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## FOREIGN TOURISTS' SATISFACTION TOWARDS SELECTING THE ACCOMMODATION SERVICE (HOSTEL) IN BANGKOK

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### Keywords:

Hostel  
Hostel Satisfaction  
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Marketing Mix  
Foreign Tourist

**Abstract.** The objective of this research is to study foreign tourists' satisfaction that stay in 3 hostels located in Sukhumvit, Bangkok. The information used for analysis are from the questionnaires from the sample group (60 persons). The method used for study is Descriptive Statistics which including the percentage, the average, the standard deviation, and the ANOVA. The result of the research has found that foreign tourists, who stay at the hostels located in Sukhumvit, from the sample group mostly are male and single. Their average of age is 20-29 years old. They mostly are student who come from Europe and study in university and college. Foreign tourists' behaviour and experience; most of sample group mostly come to visit Thailand for the first time and have time to stay in for 1-3 days and 4-7 days. They chose to stay in mixed room. More than half of the sample group came here alone and got the information about hostel from the internet. The most important thing to make decision to select a hostel is the price, location, and safety. The satisfaction in the marketing mix of foreign tourists has found that the satisfaction of the sample group is in the high level in every factor. T-test has demonstrated that personal factor effects on the decision to select a hostel and the foreign tourists' decision depends on the marketing mix.

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### INTRODUCTION

Tourism is a crucial industry which generates massive income for a long time and many years and tends to be higher consecutively, which can be seen from an increase in income from 323.5 billion baht in 2002 to be 547 billion baht and 592.8 billion baht in 2007 and 2010, respectively; moreover, it affects business sectors, namely manufacturing and services related to an expansion in tourism in order to support foreign tourists, namely business of hotel, hostel, accommodation, food and beverage, souvenir making and trading, car rental, car parking and etc.; Many countries are aware that "tourism" will be the major incomes to their own countries during the regressive economies. (Chetanont, 2015)

At the present time, accommodation business is highly competitive making low cost accommodation called "hostel" which is the one of choices of tourists to stay; hostel gain high popularity among backpacker.

Low cost accommodation or hostel in Thailand started in Thailand in 1971 at Kaosan Road, Banglumpu, Bangkok and spread to main tourist attractions in Thailand; at first, the main target is youth tourist groups around 15-26 years old; however, according to the data of Statistics Office of Tourism Authority of Thailand in 2008, it is found that tourists in this group had growth rate by 20% globally and expense rate in travelling per time was higher consecutively making youth tourists not budget

tourists anymore. From tendency of higher expense and longer stay, these make lost cost accommodation or hostel expanded and a choice of other groups of tourists needed to save budget (Supakagaratana, 2009).

For this study, the researcher envisions an importance of hostel; therefore, it is selected to study in order to understand behavior of foreign tourists in decision making for selecting of hostel service in Sukhumvit District, Bangkok.

### Objective

1. To study the satisfaction level in factors of satisfaction in service, price, hostel staff, service process and physical characteristic.

### Expected Outcomes

1. To learn more about behavior and satisfaction of foreign tourists and able to apply to other aspect of knowledge.  
2. To allow entrepreneurs of hostels for bringing research results to plan, improve and develop service administration system for supporting policy of opening of free trading promoting more efficient service.

### Scope of the Research

The research regarding foreign tourists' satisfaction towards

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selecting the accommodation service (hostel) in Bangkok. The delimitation of population and sample group in the study is foreign tourists staying in 3 hostels in Bangkok divided into each hostel as follows:

Hi Sukhumvit	total	20 persons
Bodega Bangkok	total	20 persons
3howw	total	20 persons

## LITERATURE REVIEW

For the study in foreign tourists' satisfaction towards selecting the accommodation service (hostel) in Bangkok, the researcher conducted a study in papers related to concept and theories as well as related researches to be a foundation in the study as follows:

### The Definition of Hostel

Hostel means the place for providing services and food in low cost for general people. The characteristics of Hostel:

1. As this is low cost accommodation, services will be different from hotel; therefore, customers should provide self-service reasonably in several matters, namely porter, coffee or tea brewing or bringing towel and bathing products by themselves and breakfast (high budget) having small choice and etc.
2. Atmosphere of hostel will be like "homey ambience" rather than hotels which are bigger, vast, and roomy for a traveler; therefore, hotel may be large and not warm as hostel (2W café & hostel, 2012)

### Main Factors Related to Tourist that should be Studied

Akkarangoon (2009) divided basic characteristic or demographic of tourists into age, occupation, education degree, income, marital status and resident area, all of which, in each aspect, affect different travelling behavior and choice in tourist attractions as follows:

1. Gender: Generally, male tourist is the group travelling more than female tourist as male tourist can travel alone or group and spread into all tourist attractions and can do more tourism activities; on the other hand, female tourist has less flexibility and would travel with friends or tourism guide company; they will choose safe tourist attractions and travel conveniently; therefore, any tourist attraction gaining many female tourists or having high growth rate will receive an indirect image being the safe tourist attraction.
2. Age: Persons in different age have different abilities in travelling.
3. Occupation: Groups having different tasks and responsibilities have a different chance in travelling as the group working in high level occupation will have more chance in travelling more than other group because they have more budget; moreover, tasks and responsibility are the part determining to travel for working, especially persons in groups of executives, specialist and sale agent.
4. Education Degree: it is a factor in conformity with

occupation and income as high-educated persons usually have a good income making them travel often more than low-educated persons; moreover, education degree is an indicator in quality of tourists with an assumption that high-educated persons are intelligence and good way of life expressing good attitude and behavior, namely having environmental conservation idea, social understanding and understanding in different culture.

5. Income Level: it is an indicator of possibility in travelling of persons, that is to say, persons having high income will have a higher chance in long-distance and more frequent travelling than persons having lower income. In marketing aspect, there are 3 groups, namely high income group or upper level group, moderate income group or middle level group and low income group or lower group; the income range will determine such base level, which is depended on economic conditions and level of living cost in each country.

6. Marital Status: Single groups have a chance in travelling frequently and staying for a longer time than married groups as they can decide things by themselves and do not have family burden to take care while the married groups may travel less as when travelling, they have to go as guardian (with child) or couple (without child) creating family and honeymoon markets.

7. Residence: Persons staying in different environment and weather climate have a different needs and select different tourist attractions, namely the group staying in cold zone tends to travel to hotter zone; vice versa, the group staying in hot zone would seek to travel to different places from the places that they stayed such as westerners coming to eastern to see the different culture and etc.

### Related Research

Siroroj (2002) conducted a study regarding decision-making process for selecting accommodation in Khaosan Road of foreign tourists towards accommodation service in Khaosan Road, as well as, conducted the set assumption test, that is tourists do not have a different satisfaction level towards accommodation service in Khaosan Road; from the study, it is found that the decision-making process for selecting accommodation in Khaosan Road of foreign tourists has two types, namely type 1: tourists making a decision to select accommodation before arriving by searching from staying experience of tourists and from recommendation of friends or close contact and type 2: foreign tourists decide to select accommodation after arriving; although tourists received information from several sources and news, they did not have any experience in staying; thus, they will decide when finishing survey by themselves. Regarding motive and influenced incentives towards decision making for selecting accommodation of tourists, it is price of accommodation as the tourists will consider the price from rental price when comparing with quality, location placed near tourist attractions, accommodation being clean and hospitality of entrepreneur. For the test of assumption, it is found that foreign

tourists have no difference in satisfaction level. Khrotwongsa (2002) conducted a study regarding influence of service marketing mix toward British tourists in hotel service selection in member network of Northern Thai Hotels Association, area 1, total 13 hotels; from the study, it is found that the most important levels of service marketing mix are personnel, service providing process, price, products, distributing channel, marketing promotion, physical presentation. Vacharothone (2006) conducted a study regarding influence towards foreign tourists for selecting guesthouse accommodation in Mueang District, Chiangmai, it is found that the reasons of most consumers select guesthouse service because it is worth the money to be paid, secondarily, staying in guesthouse save money and they like guesthouse atmosphere. The most important factors service marketing mix having influence towards most consumers in selecting guesthouse accommodation are location, secondarily, price, service, facility and communication material, respectively.

## METHODOLOGY

The research regarding foreign tourists' satisfaction towards selecting the accommodation service (Hostel) in Bangkok determines guideline and steps of methodology in parts of research methodology according to topics as follows:

### Population Determination and Sample Selection

Population in the study is foreign tourists staying in hostels in Bangkok divided according to hotels as follows:

Hi Sukhumvit	total	20 persons
Bodega Bangkok	total	20 persons
3howw	total	20 persons

### Sample Group Selection

Sample group in the research is foreign tourists staying in hostels in Bangkok by randomizing by non-probability; this type of randomization does not consider the chance to be selected rendering an unknown possibility in each value of population. Obtained results in the sample group selection could not be brought to refer to population; however, this type of sample group selection saves more time and expense.

## Research Tools

The tool used in this study is questionnaires related to satisfaction of foreign tourists towards accommodation selection of hostels in Bangkok towards the service of 3 hostels divided into 3 parts as follow: Part 1: Questionnaires related to basic data, namely age, occupation, monthly income asking for behavior of service users, namely stayed hostels, number of staying night and importance matters when selecting hostel accommodation service. Part 2: Questionnaires regarding satisfaction towards satisfaction in service, price, hostel staff, service process and physical characteristic. Part 3: Questionnaires regarding additional suggestion related to satisfaction of tourists towards service using of hostels as open-end form

## Data Collection

As for the data in this research, randomization was conducted as purposive sampling of foreign tourists coming to use service with freewill and gladly to provide data; the data collection was conducted in the area of check-in/check-out around lobby around 9.00-18.00 hours.

## Data Analysis

Quantitative Method is a method for bringing obtained data to analyze satisfaction of foreign tourism coming to use hostel service by utilizing this criterion

Most strongly affecting decision making	score	5
Strongly affecting decision making	score	4
Moderately affecting decision making	score	3
Less affecting decision making	score	2
Least affecting decision making	score	1

## RESULTS

From data analysis obtained from questionnaires of foreign tourists, total 60 samples staying in 3 hostels in Bangkok by determining topics and details to be in conformity with the questionnaires, the results are in the following

**TABLE 1**  
**The Satisfaction in Service and Accommodation**

The satisfaction in service and accommodation	$\bar{X}$	S. D.
1. reputation of accommodation	12	0.00
2. conditions of room	12	17.38
3. size of room	11.2	14.92
4. facilities in room	12	14.76
5. cleanness of room	12	16.02
6. location	12	13.93
7. tour package and discount of accommodation	12	12.94
Overall	11.89	

For the standard deviation related to satisfaction in service and accommodation of foreign tourists using hostel service in Bangkok, it is found that the satisfaction in service and accommodation has mean in opinion level total 11.89 which is in very well level and can be arranged respectively as reputation of accommodation, condition of rooms or accommodation, facility

in rooms or accommodation, cleanness of accommodation or rooms near tourist attraction, business source, community, appropriate location of accommodation, tour package and discount of accommodation, all having mean total 12 and size of rooms or accommodation having mean total 11.2.

**TABLE 2**  
**The Satisfaction in Price**

<b>The satisfaction in price</b>	$\bar{X}$	<i>S. D.</i>
1. the clarification of price	12	15.30
2. accommodations being appropriate with price	12	15.12
3. food and beverage price being appropriate	12	13.98
Overall	12	

Standard deviation related to the satisfaction in the aspect of price of foreign tourists coming to use hostel service in Bangkok, it is found that the satisfaction in the aspect of price has overall opinion level as 12, which is in high level and can be arranged

respectively as follows: the clear determination of rooms or accommodations and several services, dormitories or accommodations being appropriate with price and food and beverage price being appropriate, all having mean as 12.

**TABLE 3**  
**The Service of Hostel Staff**

<b>The service of hostel staff</b>	$\bar{X}$	<i>S. D.</i>
1. service with smile	12	19.38
2. Respond to customer inquiries promptly.	12	17.07
3. providing service to customers equally	11.2	17.62
4. understanding the skill of service	12	16.54
5. foreign language communication	12	15.51
6. problem solving	12	17.71
Overall	12	

Standard deviation related to the satisfaction in the aspect of service providing of staffs in of foreign tourists coming to use hostel service in Bangkok, it is found that the satisfaction in price has overall opinion level mean as 12, which is in very well level and can be arranged respectively as providing service with

smile, being polite and friendly, providing service to customers equally, possessing understanding and skill for providing service of staffs in foreign language communication and skill in problem solving, all having mean as 12.

**TABLE 4**  
**The Service Process**

<b>The satisfaction in price</b>	$\bar{X}$	<i>S. D.</i>
1. rapid service in room reservation, check in, check out	12	16.93
2. providing more information as needed	12	13.47
3. many method in reservation and payment of accommodation	12	15.70
Overall	12	

Standard deviation related to the satisfaction in the aspect of service process coming to use hostel service in Bangkok, it is found that the satisfaction of service providing has overall

opinion level as 12, which is in very well level and can be arranged respectively as follows: providing rapid service in both room reservation and room providence and checking-out service,

providing data as needed, namely taxi hailing service, card, bank transfer, bank transfer by internet, all having mean as sightseeing and travelling service and having many method in 12. reservation and payment of accommodation, namely cash, credit

**TABLE 5**  
**Physical Characteristics**

<b>The service of hostel staff</b>	$\bar{X}$	<i>S. D.</i>
1. physical characteristics	12	18.18
2. atmosphere in rooms	12	16.79
3. the segmentation for guests	12	16.31
4. readiness of usage of Wi-Fi and souvenir shop	13.2	16.96
5. security of accommodation or rooms	12	18.67
Overall	12.24	

Standard deviation related to the satisfaction in the aspect of service process coming to use hostel service in Bangkok , it is found that the satisfaction in physical characteristics has overall opinion level as 12.24 which is in very well level and can be arranged respectively as follows: readiness of usage of Wi-Fi and souvenir shop, having mean as 13.2, secondarily, atmosphere around accommodation, atmosphere in rooms or accommodation being divided for tourists, namely dining room or bar and other facility or security of accommodation or rooms, all having mean as 12.

#### DISCUSSION AND SUGGESTIONS

Satisfaction is an abstract perception as it is intangible before being provided with service or using of service in order to know the level of satisfaction; the satisfaction levels in each person are not equal. In order to know that the persons is satisfied or not satisfied, they can be perceived by expression. An outcome from using products or service is lower than expectation, this will

cause dissatisfaction. A service is an intangible, cannot be divided, various and easy to expire. A service is perishable; therefore, it should be developed in order to make users feel impressed and gain the highest benefits. These are the reasons encouraging the researcher envisions the importance of satisfaction of foreign tourists towards selecting the accommodation service (Hostel) in Bangkok by emphasizing on service quality as main topics and it is the important parts in creating satisfaction for tourists to come back to use hostel in Bangkok for another time.

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