lanna, Chiang Mai Province (\bar{x}

= 3.68), and finally Spending weekends during the week to use the services of a small hotel, Boutique Lanna, Chiang Mai ($\bar{x} = 3.65$)

3) Price Tolerance: It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.67$) by sorting the average from highest to lowest as follows: the item with the highest opinion level is willing to pay a higher price If receiving the same quality service ($= 3.71$), followed by willing to use the service of a small boutique hotel in Lanna, Chiang Mai province. Although the price rose according to the economic situation ($\bar{x} = 3.69$) and finally willing to pay a higher price If receiving more special services from the hotel ($\bar{x} = 3.62$)

4) Repeat purchase intention: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.56$) by sorting the average from highest to lowest as follows: The item with the highest opinion level was yes. Intention to choose a small hotel, Boutique Lanna, Chiang Mai Province Every time I visit Chiang Mai ($\bar{x} = 3.64$), followed by intending to be a guest of a small boutique hotel, Lanna, Chiang Mai only ($\bar{x} = 3.61$), and lastly, Next time, if you travel to Chiang Mai, you intend to come back to stay at a small hotel, Boutique Lanna, Chiang Mai Province ($\bar{x} = 3.41$).

5) Preference: It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.59$) by sorting the mean from highest to lowest as follows: the item with the highest opinion level. is a preference for small hotels, boutiques, Lanna, Chiang Mai More than resort and spa hotels ($\bar{x} = 3.63$), followed by preference for small hotels, boutique Lanna, Chiang Mai province, more than the hotel chain ($\bar{x} = 3.61$) and finally Have a preference for small hotels, Boutique Lanna, Chiang Mai Province than other types of small hotels ($\bar{x} = 3.54$)

6) Choice Reduction Behavior It was found that the respondents had a high level of overall opinion ($\bar{x} = 3.59$) by sorting the mean from highest to lowest. The point with the highest opinion level is that when you travel to other provinces that have a small boutique hotel in Lanna style, you will choose to stay at this type of hotel ($\bar{x} = 3.63$), followed by you decide to book a small boutique hotel. Lanna, Chiang Mai Province immediately when wanting to travel to Chiang

Mai ($\bar{x} = 3.56$) and finally You do not search for information about other types of hotels when you want to use a small hotel, Boutique Lanna, Chiang Mai ($\bar{x} = 3.52$).

7) The first thing that comes to mind (First-in-Mind) It was found that the respondents had an overall opinion at a high level ($\bar{x} = 3.63$) by sorting the mean from highest to lowest. The item with the highest level of opinion is when you come to travel in Chiang Mai. You think of a small hotel, Boutique Lanna, Chiang Mai Province. first and had good attitudes and ideas towards the services of a small hotel, Boutique Lanna, Chiang Mai Province ($\bar{x} = 3.67$), followed by when referring to hotels in Chiang Mai Province. He thought of a small hotel, Boutique Lanna first ($\bar{x} = 3.65$), and lastly, Do you think you are loyal to a small hotel, Boutique Lanna, Chiang Mai Province ($\bar{x} = 3.53$)

4.1.3 Analysis Results Confirmatory Factor Analysis of Service Quality Influencing Perceived Value Customer Satisfaction and Behavioral Intention

There is a table of abbreviations in the results of the corroborated conformity test of the service quality model of a small boutique hotel in Lanna, a case study in Chiang Mai Province as follows:

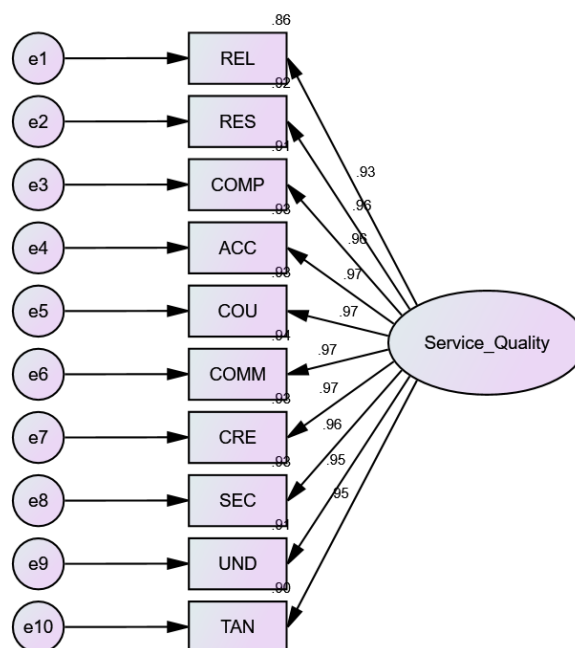
Table 4.17 Abbreviated Descriptions of the Results of the Corroborated Conformity Test of the Service Quality Model of Small Boutique Hotels in Lanna, a Case Study of Chiang Mai Province

Factor	Variables	Variable
(Service Quality)	(Reliability)	REL
	(Responsiveness)	RES
	(Competence)	COMP
	(Access)	ACC
	(Courtesy)	COU
	(Communication)	COMM
	(Credibility)	CRE

Factor	Variables	Variable
	(Security)	SEC
	(Understanding)	UND
	(Tangibles)	TAN
(Perceived Value)	(Service Quality Value)	SER
	(Emotional response Value)	EMOR
	(Monetary price Value)	MON
	(Behavioral Price Value)	BEHP
	(Reputation Value)	REP
	(Functional Value)	FUN
	(Social Value)	SOC
	(Emotional Value)	EMOV
	(Epistemic Value)	EPI
	(Condition Value)	CON
(Customer Satisfaction)	(Product)	PROD
	(Price)	PRI
	(Place)	PLA
	(Promotion)	PROM
	(Process)	PROC
	(Physical Evidence)	PHY
	(Information)	INF
	(Communication or coordination)	COMU
	(Behavior and Expression)	BEHE
	(Service Quality of expected)	SQE
(Behavioral Intention)	(Words of Mouth)	WOR
	(Period of Usage)	PERI
	(Price Tolerance)	PRIC
	(Repeat Purchase Intention)	REPE
	(Preference)	PREF
	(Choice Reduction Behavior)	CHO
	(First-in-Mind)	FIR

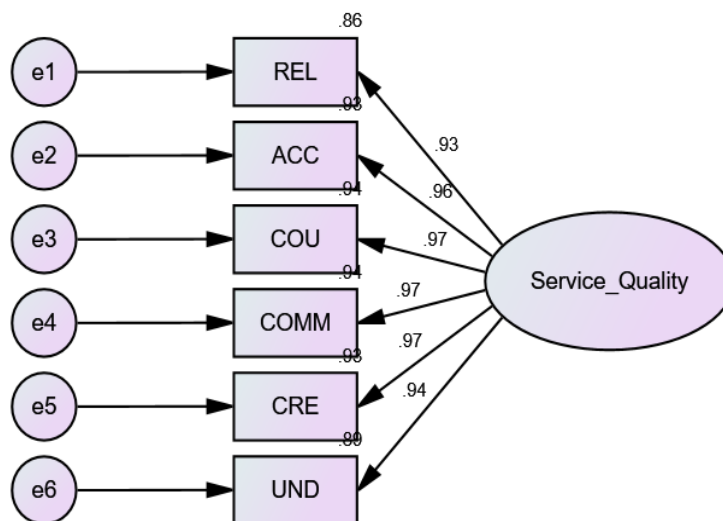
4.1.3.1 The Results of Confirmatory Factor Analysis, CFA, Service Quality

The analysis of confirmatory Factor Analysis, CFA in term of Service Quality separate factor variables into 10 groups which are REL, RES, COMP, ACC, COU, COMM, CRE, SEC, UND and TAN. Therefore, by entering data into a computer program analysis, the result shown that the model has not Fit as Figure 4.1. Nevertheless, the models need to be improved by Considering the Modification Indices. So, the result has found that some of the variables in the model is relative to each other. Hence, researcher eliminate the factors which are RES, COMP, SEC, and TAN. The result of eliminating factors has made the model relevant (model fit) with the level of Chi-square = 8.300, df = 9, p = .504 (> .05). Cmin / the DF = .922 (<3), the GFI = .993 (> .90), RMSEA = .000 (<.08) (Arbuckle, 2011). The results of Confirmatory Factor Analysis is in the picture 4.2



Chi-square = 189.587, df = 35, p = .000
 CMIN/DF = 5.417, GFI = .903, RMSEA = .105

Figure 4.1 The Results of the Corroborative Factor Analysis (Confirmatory Factor Analysis, CFA) Service Quality (Not Fit)



Chi-square = 8.300, df = 9, p = .504
 CMIN/DF = .922, GFI = .993, RMSEA = .000

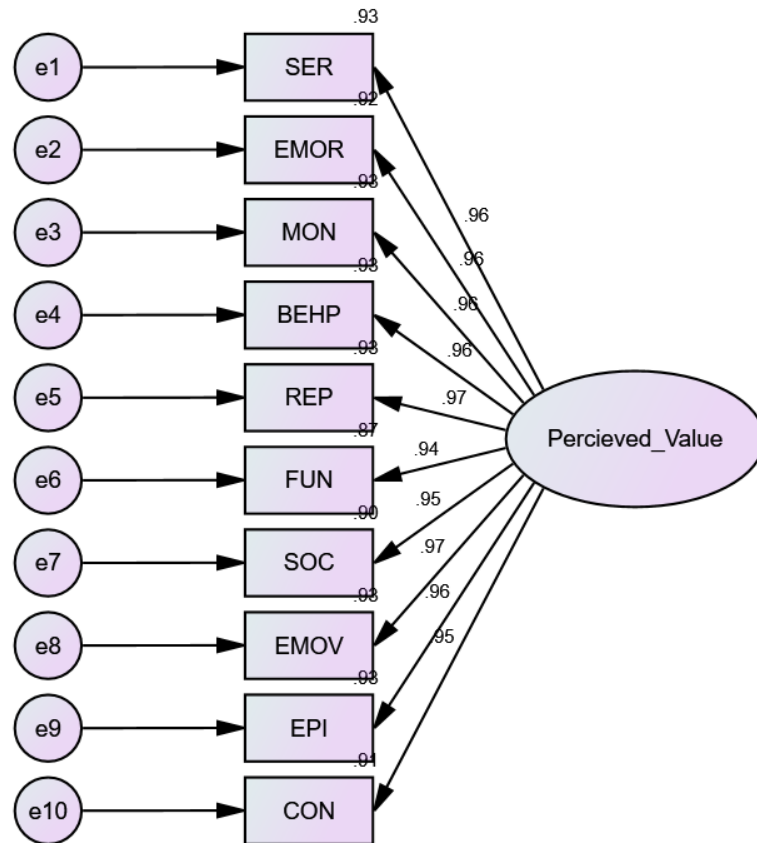
Figure 4.2 Confirmation Factor Analysis Results (Confirmatory Factor Analysis, CFA) in Terms of Service Quality (Fit)

The confirming factors analysis of service quality consisted of: 1) Reliability (Reliability): REL 2) Access (Access): ACC 3) Courtesy (Courtesy): COU 4) Communication (Communication): COMM 5) Reliability (Credibility): CRE and 6) Understanding: UND

4.1.3.2 The Results of Confirmatory Factor Analysis, CFA, Perceived Value

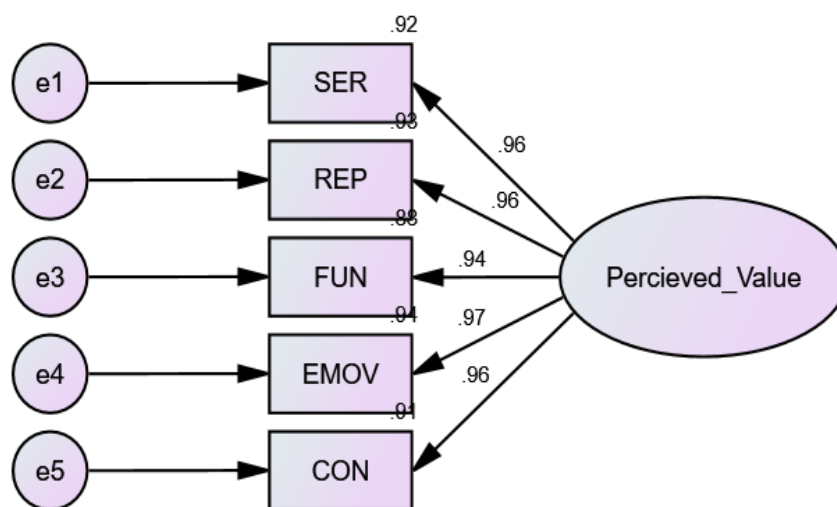
The analysis of confirmatory Factor Analysis, CFA in term of Perceived Value separate factor variables into 10 groups consists of SER, EMOR, MON, BEHP, REP, FUN, SOC, EMOV, EPI, and CON. Therefore, by entering data into a computer program analysis, the result shown that the model has not Fit as Figure 4.3. Nevertheless, the models need to be improved by Considering the Modification Indices. So, the result has found that some of the variables in the model is relative to each other. Hence, researcher eliminate the factors which are EMOR, MON, BEHP,

SOC and EPI factors, the result was a fit model with Chi-square = 5.181, $df = 5$, $p = .394$ ($>.05$). CMIN/DF = 1.036 (<3), GFI = .995 ($>.90$), RMSEA = .010 ($<.08$) (Arbuckle, 2011). (Confirmatory Factor Analysis, CFA) as shown in Figure 4.3.



Chi-square = 221.292, $df = 35$, $p = .000$
 CMIN/DF = 6.323, GFI = .878, RMSEA = .115

Figure 4.3 Confirmation Factor Analysis Results (Confirmatory Factor Analysis, CFA), Perceived Value, Not Fit



Chi-square = 5.181, df = 5, p = .394
 CMIN/DF = 1.036, GFI = .995, RMSEA = .010

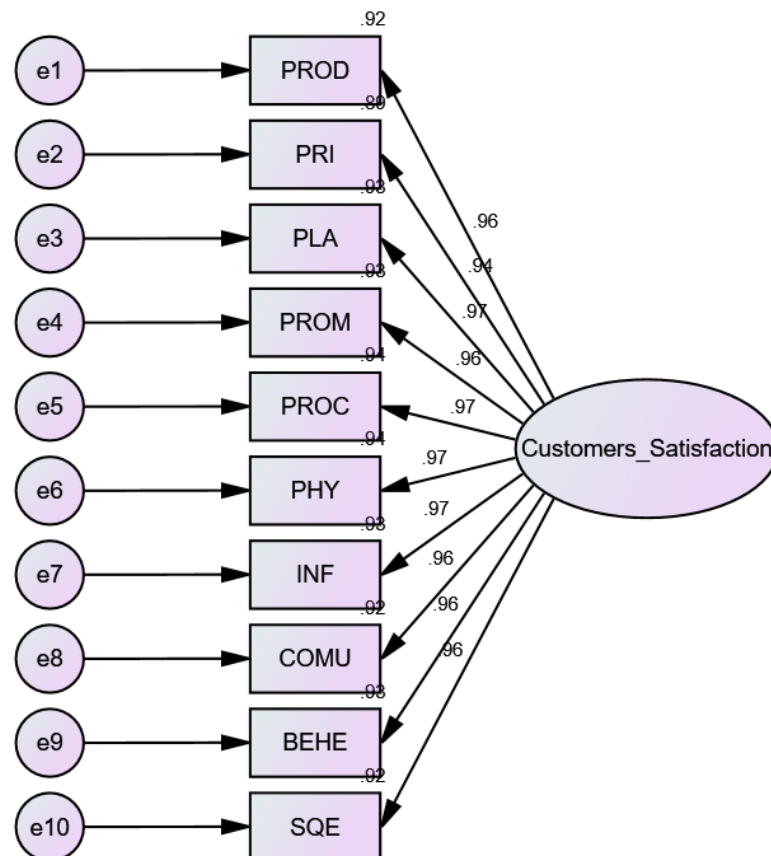
Figure 4.4 The Results of the Corroborative Factor Analysis (Confirmatory Factor Analysis, CFA) Perceived Value (Fit)

The confirming factors for perceived value (Perceived Value) consist of: 1) Service Quality Value: SER 2) Reputation Value: REP 3) Use value Functional Value: FUN 4. Emotional Value: EMOV and 5. Condition Value: CON

4.1.3.3 The Results of Confirmatory Factor Analysis, CFA, Customer Satisfaction

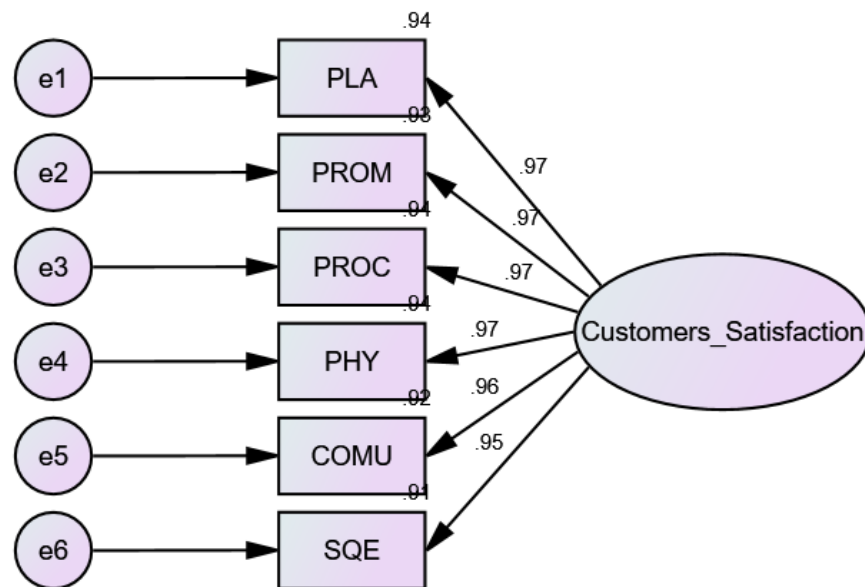
The analysis of confirmatory Factor Analysis, CFA in term of Customer Satisfaction separate factor variables into 10 groups consists of PROD, PRI, PLA, PROM, PROC, PHY, INF, COMU, BEHE, SQE. Therefore, by entering data into a computer program analysis, the result shown that the model has not Fit as Figure 4.5. Nevertheless, the models need to be improved by Considering the Modification Indices. So, the result has found that some of the variables in the model is relative to each other. Hence, researcher eliminate the factors which are PROD, PRI, INF and

BEHE, the result was a fit model with Chi-square = 15.263, df = 9, p = .084 (>.05), CMIN/DF = 1.696 (<3), GFI = .987 (>.90), RMSEA = .042 (<.08) (Arbuckle, 2011). Confirmative factor analysis results. (Confirmatory Factor Analysis, CFA) as shown in Figure 4.5.



Chi-square = 150.393, df = 35, p = .000
 CMIN/DF = 4.297, GFI = .928, RMSEA = .091

Figure 4.5 Confirmation Factor Analysis Results (Confirmatory Factor Analysis, CFA) Customer Satisfaction Satisfaction) that is Not Fully Formed (Not Fit)



Chi-square = 15.263, df = 9, p = .084
 CMIN/DF = 1.696, GFI = .987, RMSEA = .042

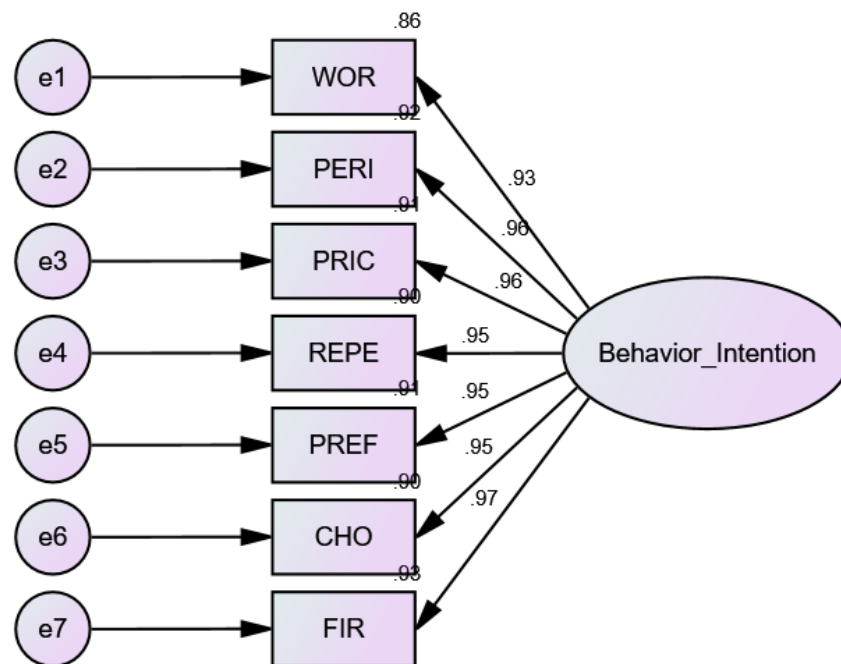
Figure 4.6 The Results of the Corroborative Factor Analysis (Confirmatory Factor Analysis, CFA) Customer satisfaction Satisfaction (Fit)

By confirming factors of customer satisfaction consists of 1) Place of service (Place): PLA 2) Promotion of service (Promotion): PROM 3) Service process (Process): PROC 4) Service environment (Physical Evidence): PHY 5) Contact communication or coordination of service providers (Communication or coordination): COMU and 6. Service Quality of expected: SQE

4.1.3.4 The results of the corroborative factor analysis (Confirmatory Factor Analysis, CFA) Behavioral Intention

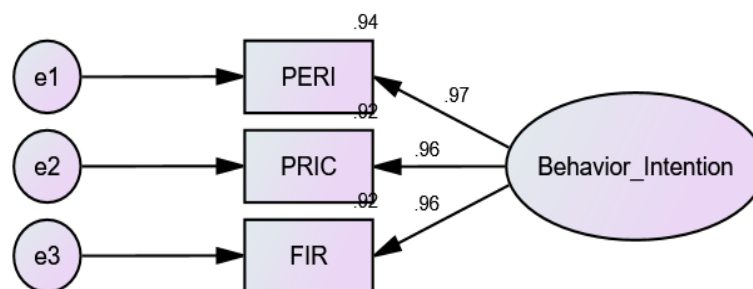
The analysis of confirmatory Factor Analysis, CFA in term of Behavioral Intention separate factor variables into 7 factors consists of WOR, PERI, PRIC, REPE, PREF, CHO and FIR. Therefore, by entering data into a computer program analysis, the result shown that the model has not Fit as Figure 4.5.

Nevertheless, the models need to be improved by Considering the Modification Indices. So, the result has found that some of the variables in the model is relative to each other. Hence, researcher eliminate the factors which are WOR, REPE, PREF and CHO. The result was a fit model with Chi-square = 5.244, $df = 2$, $p = .073$ ($>.05$), $CMIN/DF = 2.622$ (<3), $GFI = .991$ ($>.90$), $RMSEA = .064$ ($<.08$) (Arbuckle, 2011). Confirmative factor analysis results. (Confirmatory Factor Analysis, CFA) as shown in Figure 4.8.



Chi-square = 178.513, $df = 14$, $p = .000$
 $CMIN/DF = 12.751$, $GFI = .874$, $RMSEA = .172$

Figure 4.7 The Results of the Corroborative Factor Analysis (Confirmatory Factor Analysis, CFA), Behavioral Intention, Not Fit



Chi-square = 5.244, df = 2, p = .073
 CMIN/DF = 2.622, GFI = .991, RMSEA = .064

Figure 4.8 Confirmation Factor Analysis Results (Confirmatory Factor Analysis (CFA) on Behavioral Intention (Fit)

Behavioral Intention Affective Factors consisted of 1) Period of Usage: PERI, 2) Price Tolerance: PRIC, and 3) The first thing that happened. up in mind (First-in-Mind): FIR

4.2 The Results of the Structural Equation Model of Service Quality of a Lanna Small Boutique Hotel, Case Study Chiang Mai Province Influencing Behavioral Intention

Structural models (Byrne, 2010) act to “influence” between Factors and Latent Variables that influence other factors from the empirical data collected from sample group. By comparing it with the model that has already studied the idea that Is this structural model fit or not fit. Moreover, researcher has shown the results of the structural model analysis of the service quality of a small Lanna boutique hotel case study of Chiang Mai Province, has not been fully formed (Not Fit) as shown in Figure 4.9, then researcher has adjusted the model From considering the MI

(Modification Indices) to obtain a fit structural model, $CMIN-p$ (Chi-square Probability Level) > 0.05 , $CMIN/DF$ (Relative Chi-square) < 3 , the GFI (Index is the Fit, Goodness of) $> .90$, RMSEA (a Root of Average's Square This Error-Approximation) $< .08$ (the Arbuckle, 2011) the result of structural models is as follows.

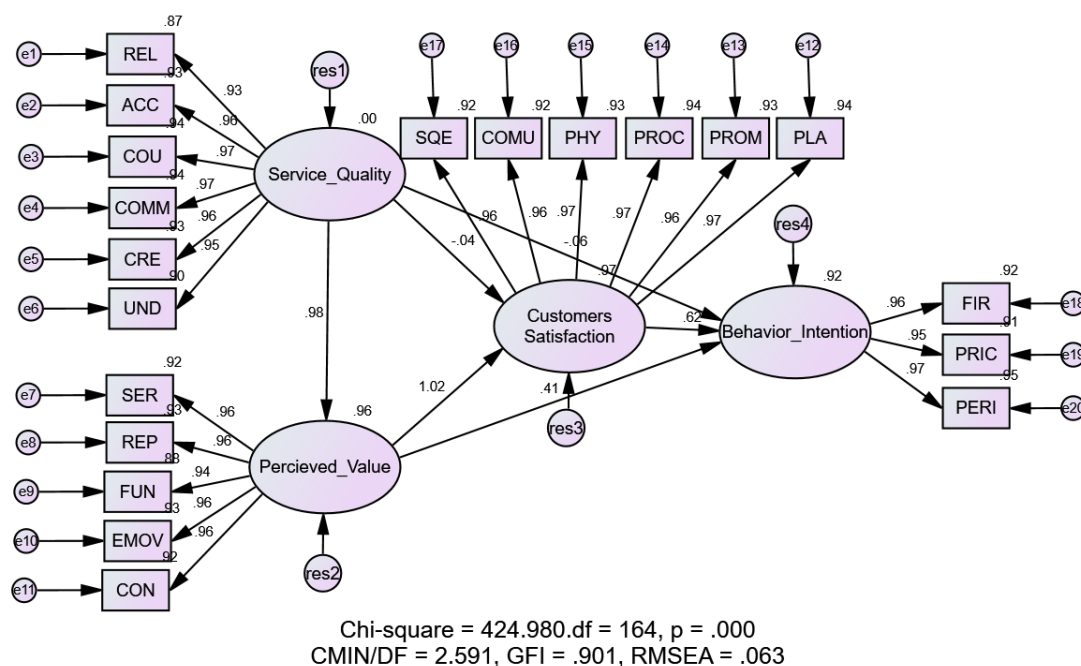


Figure 4.9 Structural Model Analysis of Service Quality of Small Boutique Lanna Hotels case study of Chiang Mai Province that has not been Fully Formed (Not Fit)

Table 4.18 Sample Correlation value, Structural Model of Service Quality of a Small Lanna boutique hotel case study of Chiang Mai Province

	SQE	COMU	PHY	PROC	PROM	PLA	FIR	PRIC	PERI	CON	EMOV	FUN	REP	SER	UND	CRE	COMM	COU	ACC	REL
SQE	1																			
COMU	0.719	1																		
PHY	0.727	0.727	1																	
PROC	0.724	0.737	0.743	1																
PROM	0.714	0.724	0.737	0.741	1															
PLA	0.724	0.722	0.742	0.737	0.738	1														
FIR	0.716	0.689	0.681	0.694	0.684	0.691	1													
PRIC	0.692	0.677	0.663	0.677	0.674	0.679	0.714	1												
PERI	0.715	0.702	0.693	0.703	0.697	0.704	0.727	0.733	1											
CON	0.611	0.722	0.713	0.723	0.719	0.726	0.685	0.662	0.695	1										
EMOV	0.719	0.696	0.714	0.717	0.712	0.721	0.685	0.663	0.689	0.728	1									
FUN	0.698	0.679	0.669	0.687	0.675	0.705	0.674	0.667	0.687	0.699	0.702	1								
REP	0.712	0.7	0.715	0.713	0.717	0.729	0.69	0.677	0.697	0.716	0.737	0.703	1							
SER	0.713	0.694	0.699	0.705	0.699	0.715	0.689	0.649	0.681	0.715	0.728	0.697	0.726	1						
UND	0.695	0.69	0.688	0.69	0.697	0.699	0.681	0.664	0.689	0.701	0.709	0.679	0.715	0.715	1					
CRE	0.697	0.679	0.686	0.682	0.679	0.706	0.667	0.634	0.662	0.698	0.698	0.67	0.722	0.716	0.716	1				
COMM	0.699	0.693	0.692	0.699	0.705	0.713	0.664	0.641	0.665	0.711	0.701	0.676	0.708	0.719	0.716	0.74	1			
COU	0.702	0.69	0.684	0.69	0.691	0.701	0.668	0.654	0.678	0.705	0.698	0.684	0.711	0.72	0.711	0.737	0.743	1		
ACC	0.702	0.69	0.687	0.689	0.681	0.698	0.674	0.651	0.67	0.696	0.699	0.684	0.701	0.716	0.715	0.728	0.736	0.735	1	
REL	0.688	0.668	0.659	0.668	0.657	0.677	0.647	0.613	0.641	0.677	0.684	0.663	0.687	0.706	0.674	0.7	0.696	0.698	0.701	1

From Table 4.18, The Sample Correlation value of Structural Model of Service Quality of Small Lanna Boutique Hotel, a case study in Chiang Mai. The result shown that the correlation of each pair Latent Variables was not more than 0.8, indicating that the correlation between the variables was appropriate (Hair et al., 2010).



Table 4.19 Standardized Residual Covariances Structural Model of Service Quality of Lanna Boutique Small Hotels Case Study of Chiang Mai Province

	SQE	COMU	PHY	PROC	PROM	PLA	FIR	PRIC	PERI	CON	EMOV	FUN	REP	SER	UND	CRE	COMM	COU	ACC	REL
SQE	-0.021																			
COMU	0.069	0.017																		
PHY	0.005	-0.047	-0.02																	
PROC	-0.054	0.087	-0.011	-0.006																
PROM	-0.122	-0.033	-0.013	0.031	0															
PLA	0.002	-0.081	0.024	-0.057	0.035	-0.02														
FIR	0.146	0.157	0.057	0.032	-0.043	-0.033	-0.011													
PRIC	-0.151	0.023	-0.145	-0.159	-0.128	-0.145	-0.012	0												
PERI	-0.054	0.157	0.051	-0.011	-0.031	-0.018	-0.069	0.068	0											
CON	-0.075	0.066	0.019	0.149	0.168	0.046	0.14	-0.139	0.101	-0.008										
EMOV	-0.003	-0.091	-0.028	0.005	0.013	-0.075	0.096	-0.179	-0.027	-0.02	-0.003									
FUN	0.094	0.056	0.017	-0.029	0.053	0.095	0.062	0.004	0.071	-0.03	-0.047	-0.002								
REP	0.014	-0.08	-0.058	-0.091	0.042	-0.009	0.118	-0.023	0.035	0	0.007	-0.07	-0.011							
SER	0.034	0.016	-0.105	-0.033	-0.042	-0.026	0.081	-0.259	-0.014	-0.043	0.101	0.043	0.023	0.034						
UND	-0.008	0.004	-0.042	-0.036	-0.015	-0.047	0.078	-0.116	0.02	-0.008	0.061	0.015	0.11	-0.041	0.004					
CRE	0.048	-0.14	-0.065	-0.134	-0.105	-0.062	0.188	-0.246	-0.068	0.003	-0.045	-0.068	-0.065	0.103	0.043	0.003				
COMM	0.013	-0.006	-0.045	0.051	0.019	0.115	0.081	-0.203	-0.079	0.009	-0.068	-0.04	-0.017	-0.014	-0.016	0.027	0.004			
COU	0.091	-0.013	-0.13	-0.043	0.045	-0.032	0.167	0.017	0.144	0.067	-0.086	0.105	0.051	0.034	-0.063	0.005	0.036	0		
ACC	0.136	0.037	-0.027	-0.001	-0.049	-0.027	0.317	0.021	0.073	-0.007	-0.012	0.164	-0.035	0.039	0.051	-0.061	-0.016	0	0	
REL	-0.038	-0.051	-0.208	-0.09	-0.178	-0.087	0.138	-0.321	-0.134	-0.082	-0.023	0.06	-0.036	0.101	-0.032	0.058	-0.064	-0.006	0.09	0.018

From Table 4.19, the Standardized Residual Covariances value of Structural Model of Service Quality of Small Lanna Boutique Hotel, case study in Chiang Mai. The result shown that the Standardized Residual Covariances of each Latent Variables were between +2 and -2, indicating that it was a good indicator (Hair et al, 2010).



Table 4.20 Results of Regression Weights and Significant Values Structural Model of Service Quality of Lanna Boutique Small Hotels
Case Study of Chiang Mai Province

	Factors (Cause – Effect)		Estimate	S.E.	C.R.	P	Hypothesis
Perceived_Value	<---	Service_Quality	1.035	.025	41.772	***	Accepted
Customers_Satisfaction	<---	Service_Quality	.089	.064	1.395	.013	Accepted
Customers_Satisfaction	<---	Percieved_Value	.887	.062	14.250	***	Accepted
Behavior_Intention	<---	Service_Quality	.024	.073	.329	.042	Accepted
Behavior_Intention	<---	Percieved_Value	.276	.115	2.406	.016	Accepted
Behavior_Intention	<---	Customers_Satisfaction	.610	.094	6.483	***	Accepted
REL	<---	Service_Quality	1.000				Accepted
ACC	<---	Service_Quality	1.044	.026	40.880	***	Accepted
COU	<---	Service_Quality	1.061	.025	41.665	***	Accepted
COMM	<---	Service_Quality	1.031	.024	42.164	***	Accepted
CRE	<---	Service_Quality	1.041	.025	41.183	***	Accepted
UND	<---	Service_Quality	.995	.027	37.365	***	Accepted
SER	<---	Percieved_Value	1.000				Accepted
REP	<---	Percieved_Value	.960	.020	49.177	***	Accepted
FUN	<---	Percieved_Value	.923	.023	40.803	***	Accepted
EMOV	<---	Percieved_Value	.965	.020	48.159	***	Accepted

	Factors (Cause – Effect)		Estimate	S.E.	C.R.	P	Hypothesis
CON	<---	Percieved_Value	.933	.020	46.964	***	Accepted
PERI	<---	Behavior_Intention	1.040	.020	51.090	***	Accepted
PRIC	<---	Behavior_Intention	1.029	.023	45.546	***	Accepted
FIR	<---	Behavior_Intention	1.000				Accepted
PLA	<---	Customers_Satisfaction	1.000				Accepted
PROM	<---	Customers_Satisfaction	.958	.018	53.023	***	Accepted
PROC	<---	Customers_Satisfaction	.966	.017	55.263	***	Accepted
PHY	<---	Customers_Satisfaction	.960	.018	54.710	***	Accepted
COMU	<---	Customers_Satisfaction	.951	.019	49.548	***	Accepted
SQE	<---	Customers_Satisfaction	.978	.020	48.302	***	Accepted

Note: ***P < 0.001

From Table 4.20, the results of Regression Weights and Significant values Structural Model of service quality of small Lanna boutique hotels, A case study in Chiang Mai province. It was found that all factors and variables influenced each other according to the assumptions significantly (at 0.05 level, ***P-value < 0.001). therefore, the Service quality affected Perceived Value (P-value = *** P < 0.001). Service Quality Affects Customer Satisfaction (P-value = *** P < 0.013). Service Quality factor affects Behavioral Intention (P-value = 0.042). Perceived Value factor affects the Customer Satisfaction (P-value =*** P< 0.001), Perceived Value Factor Affects Behavioral Intention (P-value = 0.016). And Customer Satisfaction significantly affects behavioral intention (P-value = *** P < 0.001) in all lines.

Table 4.21 Results of Standardized Regression Weights Structural Model of Service Quality of Small Lanna Boutique Hotels Case Study of Chiang Mai Province.

Factors (Cause – Effect)			Estimate
Percieved_Value	<---	Service_Quality	.966
Customers_Satisfaction	<---	Service_Quality	.084
Customers_Satisfaction	<---	Percieved_Value	.895
Behavior_Intention	<---	Service_Quality	.024
Behavior_Intention	<---	Percieved_Value	.295
Behavior_Intention	<---	Customers_Satisfaction	.646
REL	<---	Service_Quality	.928
ACC	<---	Service_Quality	.965
COU	<---	Service_Quality	.969
COMM	<---	Service_Quality	.971
CRE	<---	Service_Quality	.966
UND	<---	Service_Quality	.945
SER	<---	Percieved_Value	.981
REP	<---	Percieved_Value	.969
FUN	<---	Percieved_Value	.937

Factors (Cause – Effect)		Estimate
EMOV	<---	Percieved_Value
CON	<---	Percieved_Value
PERI	<---	Behavior_Intention
PRIC	<---	Behavior_Intention
FIR	<---	Behavior_Intention
PLA	<---	Customers_Satisfaction
PROM	<---	Customers_Satisfaction
PROC	<---	Customers_Satisfaction
PHY	<---	Customers_Satisfaction
COMU	<---	Customers_Satisfaction

From Table 4.21, the results of Standardized Regression Weights, a Structural Model of service quality of a small Lanna boutique hotel case study of Chiang Mai Province that shows Standardized Regression Weights. The result is transmitted between factor to factor and factor to variable that occurs in all structural models.

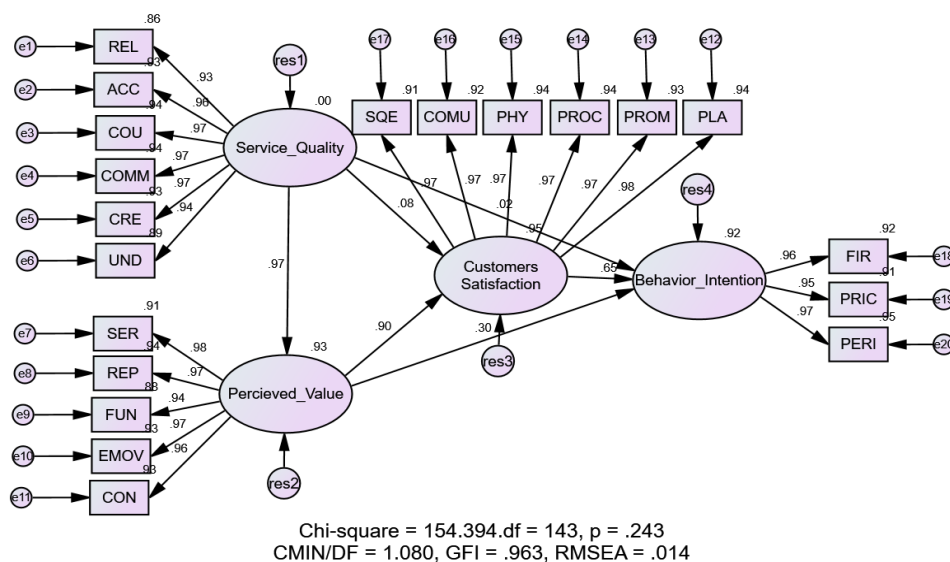


Figure 4.10 Structural Model of the Service Quality of a Small Lanna Boutique Hotel in Case Study of Chiang Mai Province

From Figure 4.10, it is a confirmation factor analysis. (Confirmatory Factor Analysis (CFA)) of service quality of small Lanna boutique hotels case study of Chiang Mai Province. It consists of four factors: Service Quality, Perceived Value, Customer Satisfaction, and Behavioral Intention. Therefore, it was found that, the model was perfectly fit model, with Chi-square = 154.394, $df = 143$, $p = .243 (>.05)$, $CMIN/DF = 1.080 (<3)$, $GFI = .963. (>.90)$, $RMSEA = .014 (<.08)$ (Arbuckle, 2011).

The results of the hypothesis testing, the researcher found that

- 1) Service quality factor (weight value 0.97) affects Perceived Value factor (at 0.05 level, accepting the H1 hypothesis)
- 2) Service quality factor (weight value 0.08) affects customer satisfaction (Customer Satisfaction) (at 0.05 level, accepting hypothesis H2)
- 3) Service quality factor (weight value 0.95) affects behavioral intention (at 0.05 level, accepting the H3 hypothesis)
- 4) Perceived Value Factors (weight value 0.90) affects customer satisfaction (Customer Satisfaction) (at 0.05 level, accept hypothesis H4)
- 5) Perceived Value factor (weight value 0.30) affects behavioral intention (at 0.05 level, accepting hypothesis H5)
- 6) Customer Satisfaction factor (weight value 0.65) affects behavioral intention (at 0.05 level, accepting hypothesis H6) as shown in Table 4.16.

Table 4.22 Results of Hypothesis Testing Structural Model of Service Quality of Small Lanna Boutique Hotels in Case Study of Chiang Mai Province

Hypothesis	Relationship	Standardized	Result	Significant (p)
		Path Coefficient		
H 1	Service quality ---> Perceived Value	0.97	Supported	***
H 2	Service quality ---> Customers Satisfaction	0.08	Supported	.013
H 3	Service quality ---> Behavior Intention	0.95	Supported	.042

Hypothesis	Relationship	Standardized Path Coefficient	Result	Significant (p)
H 4	Percieved Value ---> Customers Sarisfaction	0.90	Supported	***
H 5	Percieved Value ---> Behavior Intention	0.30	Supported	.016
H 6	Customers Sarisfaction ---> Behavior Intention	0.65	Supported	***

Note: *** = $P < 0.001$

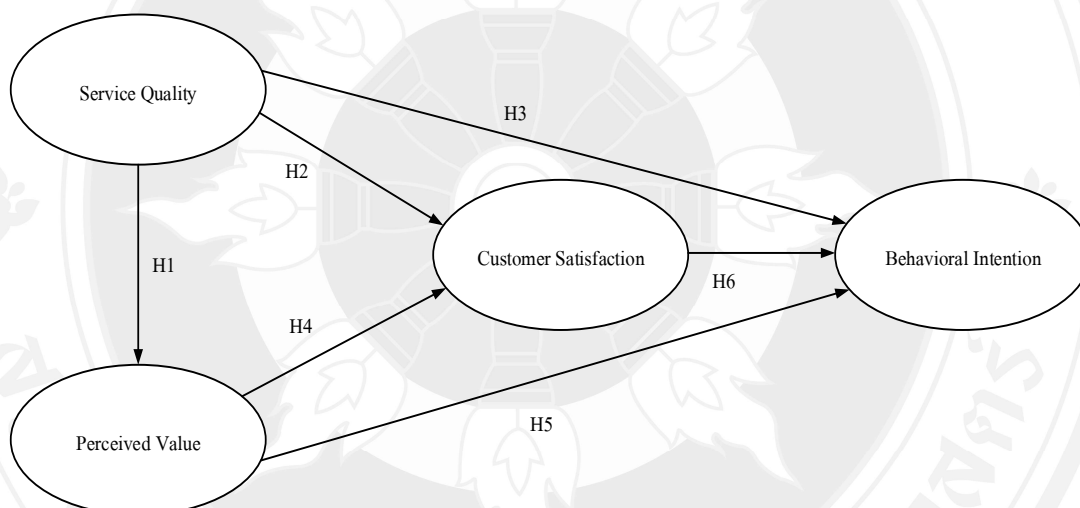


Figure 4.11 Results of Hypothesis Testing, Structural Model of Service Quality of Small Boutique Hotels in Lanna Case Study of Chiang Mai Province

4.3 Results of a Structural Equation Model of Service Quality of a Small Lanna Boutique Hotel, a Case Study of Chiang Mai Province

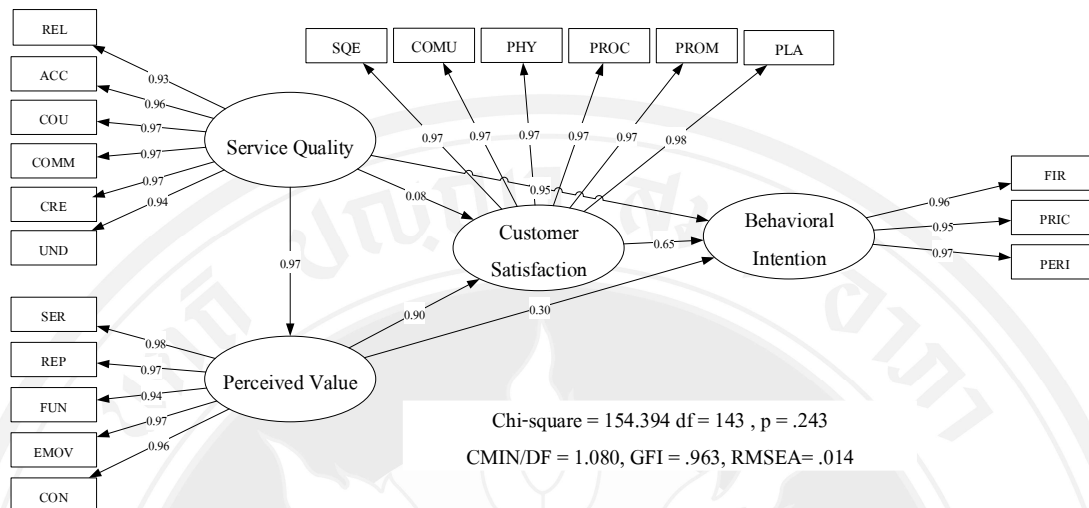


Figure 4.12 The Final Structural Model of the Service Quality of a Small Lanna Boutique Hotel, a Case Study of Chiang Mai Province

From Figure 4.12 The Structural Model is the final model of the service quality of a small Lanna boutique hotel. A case study of Chiang Mai Province found that

1) Service Quality is sorted in descending order by weighted values, consisting of Courtesy (COU) weight 0.97 Communications (Communication: COMM) weight 0.97 Credibility (Credibility: CRE) weight 0.97 Access (Access: ACC) weight 0.96 Understanding (Understanding: UND) with a weight of 0.94 and reliability (Reliability: REL) with a weight of 0.93.

2) Perceived Value is sorted in descending order by weighted values, Consists of service quality value (SER) Weight 0.98. Reputation Value: REP weight 0.97 Emotional Value: EMOV weight 0.97 Condition Value (Condition Value: CON) weight 0.96 and business value Use (Functional Value: FUN) has a weight of 0.94.

3) Customer Satisfaction is sorted in descending order by weighted values, respectively, consisting of Place of service Place (PLA) weight 0.9 8 Service Quality of expected (SQE) weight 0.97 Communication or coordination (COMU)

weight 0.97 Environment of service (Physical Evidence: PHY) has a weight of 0.97, service process (Process: PROC) has a weight of 0.97 and Promotion of service recommendations (Promotion: PROM) with a weight of 0.97

4) Behavioral Intention is sorted in descending order by weighted values, It consists of the period of usage (Peri) with a weight of 0.97, the first thing that comes to mind (First-in-Mind: FIR) with a weight of 0.96 , and Price Tolerance: PRIC) has a weight of 0.95

From the analysis, it was found that Service quality factors consist of Courtesy (COU), Communication (COMM), Credibility (CRE), Accessibility (ACC), Understanding (UND), and Reliability (REL). affect the perception of value customer satisfaction and behavioral intent, while the perceived value factor Affects customer satisfaction and behavioral intent, consisting of service quality value (SER) value, reputation (Reputation Value: REP), emotional value (Emotional Value: EMOV) value Condition (Condition Value: CON) and Functional Value (FUN) and finally customer satisfaction factor Affects behavioral intentions, consisting of service locations (Place: PLA) Service Quality of expected (SQE) Communication or coordination (COMU) Physical evidence (PHY) Service environment (Process: PROC) and Promotion of service introduction (Promotion: PROM) Behavioral Intention factors consist of Period of Usage (PERI), First-in-Mind (FIR) and insensitivity to changing prices (Price Tolerance: PRIC). It can be concluded that the service quality model of a small Lanna boutique hotel, a case study of Chiang Mai Province, could apply the relevant factors to develop various development plans to promote service quality for small Lanna boutique hotel operators in the future. The results, discussion, finding, and suggestions of the study are in the next chapter.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

The research subject was “A model of Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai.” aims to 1) To study and analyze the corroborating elements of Service Quality that affect Perceived Value, Customer Satisfaction and Behavioral Intention of a small hotel Boutique Lanna, a case study of Chiang Mai. 2) To test the structural equation model of Service Quality factor of a small Boutique Hotel in Lanna, a case study Chiang Mai affecting Behavioral Intention.

3) To suggest a Service Quality model of a small Boutique Hotel in Lanna, a case study of Chiang Mai.

This research used a quantitative research methodology. (Quantitative) which used questionnaires to collect data and for the research resulted to be carried out in accordance with the research process and achieve the researcher's objectives by studying secondary data from data collection, study, research and review of relevant documents including using questionnaires to collect data according to research objectives. The sample group used in this research is customers who use the service of a small boutique hotel in Lanna, Chiang Mai. The sample sizes were 400, selected based on appropriateness and sufficiency of minimum data to test the Structural Equation Model: SEM and not to disturb the sample according to human research ethics process. From the consideration of the sample size, there are sufficient numbers that can be used for analysis by using the Structural Equation Model (SEM) technique with a confidence level of 95% and a level of error 5% (Vanichbuncha, 2006) using a Convenience Sampling method.

The quantitative data were analyzed by descriptive statistics such as percentage, mean and standard deviation (Standard Deviation: S.D.). The research

used a table presentation and describe information to describe and analyze the data collected from the sample both personal information, customer service information and the level of opinions about the Service Quality, Perceived Value, Customer Satisfaction and Behavioral Intention. Inferential Statistic was used to analyze data from the sample in order to infer or represent the characteristics of the population. The mean values obtained from the analysis and compared with criteria to exchange definitions for each item. Interpretation of the questionnaire has an approximate scale for interpreting each aspect of opinion. Each question had a choice of 5 levels based on the Likert scales (Likert, 1970).

For Structural Equation Modeling (SEM), the researcher had determined the structural equation in advance. From the literature review in Chapter 2, there is a Confirmatory Factor Analysis (CFA) (Kris Rangsunnoen, 2011). Therefore, the researcher would analyze the relationship between Observed Variable and Latent Variable by analyzing Confirmatory Factor Analysis (CFA) to find the relationship between Observable Variables and Latent Variable whether the variables in the model were suitable or not. Along with grouping the same Variables into the same Latent Variable, there was the process of analyzing the SEM by using AMOS program to analyze the SEM of the Service Quality factor of a small Boutique Hotel in Lanna, a case study of Chiang Mai affecting Behavioral Intention. In Chapter 5, the researcher divided the presentation into 4 parts as follows:

5.1 Summary the Research Results

5.1.1 Summarize the results of the study and analyze the corroborating elements of Service Quality affecting the Perceived Value, Customer Satisfaction and Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai.

5.1.1.1 Summary the analysis of demographic and behavioral characteristics of the respondents

5.1.1.2 Summary the analysis of mean and standard deviation of the respondents

5.1.1.3 Summary the analysis of Confirmatory Factor Analysis (CFA) of Service Quality affecting the Perceived Value, Customer Satisfaction and Behavioral Intention.

5.1.2 Summary the test results of the Structural Equation Model of Service Quality factors of a small Boutique Hotels in Lanna, a case study of Chiang Mai affecting Behavioral Intention.

5.1.3 Summary the results on a model study of Service Quality of small Lanna Boutique Hotels, a case study of Chiang Mai Province

5.2 Discussion the results

5.3 Suggestions for applying the research results

5.4 Suggestions for future research

5.1 Summary of Research Results

5.1.1 Summarize the results of the study and analyze the corroborating elements of Service Quality affecting the Perceived Value, Customer Satisfaction and Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai.

The study in this section is a Quantitative Analysis from collecting data on tourists who used the service at small Lanna Boutique Hotels in Chiang Mai. The results of the study can be summarized as follows:

5.1.1.1 Demographic and behavioral characteristics of the respondents

1) Demographic data of the respondents. Most of the samples were female in age between 31 to 39 years old, marital status, bachelor's degree or equivalent, company employees and the average monthly income was equal to 30,001 to 40,000 baht.

2) Customer Information using services of small Boutique Hotels in Lanna, a case study of Chiang Mai. Most of the samples used the stay duration of 3 nights, with the number of third stays, the room rates ranging from 2,001 to 3,000 baht. The purpose of their stay was to relax and choose to use the booking method via the hotel website, phone or Line/Facebook application (Direct booking).

5.1.1.2 Mean data and standard deviation of respondents

Mean and standard deviation of customers using small Lanna Boutique Hotel in Chiang Mai considered on a case-by-case basis, they could rank their opinions on the Service Quality, Perceived Value, Customer Satisfaction and Behavioral Intention as follows:

1) Service Quality. It found that the respondents with the most opinion average values consisted of 3 aspects which was Courtesy, Communication and Credibility. For the aspects had at lowest opinion average values were Understanding and Tangibles.

2) Perceived Value. It found that the respondents with the most opinion average were Service Quality Value and Emotional Value. The lowest average values were categorized into 3 aspects which were Functional Value, Social Value and Epistemic Value.

3) Customer Satisfaction. It found that the respondents with the most opinion average was the Information that customers received from using the service, followed by 5 aspects were Promotion, Physical Evidence, Communication or coordination, Behavior and Expression and Service Quality of expected. The lowest average was Price.

4) Behavioral Intention. It found that the respondents with the most opinion average were Price Tolerance, followed by Words of Mouth. with the lowest average was Repeat Purchase Intention.

5.1.1.3 Summary the analysis of Confirmatory Factor Analysis (CFA) of Service Quality affecting the Perceived Value, Customer Satisfaction and Behavioral Intention.

From the Confirmatory Factor Analysis (CFA) of Service Quality affected the Perceived Value., Customer Satisfaction and Behavioral Intention of small Boutique Hotel in Lanna, a case study of Chiang Mai. It consisted of four factors: Service Quality, Perceived Value, Customer Satisfaction and Behavioral Intention. Confirmatory Factor Analysis (CFA) in terms of Service Quality were summarized the results of the study as follows.

1) Summary the results of the CFA on Service Quality

The Confirmatory Factor Analysis (CFA) on Service Quality to confirm the grouping of variables were classified into 10 factors which were the first Factor group named REL, Factor 2 named RES, Factor 3 named COMP, Factor 4 named ACC, factor 5 named COU, factor 6 named COMM, factor 7 named CRE, factor 8 named SEC, factor 9 named UND and factor 10 named TAN, respectively. We could conclude the CFA on Service Quality in the model of Service Quality of

small Lanna Boutique Hotels, a case The study in Chiang Mai consisted of (1) Reliability: REL (2) Access: ACC (3) Courtesy: COU (4) Communication: COMM (5) Credibility: CRE and (6) Understanding: UND.

2) Summarize the results of the CFA on Perceived Value

The Confirmatory Factor Analysis (CFA) on Perceived Value to confirm the grouping of variables classified into 10 factor groups which consisted of the first Factor named SER, Factor 2 named EMOR, Factor 3 named MON, Factor 4 named BEHP, Factor 5 named REP, Factor 6 named FUN, Factor 7 named SOC, Factor 8 named EMOV, Factor 9 named EPI and the tenth factor named CON, respectively. Confirmatory Factor on Perceived Value consisted of 1. Service Quality Value: SER 2. Reputation Value: REP 3. Functional Value: FUN 4. Emotional Value: EMOV and 5. Condition Value: CON.

3) Summarize the results of the CFA on Customer Satisfaction

The Confirmatory Factor Analysis (CFA) on Customer Satisfaction to confirm the grouping of variables into 10 factor groups consisted of the first Factor named PROD, Factor 2 named PRI, Factor 3 named PLA, Factor 4 named PROM, Factor 5 named PROC, Factor 6 named PHY, Factor 7 named INF, Factor 8 named COMU, Factor 9 named BEHE and Factor 10 named SQE, respectively. In the conclusion, Confirmatory Factor on Customer Satisfaction consisted of (1) Place: PLA (2) Promotion: PROM (3) Process: PROC (4) Physical Evidence: PHY (5) Communication or coordination: COMU and 6. Service Quality of expected: SQE.

4) Summarize the results of the CFA on Behavioral Intention

From Confirmatory Factor Analysis (CFA) on Behavioral Intention to confirm the grouping of variables were classified into 7 factor groups which consisted of the first Factor named WOR, Factor 2 named PERI, Factor 3 named PRIC, Factor 4 named REPE, Factor named PREF, Factor 6 named CHO and Factor 7 named FIR, respectively. In summary, the Confirmatory Factor factors on Behavioral Intention consisted of (1) Period of Usage: PERI (2) Price Tolerance: PRIC and (3) First-in-Mind: FIR.

5.1.2 Summary the test results of the Structural Equation Model of Service Quality of a small Boutique Hotels in Lanna, a case study of Chiang Mai affecting Behavioral Intention.

The test results the SEM model on Service Quality factors of small Lanna Boutique Hotels, a case study of Chiang Mai affecting Behavioral Intention were as follows:

All factors and variables influenced according to the assumptions significantly (at the level of 0.05, ***P-value < 0.001). Service Quality affected on Perceived Value (P-value = *** P < 0.001). Service Quality affected on Customer Satisfaction (P-value = *** P < 0.013). Service Quality factor affected on Behavioral Intention (P-value = 0.042). Perceived Value affected on Customer Satisfaction (P-value = *** P < 0.001). Perceived Value affected on Behavioral Intention (P-value = 0.016) and Customer Satisfaction significantly affected on Behavioral Intention (P-value = *** P < 0.001) in all lines.

Hypothesis 1: Service Quality affected on Perceived Value of small Lanna Boutique Hotel, a case study of Chiang Mai. The Structural Equation Model analysis found that Service Quality affected the Perceived Value. It was statistically significant at the 0.05 level (P-value = *** P < 0.001) and had a linear coefficient of 0.97. Therefore, hypothesis 1 was accepted.

Hypothesis 2: Service quality affected on Customer Satisfaction of small Lanna Boutique Hotels, a case study of Chiang Mai. The Structural Equation Model analysis found that Service Quality affected the Service Quality on satisfaction. It was statistically significant at the 0.05 level (P-value = *** P < 0.013) and had a linear coefficient of 0.08. Therefore, hypothesis 2 was accepted.

Hypothesis 3: Service quality affected on Customer Behavioral Intention of small Lanna Boutique Hotels, a case study of Chiang Mai. The Structural Equation Model analysis found that Service Quality affected Behavioral Intention. It was statistically significant at the 0.05 level (P-value = 0.042) and had a linear coefficient of 0.95. Therefore, hypothesis 3 was accepted.

Hypothesis 4: Perceived Value affected on Customer Satisfaction of small Lanna Boutique Hotels, a case study of Chiang Mai. The Structural Equation Model analysis found that Perceived Value affected satisfaction. It was statistically

significant at the 0.05 level ($P\text{-value} = P < 0.001$) and had a linear coefficient of 0.90. Therefore, hypothesis 4 was accepted.

Hypothesis 5: Perceived Value affected Customer Behavioral Intention of small Lanna Boutique Hotels, a case study of Chiang Mai. The Structural Equation Model analysis found that Perceived Value affected Behavioral Intention. It was statistically significant at the 0.05 level ($P\text{-value} = 0.016$) and had a linear coefficient of 0.30. Therefore, hypothesis 5 was accepted.

Hypothesis 6: Customer Satisfaction affected Customer Behavioral Intention of small Boutique Hotels, a case study of Chiang Mai. The Structural Equation Model analysis found that satisfaction affected Behavioral Intention. It was statistically significant at the 0.05 level ($P\text{-value} = *** P < 0.001$) and had a linear coefficient of 0.65. Therefore, hypothesis 6 was accepted.

5.1.3 Summary the results on a Service Quality model of small Lanna Boutique Hotels, a case study of Chiang Mai Province

5.1.3.1 Service Quality consisted of Courtesy (COU) was weighted of 0.97, Communication: COMM weighted of 0.97, Credibility (CRE) weighted of 0.97, Access (ACC) weighted of 0.96, Understanding (UND) weighted of 0.94 and Reliability (REL) weighted of 0.93.

5.1.3.2 Perceived Value consisted of Service Quality Value (SER) was weighted of 0.98, Reputation Value (REP) weighted of 0.97, Emotional Value (EMOV) weighted of 0.97, Condition Value (CON) weighted of 0.96 and Functional Value (FUN) weighted of 0.94.

5.1.3.3 Customer Satisfaction consisted of Place (PLA) was weighted of 0.98, Service Quality of expected (SQE) weighted 0.97, Communication or coordination (COMU) weighted of 0.97, Physical Evidence (PHY) weighted of 0.97, Process (PROC) weighted of 0.97 and Promotion (PROM) weighted of 0.97.

5.1.3.4 Behavioral Intention consisted of Period of Usage (PERI) was weighted of 0.97, First-in-Mind (FIR) weighted of 0.96 and Price Tolerance (PRIC) weighted of 0.95.

5.2 Discussion the Research Results

Discussion the results of various findings from research on a Service Quality model of small Boutique Hotels, a case study of Chiang Mai. The researcher presented an interpretation and evaluate research findings to describe and confirm accordance with the findings according to research objectives and research hypotheses by explaining the findings that how you support relevant theories. The researcher presented the discussion of the results as follows.

5.2.1 Discuss the study results of demographic and behavioral characteristics of the respondents affecting the Service Quality model of small Lanna Boutique Hotels, a case study of Chiang Mai.

5.2.1.1 Demographic characteristics of customers data using small Lanna Boutique Hotels in Chiang Mai results showed that most of the respondents were female with age between 31 to 39 years old, marital status, bachelor's degree or equivalent Occupation of company employees, average monthly income of 30,001 to 40,000 baht. Customer Behavior using service data of small Lanna Boutique Hotels, a case study in Chiang Mai found that most of the respondents used the duration of a 3-night stay, with the number of times staying the 3rd time with room rate service was 2,001 to 3,000 baht with purpose of staying for a vacation. There was a way to book via hotel website, phone or application Line/Facebook (Direct booking). This may be because customers who received services from small Boutique Hotels of Chiang Mai in working age, was a relaxation service and takes longer to stay than general customers including having the power to pay for the room at a reasonably high rate and use social media and applications to make reservations as well. Due to Suporn Sereerat (1997) stated that Consumer Behavior referred to the processes by which individuals or groups of individuals were involved in the selection, purchase, use and consumption of service products, ideas or experiences to satisfy needs and desires on the issue of gender affecting behavior and opinions. According to the study of Darati Papal (1999) said that females and males greatly differed about ideas, values and attitudes because of culture and society determines its roles and activities of people in both sexes. Siriwan Sereerat et al. (1997) said that different Age had a different effect on product selection. In the education issue, Pramastavetin (1990) stated that

education is a factor that makes people have different opinions, values, attitudes and behaviors and are consistent with the ideas of Siriwan Sereerat et al. (1997) which said that Education in people with higher education were more likely to consume better quality products and services. As for the subject of Kotler's career (2000) said that Occupation of the individual would lead to different needs and wants for goods and services. For other factors, Siriwan Sereerat et al. (1997) said that Economic Circumstances or Income, a person's economic opportunity would affect the goods and services that consumers decided to buy. The research results were consistent with the research of Sophittha Temratana (2018) about Service Quality affected repeat service in 5-star hotels in Bangkok. From the analysis, it was found that most of the respondents were 235 female aged 30 to 39 years old, marital status, worked in private company employees, had an average monthly income of more than 100,000 baht. Their purpose of this trip was for tourism or leisure. Along with the study of Kwanchanok Suwannapong (2018), Service Quality development of hotel in Muang District, Phuket was to accommodate special interest tourists. The study found that most of the tourists were female as well, aged between 35 to 44 years old, Thai nationality, marital status, got a bachelor's degree. Their objective was a self-rewarding travel. Accommodation costs in each time was 2,001 to 3,000 baht per night. There was a channel to inform booking via social media. In regards to booking accommodation and length of stay was consistent with study of Sansanee Siphimkhad (2013) about the tourist satisfaction towards the Service Quality of 4 to 5 stars of international hotels in Bangkok. The results found that most tourists came for vacations between one to three nights which most booked through agents and websites and according to the study of Saksayan Yaisamsen and Prateep Puetthonglang (2020) which studied service of a small hotel in Muang District, Chiang Mai. The results showed that tourists who used the services of small hotels was mostly female. Their purpose was leisure or travel and stayed in a hotel because it was located near tourist attractions and could book a room through the website.

5.2.2 Discuss the results of the analysis of mean and standard deviation of the respondents.

5.2.2.1 Service Quality resulted that the respondents had the most average opinions on three aspects which were Courtesy, Communication and

Credibility. This may be because the context of this study area was small Boutique Hotels in Lanna, Chiang Mai which the service providers having a distinctive cultural humility, were also outstanding in terms of Courtesy. In this research, Courtesy was that customers received a unique service with respect, considerate, consistent politeness, willingness to serve, service with good intentions, true sincerity and hospitableness with customers. It was something that customers who use the service can experience. This is synonymous with Service Quality in Tangible of other works. As well as Communication mean employees communicate with easy language to understand and provide service in a timely manner. Then employees had ability to communicate with customers in multiple languages, which was the response factor and in terms of care. Credibility mean that customers are served with honesty, trustworthiness and were served with a sufficient number of employees to provide comprehensive service to customers. Moreover, the customers could make sure that they would receive service exactly the same service as the booking which was Assurance factor for customers. This made Service Quality of this research had different findings from other researches. The results of this research were consistent with the research of Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Punja Chuchuy (2018). They found that overall picture was at the highest level in tourist opinion level on Service Quality of Hotels when considering each aspect. It was found that all aspects were at the highest level such as reliability, responsive, caring and trust. In this research, Courtesy and Communication were classified in terms of response and care as same as research of Sophittha Temratana (2018) studied about Service Quality affected the return of service in a 5 stars hotel in Bangkok. It was found that the Service Quality in all 5 areas were Tangibles, Reliability, Responsiveness, Assurance and Empathy. It consistent with the study of Sunisa Pensup and Natsinee Songchan (2017) who studied the Perceived Service Quality of tourists with decision to stay at hotels and resorts in Ranong. It was found that the respondents perceived the Service Quality of hotels and resorts in Ranong in terms of Tangibles service in term of Trust or Reliability, Responsiveness, Assurance and Empathy.

5.2.2.2 Perceived Value. The research result was the respondents with the most average opinions were at the highest average on Service Quality Value and

Emotional Value. Due to Service Quality Value in this research mean customers received service in properly time and correctly service with willingness compared to the cost. This was because Service quality is what consumers perceived and could determine their trust in a product or service. Service Quality will be assessed by customers as good or poor compared to other products or services (Hirschman (1970) and Parasuraman et al. (1993). The results of this study were consistent with the study of Matsuoka, et al. (2017) on Perceived Value, Satisfaction and Loyalty in Shiogama, Japan. The results showed that Perceived Service Quality Value always had a positive influence on Satisfaction. Then a study of Ozatac, Saner, and Sen (2016) on satisfaction affected Service Quality, good relationship quality and Words of Mouth which was the Behavioral Intention in the future. In terms of Emotional Value was the customer's need a privacy, feel a intimacy and feel comfortable when using the service at a small Lanna Boutique Hotel in Chiang Mai consistent with research of Hyorkjin et al. (2016). It is based on the theory of Sweeney & Soutar (2001) stated that if a customer enjoys and feel comfortable in service of a hotel, it resulted satisfaction in overall hotel service. At the same time, if customers were aware of the received and feel privacy, relaxed and comfortable with the service from the hotel, it would result in Customer Satisfaction with hotel accommodation. It could conclude that if customers perceived higher Emotional Value, it would result the higher satisfaction. This concluded with Lutz (1986) that Perceived Quality Value was also Perceived Emotion Value or refers to the understanding of consumers in evaluating the judgment before and after purchasing products or services. Moreover, Perceived Quality was an important component of customer decision making where customers would compare their quality choice with decision making price (Jin &Yong, 2005).

5.2.2.3 Customer Satisfaction. The research results showed that the respondents with the highest opinion average was information followed at a high level with 5 aspects which were Promotion, Physical Evidence, Communication or coordination, Behavior and Expression and Service Quality of expected. Due to Information mean satisfaction with the accuracy of information of receiving from using the service, benefits of information, convenience in receiving information and satisfaction with the modernity of the information received compared to the waiting time. The findings of this study were consistent with the study of Aday and Andersen

(1974) which described six basic theories about Customer Satisfaction received services and how it measures that received service were good or effective or not. There are 6 items which were 1) Satisfaction with convenience received from using the service. 2) Satisfaction with Communication or coordination of service providers 3) Satisfaction with the information that customers received from using service 4) Satisfaction with behavior and expressions of service providers when customers came to use the service 5) Satisfaction with Service Quality that customer expects before using the service. 6) Satisfaction with the various Price when customers had to pay whether it was appropriate with Service Quality and Price obtained or not as the study of Panudet Piansuk et al. (2015). They concluded that there were 6 factors affecting satisfaction on service which were 1) Personality of staff 2) Service system 3) Environment 4) Service Quality 5) Service duration 6. Ease of service.

5.2.2.4 Behavioral Intention. Research result found that respondents with the highest average opinion were Price Tolerance and Words of mouth. Due to Price Tolerance in this research means customers were willing to pay higher prices, if they received the same Service Quality and willing to use the service of a small Lanna Boutique Hotels in Chiang Mai. Although the price was higher according to economic situation and willing to pay a higher price, if they received more special services from the hotel. This was consistent with the study of Somwong Pongsataporn (2007) that Service Quality was necessary and affected to make Consumer Satisfaction and Behavioral Intention. Due to customers received good services. Therefore, customers were satisfied with the service and affected to repeat of service again. Then it was the attitude that the customers collected information about expectation that they would receive from the service. If services were at an acceptable level, customers would satisfy with the service which would have different levels according to individual expectations and satisfaction. This was a result of the evaluation received from that service at a moment. Words of mouth in this study referred a customer took about good experiences and recommend this hotel which they received from using the service at a small Lanna Boutique Hotel in Chiang Mai to their families, friends, colleagues or other people to stay at a hotel in Chiang Mai. If they heard other people speak negatively about the services of a small Lanna Boutique Hotel in Chiang Mai, they were happy for helping to defend it which this was consistent with a study of

Purnasari and Yuliando (2015) about the relationship between Relationship Quality to engagement and Words of mouth. The results showed that 1) Relationship Quality had a positive influence to engagement and 2) Relationship Quality had a positive influence on Customer Words of mouth. In summary, Service Quality had a very positive affect on wanted Behavioral Intention such as Price Tolerance, Words of mouth, Repeat the service and First impression. Service Quality had a very negative affect on unwanted Behavioral Intention. This was supported with a study of Zeithal et al (1996) to measure Customer Behavioral Intention. Types of business services were: 1) Words of Mouth Communications to advice and encourage other people to be interested and repeat to use that service. 2) Purchase Intention was the behavior of selecting that service was at the first choice. (The first thing that came to mind) 3) Price Sensitivity was the customers had no problem with raising the price and willing to pay more than the other if the service could respond their satisfaction. 4) Complaining Behavior was to appeal when a problem arise, may be filed with a service provider. The corresponding research findings were Lien et al. (2017) who studied about the Influence of Satisfaction on the Engagement, Words of mouth and Repeat purchases of WeChat customers. The results show that satisfaction had a positive influence to the engagement and satisfaction had a positive influence on Words of mouth.

5.2.3 Discuss the results of studies on the Confirmatory components of Service Quality that affected Perceived Value, Customer Satisfaction and Behavioral Intention of a small Lanna Boutique Hotel, a case study of Chiang Mai.

The research objectives were to study and analyze the Confirmatory components of Service Quality that affected Perceived Value, Customer Satisfaction and Behavioral Intention of a small Lanna Boutique Hotel, a case study of Chiang Mai which could discuss the results of the research as follows.

5.2.3.1 Service Quality. The research results found that it consisted of 6 factors: 1) Courtesy (COU) weighted of 0.97 2) Communication (COMM) weighted of 0.97 3) Credibility (CRE) weighted of 0.97 4) Access (ACC) weighted 0.96 5) Understanding (UND) weighted of 0.94 and 6. Reliability (REL) weighted of 0.93. Due to the 6 fundamental factors that found in previous research. Most of hotel businesses found Service Quality based on Parasuraman, Zeithaml, and Berry (1985)

theory which was superiority of the service and SERVQUAL. In the providing service process consisted of 5 areas: 1) Tangible 2) Reliability 3) Responsiveness 4) Assurance 5) Empathy. Service Quality often occurred during delivery service interactions between customer and contact person from company.

Service Quality was what customers could judge the trust to products or services It had defined with ten dimensions which were 1) Reliability 2) Responsibilities 3) Competence 4) Accessibility 5) Politeness and Courtesy 6) Communication 7) Creditability 8) Safety 9) Understanding and 10) Tangible in service. The results of this research were consistent with the research of Rachanon Thaveophon and Teerawat Chantuek (2017). They researched about professional service of a Boutique hotel in Cha-am district in Phetchaburi and Hua Hin District in Prachuap Khiri Khan. The results of study on Service Quality consisted of 5 factors as follows: 1) Reliability 2) Assurance 3) Tangibles 4) Empathy 5) Responsiveness. In the study of small hotels in Chiang Mai of Saksayan Yaisamsen and Prateep Puetthonglang (2020) studied about the service of a small hotel in Muang District, Chiang Mai. The research results consisted of 5 factors on Service Quality as follows: 1) Reliability 2) Timeliness 3) Accessible 4) Humane: Pleasant to Use 5) Choice and Cost. Another research of Sophittha Temrat (2018) about Service Quality affected repeat using service in 5 stars hotels in Bangkok. It was found that overall picture of Service Quality in 5 aspects which were Tangibles, Reliability, Responsiveness, Assurance and Empathy as well as the study of Sunisa Phensub and Natsinee Songchan (2017) who studied the perceived Service Quality of tourists and the decision to stay at hotels and resorts in Ranong. The study found that the respondents had perceived Service Quality of hotels and resorts in Ranong by 5 factors which were 1) Tangibles 2) Trust or Reliability 3) Responsiveness 4) Credibility and 5) Caring. On the other hand it could be seen that in the research was consistent with this research results may not be mentioned about Courtesy and Communication honestly. This may be because of both factors in this research were classified as customer responsiveness, customer understanding, appropriate to the time and gentleness in term of being pleasant to use which was the same direction with a study of Sayareh, Iranshahi and Golfakhrabadi (2016). They stated that Service Quality was the result of people using service comparison between before service expectation and perceived

service during use of the service through various factors which contributed Service Quality. In conclusion, the Service Quality was a measure of how well the service level delivered from service provider to customer that it was related to relationship and needs of the customers. Service Quality was a heart of service business to improve Service Quality in any area would make customers feel more satisfied.

5.2.3.2 Confirmatory factor on Perceived Value. The research results found that there were 5 factors which were 1) Service Quality Value 2) Reputation Value 3) Functional Value 4) Emotional Value and 5) Conditional Value. Due to these were 5 factors on Perceived Value that could create the most Customer Satisfaction based on the theory of Zeithaml (1998) through SERV-PERVAL model which were an accurate and reliable. These measure on Perceived Value consisted of five factors that related and specific to each dimension as follows 1) Quality 2) Emotional response 3) Monetary price 4) Behavioral price and 5) Reputation. This research result was consistent with the research of Natnicha Husaini (2018) found that Perceived Value and Customer experience affected the satisfaction of using Boutique Hotel services such as 1) Usability value 2) Social value 3) Self-worth value in this research. From the study, it was found to be related to Reputation Value, Emotional Value and Condition Value which in the research referred about Social Factor various components got involved both external and internal factors. For external factors came from the use of Boutique Hotels which was like a luxury product. Therefore, it made customer felt accepted by society. While internal factor was one's worth, something they valued. In the present, they found that Thai society placed importance with something they used, services they received and still provide the importance of Individualism according to the theory of Sheth, Newman and Gross (1991). The theory described with five aspects on Perceived Value as follows. 1) Functional Value. Utilization of it, whether it was tangible or intangible such as decorating a room, utilities within hotel including receiving service from hotel staff 2) Social Value. The environment that Customers experience at that moment showed that their appreciation or acceptance from people around them which the product or service must can indicate their social level until making customers feel valuable and have an identity. 3) Emotional Value. The product or service could stimulate feelings which this would be a key variable for customer experience which usually occurred during

customers interact with staff such as front desk staff at the hotel. If customer received good service, it would create a good experience and good impression until it becomes engagement which could develop into loyalty. 4) Epistemic Value. A new experience which could be obtained from use of products or services due to customer base liked to try something new, didn't like mediocrity. Therefore, it caused of searching or trying new products. It caused of a change in behavior from using the same product or service as a new product or service with no experience and 5) Condition Value. The products and services value from situations that customers faced consistent with a study of Khan, Garg, and Rahman (2015) who studied about quality of customer experience in a hotel. The comfort factor was the highest influencing the hotel's satisfaction factor. The fact had the greatest influence because they were factors that were relevant with every customer in each point of service about professionalism since simple staying process, Intention to repeat the service or familiarity with a place. They felt like home and perceived comfortable which was the Perceived Value associated with Emotional Value.

5.2.3.3 Customer Satisfaction: The results of this research found that there were 6 factors: 1) Place 2) Promotion 3) Process 4) Physical Evidence 5) Communication or coordination and 6. Service Quality of expected. This is because of all 6 factors were important fundamentals of small Lanna Boutique Hotels in Chiang Mai. For the first to fifth factors was a fundamental factor that could create satisfaction for customers who received services. The results of this research were consistent with the research of Anek Sawanbundit and Passakorn Adulpatanakit (2005) stated that the factors affecting the satisfaction of those who received the service would feel good or not. From receiving the service depends on 6 factors which were 1) Products and services. Customer will be satisfied on product and service products must have high quality and meet the needs of customer. Then service provider must show sincerity and care for the customer to get a good satisfaction. Service price must be suitable with good service and make the customer feel willing to pay at this price. 2) Service Location. Every customer would look for a convenient place for them, easily accessible such as a spacious place with enough parking, able to travel by public transport easily, has a spacious place and facilities such as free Wifi. 3) Promotion and recommendation of services. Service providers must provide

positive information to those who receive services such as a good image of the service or quality service for customer to make a decision. 4) Service provider is the most important person to make Customer Satisfaction such as attentive behavior, these would determine the Customer Satisfaction. 5) Service environment. The property had to be beautiful, convenient, clean and beautifully decorated to make customer want to come for using the service. 6) Service process. Customer need a good service. Therefore, service provider must have a good management process to meet the expectations of Service Quality and able to apply various technologies to assist in the process which was consistent with the research of Panudet Piansuk and colleagues (2015) found that there were 6 factors affecting service satisfaction as follows: 1) Staff personality 2) Service system 3) Environment 4) Service Quality 5) Service duration 6. Ease of service and in the part of the study for factors affecting Customer Satisfaction in the hotel business. It was found that there were consistent with research of Wittaya Wuthiphongpipat (2007) who conducted a study on Satisfaction of small hotel customers in the area of Mueang District, Chiang Rai. It found that most of the Customer Satisfaction in 7 aspects as follow, 1) Products. 2) Physical environment 3) Service process 4) Employee 5) Price 6) Distribution channel and 7) Marketing promotion. In this research, there were additional marketing and suggestions for improving the development of small hotels about cleanliness in the room and surrounding area, beautiful scenery surrounding the hotel, security inside and around the hotel and more public relations. Among the first to fifth factors in this research were the study factors which pass through found in. For the sixth factor is Service Quality of expected that was found in this study means overall satisfaction with expected on Service Quality of stay at small Lanna Boutique Hotel in Chiang Mai, satisfaction with Service Quality when comparing expectations before stay and satisfaction on Service Quality when compared to other type of hotels which could be explained by a study of Patterson, Doucette, Urmie, and McDonough (2013). The result was Service Quality influenced with satisfaction. Service Quality was the concept and practice of assessing the customer by comparing between expectation service and perception service from the service provider. If the service provider could provide services that meet the needs of the customer or create a higher level of service than the customer expected. This would result in Service Quality would make the

customer very satisfied from the service received which was according to Kotler and Keller (2012) theory.

It stated that satisfaction was a feeling of success or disappointment arising from perception of the result by comparing the use of existing product and service with expectations of the product or service. If the results obtained were not equal to the expectation, there would be no satisfaction. On the other hand, if the result obtained greater than or equal to what was expected, there would be satisfaction in the product or service. Vroom's Theory of Motivation (1964) stated that something made the satisfaction was a reward that a person chose the best or the best reward for himself. If they received the best returns result, they would be high satisfaction and the highest performance. In conclusion, from the study of the satisfaction with the customer service who stayed at the small Lanna Boutique Hotel in Chiang Mai found that the factors affecting satisfaction could be divided into 2 aspects which were internal factor arising from service providers. There were 1) Place 2) Promotion 3) Process 4) Physical Environment 5) Communication or coordination. Another factor was external factor arising from service providers which was 6. Service Quality of expected.

5.2.3.4 Behavioral Intention. The results of the study consisted of 3 factors: 1) Period of Usage 2) Price Tolerance and 3) First in Mind. This may be because 1) The Period of Usage was that most of the customers intend to spend time on special days, important days, anniversaries in using the service at a small Lanna Boutique Hotel in Chiang Mai. 2) Price Tolerance. customers were willing to pay a higher price if receiving the same Service Quality and 3) First in Mind was the customer would think of a small Lanna Boutique Hotels in Chiang Mai. First of all, when traveling to Chiang Mai has good attitudes and ideas towards the service of a small Lanna Boutique Hotels in Chiang Mai. This was because small Lanna Boutique Hotels were preferred for modern travelers who were searching for different experience, intend to spend a special time, important dates in a special place to stay that were uniquely designed and decorated. It was outstanding that the rooms were meticulously decorated with different details in each room and luxurious with the finest materials including the dress and service of the staff serving close to customers. It was a distinctive local charm. Experience the way of local life made a relaxed

atmosphere. The results of this research were consistent with the research of Caruana (1999) which found that Behavioral Intention was the customer's willingness to continue using the service from the same service provider or company or repeat purchase behavior. Then it was the first choice to decide on a service provider, even if the situation may be more choice. When making a choice, it would choose only one service provider which resulted from that behavior was something that came from an attitude and positive behavior towards service providers then it was something that helps to prevent the change in behavior to use in other service providers which consistent with Zeithal et al. (1996). Behavioral Intention of customers in the Hospitality category which could be used to measure customer behavior in 4 dimensions: 1) Word of Mouth Communications was to talk about good things in the service provider, advisory service and encourage other people to be interested and return to use that service. 2) Purchase Intention was the behavior of choosing that service at first. 3) Price Sensitivity. Customers had no problem when service provider raised prices and paying more if the service met their satisfied needs. 4. Complaining Behavior was made a call when a problem arise or may be complain with a service provider. This was consistent with the research results of Udom Somboonphol (2021), studying the Service Quality management and corporate image that affected the intention to repeat using the service of small hotels among Thai tourists in Pathum Thani. The results showed that the sample group had a high level of opinion on the willingness to repeat using the service because of the hotel image. The second reason was the intention to repeat using the service when traveling to Pathum Thani. The third reason was the intention to repeat using the service in the future by the hotel image factor consisted of the image of a product or service and the hotel image affected the intention to use the service repeatedly in small hotels in Pathum Thani. This was consistent with the research by Minh and Huu (2016, p. 115) Mohmood, Rana, and Kanwal (2018, pp. 135-154) and Karani, Syah, and Anindita (2019, pp. 142-147), which found that the Service Quality related to customer loyalty. This may be due to a reliable hotel, completed facilities, able to assure customers that they would receive quality service, employees had been trained and took good care of customers including able to meet the customer needs. As a result, customers were impressed and decide to use service and be a loyal customer of the hotel. In short, the

Confirmative factor for Behavioral Intention was entirely on the Customer Satisfaction with the service. It was a concept of Cadotte, Woodruff, and Jenkins (1987), Adelman and Ahuvia (1995) and Bitner, Booms, and Tetreault (1990) that satisfaction was about the Emotional response of the customer. interactions between customers and service providers. This could create a feeling of positive relationship with satisfaction, Words of mouth intention and repeat using service of service provider. Customer Satisfaction was often influenced by the goof quality. If it exceeded expectations, it often created an impression, Price Tolerance and First of Mind. This gave rise to the overall Behavioral Intention of hotel loyalty.

5.2.4 Discuss the results based on hypothesis research

Researchers presented, interpreted, and evaluated research findings to explain and confirm consistency between findings and hypotheses research by explaining the findings that how you supported relevant theories. The researcher presented the discussion results as follows.

1) Hypothesis 1: Service Quality affected Perceived Value of a small Boutique Hotel in Lanna, a case study of Chiang Mai. It was statistically significant at the 0.05 level ($P\text{-value} = *** P < 0.001$) with a linear coefficient of 0.97, which was consistent with the research of Natnicha Husaini (2018) and Prasat Sirisuthi (2017) according to the theory of (Zeithaml, Parasuraman, & Berry, 1988; Fitzsimmons & Fitzsimmons, 2004; Napaporn Khantanapha, 2000; Kotler & Anderson, 1987; Parasuraman, Ziethaml, & Berry, 1985). That was Service Quality was a service that exceeded or meets the expectations of the customer. It was evaluating or expressing opinions about service excellence as a whole. In the dimension of perception, assessing the Service Quality followed by Perceived Value of customers in form of a comparison in their attitudes to expected service and perceived service that was consistency or not. An interesting conclusion was providing Service Quality mean serving service consistent with customer expectation. Therefore, Service Quality was directly correlated with customer Perceived Value in various dimensions and consistent with the research of Sunisa Phensub and Natsinee Songchan (2017) who studied about Tourists perception of Service Quality and their decision to stay at hotels and resorts in Ranong. It was found that respondents had perceived Service Quality of hotels and resorts in Ranong in terms of tangible service, trust or

credibility, customer responsiveness, reliability, assurance to customers, customer care and influencing the decision to stay at hotels and resorts in Ranong. It was concluded that tourists who came to small hotels had a reason to choose hotels to meet their need. and want to receive impressive service from a small hotel in Chiang Mai. Most of the small hotel managers offered innovative services to their customers by using Information Technology to assist their bookings. The management system in the hotel was efficient. This is because of the competition in the hotel business was increasing, hotels need to develop an efficient system. and the most beneficial.

2) Hypothesis 2: Service quality factors affect customer satisfaction of a small boutique hotel in Lanna, a case study of Chiang Mai Province It was statistically significant at the 0.05 level (P-value = *** $P < 0.013$) and had a linear coefficient of 0.08, which was consistent with the research of Gera, Mittal, Batra & Prasad (2017) in a study on the quality of giving. Service to Customer Satisfaction The hypothesis test is structural equation model. The results showed that Service Quality affected Customer Satisfaction and according to Lovelock (2001) theory, Service Quality was the service level that created Customer Satisfaction which that service must be able to satisfy the needs, wants and expectations of customers adequately because of the service was an intangible. The Service Quality was caused by comparison between service expectation and perceived service. Service Quality was also an indicator of service level delivered from service providers to customers that have a direct relationship with how well the needs of the customer. Service Quality was the heart of service business. It was a direct experience about the hotel which customers received improving the Service Quality in any aspect. It helped customers feel more satisfied (Kanapat Greenikorn, 2012). It was consistent with the study of Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Panja Chuchuyay (2018) studied about components of Hotel Service Quality in Hat Yai District, Songkhla which influenced to tourist Satisfaction. This research objectives were to study the tourists' satisfaction level with the hotel business in Hat Yai District, Songkhla and to study the components of Service Quality that influenced tourist satisfaction. Data were collected from a sample of 388 Thai tourists in Hat Yai District, Songkhla by using a non-probability random sampling method by selecting the samples according to their convenience which found that 1) Environment had the

greatest influences on Customer Satisfaction. Due to environment seen was a physical factor which was easy to touch and perceived directly in terms of interior and exterior design in hotel, modern equipment and facilities, ready to use, clean, safety equipment such as first aid kits, fire extinguishers, good staff uniforms, unique and clean. 2) Staff Responsiveness referred to the willingness to help and provide customer service quickly. Therefore, if hotel staff could respond to customer needs quickly, accurately, enthusiasm and able to solve customer problems. It would make Customers Satisfaction. 3) Caring. Hotel staff must understand the customer needs and provide services that meet their needs. We were thinking that if we received the service, how it would feel. Customers would feel the same way. Therefore, in caring customers, staffs should be attentive to care and attentive to service. For example, staffs could remember the customer names, accept customer feedback, apologize immediately if any mistake occurred, speak politely and have a good expression. 4) Trust. Hotel staff must make tourists feel confident and trusting such as professional service, financial transactions system or issuing documents must be accurate. In addition, there must be good security standards such as having a security guard to take care of you 24 hours a day. 5) Creditability. From the research results, it was found that Creditability of Service Quality such as standard service, equipment ready to use, service fees were accurate and clearly stated conditions for using the hotel.

3) Hypothesis 3: Service Quality affected customer Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai. It was statistically significant at the 0.05 level (P -value = 0.042) and had a linear coefficient of 0.95, which was consistent with the research of Prasat Sirisuth (2017). It was found that Service Quality had a positive influence on relationship quality of the customer. Relationship quality had a positive effect on positive Behavioral Intention such as Words of Mouth and repeat service of hotel customers in Bangkok. According to Zeithaml (1996) theory, Service Quality had a positive effect on the intent of desirable behaviors such as repeat purchasing intention, Words of Mouth and brand loyalty. Service Quality had a negative effect on the intent of undesirable behaviors such as detachment, complaints, especially in the hotel business. The heart was service providers must provide services to customers with a heart of loves the service fullest. Every customer always hoped for satisfaction (Oliver, 1997) and when customer met

the needs, they would feel satisfy and Words of Mouth then come back to use the services of the hotel again. Therefore, it would create a good relationship between service providers and customers causing the organization to experience in advance. In conclusion, if customers used the service at small Lanna Boutique Hotel in Chiang Mai and received good Service Quality, it would definitely positively affect the positive Behavioral Intention that customers had towards the hotel.

4) Hypothesis 4: Perceived Value affected Customer Satisfaction of a small Boutique Hotel in Lanna, a case study of Chiang Mai. It was statistically significant at the 0.05 level ($P\text{-value} = P < 0.001$) and had a linear coefficient of 0.90, consistent with the research by Han, Meng, and Kim (2017). It was found that the perceived value had a positive influence on Customer Satisfaction. Natnicha Husaini (2018) found that Perceived Value was associated with satisfaction greater than customer experience quality factor. This was consistent with the research of Pattporn Wongsuchart (2012) studied the Perceived Value affected the satisfaction of using Boutique Hotels. In details of the study were organized into study groups in terms of use, price, emotional and social factors. It was found that the Perceived Value had a statistically significant positive effect on satisfaction. This was consistent with the study from foreign countries. Hu, Kandampully and Juwaheer (2009) found that Perceived Value affected satisfaction was statistically significant according to the theory of Sweeney and Soutar (2001). There was many dimensions of Perceived Value such as Social Value, Emotional Value, Quality Value and Economic Value. If customers perceived their stay at the hotel, it would give them a sense of privacy when entering the service and will result in Customer Satisfaction. At the same time, if customers aware of their stay at the hotel that make you feel comfortable, it would result in Customer Satisfaction in a comfortable room. In addition, customer would satisfy with the convenience that customers received service at the specified time, flexible service, adaptable and there were options to meet the various needs of customers. It could be concluded, if customer perceived the Emotion Value and more service condition, it would affect to more Customer Satisfaction also. it could be concluded that Perceived Value in different dimensions affected the Customer Satisfaction by evaluating Perceived Value as customer behavior. This would vary depending on customer and received service. (Holbrook & Corfman, 1985) and a

study of Prathana Sirisuth (2017) about influencing of Perceived Emotional Value, Perceived Value on price and Service Quality to satisfaction, Words of Mouth relationship quality and repeat using service for customers who used hotels service in Bangkok, the results showed that 1) Perceived Emotional value had a positive influence on Customer Satisfaction 2) Perceived Price Value had a positive influence on Customer Satisfaction 3) Service Quality had a positive influence on Customer Satisfaction. 4) Perceived Emotional Value had a positive influence to quality of customer relationships. 5) Perceived Price Value had a positive influence to quality of customer relationships. 6) Service Quality had a positive influence to quality of customer relationships. 7) Satisfaction had a positive influence to quality of customer relationships. 8) Satisfaction had a positive influence to Words of Mouth. 9) Relationship quality had a positive influence on relationship quality of customer. 10) Satisfaction had a positive influence on repeat customer service. 11) Relationship quality had a positive influence on customer repeat service. The results of the research suggested that hotels in Bangkok should focus on Perceived Emotional value, Perceived Price Value and Service Quality to result in satisfaction, Words of Mouth relationship quality and increased repeat use of services.

5) Hypothesis 5: Perceived Value affected customer Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai. It was statistically significant at 0.05 ($P\text{-value} = 0.016$) and had a linear coefficient of 0.30) which was consistent with the research of Atitarn Sirisut (2017) found that Perceived Emotional Value and Perceived Price Value affected the quality of customer relationships which means the level at which the customer was assurance that the service provider acts fairly and honestly including Customer Satisfaction level with the service provider's performance level. The quality of customer relationships affected the Behavioral Intention of the customer statistically significant. The Behavioral Intention result was Words of Mouth and repeat of use service and Customer's Behavioral Intention according to Dodds & Monroe (1985) theory stated that Perceived Value was generally a factor of intent to purchase products and services. Customer Perceived Value influenced trust and lead to loyalty and recognizing the importance of increasing Perceived Value. It was not only affected the pre-purchase period of the customer but also affected satisfaction, intend to Words

of Mouth and repeat purchase or use the service during after the purchase as well. By acknowledging the value, it created a competitive advantage because customers tend to buy products or services that they valued (Moliner, 2007; Raiji & Zainal, 2016; Dodds, Monroe, & Grewal, 1991; Parasuraman & Grewal, 2000; Petrick, 2002). It could conclude that Perceived Value affected customer Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai.

6) Hypothesis 6: Customer Satisfaction affected customer Behavioral Intention of a small Boutique Hotel in Lanna, a case study of Chiang Mai. It was statistically significant at the 0.05 level (P-value = *** $P < 0.001$) and had a linear coefficient of 0.65 which was consistent with the research of Prasat Sirisuth (2017). Satisfaction influenced positively to repeat service of customers who used hotels in Bangkok. According to Kotler & Keller (2012) theory, satisfaction was a feeling of fulfillment or disappointment arising from perceived results of a comparison between using of products and services and expectation. If the results obtained are not equal to the expected, it would not be satisfied. On the contrary, if the results obtained were greater than or equal to the expected, the satisfaction of the product or service would occur. Lovelock, Patterson, and Walker (1998) defined the characteristics of Customer Satisfaction from the study that satisfaction was involved and connected to customer loyalty and customer engagement. Hotels customers feel satisfied from service, it led to Words of Mouth advertising. Moreover, customers who were highly satisfied, had enjoyed service many times in the past and more likely to forgive. By believing that failure from the service only deviates from the norm set by Oliver (1997). That was if the customer satisfied with the hotel staff, it would result in customer engagement with the hotel and want to use the service repeatedly. At the same time, if the customer was satisfied with the hotel room, it would result the customer returning to the hotel again. If it was possible and in the same direction as the study by Walter et al. (2003). That was, if the customer was satisfied with the overall service of the hotel. It resulted that customer would continue to use the service from this hotel again even if the price would higher due to the economic situation. At the same time, if the customer believed that the hotel would be able to meet the needs of the customer, the customer would continue to use the service again and again from

this hotel. Therefore, it concluded that if customers were satisfied, this would result in more positive Behavioral Intentions.

5.2.5 Discuss the results of a model study of Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai.

From the research objectives was to suggest a model of Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai. The final Structural Model of the Service Quality in a small Lanna Boutique Hotel, a case study of Chiang Mai. The results were summarized and discuss details of the results as follows.

5.2.5.1 Service Quality The model of Service Quality of a small Boutique Hotel in Lanna, a case study in Chiang Mai, consisted of Courtesy: COU with a weight of 0.97, Communication (COMM) with a weight of 0.97, Credibility (CRE) with a weighted of 0.97, Access (ACC) with a weighted of 0.96, Understanding (UND) with a weighted of 0.94 and Reliability (REL) with a weighted 0.93. From the results, the researcher summarized and discussed the results as follows.

From the preliminary review of literature and related research in Chapter 2, there were 10 basic Service Quality factors as follows: 1) Reliability 2) Responsiveness 3) Competence 4) Access 5) Courtesy 6) Communication 7) Credibility 8) Security 9) Understanding 10) Tangibles (Pirsig, 1974; Born, 1994; Khantanapha, 2000; Gronroos, 1982; Smith & Houston, 1982; Clow, Kurtz, Ozment & Ong, 1997; Rust & Oliver, 1994; Oliver, 1997; Parasuraman et al., 1988; Parasuraman, Zeithaml, & Bitner, 1985; Berry, 1988; Hue et al., 2015; Heizer & Render, 1999; Muhamad, Hashim, & Rozila, 2016; Mattsson, 1992; Krit Utairat, 1999; Exquisite Results et al., 2000; Kanaphat Greenikorn, 2012; Nichapawee Kokkamhaeng, 2015; Rachanon Thaveephon & Teerawat Chantuk, 2017; Natnicha Housaini, 2018; Saksayan Yaisamsen & Prateep Phuetthonglang, 2020; Sunisa Phensub & Natsinee Songchan, 2017) which differed from the research results in the model of Service Quality of small Boutique Hotels in Lanna, a case study of Chiang Mai. It found that the key elements of the model consisted of 6 factors: 1) Courtesy 2) Communication 3) Reliability 4) Access 5) Understanding and 6) Creditability which were important as follows.

1) Courtesy factor: In this research refers to hospitality, politeness, respect, considerate, friendliness to contact and provide services to customer staying, humility honor, maintain good manners with customers who used the service which had the highest weight of all factors. Due to if considering in each question, it was found that Courtesy was Service Quality resulting from the customer being served from a small Boutique Hotel in Lanna, Chiang Mai was unique, staff provide service with respect, showed concern, received a unique service, always having a good manner with customers, received service with willingness, received a unique service with good intentions and sincerity to customers. These were the Service Quality that customers feel and think that they were outstanding to make small Boutique Hotels in Lanna, Chiang Mai. Thai Hotels Association (2010) mentioned about small hotels would have customer groups different from other hotels management. Guests or customer preferred a personal service and own uniqueness such as location, service and hotel design. In other studies that have been studied, it was found that Courtesy was arranged in Factors of Empathy Sophittha Temrat (2018), Sunisa Phensub and Natsinee Songchan (2017) and Rachanon Thaveophon and Teerawat Chantuk (2017). The study result in Courtesy issue were consistent with the study of Thanasit Suksut (2012), studied on expectation and guideline for solving problems to hotel customer in small hotel into raise standard. It was found that Courtesy of service providers affected the expectations of hotel customers towards hotel services. In addition, the study of Atthiya Tangkosakul (2011) studied expectation of small Hotel services among tourists. A case study of hotel business, Muang District, Phitsanulok Province, found that service providers' Courtesy affected overall Service Quality. It was also based on the theory of Lewis & Bloom (1983) that Service Quality was a measure of the level of service delivered from provider to customer. That it was correlated with customer needs. Service Quality was the heart of service business and it was also a direct experience about the brand that customers received. Improving the Service Quality in any aspect would help customers felt more satisfied.

2) Communication factor: In this research referred to all forms of Communication generated by service provider in all phases of service process contained willingness and listening to customer requests, reasonable service time,

friendliness through polite communication, easy to understand and communication in multiple languages. Communication was an important factor for hotel business. Today, customers communicate with hotel all the time. Right communication, right time, right language and information were an important factor. Communication factor was a fundamental factor in the service according to preliminary review of the literature. Result of the study on Communication factors consistent with the study of Rachanon Thaveephon and Teerawat Chantuk (2017), who conducted research about professional service of a Boutique Hotels in Cha-am district, Phetchaburi and Hua Hin District, Prachuap Khiri Khan. It found that Communication was very necessary for hotel business. Corporate Communications should have both online and offline but the published material must be close to the actual products and services in the Boutique Hotel such as facilities, activities, food and beverages, etc. In some cases where the details of activities and publicity were unclear or guests wanted to ask more information, service provider would be responsible for explaining the details in the activity including the service of each room type again for the mutual understanding between customer and service provider. In addition, if activities and any type of service had changed condition immediately, service provider would notify the customer in advance of the service immediately. Communication between internal employees should be a priority and forming a communication strategy both online and offline including the service staff could express the identity of a Boutique Hotel. The main focus was communication and substances that must be accurate, adequate, current and useful. The information that customers received from using service. If it was useful, it would affect Customer Satisfaction.

3) Credibility factor: In this research referred service with honesty and trust, the hotel had an accurate and reliable booking system. There was a sufficient number of employees to serve customers thoroughly. There was a registered trademark document for certification including there was a document and policy to guarantee that customers would receive exactly the same service as booking. According to a review in the chapter 2, Creditability factor was a fundamental factor to serve as a preliminary review of the literature by results of the study on Creditability factors consistent with research by Alan and Kabadayi (2014) who studied about brand quality affected customer trust and behavior. The results showed

that perceived value on quality influenced trust according to Payne (1993) theory who stated that products in the service business were different from products both in terms of form and operation including tangible and intangible characteristics or what vendors gave to customers which customers would receive benefits. Including product value consisted of product form, product properties, product quality Credibility, special characteristic. By the product design must have Utility and Value in the sight of the customer consistent with the research of Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Punja Chuchuy (2018) who studied the composition of hotel Service Quality in Hat Yai District, Songkhla. It showed the trust influenced on satisfaction of tourists. The Service Quality on Credibility was standard service, equipment in a ready to use, accurate service fees and clearly state condition of using hotel service.

4) Access factor: In this research mean convenient entry including ability to access the hotel's services and ease of contact that customers could perceive which was inferior to Credibility considering the list of questions. For example, customers who used the service of a small Boutique Hotel in Lanna, Chiang Mai could access the booking system, check-in, check-out with simple and uncomplicated procedures, able to contact and ask for information easily from the hotel, get complete and clear information about hotel and services both from the hotel's website and could also choose to contact the hotel in many way including access to a variety of payment methods. The findings result on Access factors, although they were not classified in the revised SERVQUAL. There were five main dimensions according to the study of (Zeithaml, Parasuraman, & Berry, 1990, p. 28; Lovelock, 1996, pp. 464-466). From a review in chapter 2 about Credibility was a fundamental factor to service as a preliminary review of the literature consistent with the research of Li, Wang, and Yu (2015) who stated that in hotel business, hotel's website was offered and considered by the customer in order to assess overall Service Quality. The Service Quality on the hotel website would consider since providing complete product and service information, various communication channels and the process of online transactions were convenient and secure. In the present and the context of Service Quality model of a small Boutique Hotel in Lanna, Chiang Mai, Access factor was important due to changing Customer Behavior in digital world

which could be considered from ability to Access a convenient location including ability to access uncomplicated services, easy to contact, complete information and a variety of payment methods.

5) Understanding factor: In this research referred to services that understand the true needs of customers, taking good care and concern for customer, ability to recognize the customer and understanding of customer requests or changes to the service. Results of the study on Understanding factors. It was not classified in the revised SERVQUAL It consisted of five main dimensions according to the study by (Zeithaml, Parasuraman, & Berry, 1990, p. 28; Lovelock, 1996, pp. 464-466) but according to a chapter 2 review of the literature. Creditability factor was a fundamental factor in the service according to the preliminary review of the literature. Based on a study of the Service Triangle (ST) Theory was a fundamental to the success of Service Quality in Mckensy's 7S Theory and Management Theory on overall Service Quality which had the elements of Understanding or Knowing the customer including the effort to understand the true needs of customer. In some research found that it was close to Empathy mean caring and pay attention to customers according to different needs of the individual recipients, provide intimate and friendly services, staffs knew the customer needs very well, always thought about the interests of customers and facilitated good service to customer corresponding to the research of Rachanon Thaveephon and Teerawat Chantuk (2017) who conducted a research on Professional service of a Boutique Hotel in Cha-am district, Phetchaburi and Hua Hin District, Prachuap Khiri Khan. They found that Empathy was a skill that arises from personnel service provider. Entrepreneurs must consider in every step of service process in detail from start to finish and use good human relations skills equally for all guests such as providing useful news and information, considering something guests did not want as well as allocation special services on an individual. This may open a new experience for guests who had never been able to get anywhere before such as Fundee Cha-am, where staff were happy to select coconut water for South Korean guests without any additional charges.

6) Reliability factor: In this research means reputation and good image. Better than any other type of hotel, the staff provide service with honesty, sincerity, service in accordance with the agreement. according to the

specified conditions and the safety of the service. The result of the study on Reliability factors was a fundamental factor in service as previously reviewed literatures and classified in the revised SERVQUAL. There was five main dimensions according to a study of Zeithaml, Parasuraman and Berry, 1990, p. 28; Lovelock, 1996, pp. 464-466, consistent with the research results of Saksayan Yaisamsen and Prateep Phuetthonglang (2020) who studied about the service of a small Hotel in Muang District, Chiang Mai which found that Reliability was a service factor of small Hotels in Chiang Mai and most tourists decided to use service in a small Hotel that factor in hotels location near tourist attractions, convenient transportation, beautiful and unique rooms decoration, security, price, satisfied service and got experiences that had ever been there. In addition, most tourists wanted a comfortable stay in a hotel and would like to receive a hotel service that met their needs. This factor was an important factor in the model. The ability to provide services in accordance with the contracts of customers such as the service provided at all times must be accurate, appropriate and yield the same results at all points of service. This consistency would make the client felt that the service they received was Reliable and trust.

5.2.5.2 Perceived Value: A Service Quality model of a small Boutique Hotel in Lanna, a case study of Chiang Mai. The Perceived Value consisted of 1. Service Quality Value (SER) with a weighted of 0.98 2. Reputation Value (REP) with a weighted of 0.97 3. Emotional Value (EMOV) with a weight of 0.97 4. Condition Value (CON) with a weighted of 0.96 and 5. Functional Value (FUN) with a weight of 0.94. The literature in Chapter 2 was reviewed from a total of 10 areas. The results of the study had interesting findings which was Perceived value on price was not present in this study. The researcher would like to discuss the different findings as follows.

Perceived Value for this model was discovered based on the theories of Zeithaml (1998) and Petrick (2002). Perceived Value was one of the best tools to help service providers improving their competitive position in services through gauge. SERV-PERVAL was an accurate and reliable measure of Perceived value by expertise used to assess the accuracy measure. The measure consisted of five correlated factors which were specific in each dimension: 1) Quality 2) Emotional response 3) Monetary price 4) Behavioral price and 5) Reputation. The results of the

study found 3 factors consistent with the measure were: 1) Service Quality Value 2) Reputation Value 3) Emotional Value and 2 factors were Condition Value and Functional value was based on a measure of Consumption Value according to studies of Sheth, Newman and Gross (1991) and (Sweeney & Soutar, 2001). Consumer Perceived Value was essential to marketing because it could change customer attitudes and lead to different behaviors. Consequently, elements of the customer experience need to be identified during the purchasing process of products and services and estimated how Perceived Value in the experience component affects customers. Past studies had found that Perceived Value directly affected Customer Satisfaction and Customers repeat purchase behavior. It also indirectly to after purchase behavior through Customer Satisfaction. It was also found that Perceived Value weighed more than Customer Satisfaction in determining after purchase behavior (Ittner & Larcker, 1996) by discussing the following matters:

- 1) Service Quality Value referred to the completeness or superiority of product or service in customer view. Awareness of quality was an important component of customer decision-making. The customer would compare the choice of quality and price when making a decision. Perceived Value of quality was also creating an impression on customers. Perceived Value of Service Quality also had a positive influence on Customer Satisfaction, on the trust of customers, repeat using service, intention to serve in the future of customers as well as by positively Words of Mouth of customer to others (Han & Hyun, 2015; Gamaa & Ahmed, 2016; Prashant, Madhupa, & Ramendra, 2016; Kasiri, 2017; Rajaguru, 2016; Marakanon & Panjakajornsak, 2016; Jae, Ki, Jae, & Chang, 2013; Castaldo, Grosso, Mallarini & Rindone, 2016; Olgun, Ceylan & Ibrahim, 2014; Jae et al., 2013). If you looked at it, you would find out why the value of the Service Quality was the value that the customer cared about. This was consistent with the research of Athitiya Tangkosakul (2011) who studied the expectation of small hotel services among tourists. A case study of hotel business, Mueang District, Phitsanulok, found that the most Service Quality expectation of tourists was to meet the needs of tourists when tourists decided to use the services of the hotel, they need good service of the hotel since the first time until return the room to make tourists impressed with the service of the hotel and come back to use the hotel again.

2) Reputation Value referred to consumer perception in the level or status of products and services which depended on image of the company product or service owner. Reputation could carry by measuring how consumers feel about the service value and overall provided product. The Perceived Value on Reputation was also related to the perceived Social Value. Environment in customer experienced at that moment showed appreciation or acceptance from the people around them. Product or service must could indicate social level until making customers felt valuable and had identity (Sweeney & Soutar, 2001). If considering would found Reputation Value was a value that customers focused on because in accordance with the research of according to a study by Natnicha Husaini (2018). This study examined the factors on Customer experience and Perceived Value that affect Customer Satisfaction. For using Boutique hotel services found that there were many social factors involved both external and internal factors. For external factors came from the use of Boutique Hotels which was like a luxury product. Therefore, the customer felt accepted by society. While the internal factor was one's worth, they valued. At the present we found Thai society paid attention to both something they used and service they received. In addition, we still provided more importance on individualism. Therefore, it affected social factors were factors that affected satisfaction consistent with Udom Somboonphol (2021) who studied on Service Quality management and corporate image that affects intention to use service at small hotel of Thai tourists in Pathum Thani. The objectives of this research were to 1) To study Thai tourist's opinions towards Service Quality management and image of a small hotel in Pathum Thani. 2) To study the intention level to reuse the service in a small hotel of Thai tourists in Pathum Thani. 3) To study influence of Service Quality management and corporate image affected intention to repeat small hotel service of Thai tourists in Pathum Thani. The sample group was 400 Thai tourists who used the service at a small hotel in Pathum Thani. The instrument used in this research was a questionnaire with a reliability value between 0.66 - 1.00 and a confidence value of 0.801. The statistics used in the data analysis such as frequency, percentage, mean, standard deviation and multiple regression. The research results showed that 1) Level of Overall Service Quality management and corporate image was at a high level. 2) Level of Intention to repeat service in small hotels of Thai tourists in Pathum Thani

province. Overall, it was at a high level. 3) Service Quality management factors affected the intention on repeat the service in small hotels of Thai tourists in Pathum Thani such as Reliability, Perceiving, Understanding the needs of customer and tangible of the service. The corporation's image factors consisted of image of a product or service. The image of the hotel influenced on intention to repeat service in small hotels of Thai tourists in Pathum Thani, was statistically significant at the .0 level.

3) Emotional Value: Product or service could stimulate feelings and was a key variable for customer experience which usually occurred during customers interacted with staff such as front desk staff at the hotel. If customer received good service, it would create a good experience that make an impression until it becomes engagement and develop into loyalty. If you looked at each item, you would find out why Emotional value was a value that customers valued that's because customers who received service at a small Lanna Boutique Hotel in Chiang Mai had received attention from the service, feel simplicity, serenity, had a good experience, feel impressed by the service and feel special not like other places. This was because a small Boutique Hotel in Lanna, Chiang Mai offered excellent service and uniqueness which matched the lifestyle of today's tourists who liked to seek accommodation in an informal way but it's comfortable, clean, a unique experience including the appearance of architecture, service form, Environment inside and outside of hotel or other accommodation (Kasikorn Research Center, 2018) and consistent with research by Raiji and Zainal (2016) that was hotel business was a service business. Service providers required to provide customers with Perceived Emotional Value which was perceived as a non-measured evaluation of judgments based on individual situation the customer received at that moment. The Emotional response differed from satisfaction in that Emotional responses affected service purchases while satisfaction affected the service experience. Emotional responses influenced satisfaction which set of Emotional responses were expressed in a particular during the period from the use of product or service or experience of using the service which found emotional experiences such as impressions or other dimensions such as satisfaction or dissatisfaction, relaxation or expression, calmness, excitement, etc. according to a study of Khan, Garg, and Rahman (2015). Who studied about quality of customer

experience in hotel? The comfort factor was the highest influencing the hotel's satisfaction factor. The fact had the greatest influence because they were factors that were relevant with every customer in each point of service about professionalism since simple staying process, Intention to repeat the service or familiarity with a place. They felt like home, and a study by Phumiphat Thongka (2018) who found that hotel and hospitality businesses was comfort factor of receiving services, was a matter of feeling or making decisions based on emotional. In which each individual would have different characteristics of decision-making. Customers who received service focused on making decisions based on Emotion more likely. This was consistent with the research by Sunisa Phensub and Natsinee Songchan (2017) who studied the perception of Service Quality of tourists with their decision to stay at hotels and resorts in Ranong. We found that tourists who use the small hotels service had reasons to choose hotels for meet their needs and want to receive impressive service from the hotel.

4) Condition Value: The products and services value from situations that customers faced in the model of Service Quality in small Lanna Boutique Hotels, Chiang Mai 1) Conditional value means that customers who received services at a specified time, with flexible conditions, specified with the contract, having a booking system for check in and check out effective and received service with a variety of conditions to choose. If considering, it would find that these conditional values were made customers feel comfortable especially the current situation in hotel business was constantly changing according to a study by Luckana Sukonthawat (2015), guideline for developing customer relationship management strategy of the hotel business in the western region. From the research results, it was found that the informants reflected their opinions in customer management approaches to developing strategy. A customer relationship management focused on the characteristics that can be adjusted according to the situation, developed system with speedy and responded efficiently to adapt customer needs and market developments quickly, appropriate and up to date with the situation. By having access to customer information and skill turned the information into a deeper understanding and able to implement.

5) Functional Value: This means choosing a product or service that is qualified for use, good quality and could respond to the lifestyles of customers (Beckmann & Funke, 2008). Whether it was something tangible or intangible such as decorating a room, utilities within the hotel including receiving services from hotel staff according to a study by Sweeney and Soutar (2001). The Functional value was divided into 2 attributes as follows: 1. Price or Monetary Value was a product utility that results in a perceived reduction in short term and costs in long term. 2) Quality practice was a utility derived from perception of quality and expectations in service operation system. Functional Value was fundamental value which every product must have. If we would like to adding value, the value and price would also be higher at the next step. In this study, it was about basic properties of the hotel such as standard rooms, quality and fast service, modern amenities, have a local identity and designed services to meet the needs of all applications and convenient usage. It was consistent with a study by Natnicha Husaini (2018). This research studied about Customer experience and Perceived Value that affected satisfaction to use Boutique hotel services. It was found that Functional Value was the most influential factor in Perceived Value although Boutique Hotels focused on different design, unique and response in different lifestyles of guest but it should pay attention to accommodation. The accommodation should be a good standard, clean and completed facilities.

5.2.5.3 Customer Satisfaction: A model of Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai, Customer satisfaction consisted of: 1) Place (PLA) was weighted of 0.98, Service Quality of expected (SQE) was weight of 0.97, Communication or coordination (COMU) was weighted of 0.97, Physical Evidence (PHY) was weighted of 0.97, Process (PROC) was weighted of 0.97, and Promotion (PROM) was weighted of 0.97. Based on literature review and related research had all 6 components on Customer Satisfaction according to Parasuraman & Berry (1991) and Lewis (1987) theories. It described satisfaction detail of service business. In the context of a hotel, product was a hotel room. Something that entrepreneur delivered to their customers in the context of a hotel business was hotel environment, furnishings and travel convenience. Aday and Andersen (1974) stated that six basic theories about Customer Satisfaction that received service and it was a measure how good or effective of the service would

make the customer satisfied. There were 6 items which were 1) Satisfaction with convenience received when using the service such as customer spends time waiting to receive service at the service location, receiving services when customer had a need for something and getting convenience when customer received at service location 2) Satisfaction with Communication or coordination of customer such as customer able request the service according to customer needs, service providers were interested, pay attention to customers when they came to use the service and service providers had follow up process after the customer received the service. 3) Satisfaction with information that customer received from using the service 4) Satisfaction with behavior and expression of service provider when the customer used the service such as courtesy, beaming, speak polite, concern to customers. 5) Satisfaction with Service Quality was expected by the customer before using the service. 6) Satisfaction with Price when the customer had to pay appropriate or not to Service Quality and the price could be accepted or not. From the study results, the researcher summarized and discussed the results as follows.

1) Place: In Service Quality model of a small Lanna Boutique Hotel in Chiang Mai mean a beautiful exterior design, room interior design with modern technology and the whole environment of the hotel consistent with the research of Thanasit Suksut (2012) who studied on expectations and solutions for small hotel customers to raise the standard. It was found that the expectations of hotel customers to the service of the hotel including service provider, Place, facility and Service Quality of small hotels. Wittaya Wuthiphongpipat (2007) conducted a study on satisfaction of small hotel customers in Mueang District, Chiang Rai area. It was found that customers placed the importance with Place to be number one priority and resulted in great satisfaction. In addition, suggestions for development of small hotels should be improve in cleanliness inside the rooms and surrounding areas. The scenery surrounding of the hotel should be beautiful, secure inside and around the hotel, should decorate interior of the room to be pleasant, should add amenities within the hotel. In accordance with the study of Saksayan Yaisamsen and Prateep Phuetthonglang (2020) who studied the service of a small hotel in Muang District, Chiang Mai. It was found that each small hotel had a strategy which was used to attract tourists using the service, created a unique feature within room which was

different from other hotels. Most tourists decided to use a small hotel in Place factor near tourist attractions and convenient transportation. The room decoration was beautiful, unique and safe. For the Place of the service in this study also mean modern design, unique but the Environment was friendly, could convey the identity of the business. The decoration of Boutique Hotels, especially the interior decoration used local interior materials of Chiang Mai, focused on decorating in Thai Lanna style because it was located in the northern region of Thailand. There was be divided into 3 characteristics, were as follows: 1) Thai Lanna Modern 2) Chic and 3) Victorian which was the important reason that the Place had an effect on satisfaction to be number one.

2) Service Quality of expected: In the Service Quality model of small Boutique Hotel in Lanna, Chiang Mai mean satisfaction with overall expected of Service Quality when comparing the expectations before the stay with other types of hotels which service value that customer expected was also related to Conditional Value. This was a value that related to the decision-making conditions for using service that may be both an opportunity and a barrier choice with elements of other values. In addition, there were different according to characteristics of each customer which the customer always had different conditions. The study of such factors would help to discover which conditions the hotel's customers had. Generally, the conditions consisted of 1) Service which looked from the monastery value expected Service Quality. 2) Social 3) Emotional, consistent with the research of Kwanchanok Suwannapong. (2018). The development of hotel Service Quality in Mueang District, Phuket was to accommodate tourists of special interest groups. The expected Service Quality of a hotel in Mueang District of Phuket, the overall was at the highest level. The first expected quality was tangible of the service, followed by reliability or trust, responding to needs quickly, assurance and understanding the needs of customers.

3) Communication or coordination: In the model of Service Quality of small Boutique Hotel in Lanna, Chiang Mai mean completeness and clarity of information obtained from Communication or coordination of service providers, follow up after service and Communication channels or coordination of service providers. It was a fundamental factor for customers in today's information era

consistent with the research of Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Punja Chuchuy (2018). They studied about Service Quality composition of hotel in Hat Yai District, Songkhla which influenced satisfaction of tourists. It was found that the response of employee willingness to help and serve customers quickly. Therefore, if hotel staff could respond to customer needs quickly, accurately, enthusiastically and could solve customer problems to make Customers Satisfaction in terms of communication channels. It consistent with the study of Saksayan Yaisamsen and Prateep Phuetthonglang (2020) who studied about service of small hotel in Muang District, Chiang Mai. It was found that there were innovations in various services and up to date for customers such as a variety of modern communication channels and booking rooms through the website. Convenience services customers always affected Customer Satisfaction.

4) Physical Evidence: A Service Quality model of a small Boutique Hotel in Lanna, Chiang Mai means that customers satisfied with Physical Environment in beautiful designed and decoration, satisfied with the staff's dress that reflected the Lanna culture, satisfied with a comfortable designed environment, satisfied with a clean Physical Environment and satisfied with the overall Physical Environment of the hotel which was consistent with the research of Wittaya Wutthipongpipat (2007). He conducted a study on Customer Satisfaction of small hotel in the area of Mueang District, Chiang Rai. It was found that most of customers were satisfied with using the services of small hote. in the area of Mueang District, Chiang Rai. In product, Physical Environment and service process, the average was at a very good level. Employee satisfaction, Price, distribution channel and Promotion, the average was in the middle. Suggestions for developing of small hotels, there should be improve in the cleanliness of the rooms. Then scenery surrounding the hotel was beautiful, safety inside and around the hotel of and Rachanon Taweephon and Teerawat Chantuek (2017) who conducted a research on Professional service of a Boutique Hotel in Cha-am district, Phetchaburi and Hua Hin District, Prachuap Khiri Khan. Physical environment management included building structures, equipment and facilities of Boutique Hotels in Cha-am district, Phetchaburi. The entrepreneur would select to use modern technology to serve the guests to be comfortable. Including the design of both inside and outside the room area was to be beautiful and orderly which

all 3 places had chosen related color scheme to Logo of the hotel such as Cher resort would select the color scheme which was similar to the color on the building structure. They used of Logo in form of trees were linked to other types of their businesses as well as Bullmoon Cha-am Hotel, had designed promotional materials to promote sales both online and offline using the color scheme of each type of media as the hotel color. In accordance with the research of Anek Sawanbundit and Passakorn Adulpatanakit (2005) found that the factors affected satisfaction and made customer felt in the good or bad side from received service depended on the Physical Evident which mean: 1) Products and services: to make customer satisfied products and services must have high quality and met the needs of customers. Service provider must show sincerity and care for the customer to have a good satisfaction. Price must be suitable with good service and made customer felt willing to pay in this price. 2) Location. Customers would look for a convenient place and easily accessible for them such as a spacious place with enough parking, able to travel easily by public transport, having a spacious place and facilities such as free Wifi. 3) Promotion. Service providers must provide positive information to those who would receive services such as a good image or Service Quality for the customer to make a decision. 4) Service Providers was the most importance in order to satisfy the customers such as attentive behavior. These would determine the satisfaction of the customer. 5) Physical Evidence had to be beautiful, convenient, clean, and beautifully decorated to make the customers wanted to come to use the service. 6) Service process. Customer need good service. Therefore, service providers must have a good management process to meet their expectations of quality customers and service providers and abled to apply various technologies to assist in the process.

5) Process: In Process, customers need good service. Service providers must have a good management Process to meet the expectations of quality customers and service providers then abled to apply various technologies to assist in the Process. When considering in each item, it found that Process of a small Boutique Hotel in Lanna, Chiang Mai consisted of Customers Satisfaction with various payment Processes, uncomplicated inquiry Process, booking Process with modern technology, a welcome Process in Lanna culture and simple and effective check-in and check-out Process. Pinyada Kaewwan (2018) found that the value that small hotel

businesses wanted to offer to the target group of Klongthong Hotel in Muang District, Tak was Product or service design in terms of products, prices, distribution channels, promotion and staffs. Especially the Process must meet the basic needs of customers in all aspects as the study of Panudet Piansuk and colleagues (2015). It was concluded that factors affected service satisfaction referred to the incentives used as a tool to motivate individuals, increase satisfaction and increase positive feelings. He found that Process factors affected service satisfaction. It consisted of several things: 1. Personality of the staff 2. Service system 3. Environment 4. Service Quality 5. Service duration 6. Ease of service. In addition to a study of Noppadon Chuset, Wiwat Chankingthong, Korkaew Chankingthong, and Punja Chuchuyay (2018) who studied composition on Service Quality of hotel in Hat Yai District, Songkhla which influenced satisfaction of tourist. As part of current Process generated by employee responses with a willingness to help and serve customers quickly. Therefore, if the hotel staff could respond to customer needs quickly, accurately, enthusiastically and could solve customer problems would make Customer Satisfaction.

6) Promotion: A model of Service Quality in a small Boutique Hotel in Lanna, Chiang Mai mean promoting satisfaction in clear and complete room service, other services and information about travel which consistent with the study of Rachanon Thaveophon (2017) was a research study which could find the success factors in Boutique Hotel management and Promotion strategies for Boutique Hotels to make Customer Satisfaction. Besides the products of the Boutique Hotel business, there were 3 types of decorations which were Thai Lanna, Chic and Victorian era style. The Price was set at a time that was suitable for the business size in terms of location near tourist attractions, easily travel and having online distribution channels based on international websites Then lastly was Promotion which was promoting and recommending services in form of traveling activities in the tour within Chiang Mai, providing travel and discount information to create an attractive to stay. In addition, forming a communication strategy was an important with online and offline media including the service of staff which expressed identity of a Boutique Hotel.

5.2.5.4 Behavioral Intention: A model of Service Quality in a small Boutique Hotel in Lanna, a case study of Chiang Mai, the Behavioral Intention consisted of 1) Period of Usage (PERI) with a weight of 0.97 2) First-in-Mind (FIR)

with a weight of 0.96 and 3) Price Tolerance (PRIC) with a weight of 0.95. From the results of the study, the researchers concluded and discussed the results as follows.

1) Period of Usage 2) First-in-Mind and 3) Price Tolerance

From the literature review and related research, it was found that there were 3 components as follows 1) Period of Usage 2) First-in-Mind and 3) Price Tolerance which was a Behavioral Intention factor according to the theory of Ajzen (1991) that Behavioral Intention referred to group and perception, abled to control, abled to predict Behavioral Intention, perception and abled to control. Intention could predict behavior and intention were related in positive with behavior. Pong and Yee (2001) said that behavior was based on attitude and knowledge. The factors used to measure service behavior could be summarized as follows: 1) Repeat Purchase Behavior expressed with engagement by the behavior that customers had towards the use of goods and services. 2) Word of mouth was a measure of efficiency in the telling of the products and services that occurred including recommending others. People who were loyal would have a positive effect on a continuous basis. 3) Period of Usage was a measure the use of the service in continuity or not such as how many times using the service per month would able to reflect period of time using the service which behavior occurred. 4) Price Tolerance. If products and services increased price but customers still purchased and used the service. It would show that the price did not affect the customer's choice of purchasing and using the service. 5) Repeat Purchase intention was a purchase and use the same service regularly. 6) Preference was acceptance behavior of real customers which would show their preference for products or services clearly. 7) Choice Reduction Behavior. Customer behavior would be investigated information for less decision-making or may not use other products or services as a comparison in making a purchase decision and using the service. 8. First-in-Mind was always the first choice if the customer had a need that arise in their mind.

By studying the model of service quality of small boutique hotels in Lanna, a case study of Chiang Mai Province. Regarding behavioral intentions, it was found that the period of usage was the number one weight. The period of usage found that the behavioral intent was interesting. Most of the customers spend time during special days, important days, anniversaries when visiting

a small hotel, Boutique Lanna, Chiang Mai. This is because Characteristics of a boutique hotel Lanna makes customers feel special, whether it is service that emphasizes attention to detail. From the number of rooms that are less than the average hotel in order to have a warm and peaceful atmosphere. The rooms are elaborately decorated. The boutique hotel's interior architecture design is outstanding, elegant, artistic and modern. and there are different details in each room and the service is very attentive too, and most importantly, The service of a boutique hotel is focused on friendliness. It will make you feel familiar with the people in the hotel easily. Some places may meet the owner of the hotel to welcome them by themselves. and will be closely monitored make you feel comfortable in order to stay and it has become more popular with tourists with high spending power. Popular with luxury, privacy and style, Supattra Soipet (2007), which is in line with the research of Kasikorn Research Center (2018), which states that from the tourism promotion trend of the Tourism Authority of Thailand Why do tourists like to seek accommodation in an informal way until they eat? But it's comfortable, clean, a unique experience. both the appearance of the architecture service form The atmosphere inside and outside the accommodation is different from the big hotels. or other accommodation from the travel expectations of the new generation of tourists that have changed. A hotel is not just a place to sleep. But it's another travel experience. which can be concluded that A model of service quality of a small boutique hotel in Lanna, a case study of Chiang Mai Province. Behavioral intent consists of the first thing that comes to mind. (First-in-Mind) and the period of service (Period of Usage)

2) First-in-Mind (FIR): The customers who received the service had a good attitudes and ideas about the services of a small Boutique Hotel in Lanna, Chiang Mai. When traveling to Chiang Mai would think of a small Boutique Hotel in Lanna, Chiang Mai at first and had a close relationship and loyalty to a small Boutique Hotel in Lanna, Chiang Mai consistent with Caruana (1999), Pornchai Likittamrote (2002) and Chongjing Li (2013). They were found that Behavioral Intention was customer's willingness to continue using the service from the same service provider or repeat purchase behavior. It would be the first choice when they decided on any service provider. Even if the situation may be more choice or when making a choice, they would choose only this service provider only which resulted

from that behavior. It was something that came from an attitude and positive behavior towards service providers. In addition, it was something that helps to prevent the change in behavior to use the service of other service providers. Concentration in deciding what to buy or a method with an assertiveness of a mind was so expressively intent on what they desired and expressed an attitude or belief towards those things consistent with research of Kalra et al. (2016). She studied on service satisfaction indicators found that customers were satisfied when their needs are met. If it got a lot of response, it would cause of loyalty and Words of Mouth communication. Farooq et al. (2018) studied on customer satisfaction. Assessment from Employee Service Quality found that if the customer was satisfied, it could lead to engagement or Words of Mouth for customers. Moreover, Udom Somboonphon (2021) studied the level of intention to repeat using the service in small hotels of Thai tourists in Pathum Thani. It was found that the level of intention to repeat using the service of small hotels of Thai tourists in Pathum Thani, overall was at high level. In part of Service Quality management factors affected the intention of repeating the service of small hotels of Thai tourists in Pathum Thani such as reliability, perceiving, understanding the needs and tangible service of customers. The organization's image factors consisted of the image of a product or service. The image of the hotel influenced on intention to repeat service of small hotels of Thai tourists in Pathum Thani.

3) Price Tolerance by customers were willing to select the service and would recommend their family, friends, colleagues to use the service at a small Boutique Hotel in Lanna, Chiang Mai. Although the price was higher according to the economic situation and the customer still willing to pay at higher price if they received the same quality and receiving more special services from the hotel. It was a Behavioral Intention which could indicate customer loyalty to a business. It was an important factor and had a very positive impact on the business. Due to insensitivity to price changes, prices went up, loyal customers still select their services. It showed that the price did not affect the choice of service consistent with Caruana (1999) who stated that Behavioral Intention was the customer's willingness to continue to use the same service provider or company or to repeat purchase behavior. It was the first choice when deciding on a service provider, even if the situation may be more choice or when making a choice but it would have only one service provider. The results

would come from that behavior, it came from an attitude and positive behavior towards service providers. It was also something that helped to prevent the change in behavior to use the service from other service providers consistent with Pong and Yee (2001) who stated that behavior was based on attitudes, knowledge which could infer the factors used to measure service behaviors. Insensitivity to price changes, if the price of products and services increased, customers still chose to buy and use our services. It would make us known that the price did not affect in purchase and use of the customer's service. It was the factor that caused the Behavioral Intention from Service Quality consistent with the study of Udom Somboonphon (2021) who studied on Service Quality management and corporate image that affected the intention to use the small hotels of Thai tourists in Pathum Thani repeatedly. It was found that the level of intention to repeat the service of small hotels of Thai tourists in Pathum Thani. Overall, it was at a high level. Service Quality management factors affected intention of repeating the service in small hotels of Thai tourists in Pathum Thani were reliability, perceiving, understanding the needs and tangible service of customers. The organization's image factors consisted of the image of a product or service. The image of the hotel influenced on intention to repeat service of small hotels of Thai tourists in Pathum Thani. Moreover, the study of Saksayan Yaisamsen and Prateep Puetthonglang (2020) who studied the service of a small hotel in Muang District, Chiang Mai found that good Service Quality affected Behavioral Intentions. The Service Quality was as follows: 1) Reliability 2) Timeliness 3) Accessible 4) Humane: Pleasant to Use and 5) Choice, Cost which must be consistent with the needs of customers and changing situations with reasonable.

5.3 Suggestions for Applying the Research Results

5.3.1 Research Findings and Recommendations for Utility

This research discovered a Structural Model, was a final model of Service Quality of a small Lanna Boutique Hotel, case study of Chiang Mai. According to the opinions of tourists who used the services of a small boutique hotel in Lanna. Chiang Mai. The Research Findings in Terms of Theory was shown in the picture below.

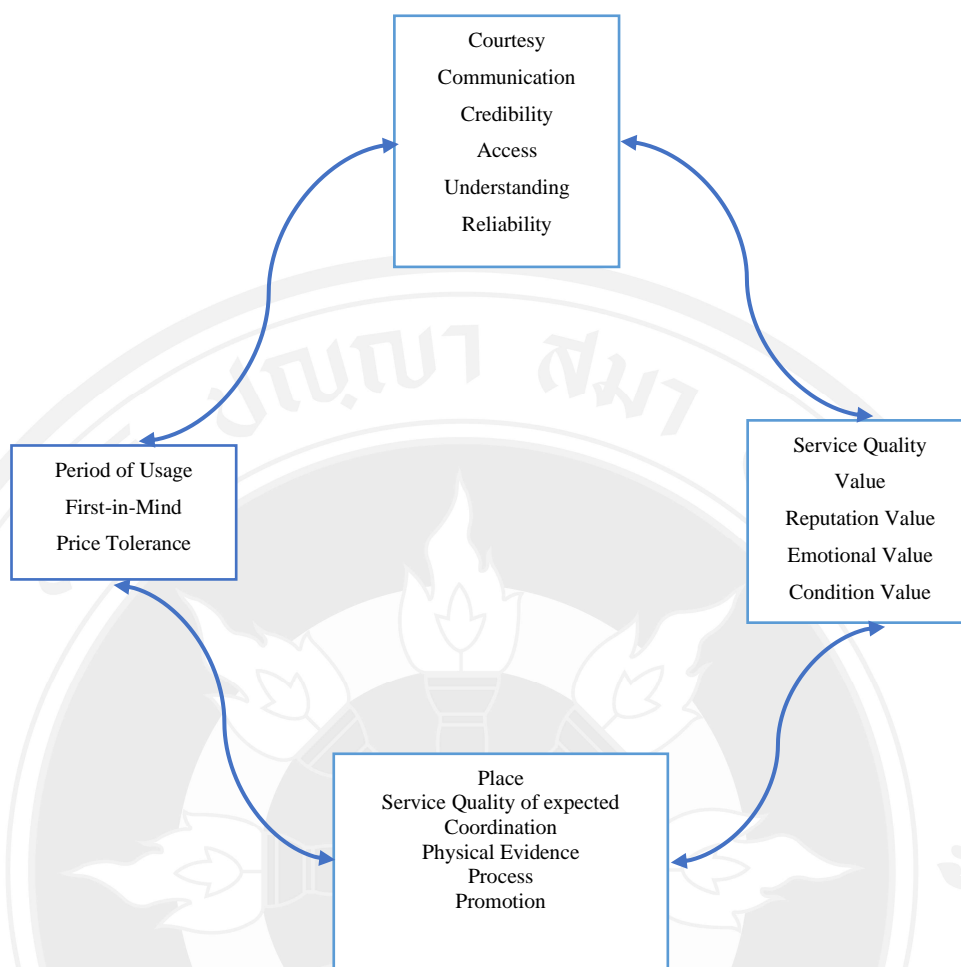


Figure 5.1 Model of Service Quality of Small Boutique Lanna Hotel Case Study of Chiang Mai

From the research results showed a model of Service Quality of a small Boutique Hotel in Lanna, a case study of Chiang Mai which the researcher had suggestions for applying the research results in each aspect as follows:

5.3.2 Service Quality

1) Service Mind: Guidelines for developing service personnel skills was Service Mind by using 3 main Service Quality factors: 1. Courtesy 2. Communication and 3. Understanding. In the design of employee development training programs of service provider in a small Lanna Boutique Hotel, Chiang Mai focused on unique service with respect, considerate and consistent manners with

customers and willingness. It required quite a high level of attention. The important skill with heart for creating a Lanna Boutique Service Mind was love to serve both entrepreneur himself to the employee. Entrepreneurs must take care of them closely and be ready to be with the business at all times because service was a job that had to face with problems and always need to be solved and learned.

2) Service Design: There was using 3 main Service Quality factors as follows: (1) Credibility (2) Access and (3) Reliability to design services with a unique, professional, reliable service to raise the standard of professional Lanna service. Essential skills for creating professional service were a personal skill. Service providers and entrepreneurs must consider in every service process to easily accessible, simple, uncomplicated but there was standardized and reliable through a modern booking system, check-in and check-out with no complicated procedures. It could easily contact and ask for information. All of them was an advantage of the hotel. Due to current customer behavior liked convenience, fast, easily access, uncomplicated. It may use the concept consistent with Service Design to apply for creating service processes and to meet the needs or solve problems of customers. The last was the hotel should add more channels to contact the hotel for more variety. Reshape services was to reduce physical exposure such as online check-in by using cashless secure technology was optional. They should study in digital marketing more to meet the needs of today's customers.

5.3.3 Perceived Value

1) Flexible stay policy In order to meet and create conditional values (Condition Value) received services at the specified time. and receive service with flexible terms adaptable This is something every business has to adapt to the current situation. in the midst of unpredictable and business crises The need to adapt quickly to changing situations. That's in line with McKinsey's research showing that agile organizations have a higher chance of success. that will make a difference and be able to maintain a good customer base with flexible conditions and suitable for ever-changing scenarios Therefore, the small hotel business, Boutique Lanna, Chiang Mai Province This Code of Conduct should be adhered to in the conduct of business. Must understand the business world full of uncertainty. And the complexity of the problem

of understanding the changing behavior of customers that are connected to life both online and offline.

2) Customer experience design was guidelines for value in customer opinion and design experiences that align with customer expectations and satisfactions to meet the needs and create Service Quality Value, Reputation Value, Emotional Value and Functional Value. The design of the customer experience would create a special experience, different and feel simple in visit. It was the charm of Lanna service which helped to create a gentle mood, simple atmosphere and transferred into a unique service. In part of creating a special feeling not like other places may be required to add more customer details, studied in personal data, studied in special requirements of customers or creating a customer profile which could help to create a special feeling for the customer. They must create valuable services different from the past and different from competitors. The goal of doing business may not be the most profitable but it was sustainable growth.

5.3.4 Customer Satisfaction

1) Front yard management, Customer Satisfaction management focused on 3 main factors in management which were (1) Place (2) Physical Environment and (3) Promotion. The Place was outstanding design and decoration with unique to Lanna. Cleanliness and hygiene standards were also important. All of these must be standardized and readily both on-site and online through channels that customers could access. To create their own website was another channel which tourists could access to accommodation photos, price rates, reviews before making a booking decision or using other popular booking website was another effective option. Travelers who used to stay in the hotel should be encouraged to participate in the review because of various reviews had a huge influence on the decision to stay. This included all the Environments that customers could experience through five senses which were sight, taste, smell, sound and touch. Customers were satisfied with overall beautifully designed and decorated Environment. The dress of the staff could indicate the Lanna culture which was the uniqueness and charm that was hard to find anywhere else and was the point that made a Boutique Hotel attractive and popular with today's customers. Culture was also something that made an impression,

interesting to study, attractive for customers. Clean environment was a very important factor although customers was satisfied with decoration and design in Lanna culture. If cleanliness was lack of top priorities, the hotel may lose the opportunity to welcome repeat customers. Therefore, hotels should have a process to check the hotel's cleanliness standards. There was always training for employees. All employees undergo COVID-19 safety training and basic disinfection regulations including preparation of an evaluation plan, an action plan of the hotel and create awareness for customers. At the present, there should always be an action plan based on the recommendations, policies and procedures of the hotel established by local and national health authorities for good health. Including anti-virus measures and ways to reduce the spread of virus, entrepreneurs should cooperate with the surrounding communities to develop local to be safe, clean, free from the risk of disease. For Promotion, employees should always be trained to talk and ask about the needs of customers such as what activities they would like to do or not, where did you want to go. Employees must be there to advise and assist when problems arise. It created a good experience for customers when you were having fun like being with friends or family.

2) Backyard management focused on 3 main factors in management: (1) Process (2) Communication or coordination of service providers and 3. Service Quality which was expected by customers. Customers were satisfied with various payment processes, uncomplicated inquiry process, booking service process with modern technology, welcome process that represented Lanna culture and registration process both check-in and check-out with easy and efficient. Communication or coordination of service providers before, during and after your stay should implementing appropriate service innovations for small Boutique Hotel in Lanna businesses such as product innovations and process innovations, improving the form of new products and services and creating a variety of products and services. Innovative process was a new practice to support products and services. Technological services were to assist in the development of hotels to be comfortable. and more modern such as online booking and online payment systems. It was also used as a Promotion tool starting from communication to inspire want to use the service and use as a tool while staying in a hotel or accommodation as well as having

an evaluation system after using the service even to extend the return to use the service repeatedly. This was because competition in the hotel business was increasing, hotels need to develop an efficient system and the most beneficial to help customers respond quickly and in accordance with the behavior of modern customers which would be able to satisfy customers according to Service Quality that customers expected.

5.3.5 Behavioral Intention

1) Period of Usage: Most customers chose to use the service at a small Boutique Hotel in Lanna, Chiang Mai during special days, important days and anniversaries. Therefore, hotels must take this opportunity to impress their customers with special moments. The hotel were helped by creating a Customer Experience Strategy, Customer Experience Management or using personal promotion to help in the process or use Data Analytics which was a systematic analysis of Big data to help entrepreneurs delivered services and products that meet the needs of individual tourists. For example, offering accommodation packages that match with the right timing and appropriate channel including analyzing past data to predict the future, seasonal trends and customer preference as well as analyzing fundamental social media data to see market trends and customer interests.

2) First-in-Mind: Most customers had a service feeling and attitude. It would always be the first choice if the customer had a need that arise in their mind. The Customer Behavior must take into account the behavior, attitudes and thoughts of customers. From the study, it was found that most of the customers thought of a small Boutique Hotel in Lanna, Chiang Mai first and had a good attitude and idea of service. Therefore, small Boutique Hotel entrepreneurs in Lanna, Chiang Mai should pay attention to this and maintain the identity of Lanna service including with outstanding service excellence and effective management policy of entrepreneurs. Despite the challenges and there were limitations in various aspects which small Boutique Hotel entrepreneurs must take into account on constraints in various areas. The development of a Boutique Hotel to be a competitive success may require focus on two main issues: (1) organizational management and (2) additional promotion.

3) Price Tolerance: Customers were happy to choose a small Boutique Hotel in Lanna, Chiang Mai and would introduce family, friends, colleagues although the price was higher according to economic conditions, they still willing to pay a higher price if receiving the same Service Quality and receiving more special services from the hotel. That was showed that the price did not affect the choice of service. Customers were ready to understand in changing situation. Therefore, it was important for the hotel to be honesty, sincere and not taking chances, having ethics service with fair prices, truly suits the quality of products and services, maintain service standards to manage customer expectations, kept the promise with customers as agreed honestly both in terms of quality, quantity, price, and actual liability conditions.

5.3.6 Strategic Suggestions

1) Long term marketing strategy: The hotel operated by organizing marketing activities to build long term relationships with customers through Digital Marketing to meet the needs of reaching customers in the digital era. That was because the media in analog era was inaccessible to today's customers but it was the customer was the one who approached digital media and currently brand loyalty was less due to have searching promotion information to Price comparison, etc. It was necessary to have an effective online marketing strategy by entrepreneurs need to build a hotel website because it was the heart of online marketing. All digital media were used to attract customers to their website whether it was Rich Banner or Google. It was an important digital marketing platform with the most comprehensive tools since Google Search (SEO, SME), Google Map, Google Ad, Youtube, Gmail and Display Network. Social Media could also be used to analyze Customer Behavior. This allows entrepreneurs to perceived problems and improve their communication strategies and increase sales. Social media was example of Facebook, Youtube, LINE, IG, Blogs including the creation of Words of Mouth (via Friend get Friend, Forward Mail, Forum/Webboard). The advantage of marketing in Digital era was it could be adjusted at any time which entrepreneurs could see the feedback from statistics on the website by bringing the feedback numbers to analyze and find correction points. That was because every Digital Media tool was used to appeal customers to the website then

making reservations. All accessible website information was example of time of access to the website, which page took the time read so long, which page made people leave the website, where people came to the website from, etc. All of these could be used to modify marketing strategies for example, hotel had applied modern technology and Internet to improve customer interactions such as website, e-mail and MSN messengers. Having customer profiles was to make more faster and more efficiently service by using software packages to store customer profile data. Using social online media was to publicize the hotel, booking through travel agents. Creating a hotel website was to promote customers access in hotel information by allowing customers to comment via email and respond customer in emails for making customers feel that the hotel paid attention in details and felt very convenient by focusing on retaining old customers and retaining the best current customers. The hotel should understand customer in detail and bring the implementation of a structured, standardized and unique work process in order to get customers as they want.

2) Differentiation Strategy: Hotels should focus on corporate actions to create a unique identity by focusing on differentiation in the following areas:

(1) Services differentiation: Focus on offering valuable services to customers in all departments of the hotel such as front desk services to maintain the unique Courtesy of Lanna Boutique but adding to the standard of speed, convenience, flexibility in order to reduce the customer's worries including attention in detail to create an impressive stay for customers during their special time or added special events for customers to share good experiences with the local community. Focusing on creating a unique and special guest experience, because of the customer experience was a determinant that maintains brand value or service of a small Boutique Hotel in Lanna, Chiang Mai.

(2) Physical Evidence differentiation: The uniqueness of Lanna Boutique Hotel presented through the design, architecture and decoration. For the Physical of hotel staff was about their dress, service, equipment and facilities which could be touch and felt. Another factor that needed to be considered was to present conviction in hygiene that must be touched and felt by the guests such as a certificate of cleanliness from COVID-19 (Clean Together) with the Ministry of Health. Public

health or SHA (Safety and Health Administration) certification documents was from Tourism Authority of Thailand and show to guests clearly was another Physical Evidence to build trust with the guests as well as bringing technology to take care of customer safety such as installing CCTV at various points in the hotel room and surrounding area of the hotel, install internet wireless signal throughout the hotel to facilitate communication and beneficial online activities to customers via the Internet. In the service process will focus on providing solutions in the case of guests had complaints that had been inconvenienced during their stay, which the hotel would have to fix as quickly as possible and have a measure for waiting time was used. Including focusing on developing a variety of modern service channels for customers was to access services easily, conveniently and have quality that covered target customers such as creating a reservation system for customers to book via mobile phone. It was based on a service-oriented process that could be customized according to the situation. The system was developed, speedy and respond efficiently to quickly adapt customer needs and market developments appropriate and up to date with the situation.

(3) People differentiation: The hotel should focus on support employees in each department by making stand out at the service provider through development of specialized skills with well-skilled, good attitude, intention and genuine service with heart in order to maintain good service standards. There was also a matter of operational control standards such as SOP (Standard Operation Procedure) to control one step further. On the other hand, operating under safety standards for hygiene of guests and employees was whether it was training in the observation of guests and how to deal with them when encountering an unusual guest or training in how to use of equipment and cleaning solutions in their own area. Due to hygiene would be the first factor which guests paid attention. Therefore, every employee's work procedure should be based on safety as the main which the hotel must create a corporate culture in this aspect as well in order to all employees were aware of their duties and responsibilities towards guests and serve guests under the same standards.

5.4 Suggestions for the Next Research

From the study in a model of Service Quality for a small Boutique Hotel in Lanna, a case study of Chiang Mai. The following issues were found in the next research:

- 1) There should be a model of Service Quality for a small Boutique Hotel in Lanna, a case study of Chiang Mai in today's entrepreneurs to know the development guidelines.
- 2) There should be a study on the issue of Service Quality improvement for small Boutique Hotels in Lanna, a case study of Chiang Mai to accommodate tourists in special interested groups.
- 3) There should be a study on management strategy for small Boutique Hotels in Lanna, a case study of Chiang Mai towards business sustainability.
- 4) There should be a study adaptation strategy on management for small Boutique Hotels in Lanna, a case study of Chiang Mai in the epidemic situation of the coronavirus disease.
- 5) There should be a study of digital marketing strategies for small Boutique Hotels in Lanna, a case study of Chiang Mai.

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BIOGRAPHY

Name-Surname Miss Nutthaporn Wongprateep

Academic Background Bachelor of Arts in Entrepreneurial Economics, Kasetsart University
Master of Business Administration, Glion Switzerland

Experience 2016-Present
Nanachart Hotel and Resort Group

