

# Tourist Destination Loyalty Model for Homestays Entrepreneurs in Samut Sakhon Province

Chaiyawit Muangmee  
Nusanee Meekaewkunchorn  
Ratchanokpanyasupat  
Rattana Bunuam  
Preeyaporn Suebsawat

## Article Info

Volume 83

Page Number: 3038 - 3044

Publication Issue:

March - April 2020

## Abstract:

This research aims to (1) explore the image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province, (2) the components of the four latent variable, (3) direct and indirect effects of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction those affect tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province (4) find tourist destination loyalty model for homestays Entrepreneurs in Samut Sakhon Province. This research is a quantitative research. The samples collected were 440. The data were by using descriptive statistics of percentage, arithmetic means, and standard deviation. The inferential statistics consisted of confirmatory factor, Path and structural equation modeling.

The research revealed that: (1) the image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province were mostly at high level., (2) confirmatory factors implied that the image of the homestays in Samut Sakhon Province has the highest in the “most impressive elements values”, service marketing mix has the highest in “people”, tourist satisfaction has the highest value in “service quality”, and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province has the highest value in the “repeated use of the service”, (3) the effect found that the image of the homestays in Samut Sakhon Province, service marketing mix have direct and indirect influence on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province, and (4) the constructed model corresponded with the empirical evidence of all variables ( $\chi^2=39.39$ ,  $df=33$ ,  $\chi^2/df=1.19$ ,  $P=0.11$ ,  $RMSEA=0.01$ ).

## Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 21 March 2020

**Keywords:** Tourist Loyalty, Entrepreneur homestays, Homestays In Samut Sakhon Province

## I. INTRODUCTION

The current tourism industry plays an important role in Thailand's economy. It generates abundant of income to the Thailand each year. Tourism industry has a positive impact on the overall economic system of Thailand, resulting in employment and income distribution to the tourism sector. This generates growth and prosperity to rural regions, creating infrastructure

and many convenient facilities to accommodate incoming tourists. Even though the tourism industry is beneficial to the nation, it has negative impacts on the balance of biological systems, cultural identity, and community life. The government has established a policy to promote and support the Thai tourism industry by emphasizing on the importance of tourism that affects the Thai economy. It must generate income to the country, including enhance

competitiveness in order to compete with other nations successfully.

At present, Thailand has many tourist attractions that are targeted for sustainable tourism development. Nowadays, the tourism trend focuses on “resource conservation travelers”, who are interested eco-travel. One of them is the "Homestay" style tour, which is a popular lifestyle and culture experiences. The community set up a residence manager to be in charge of arranging and organizing the so called “Home” of the inhabitants to become hotel rooms for the tourists. The homeowners must give consent and willingness to become a landlord, and be able to provide services to visitors. This scheme enables a process of learning about ways of life together between communities and the tourists. It creates knowledge and understanding of community life, creating a positive attitude towards the community (Chee-Hua Chin, 2014).

From such reasons, this research aims to the image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province. The researcher will bring the knowledge from the research results to develop Tourist destination loyalty model for Entrepreneurs homestays in Samut Sakhon Province.

## II. RESEARCH HYOTHESES

### *Hypothesis 1 (H1):*

The image of the homestays in Samut Sakhon Province and tourist satisfaction have direct and indirect effects on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province.

### *Hypothesis 2 (H2):*

The service marketing mix, and tourist satisfaction have direct and indirect effects on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province.

## III. SCOPE OF THE RESEARCH

Scope on the content: The image of the homestays, Service marketing mix, Tourist satisfaction, Tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province.

Scope on the population: The samples collected were 440

Scope on the timeline : From April 2018 - February 2019.

## IV. RESEARCH POPULATION SAMPLES

Sample: The sample was calculated to meet the minimum requirement for the use of structural equation modeling (SEM) which was 20 times of the studied variables. In this research, the sums of observed and latent variable were 22; hence the sample size must have at least 440 samples the data were collected by a simple random sampling method.

## V. RESEARCH INSTRUMENT

The data collection instrument for this research was a questionnaire which had been tested for validity by 3 experts by using the technique of IOC (item objective congruence). Moreover, a tryout of 30 samples of the same homogeneity with the population was carried out to measure the reliability of the research instrument resulting to the Cronbach Alpha Coefficient of 0.962

## VI. STATISTICS EMPLOYED FOR THE DATA ANALYSIS

Statistics of percentage, arithmetic means, standard deviation, confirmatory factor analysis, path analysis and structural equation modeling (SEM).

## VII. RESULTS OF THE RESEARCH

### *Part 1:*

Results of the image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province as shown in Table 1.

Table I  
Showing the average and standard deviation of tourist information (n=440)

Observable Variables	$\bar{X}$	S.D.	SK	KU	Interpretation
<b>The image of the homestays</b>	<b>3.98</b>	<b>0.62</b>	<b>-.237</b>	<b>.455</b>	High level
Believe	3.71	0.59	-.342	.427	High level
Attitude	4.01	0.67	-.328	.377	High level
Impression	4.23	0.54	-.231	.645	High level
<b>Service Marketing Mix</b>	<b>3.82</b>	<b>0.63</b>	<b>-.239</b>	<b>.423</b>	High level
Product	3.90	0.61	-.149	.562	High level
Price	3.88	0.53	.549	.160	High level
Place	3.65	0.64	-.064	.651	High level
Promotion	4.04	0.55	-.311	.569	High level
People	4.14	0.49	-.445	.311	High level
Process	3.61	0.81	-.154	.350	High level
Physical Evidence	3.56	0.67	.199	.319	High level
<b>Tourist Satisfaction</b>	<b>3.52</b>	<b>0.69</b>	<b>-.138</b>	<b>.454</b>	High level
Service Quality	3.88	0.66	.069	.823	High level
Value for Money	3.81	0.65	.061	.552	High level
Atmosphere	3.68	0.72	-.233	.332	High level
Clean	3.14	0.80	-.089	.254	Medium
Safety	3.08	0.77	-.235	.012	Medium
<b>Tourist loyalty</b>	<b>3.96</b>	<b>0.64</b>	<b>-.189</b>	<b>.475</b>	High level
The Repeated Use of Service	4.10	0.55	-.001	.712	High level
Frequency of Repeat Visits	3.88	0.64	-.036	.245	High level
Suggest and Tell	3.92	0.67	-.339	.581	High level

From Table 1, the image of the homestays in Samut Sakhon Province all at high level( $\bar{x} = 3.98$ ), service marketing mix was all high level( $\bar{x} = 3.52$ ), and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province ( $\bar{x} = 3.96$ ).

The checking of skewness and kurtosis found minus and plus no more than 2, all variables have a positive relationship and are suitable for structural equation modeling (SEM) (Angsuchot et al.,2009)

#### Part 2:

Results of the confirmatory factors (CFA) of the components of the four latent variables of the factors of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province

Latent variables	Observed variables	Factor loadings	R <sup>2</sup>
the image of the homestays	believe	.75**	.44
	Attitude	.69**	.55
	impression	.81**	.49
Service marketing mix	Product	.74**	.55
	Price	.70**	.53
	Place	.76**	.62
	Promotion	.69**	.53
	People	.80**	.57
	Process	.73**	.48
Tourist satisfaction	Physical Evidence	.65**	.44
	Service quality	.79**	.57
	Value for money	.74**	.55
	Atmosphere	.72**	.53
	Clean	.70**	.52
Tourist loyalty	Safety	.73**	.54
	the Repeated use of service	.82**	.56
	Frequency of repeat visits	.75**	.55
	Suggest and tell	.71**	.54
$\chi^2 = 39.39$ , $df = 33$ , $P = 0.11$ , $SRMR = 0.04$ $RMSEA = 0.01$			

#### Part 3:

The results found that the image of the homestays in Samut Sakhon Province has direct and indirect influence on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province.

The service marketing mix has direct and indirect influence on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province as shown in Figure 1.

Table II

Show statistics, analyze relationships and influence between variables

Result variable	tourist satisfaction			tourist loyalty		
	TE	IE	DE	TE	IE	DE
<b>Event variables</b>						
the image of the homestays	0.61	-	0.61**	0.71	0.24	0.47**
service marketing mix	0.59	-	0.59**	0.61	0.23	0.38**
tourist satisfaction						0.39**
R <sup>2</sup> structural equation modeling	0.75			0.64		
$\chi^2=39.39, df=33, P=0.11, CFI=0.99, TLI=0.99, SRMR=0.05, RMSEA=0.01$						

: \*P<0.05 TE = Total influence. IE = indirect. DE = Direct

From Table 2, the effect analysis of variables between variables structural equation model analysis found that the image of the homestays in Samut Sakhon Province has direct effect on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province (DE = 0.47), indirect (IE = 0.24), total influence (TE = 0.71).

Service marketing mix has direct effect on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province (DE = 0.38), indirect (IE = 0.23), total influence (TE = 0.61).

Tourist satisfaction has direct effect on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province (DE = 0.39).

The forecast coefficient (R<sup>2</sup>), service marketing mix (0.75), tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province (0.64).

Part 4:

The constructed model fits to the empirical data;  $\chi^2 = 39.39, df = 33, \chi^2/df = 1.19, P\text{-value} = 0.11$  and  $RMSEA = 0.01$

Hypothesis testing results

Hypothesis 1 (H1): The image of the homestays in Samut Sakhon Province, and tourist satisfaction have direct and indirect effects on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province. Accept.

Hypothesis 2 (H2): The service marketing mix, and tourist satisfaction have direct and indirect effects on tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province. Accept.

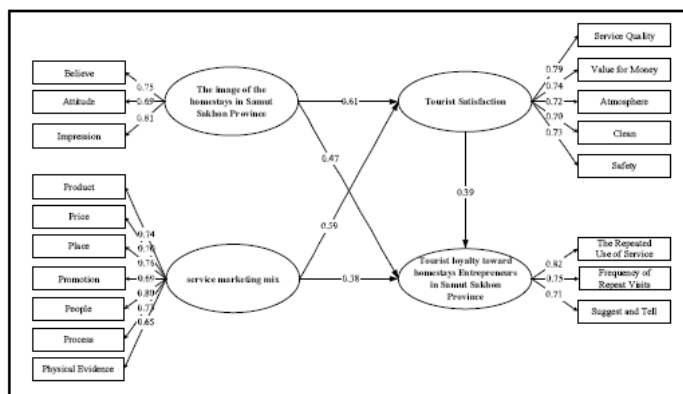


Fig. 1. Construct model displaying the effect values between variables

VIII. DISCUSSION OF THE FINDINGS

The discussion of this research is divided into 4 parts as followings:

- (1) The image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province were mostly at high level.
- (2) The results of the components of the four latent variables of the image of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction and tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province.

The results of the components of the factors of the image of the homestays in Samut Sakhon Province found that “impression” had the highest factor loading, followed by “believe” and “attitude” which are in line with the concept and theory of (Tariq & Moussaoui, 2009) which stated that the “impression”

is an important component of the image of a tourist attraction, as well as corresponded to the research of (Mechinda & Anuwishanont, 2010) whose found that the “impression” has a positive effect on the image.

The results of the components of service marketing mix found that “people” had the highest factor loading, followed by “place”, “product”, “process”, “price”, “promotion” and “physical evidence” which are in line with the concept and theory of (Lovelock C. & Wirtz J. 2007) which stated that people, product, price, place, promotion, process, and physical evidence are an important components of service marketing, as well as corresponded to the research of (Muangmee, 2013) whose found that “people” has a positive effect on the sustainable marketing factors to Sufficiency Economy Philosophy.

The results of the components of tourist satisfaction found that “service quality” had the highest factor loading, followed by “value for money”, “safety atmosphere” and “cleanliness” which are in line with the concept and theory of (Chen & Xic, 2007) which stated that service quality, value for money, safety atmosphere, and cleanliness are important components of tourist satisfaction, as well as correspond to the research of (Martenson, 2007) whose found that the satisfaction caused by service quality.

The results of the components of tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province found that “repeat use of service” had the highest factor loading, followed by “frequency of repeat visits” and “suggest and tell” which are in line with the concept and theory of (Schiffman & Kanuk, 2007) which stated that the loyalty of tourists is an act of “repeated use of service”, as well as corresponded to the research of (Helgesen & Nettet, 2007) whose found that “repeated use of service” and “frequency of repeat visits” had positive effect on loyalty.

(3) The results of the direct and indirect effects of the homestays in Samut Sakhon Province, service marketing mix, tourist satisfaction those affect tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province found that the image of the homestays in Samut Sakhon Province has both direct and indirect effects to tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province, which is in line with the concept and theory of (Shiffman & kanuk, 2007) which stated that the image has a positive effect on loyalty, as well as correspond to the research of (Helgesen & Nettet, 2007) which found similarly.

Service marketing mix has both direct and indirect effects to tourist loyalty toward homestays Entrepreneurs in Samut Sakhon Province, which is in line with the concept and theory of (Yu-Jia Hu 2009) which stated that the service marketing has a positive effect on loyalty, as well as correspond to the research of (Muangmee, 2016) which found similarly.

(4) The results of searching for tourist destination loyalty model for homestays in Samut Sakhon Province confirmed that the constructed model fit with the empirical data, P-value = 0.011 Moreover, the value of  $\chi^2$  239.39 further confirm the finding. The researcher also considers other critical statistical results; such as, RMSEA = 0.01, CFI = 0.99, TLI = 0.99. In conclusion, the constructed model fit with the statistical analysis of the empirical results.

## IX. APPLICATION OF THE RESEARCH

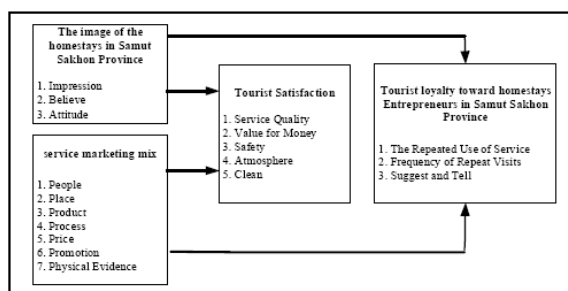


Fig. 2. The Tourist Destination Loyalty Model for homestays Entrepreneurs in Samut Sakhon Province

## X. SUGGESTION FOR FUTURE RESEARCH

1. Qualitative research using in-depth interview or focus group with successful homestays Entrepreneurs.
2. Focus research on specific factors; such as, marketing, financial management, human resources, for the sustainability of the Homestays in the long run.

## XI. REFERENCES

- [1] Angsuchot Supachamas, Vijittavanich Somtawin, and Gulipinyopanuvat Ratchanee. (2009). Analytical Statistics for Social Science Research and Behavioral Sciences: Techniques for Using LISREL Program (3th ed.). (In Thai). Bangkok: Mission Media.
- [2] Chee-Hua Chin, May-Chiun Lo, Peter Songan, and Vikneswaran Nair. (2014). Rural tourism destination competitiveness: A study on Annah Rais Longhouse Homestay, Sarawak. *Procedia-Social and Behavioral Sciences* 144 (2014) 35–44
- [3] Chen, Y. & Xie, J. (2007). Cross-Market Network Effect with Asymmetric Customer Loyalty: Implication for Competition Advantage. *Marketing Science*. 26(1), 52-56.
- [4] Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty, (p.546).
- [5] Mechinda, P. and Anuwishanont, J. (2010). An Examination of Tourists' Loyalty Towards Medical Tourism In Pattaya, Thailand," (p.56).
- [6] Chaiyawit Muangmee. (2013). The Sustainable Marketing Model of The Small Enterprises in Accordance to Sufficiency Economy Philosophy. *Journal of the Association of Researchers*. 19 (1). 20-33.
- [7] Chaiyawit Muangmee. (2016). The StrategyMarketing of The Small Enterprises in Accordance to Sufficiency Economy Philosophy. *Journal of Information Humanities & Social Sciences*. 15 (1). 90-101.
- [8] Lovelock C. & Wirtz J. (2007). *Services Marketing, People. Technology, strategy*. Sixth edition: Pearson International Edition. pp. 207-380.
- [9] Tariq, A. N. and Moussaoui, N. (2009). The main antecedent of customer loyalty in Moroccan banking sector," (p.104)