



QUALITY IMPROVEMENT OF KID'S CLUB ACTIVITIES TO ENHANCE GUEST SATISFACTION: A CASE  
STUDY OF SHERATON KRABI BEACH RESORT.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

By  
Korada Kaewkungwal

**An Independent Study Submitted in Partial Fulfillment of the Requirements for the Degree**  
**MASTER OF BUSINESS ADMINISTRATION**  
**Program of HOTEL AND TOURISM MANAGEMENT**  
**(International Program)**  
**Graduate School**  
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.....  
(Assistant Professor Panjai Tantatsanawong,Ph.D.)

Dean of Graduate School

...../...../.....

The Independent Study Advisor  
Chaichana Teerasukittima, Ph.D

The Independent Study Examination Committee

..... Chairman

(Sudawadee Chanpiwat, Ph.D)

...../.....



Member

(Mr. Henri Magne)

...../.....

..... Member

(Chaichana Teerasukittima, Ph.D)

...../.....

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Service quality is becoming a major part of hotel industry. Therefore, it is important to measure and to find effectiveness of service quality based on customers' satisfaction. The purposes of this paper are to examine and to analyze the gap between customers' expectation and perception in Kid's club sector in a 5 stars resort in Krabi. This research will use quantitative method by applying a modified version of SERVQUAL (Parasuraman et al., 1988) to find out the relationship between factors. Furthermore, it uses to find whether there is any gap between expectation and perception. According to SERVQUAL, this is the instrument to performing gap analysis between customers' need and service performance that an organization provides to customer. The questionnaire will represent service quality on five dimensions. (1) Tangible is the appearance of the physical facilities, equipment, personnel and communication materials. (2) Reliability is the ability to perform the promised service dependably and accurately. (3) Responsiveness is the willingness to help customers and provide prompt service. (4) Assurance is the knowledge and courtesy of employees and their ability to convey trust and confidence. (5) Empathy is the caring, individual used attention the organization provides sit customers. The questionnaires were distributed at Sheraton Krabi Beach Resort. Thirty respondents are kids' parents who use kid's club facilities were purposive selected. The result of this study showed the highest level of customers' expectation were assurance and empathy ( $\bar{x} = 4.27$ ); at the same time, the highest level of customers' perception was empathy ( $\bar{x} = 4.19$ ). The result also showed that the SERVQUAL gap was analyzed as the negative gap meaning that the hotel customers perceived service quality which not exceeded customers' expectation. Whilst, tangibility is the highest level of negative gap that mean the manager should focus on the appealing of the facilities to be more attractive to enhance customer satisfaction.

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Student's signature .....

Independent Study Advisor's signature .....

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## Chapter 1

### INTRODUCTION

The service industries play a significant role in most economies (Tam, J.L.M, 2000). When global environment change, many businesses are facing intensifying competition. In order to achieve competitive advantage, businesses have to find the ways to differentiate themselves (Amy et al, 1999). Therefore, the determination of managers and researchers are understand how customers perceive the quality of service. (Markovic and Raspor, 2010). For many years hospitality terms have believed that the goal of marketing is to create as many new customers as possible (Shoemaker and Lewis, 1999).

Within the context of tourism, the family, including children, represents one of the largest markets for holiday service providers. Children represent a significant proportion of the population and an important current and future market for the tourism industry. (Carr, 2006). Attractions are often designed for families (DeVault, 2000; Hallman & Benbow, 2007; Johns & Gyimothy, 2002, 2003) and children may generate financial profits by responding to retail opportunities and being a catalyst in motivating a family visit to an attraction (Ryan, 1992)

#### **Hotel Information**

Sheraton Krabi Beach Resort is a part of Starwood Hotels and Resorts which including The Luxury Collection, Westin, Le Meridian, W Hotels, St. Regis, Four point by Sheraton, aloft by W Hotels, and The element by Westin. The hotel located in Klong Muang Beach, Krabi Province, which is the attractive destination in Thailand. This hotel has been opened for 9 years.

This hotel serves a variety of service which includes 9 rooms type in Thai-Style. 3 restaurants which is Mangosteen's (International and Thai with buffet), Gecko's (Italian Cuisine), and Malati (Indian food and seafood grill). For special guest, this hotel offers Club lounge for club room and platinum member. To connect the world, this hotel provide free internet access in lobby area or Link@Sheraton®. Furthermore, recreation facilities are the choice for the guest who wants to reboot the energy which include spa, fitness center, 2 swimming pools, water sport. For the family, this hotel provides a club for their children. Here they can have a new experience with lots of activities and new friend.

## Hotel Analysis

### SWOT

**Table 1** SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- International cooperation with Starwood Hotels and Resorts.</li> <li>- Located in unique area and has beach access.</li> <li>- Full option service.</li> <li>- Gorgeous landscape.</li> <li>- Well-train employees.</li> </ul>	<ul style="list-style-type: none"> <li>- Open for 9 years already, some facilities are out to date.</li> <li>- Guest's rooms are quite small not convenience for guest. Some buildings need to refurbish.</li> <li>- Hotel is far away from the town and air port.</li> <li>- High turnover rate.</li> <li>- Most of employees cannot communicate well in English.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- Higher amount of tourist come to Krabi every year. It easy to attract new target group.</li> <li>- Weather crisis in European countries.</li> </ul>	<ul style="list-style-type: none"> <li>- New hotel open next to the hotel.</li> <li>- Unpredicted weather and long rainy season.</li> <li>- Terrorism in Bangkok. Might impact to tourists' certainty and safety.</li> <li>- Economic crisis all over the world.</li> </ul>

### **Kid's Club Information.**

Kid's club is a place for children, which provide art and craft, sport, fun games, toys, and playground. Kid's club service for 4-12 years of age. However, children who are under 4 are welcome for free play under supervisory of parent or babysitter. Kid's club activities can divide in to two parts. First, free activities. Second, charge activities. In 2011, kid's club generated 160,719.35 of revenue which is 0.64% of total revenue of recreation department. The major income come from Batik painting and the second is gel candle. According to in house report of 2011, this hotel has total amount of children who are under 12 years; 9,402 persons. From the total amount of children in the hotel, there are only 1,594 or 16% of children who visit and use kid's club facilities. From the report showed that most of the kid spent their time in another area of the hotel. Besides, guest satisfaction index (GSI) supported that customers' perception were missed .Hence, the perception of customers' need is the important issue of the hotel in order to improve service quality and build up customers' satisfaction.

### **Kid's Club Opportunities**

There are 4 dimensions that are the opportunities for managers to improve quality of kid's club.

#### 1. Kid's club building & facilities

According to guest's feedback; such as, "kid's club is too small", "they need to be much and more than ever". Therefore, How to make a place to be more attractive is the important thing that needs to be considered.

#### 2. Kid's club activities

Current activities base on appropriate of age. However, it should be more for the group 8-12 years. In the other hand, children from under 4 should have some activities or toy for them as well.

#### 3. Kids in hotel

From the report, numbers of children that visit hotel are rapidly increasing every year. This is the examiner of manager that how they grab those kids and get on profitable with them.

#### 4. Promotions

At the present, guest has to go directly to kid's club to ask about information. Manager can make more convenience to the guest by give the information; such as, dairy activities, promotion of the month on the newsletter that they already have and send to the guest's room.

### **Objectives of the Study**

The objectives of this study are:

1. To assess customers' expectation and perception level towards service quality of kid's club in five dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al. 1988).
2. To analyze the discrepancy gap between customers' expectation and perception towards service quality of kid's club.

### **Identification problem**

From researched on Guest Satisfaction Index (GSI) found that, kid's club quality were unsatisfied to the guest and have a lower score comparing to another property in Thailand (see Appendix B). This can refer to how manager perform the quality of service to exceed customer's expectation. Whilst, this paper will examine the gap between customers' expectation and customers' perception in kid's club area.

### **Scope of the study**

Customer satisfaction relied on customer expectation and customer perception towards 5 service quality dimensions of kid's club. The sampling group was 30 customers who stayed at the hotel and brought their children to kid's club.

## CHAPTER 2

### LITERATURE REVIEW

#### Service Quality

In the past two decades, there are many research has studied in terms of service quality. Service quality has become recognized as a tool for differentiate itself from its competitors (Ladhri, 2009). Jain and Gupta (2004) supported that service quality is an implement for arriving operational capability and improved business performance. Service quality is a business administration's terms which explicate the degree of accomplishment of service. Hence, service quality improvement is the key issue in terms of productivity improvement, cost decreasing, enhancing profit, and building customer satisfaction (Akbar et al., 2010).

#### Measuring Service Quality

Parasuraman et al. (1988) defined service quality as “a global judgment or attitude relating to the overall excellence or superiority of the service” and they conceptualized a customer’s evaluation of overall service quality by applying Oliver’s (1980) disconfirmation model, as the gap between expectations and perception of service performance levels. Furthermore, they propose that overall service quality performance could be determined by the measurement scale SERVQUAL that uses five generic dimensions: tangibles (the appearance of physical facilities, equipment, personnel, and communications materials); reliability (the ability to perform the promised service dependably and accurately); responsiveness (the willingness to help customers and provide prompt service); assurance (the competence of the system and its credibility in providing a courteous and secure service); and empathy (the approachability, ease of access and effort taken to understand customers’ needs).

The foundations of quality service management have primarily emanated from two multidimensional models:

1. SERVQUAL, gap between expectation and perception (Parasuraman et al., 1985); and
2. SERVPREF, focus on performance- only (Cronin and Taylor, 1992).

## **SERVQUAL Instrument**

Several approaches to measure service quality have been cultivated in several decades. SERVQUAL is an instrument used to measure the quality of service that has been used extensively in research (Francis, 1995). SERVQUAL was introduced by Parasuraman et al. (1985; 1988; 1991). The SERVQUAL instrument is a technique that used for examine a gap analysis of an organization's service quality performance against customers' expectation (Parasuraman et al., 1988).

Ongoing research (Zeithaml et al., 1990) yielded five dimensions by which customers evaluate service quality. These service quality dimensions are:

### **Tangibles**

Tangibility is appearance of the physical facilities, equipment, personnel and communication materials. Tangibles include a wide variety of objects such as carpeting, desks, lighting, wall colors, brochures, daily correspondence and the appearance of the personnel.

### **Reliability** มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Reliability refers to the ability of a service organization to deliver its promise and to resolve service problems experienced by customers. Reliable managers are able to perform the promised service dependably and accurately.

### **Responsiveness**

Responsiveness refers to the willingness and readiness of employees to deal with customer requests, questions, complaints and problems. Responsive managers are those who make an effort to help guests and provide a prompt response.

### **Assurance**

Employees' knowledge and courtesy and their ability to inspire trust and confidence are vital. Trust and confidence also can be instilled into guests when the facilities are conveniently located. Confident managers are those who are knowledgeable and courteous and able to inspire guests' trust and confidence.

## **Empathy**

Empathy refers to caring, individualized attention provided to customers. The essence of communication is that customers feel special and unique through personalized or customized service as well as trained employees building positive communication relationships with them. To apply this factor, managers should make every effort to understand guests' needs, and employees should use simple language when communicating with them.

Calculating the gap score between each score of five dimensions forms the service quality measure. This gap can be expressed as 'Service Quality (SQ) = Perception (P) – Expectation (E)'. And average score of each dimension is then calculated across all respondents. A service quality score is also calculated by taking the mean score for the five dimensions. Positive scores represent 'better – than – expected' service, while negative scores represent poor service. A score of zero implies that quality is satisfactory. Since its instrument is useful in that it is comparatively easy for practitioners to understand service quality components. The gap-based SERVQUAL scale has been the dominant measurement paradigm in the service quality literature (Brady et al., 2002).

### **SERVPERF Instrument**

Cronin and Taylor (1992) were amongst the researchers who leveled maximum attack on the SERVQUAL scale. They questioned the conceptual basis of the SERVQUAL scale and found it confusing with service satisfaction. They, therefore, opined that expectation (E) component of SERVQUAL be discarded and instead performance (P) component alone be used. They proposed what is referred to as the 'SERVPERF' scale. Besides theoretical arguments, Cronin and Taylor (1992) provided empirical evidence across four industries (namely banks, pest control, dry cleaning, and fast food) to corroborate the superiority of their 'performance-only' instrument over disconfirmation-based SERVQUAL scale.

Service quality concerns with customers' expectation and organizations' performance. According to Lewis and Booms (1983), a good service quality is can be showed in terms of good performance exceeding customers' expectation.

## **Customers' Expectation**

Family tourists have expectations on the quality of service and the facilities which they want at various destinations. The extent to which the family's expectations are met will determine the level of tourist satisfaction or dissatisfaction (Frances, 2004). When traveling with children the motivations are different. The wellbeing of the children is the most important. Especially, expectations are high and customers are more conscious of how their needs are fulfilled (Pirlstrom, 2010).

## **Customers' Perception**

Perceived performance is defined as customers' perception of how product performance fulfills their needs, wants and desire (Cadotte et al., 1987). Perceived quality is the consumers judgment about an entities overall excellence or superiority (Zeithmal,1988). Customers' perceptions of service quality result from a comparison of their before-service expectations with their actual service experience. The service will be considered excellent, if perceptions exceed expectations; it will be regarded as good or adequate, if it only equals the expectations; the service will be classed as bad, poor or deficient, if it does not meet them (Vázquez et al., 2001). Customers' perceptions of service quality are influenced by five "gaps" (Parasuraman et al., 1988):

1. Gap 1 represents the difference between customer expectations and management perceptions of customer expectations.
2. Gap 2 is the difference between management perceptions of consumer expectations and the translation of these perceptions into service-quality specifications.
3. Gap 3 is the difference between the service actually delivered by front line service personnel on a day-to-day basis and the specifications set by management.
4. Gap 4 represents the difference between service delivery and what is promised in external communications to consumers.
5. Finally, Gap 5 is the difference between customer expectations and perceptions.



Measuring the gap between customers' expectation and perception of service quality delivery has become a principle focus for a research recently. This analysis may provide management with important insights about how well actual service performance compared with the expectation of the customers. Therefore, study of the Gap 5 is an extremely useful tool for management in monitoring the service delivery in hotel industry. Thus, it was important to test customer perceptions to see whether service quality provide by hotel industry was meeting, exceeding or falling below customer expectations. (Tsang and Qu, 2000)

### **Customer Satisfaction**

In hotel industry customer satisfaction is largely hooked upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty. (Dominici and Guzzo, 2010) Oliver (1997, p. 13) defined that satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Krishna et al., (2010), argued that good customer satisfaction has an effect on the profitability of nearly every business. For example, when customers perceive good service, each will typically tell nine to ten people. Gloria (2010) stated that there is a positive relationship between service quality and customer satisfaction. Obtaining customer satisfaction depends to a large extent on ensuring that the firm maintains high service quality standards. In order to achieve customer satisfaction, it is important to recognize and to anticipate customers' needs and to be able to satisfy them (Dominici and Guzzo, 2010). Moreover, when managers keep maintains on customers' satisfaction and exceeds their expectations; hence, customers were satisfied, they do not change to a competitor but tell people they know of the excellent service they have experienced (Pirlstrom, 2010).

## CHAPTER 3

### Research Methodology

There are two major research methodologies: qualitative research and quantitative research. According to the previous research found that most of the researchers use questionnaire as their technique. Furthermore, the information of SERVQUAL is large in research field. Therefore, this study will use survey as a data collection technique to study customer's expectation and customers' perception of service quality in kid's club.

#### Population/Sample

The population of this research is the customers who stay at the hotel and has children.

Respondent were selected by purposive sampling which based on the appropriate for the study. This research will survey 100 customers: who has experience with kid's club, and who has children.

#### Research Instrument

A questionnaire was used as an instrument for data collection. The questionnaire instrument consisted of 4 parts as follows;

The first part contained general background which included gender, age, nationality, salary, purpose of traveling, frequency of visits, and what they expect in kid's club.

The second part is evaluating expectation. The third part is evaluating perception after experience of the kid's club. The survey will include 5 factors according to service quality dimensions of the SERVQUAL system: tangibility, reliability, responsiveness, assurance, and empathy based on Parasuraman et al. (1988). The researcher explored customer's expectation and perception levels towards service quality of kid's club at the Shertan Krabi Beach Resort. The questionnaire was distributed to 100 customers on their arrival at kid's club. These customers were requested to complete the questionnaire.

In this section, the degree of satisfaction towards service quality of kid's club is set from 1 to 5 (5 is from the highest expectation/satisfaction, whereas, 1 is the lowest

expectation/satisfaction). In addition, the translation of level ranking was analyzed follow criteria of customers satisfaction designed by Best (1977: 174)

The score among	1.00-1.80	mean lowest satisfaction
The score among	1.81-2.61	mean low satisfaction
The score among	2.62-3.41	mean average satisfaction
The score among	3.42-4.21	mean good satisfaction
The score among	4.22-5.00	mean very good satisfaction

Finally, the fourth part of the questionnaire is generated to ask the customers suggestions about the service quality of the facilities, equipment, and staff. Completed questionnaires were collected upon their sign out by kid's club staffs.

### **Data Analysis**

After the questionnaires were collected, the researcher explored the level of customers' expectation and perception towards service quality of Kid's Club in five: tangibility, reliability, responsiveness, assurance, and empathy. The frequencies and percentages are used for calculating and analyzing the data to the personal data in part 1. Besides using descriptive statistics of means and standard deviations, gap analysis was used in comparing means between expectation score and perception score of the respondents and the data were analyzed using SPSS program (Statistical software package). Moreover, the results were discussed and summarized with some suggestions for further studies.

## CHAPTER 4

### RESULT

#### Personal data of Respondents

This section presents the personal data of 30 customers who stayed at the hotel and bring their children to the kid's club. The profile covers the gender, age, nationality, purpose of trip, number of children, number of previous visit, and monthly income (see Table 2). The findings showed that there were more females customers (53%) than male (47%). The largest age group was between 31 and 40 years of age (67%). The majority (40%) of the respondents was European. The main purpose of their visits is vacation (100%). 77% of the respondents came to hotel at first time. Most of the respondents had 2 children (57%) and had income more than \$3,000 per month (80%)

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**Table 2 Personal data of respondents (30 persons)**

<b>Personal data</b>	<b>Number of respondents</b>	<b>Percentage</b>
<b>Gender</b>		
Male	14	47%
Female	16	53%
<b>Age</b>		
Below 30 years old	1	3%
31 – 40 years old	20	67%
41 – 50 years old	8	27%
Over 50 years old	1	3%
<b>Nationality</b>		
Asian	11	37%
British	1	3%
Scandinavian	2	7%
European	12	40%
Others	4	13%
<b>Proposal of trip</b>		
Vacation	30	100%
<b>Number of children</b>		
1	10	33%
2	17	57%

3	3	10%
<b>Number of pervious visit</b>		
1 time	23	77%
2 time	1	3.9%
3 time	2	7%
4 time	4	13%
<b>Monthly income</b>		
Less than \$1,000	3	10%
\$1,000 - \$2,000	1	3%
\$2,001 - \$3,000	2	7%
More than \$3,000	24	80%

#### **Customer expectation in kid's club**

This section presents the customers' expectation in kid's club and shows that 97% of customer has highest expectation on variety activity (see table 3) followed by friendly staff (80%). One of customer mentioned that safety is to be the expectation factor as well.

**Table 3** Customer expectation in kid's club

<b>Expectation in Kid's Club</b>	<b>Number of respondents</b>	<b>Percentage</b>
1. Reasonable price	13	43%
2. Variety of activity	29	97%
3. Appealing of facilities	17	57%
4. Friendly staff	24	80%
5. Other	1	3%

### **Level of customers' expectation and perception towards service quality of kid's club**

This section presents the customers' expectation and perception towards service quality of kid's club at Sheraton Krabi Beach Resort. Service quality is composed of tangibility, reliability, responsiveness, assurance, and empathy. The 30 respondents were asked to rate each statement concerning their expectation and perception of service quality of kid's club (see Appendix A) at Sheraton Krabi Beach Resort. The findings of the service quality of each dimension were as follows:

#### **Tangibility**

The tangibility dimension includes physical aspects such as the physical appearance of kid's club services including the appearance of equipment, facilities, material, and the neatness of kid's club staff.

**Table 4** Customer satisfaction concerning tangibility

Tangibility dimension	Customers' expectation			Customers' perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
1. Kid's club has modern – looking equipment	4.07	0.583	High	3.66	0.606	High
2. Kid's club has visually appealing material	3.63	0.669	High	3.36	0.668	Moderate
3. Kid's club has visually appealing playground	<b>4.30</b>	0.596	Highest	3.93	0.449	High
4. Kid's club has visually appealing room	4.13	0.629	High	3.40	0.621	Moderate
5. Staffs are neat and professional appearance.	<b>4.30</b>	0.651	Highest	<b>4.16</b>	0.592	High
<b>Overall Score</b>	<b>4.08</b>	<b>0.625</b>	<b>High</b>	<b>3.70</b>	<b>0.5872</b>	High

Table 4 shows that overall satisfaction of expectation towards tangibility is at a high level (4.08). Appealing of playground and the neatness of staff both received high ranking at 4.30.

Customer perception of tangibility dimension was also ranked at the high level (3.70). The findings are supported by Wong et al. (1999), who studied SERVQUAL dimensions in the hospitality industry in Malaysia. They found that service quality was related to the tangible behavior and appearance of employees. The best predictor of overall service quality was the tangibility dimension.



### Reliability

The reliability dimension refers to the ability of kid's club staff to provide services dependably and accurately. Reliable service performance has to meet customers' expectation. Service must be accomplished on time, every time, in the same manner.

**Table 5** Customer satisfaction concerning reliability

Reliability dimension	Customers' expectation			Customers' perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
6. When hotel promises to do something by a certain time, it does so	<b>4.30</b>	0.535	Highest	4.03	0.668	High
7. When you have a problem, staff shows a sincere interest in solving it	4.23	0.679	Highest	4.23	0.727	Highest
8. Staff perform the service right at the first time	4.27	0.521	Highest	4.13	0.681	High
9. Staff provides services at the time it promises to do so	4.17	0.747	High	4.10	0.607	High
10. The staff have good communication skills	4.16	0.746	High	<b>4.36</b>	0.614	Highest
<b>Overall Score</b>	<b>4.22</b>	<b>0.645</b>	<b>Highest</b>	<b>4.17</b>	<b>0.659</b>	<b>High</b>

Table 5 shows that overall satisfaction of expectation concerning reliability dimension is highest (4.22). Staff do thing that was promised to customer ranking the highest score (4.30)

Overall satisfaction of perception towards reliability dimension is also at the high level (4.17); with the staff have communication skills receiving the highest score (4.36).

### Responsiveness

The responsiveness dimension involves willingness to help customers and provide prompt services (Zeithaml et al., 1988). It is essential that kid's club staffs are willing and able to help customers provide prompt service and meet customers' expectation.

**Table 6** Customer satisfaction concerning responsiveness

Responsiveness dimension	Customers' expectation			Customers' perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
11. The staff tell you exactly when services will be performed	4.03	0.615	High	4.23	0.678	Highest
12. The staff give you prompt service	4.17	0.592	High	4.20	0.610	High
13. The staff are always willing to help you	<b>4.37</b>	0.615	Highest	<b>4.30</b>	0.651	Highest
14. The staff are never too busy to respond your requests	3.87	0.681	High	3.93	0.868	High
<b>Overall Score</b>	<b>4.10</b>	<b>0.625</b>	<b>High</b>	<b>4.16</b>	<b>0.701</b>	<b>High</b>

Table 6 shows that overall expectation towards responsiveness dimension was at the high level (4.10). The staff willing to help received the highest ranking of expectation at 4.37. It is highly possible that customers are satisfied when they receive a quick response from the staff. The ability to respond to customers requests reflected to customer satisfaction.

Table 6 also shows that overall satisfaction of perception towards responsiveness dimension was at a high level (4.16). The highest ranking points concerned willingness to help. These findings are consistent with Parasuraman et al. (1998), who measured consumer perceptions of service quality. They found that responsiveness was the most important factor in determining customer satisfaction with service.

### Assurance

The assurance dimension refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence including competence, courtesy, and security (Parasuraman et al., 1991).

**Table 7** Customer satisfaction concerning assurance

Assurance dimension	Customers' expectation			Customers' perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
15. The staff instill confidence in customers	3.93	0.583	High	4.03	0.718	High
16. You feel safe when you leave your children with kid's club	<b>4.67</b>	0.479	Highest	<b>4.40</b>	0.674	Highest
17. The staff are consistently courteous with you	4.17	0.531	High	4.06	0.583	High
18. The staff have the knowledge to answer your questions	4.37	0.615	Highest	4.20	0.664	High
<b>Overall Score</b>	<b>4.28</b>	<b>0.552</b>	<b>Highest</b>	<b>4.17</b>	<b>0.659</b>	<b>High</b>

Table 7 shows that overall expectation towards assurance dimension was at a highest level (4.28), with customer feel safe when leave children at kid's club ranking most important (4.67). Moreover, customers expect kid's club staff have knowledge to answer their questions.

Perception of assurance dimension ranked at the high level (4.17), with safety is the most important factor (4.40). Kid's club staff must have trustworthiness to make them feel safety when leave their children at kid's club.

### Empathy

The empathy dimension represents the provision of caring and individualized attention to customers including access or approachability and ease of contact, and understanding the customers (Parasuraman et al., 1991).

**Table 8** Customer satisfaction concerning empathy

Empathy dimension	Customers' expectation			Customers' perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
19. Kid's club activities are appropriate with age	<b>4.47</b>	0.507	Highest	4.10	0.661	High
20. Kid's club staffs understand your requirement.	4.27	0.521	Highest	4.23	0.626	Highest
21. Kid's club has operating hours convenient to all customers	4.23	0.568	Highest	<b>4.36</b>	0.614	Highest
22. Kid's club's staff give you a personal attention	4.30	0.596	Highest	4.23	0.678	Highest
23. The staff understand your specific need	4.13	0.730	High	4.03	0.764	High
<b>Overall Score</b>	<b>4.28</b>	<b>0.584</b>	<b>Highest</b>	<b>4.19</b>	<b>0.668</b>	<b>High</b>

Table 8 showed that overall expectation concerning 'empathy' dimension was at a highest level (4.28). Age appropriate with activities was considered the most important (4.47) expectation. Kid's club activities should have variety activities to provide all of age group.

Overall perception of the ‘empathy’ dimension was at the high level (4.19). Perception of the operation hour was ranked highest at 4.36. The results indicated that kid’s club operation hour is convenience to all customers.

**Table 9** Overall mean score of customer satisfaction towards service quality

Five dimension	Customers’ expectation			Customers’ perception		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
1. Tangibility	4.08	0.625	High	3.70	0.5872	High
2. Reliability	4.22	0.645	Highest	4.17	0.659	High
3. Responsiveness	4.10	0.625	High	4.16	0.701	High
4. Assurance	<b>4.28</b>	0.552	Highest	4.17	0.659	High
5. Empathy	<b>4.28</b>	0.584	Highest	<b>4.19</b>	0.668	High
<b>Overall Score</b>	<b>4.17</b>	<b>0.614</b>	<b>High</b>	<b>4.07</b>	<b>0.654</b>	<b>High</b>

Table 9 shows that overall satisfaction of expectation towards the five dimensions was at a high level (4.17). The result of customers’ expectation showed that assurance and empathy dimension was at the high level (4.28), followed by reliability (4.22), responsiveness (4.10), and tangibility (4.08). Most customers expected kid’s club staff to be trustworthy because they are responsible for their children.

Overall satisfaction of perception towards the five dimensions was at the high level (4.07). Most customers perceived empathy as the most important dimension at (4.19), followed by assurance and reliability (4.17), responsiveness (4.16), and tangible (3.70). In this study, ‘assurance and empathy’ dimension was the most vital factor. Safety and caring is the importance factor to show trustworthy to customer.

**SERVQUAL gap between customers' expectation and perception level towards service quality of Kid's Club**

The SERVQUAL gap is calculated between the mean score of expectation and perception. The findings of the study showed the difference between expectation and perception as shown in the table below.

**Table 10** SERVQUAL gap of customers' expectation and perception toward service quality

<b>Five dimension</b>	<b>Customers' expectation</b>	<b>Customers' perception</b>	<b>Gap</b>
1. Tangibility	4.05	3.70	-0.35
2. Reliability	4.19	4.17	-0.02
3. Responsiveness	4.10	4.16	0.06
4. Assurance	4.27	4.17	-0.1
5. Empathy	4.27	4.19	-0.08
<b>Overall Score</b>	<b>4.19</b>	<b>4.07</b>	<b>-0.12</b>

Table 10 demonstrates the gap between customers' expectation and perception. The study shows that the overall score was a negative gap. While, the level of perception of responsiveness dimensions was higher than level of expectation. Other dimensions were lower than expectation. Tangibility was the highest negative gap (-0.35). The study revealed that physical evidence such as, appearance of equipment and facilities and safety of kid's club yield customer satisfaction.

In summary, the results showed a negative gap between perception and expectation in four dimensions. Responsiveness was determined to be the only one dimension that customer are satisfied.

### Overall satisfaction in kid's club

This section presents the overall customers satisfaction in kid's club. Table 11 shows that 73 % of customer has high satisfaction in kid's club. However, in terms of SERVQUAL dimensions there were a negative gap between customers' expectation and perception. This indicated to the positive gap (Responsiveness dimension) was impact the high weighted overall satisfaction.

**Table 11** Overall satisfactions in kid's club

Overall satisfactions	Number of respondents	Percentage
1. Moderate	2	6.7%
2. High satisfaction	22	73.3%
3. Highest satisfaction	6	20.0%

In conclusion, the result showed a negative gap between customers' expectation and perception towards service quality of kid's club. Customers' expectation level was higher than their perception. It is obvious that service quality of kid's club in terms of tangibility, reliability, assurance, and empathy not exceed customers' expectation.

## Chapter 5

### CONCLUSION DISCUSSION AND RECOMMENDATION

Service businesses have been growing rapidly in recent decades, while customer demand for high quality service is increasing. This is certainly the case at Sheraton Krabi Beach Resort. To remain competitive, the hotel needs to analyze customers' expectation and perception towards the service quality of kids' club.

In this research, the SERVQUAL instrument, developed by Parasuraman (1985), has been applied in designing the questionnaire by using five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. Data collected from a questionnaire were distributed to 30 guests who stayed at hotel and brought their children to kid's club. The questionnaire aimed to determine the level of customers' expectation and perception towards the service quality of kid's club. The results revealed that assurance and empathy dimension raised the highest level of expectation, whereas the 'empathy' dimension fulfilled the highest level of perception. This study focused further on the gap between customers' expectation and their perception of kid's club service quality. The results showed that the overall mean score of perception was lower than expectation in tangibility, reliability, assurance, and empathy dimensions, yielding a negative SERVQUAL gap. Hence, service quality was not exceeded customers' expectation.

In this study, the findings showed that most respondents identified responsiveness as the most important factor in determining satisfaction. However, their perception of service not exceeded their expectation.

#### **Recommends of the Study**

This study had the following recommendations:

1. Tangibility was shown to be the weakest dimension of satisfaction. Therefore, hotel management should add more new toys and repainting the building and all furniture. Moreover, the sign and brochure should have an appeal design to attract customers.

2. Responsiveness was shown to be the strongest dimension of satisfaction. Therefore, hotel management should maintain the attributes of responsiveness service quality at the hotel.



3. Reliability, assurance, and empathy also shown the negative gap. Hotel manager should hire additional staff to taking care and respond all the customer. Moreover to build trustworthy to customer in safety to leave their kid's at kid's club.

### **Implication of the study**

The findings of this study support the view that the SERVQUAL instrument can be attractive to service managers because of its ability to identify gaps in the quality of the service. In comparison with other studies the expectations of the customers in this study appears to be somewhat high but the actual gaps are smaller in comparison to other studies.

### **Limitations of the Study**

Some limitations are found in this study as follows:

1. The respondents in this study included limitation 30 customers in Sheraton Krabi Beach Resort. If the subjects were drawn more than 30 respondents from other hotels in Krabi, the result would be more generalized.

2. This study only focused on measuring customer satisfaction with kid's club service quality. Other departments (e.g. food & beverages, housekeeping, front office) are essential departments that were not included in the scope of the present research.

3. When the questionnaires were distributed to the respondents, it was difficult to collect the data in time. Some customers refused to participate in this survey. Moreover, some did not return the questionnaires to the staff. If the respondents were more willing to offer feedback, the results would have been useful for improving hotel service.

### **For further studies**

Further study should be implementing to apply the results of this study. First, research could be developed to include other hotels in tourists' locations such as Bangkok, Chiangmai, and Phuket. Second, it would be valuable to conduct further research concerning customers' attitudes towards the quality of other service businesses such as restaurants, travel agencies and airlines. Further research in these areas would contribute to overall improvement of service standards throughout Thailand.

มหาวิทยาลัยศิลปากร **REFERENCE** สงวนลิขสิทธิ์

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# มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

## **APENDIX A**

### **Questionnaire**

## Questionnaire

This questionnaire is a part of research for Master's degree in Hotel and Tourism Management of Silpakorn University International Collage. The proposal of the research is to evaluate customers' perception and expectation in service quality of kid's club.

### Part I: General Information

1. Gender

Male                       Female

2. Age

Below 30 years old    31-40 years old    41-50 years old    Over 50 years old

3. Nationality

Asian                       British                       American                       Scandinavian

European                       Others (Please specific.....)

4. Proposal of trip

Business                       Vacation                       Honeymoon

Others (Please specific.....)

5. No. of children

1                               2                               3                               More than 3

6. How many time that you visiting at this hotel

1 time                       2 times                       3 times                       More than 3 times

7. What is your monthly income?

Less than \$1,000                       \$1,000-\$2,000

\$2,001-\$3,000                       More Than \$3,000

8. What are the most factor that you expect in kid's club

Reasonable price    Variety of activity    Appealing of facilities

Friendly staff       others (please specific.....)

**Part II: Survey of your expectation in service quality of kid's club.**

Please tick the appropriate box to indicate your degree of expectation.

The score level are described as 1= Lowest Expectation, 2 = low expectation, 3 = Moderate,

4 =High Expectation, 5 = Highest expectation

	Level of expectation				
	1	2	3	4	5
1. Kid's club has modern – looking equipment i.e. toys, table.					
2. Kid's club has visually appealing material i.e. brochure					
3. Kid's club has visually appealing playground					
4. Kid's club has visually appealing room					
5. Staffs are neat and professional appearance.					
6. When hotel promises to do something by a certain time, it does so					
7. When you have a problem, staff shows a sincere interest in solving it					
8. Staff perform the service right at the first time					
9. Staff provides services at the time it promises to do so					
10. The staff tell you exactly when services will be performed					
11. The staff have good communication skills					
12. The staff give you prompt service					

13. The staff are always willing to help you					
14. The staff are never too busy to respond your requests					
15. The staff instill confidence in customers					
16. You feel safe when you leave your children with kid's club					
17. The staff are consistently courteous with you					
18. The staff have the knowledge to answer your questions					
19. Kid's club activities are appropriate with age					
20. Kid's club staffs understand your requirement.					
21. Kid's club has operating hours convenient to all customers					
22. Kid's club's staff give you a personal attention					
23. The staff understand your specific need					

**Part III: Survey of your perception in service quality of kid's club.**



Please tick the appropriate box to indicate your degree of satisfaction.

The score level are described as 1= Lowest satisfy, 2 = Dissatisfy, 3 = Moderate, 4 = Satisfy, 5 = Highest Satisfy

	Level of satisfaction				
	1	2	3	4	5
1. Kid's club has modern – looking equipment i.e. toys, table.					
2. Kid's club has visually appealing material i.e. brochure					
3. Kid's club has visually appealing playground					
4. Kid's club has visually appealing room					
5. Staffs are neat and professional appearance.					
6. When hotel promises to do something by a certain time, it does so					
7. When you have a problem, staff shows a sincere interest in solving it					
8. Staff perform the service right at the first time					
9. Staff provides services at the time it promises to do so					
10. The staff tell you exactly when services will be performed					
11. The staff have good communication skills					
12. The staff give you prompt service					
13. The staff are always willing to help you					
14. The staff are never too busy to respond your requests					

15. The staff instill confidence in customers					
16. You feel safe when you leave your children with kid's club					
17. The staff are consistently courteous with you					
18. The staff have the knowledge to answer your questions					
19. Kid's club activities are appropriate with age					
20. Kid's club staff understands your requirement.					
21. Kid's club has operating hours convenient to all customers					
22. Kid's club's staff give you a personal attention					
23. The staff understand your specific need					
24. Overall satisfaction with Kid's club					

**Part IV: Customer suggestions in terms of facilities, activities, staff.**

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**Thank you very much for your kind cooperation.**

**APPENDIX B**

**Guest Satisfaction Index**

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์



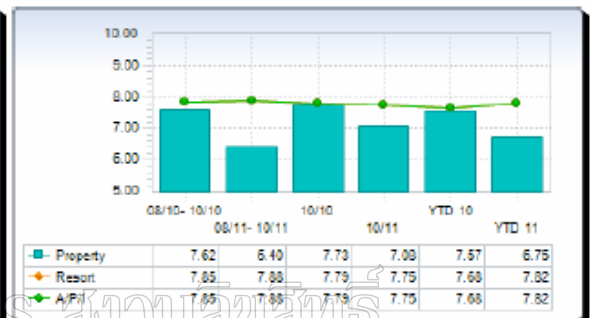
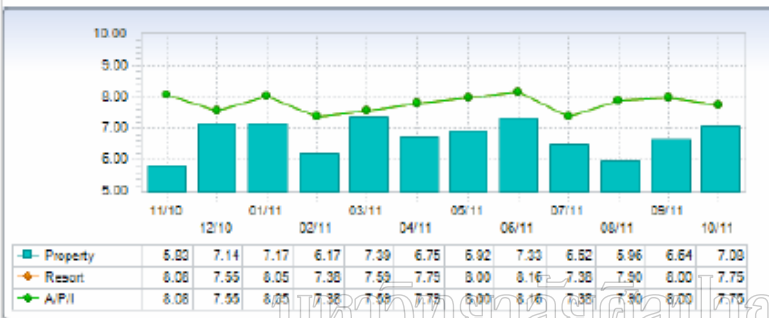
Monthly GSI Report October 2011  
 Sheraton Krabi Beach Resort - 1438

Division: Asia Pacific  
 Type: Resort  
 # of Respondents: 79

QUALITY OF KID'S CLUB AND CHILDREN'S ACTIVITIES

Mean (YTD 2011: 155, October 2010: 11, YTD 2010: 94)

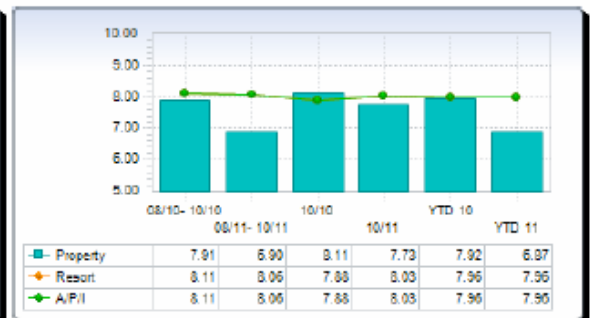
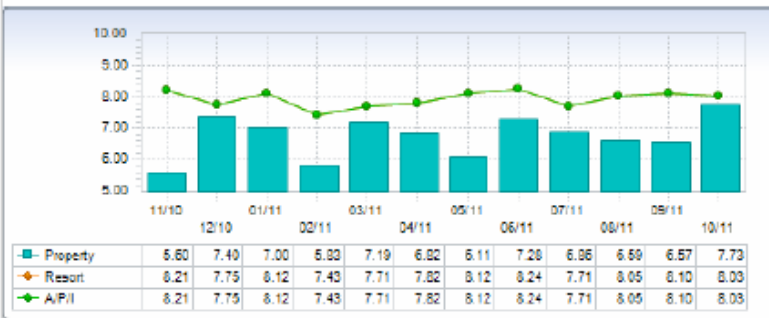
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 Responses: 12



KID'S CLUB / ACTIVITIES VALUE FOR PRICE PAID

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Monthly Type Ranking 5/8  
 Responses: 11





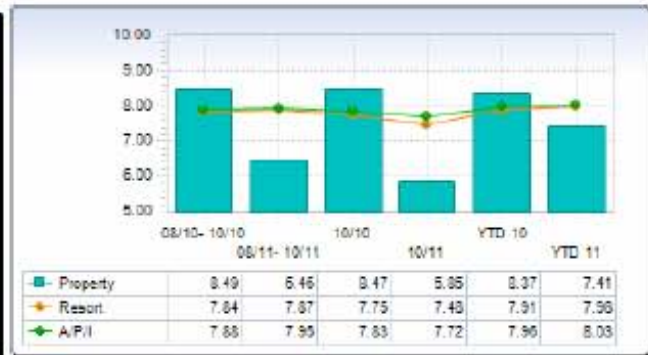
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 Sheraton Krabi Beach Resort - 1438

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 Type: Resort  
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OVERALL SATISFACTION WITH SPA

Mean (YTD 2011: 227, October 2010: 15, YTD 2010: 162)

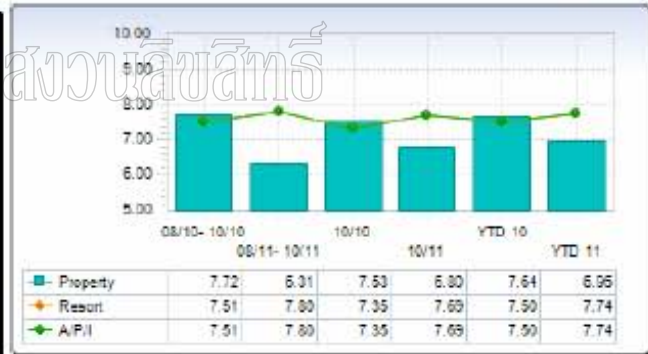
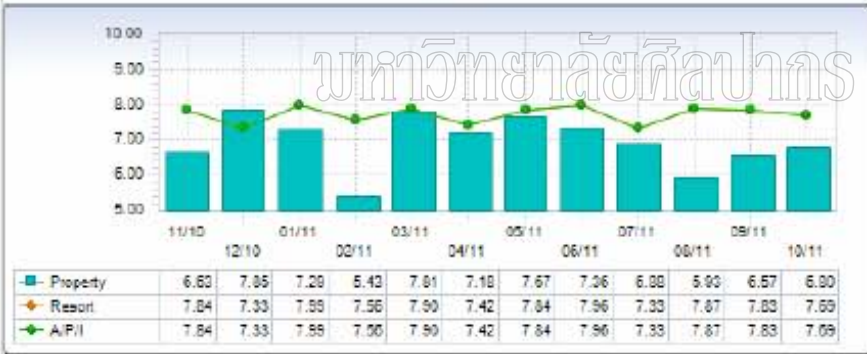
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OVERALL SATISFACTION WITH CHILDREN'S ACTIVITIES

Mean (YTD 2011: 190, October 2010: 15, YTD 2010: 126)

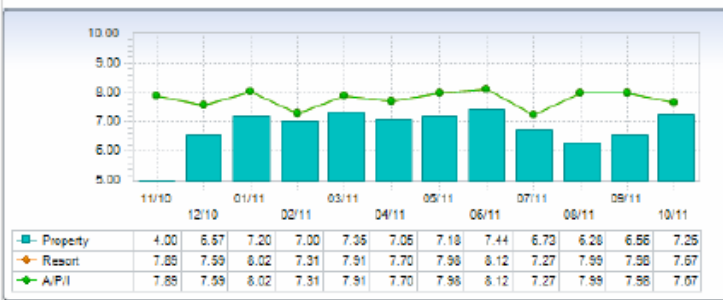
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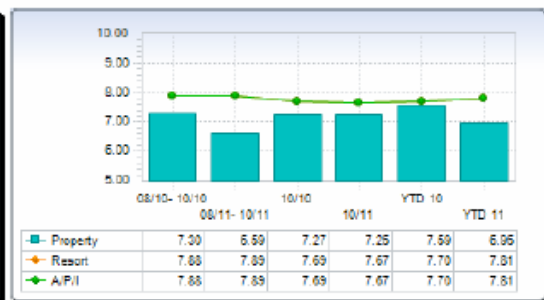
**AGE APPROPRIATENESS OF KID'S CLUB ACTIVITIES**

Mean (YTD 2011: 149, October 2010: 11, YTD 2010: 83)



**Monthly Type Ranking 6/8**

Responses: 12



มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

**Appendix C**  
มหาวิทยาลัยศิลปากร **Data analysis** สงวนลิขสิทธิ์

## Data Analysis

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FREQUENCIES VARIABLES=gender age national proposal children visit income
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/ORDER=ANALYSIS.

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	Cases Used	Statistics are based on all cases with valid data.
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### Statistics

	N		Mean	Std. Deviation
	Valid	Missing		
gender	30	0	1.5333	.50742
age	30	0	2.3000	.59596
national	30	0	3.5000	2.06364
proposal	30	0	2.0000	.00000
children	30	0	1.7667	.62606
visit	30	0	1.6667	1.18419
income	30	0	3.5667	.97143

### Frequency Table

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	14	46.7	46.7	46.7
2	16	53.3	53.3	100.0
Total	30	100.0	100.0	

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	3.3	3.3	3.3
2	20	66.7	66.7	70.0
3	8	26.7	26.7	96.7
4	1	3.3	3.3	100.0
Total	30	100.0	100.0	

**Frequencies**

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**National**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	36.7	36.7	36.7
2	1	3.3	3.3	40.0
4	2	6.7	6.7	46.7
5	12	40.0	40.0	86.7
6	4	13.3	13.3	100.0

**National**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	36.7	36.7	36.7
2	1	3.3	3.3	40.0
4	2	6.7	6.7	46.7
5	12	40.0	40.0	86.7
6	4	13.3	13.3	100.0
Total	30	100.0	100.0	

**Proposal**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	30	100.0	100.0	100.0

**Children**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	33.3	33.3	33.3
2	17	56.7	56.7	90.0
3	3	10.0	10.0	100.0
Total	30	100.0	100.0	

### Visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	22	73.3	73.3	73.3
2	1	3.3	3.3	76.7
3	2	6.7	6.7	83.3
4	5	16.7	16.7	100.0
Total	30	100.0	100.0	

### Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	10.0	10.0	10.0
2	1	3.3	3.3	13.3
3	2	6.7	6.7	20.0
4	24	80.0	80.0	100.0
Total	30	100.0	100.0	

FREQUENCIES VARIABLES=price activity facility staff other

/STATISTICS=STDDEV MEAN

/ORDER=ANALYSIS.

### Frequencies

## Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	<p>FREQUENCIES</p> <p>VARIABLES=price activity facility staff other</p> <p>/STATISTICS=STDDEV MEAN</p> <p>/ORDER=ANALYSIS.</p>	
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.016

[DataSet1] G:\IS\isdatabase.sav

## Statistics

	N		Mean	Std. Deviation
	Valid	Missing		
price	30	0	.4333	.50401
activity	30	0	.9667	.18257
facility	30	0	.5667	.50401
staff	30	0	.8000	.40684
other	30	0	.0333	.18257

### Frequency Table

#### Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	17	56.7	56.7	56.7
1	13	43.3	43.3	100.0
Total	30	100.0	100.0	

#### Activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	1	3.3	3.3	3.3
1	29	96.7	96.7	100.0
Total	30	100.0	100.0	

**Facility**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	13	43.3	43.3	43.3
1	17	56.7	56.7	100.0
Total	30	100.0	100.0	

**Staff**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	6	20.0	20.0	20.0
1	24	80.0	80.0	100.0
Total	30	100.0	100.0	

**Other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	29	96.7	96.7	96.7
1	1	3.3	3.3	100.0
Total	30	100.0	100.0	

FREQUENCIES VARIABLES=extan1 extan2 extan3 extan4 extan5 extrel1 extrel2 extrel3 extrel4 extrel5 exres1 exres2 exres3 exres4 exass1 exas

s2 exass3 exass4 exem1 exem2 exem3 exem4 exem5

/STATISTICS=STDDEV MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created	27-Apr-2012 07:33:02	
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.



Syntax	<pre> FREQUENCIES VARIABLES=extan1 extan2 extan3 extan4 extan5 extrel1 exrel2 exrel3 exrel4 exrel5 exres1 exres2 exres3 exres4 exass1 exass2 exass3 exass4 exem1 exem2 exem3 exem4 exem5  /STATISTICS=STDDEV MEAN  /ORDER=ANALYSIS. </pre>	
Resources	Processor Time	00:00:00.047
	Elapsed Time	00:00:00.031

[DataSet1] G:\IS\isdatabase.sav

### มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

	N		Mean	Std. Deviation
	Valid	Missing		
extan1	30	0	4.0667	.58329
extan2	30	0	3.6333	.66868
extan3	30	0	4.3000	.59596
extan4	30	0	4.1333	.62881
extan5	30	0	4.3000	.65126
extrel1	30	0	4.0333	.61495
exrel2	30	0	4.3000	.53498
exrel3	30	0	4.2333	.67891
exrel4	30	0	4.2667	.52083

exrel5	30	0	4.1667	.74664
exres1	30	0	4.0333	.61495
exres2	30	0	4.1667	.59209
exres3	30	0	4.3667	.61495
exres4	30	0	3.8667	.68145
exass1	30	0	3.9333	.58329
exass2	30	0	4.6667	.47946
exass3	30	0	4.1667	.53067
exass4	30	0	4.3667	.61495
exem1	30	0	4.4667	.50742
exem2	30	0	4.2667	.52083
exem3	30	0	4.2333	.56832
exem4	30	0	4.3000	.59596
exem5	30	0	4.1333	.73030

### Frequency Table

#### extan1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	20	66.7	66.7	80.0
5	6	20.0	20.0	100.0

**extan1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	4	13.3	13.3	13.3
4	20	66.7	66.7	80.0
5	6	20.0	20.0	100.0
Total	30	100.0	100.0	

**extan2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6.7	6.7	6.7
3	8	26.7	26.7	33.3
4	19	63.3	63.3	96.7
5	1	3.3	3.3	100.0
Total	30	100.0	100.0	

**extan3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	17	56.7	56.7	63.3
5	11	36.7	36.7	100.0

**extan3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	6.7	6.7	6.7
4	17	56.7	56.7	63.3
5	11	36.7	36.7	100.0
Total	30	100.0	100.0	

**extan4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	18	60.0	60.0	73.3
5	8	26.7	26.7	100.0
Total	30	100.0	100.0	

**extan5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	15	50.0	50.0	60.0
5	12	40.0	40.0	100.0
Total	30	100.0	100.0	

**extrel1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16.7	16.7	16.7
	4	19	63.3	63.3	80.0
	5	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

**exrel2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	3.3	3.3	3.3
	4	19	63.3	63.3	66.7
	5	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

**exrel3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	13.3	13.3	13.3
	4	15	50.0	50.0	63.3
	5	11	36.7	36.7	100.0

**exrel3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	4	13.3	13.3	13.3
4	15	50.0	50.0	63.3
5	11	36.7	36.7	100.0
Total	30	100.0	100.0	

**exrel4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	3.3	3.3	3.3
4	20	66.7	66.7	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**exrel5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	20.0	20.0	20.0
4	13	43.3	43.3	63.3
5	11	36.7	36.7	100.0
Total	30	100.0	100.0	

**exres1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16.7	16.7	16.7
	4	19	63.3	63.3	80.0
	5	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

**exres2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	10.0	10.0	10.0
	4	19	63.3	63.3	73.3
	5	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

**exres3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	6.7	6.7	6.7
	4	15	50.0	50.0	56.7
	5	13	43.3	43.3	100.0

**exres3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	6.7	6.7	6.7
4	15	50.0	50.0	56.7
5	13	43.3	43.3	100.0
Total	30	100.0	100.0	

**exres4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	30.0	30.0	30.0
4	16	53.3	53.3	83.3
5	5	16.7	16.7	100.0
Total	30	100.0	100.0	

**exass1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	6	20.0	20.0	20.0
4	20	66.7	66.7	86.7
5	4	13.3	13.3	100.0
Total	30	100.0	100.0	



**exass2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	10	33.3	33.3	33.3
5	20	66.7	66.7	100.0
Total	30	100.0	100.0	

**exass3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	21	70.0	70.0	76.7
5	7	23.3	23.3	100.0
Total	30	100.0	100.0	

**exass4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	15	50.0	50.0	56.7
5	13	43.3	43.3	100.0
Total	30	100.0	100.0	

**exem1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	16	53.3	53.3	53.3
5	14	46.7	46.7	100.0
Total	30	100.0	100.0	

**exem2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	3.3	3.3	3.3
4	20	66.7	66.7	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**exem3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	19	63.3	63.3	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**exem4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	6.7	6.7	6.7
	4	17	56.7	56.7	63.3
	5	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

**exem5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	20.0	20.0	20.0
	4	14	46.7	46.7	66.7
	5	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

FREQUENCIES VARIABLES=pertan1 pertan2 pertan3 pertan4 pertan5 perrel1 perrel2 perrel3 perrel4 perrel5 perres1 perres2 perres3 perres

4 perass1 perass2 perass3 perass4 perem1 perem2 perem3 perem4 perem5

/STATISTICS=STDDEV MEAN

/ORDER=ANALYSIS.

**Frequencies**

## Notes

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Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	<pre> FREQUENCIES VARIABLES=pertan1 pertan2 pertan3 pertan4 pertan5 perrel1 perrel2 perrel3 perrel4 perrel5 perres1 perres2 perres3 perres4 perass1 perass2 perass3 perass4 perem1 perem2 perem3 perem4 perem5  /STATISTICS=STDDEV MEAN  /ORDER=ANALYSIS. </pre>	
Resources	Processor Time	00:00:00.047
	Elapsed Time	00:00:00.031

[DataSet1] G:\IS\isdatabase.sav

**Statistics**

	N		Mean	Std. Deviation
	Valid	Missing		
pertan1	30	0	3.6667	.60648
pertan2	30	0	3.3667	.66868
pertan3	30	0	3.9333	.44978
pertan4	30	0	3.4000	.62146
pertan5	30	0	4.1667	.59209
perrel1	30	0	4.0333	.66868
perrel2	30	0	4.2333	.72793
perrel3	30	0	4.1333	.68145
perrel4	30	0	4.1000	.60743
perrel5	30	0	4.3667	.61495
perres1	30	0	4.2333	.67891
perres2	30	0	4.2000	.61026
perres3	30	0	4.3000	.65126
perres4	30	0	3.9333	.86834
perass1	30	0	4.0333	.71840
perass2	30	0	4.4000	.67466
perass3	30	0	4.0667	.58329
perass4	30	0	4.2000	.66436
perem1	30	0	4.1000	.66176

perem2	30	0	4.2333	.62606
perem3	30	0	4.3667	.61495
perem4	30	0	4.2333	.67891
perem5	30	0	4.0333	.76489

### Frequency Table

#### pertan1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	40.0	40.0	40.0
4	16	53.3	53.3	93.3
5	2	6.7	6.7	100.0
Total	30	100.0	100.0	

#### pertan2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6.7	6.7	6.7
3	16	53.3	53.3	60.0
4	11	36.7	36.7	96.7
5	1	3.3	3.3	100.0
Total	30	100.0	100.0	

**pertan3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	24	80.0	80.0	93.3
5	2	6.7	6.7	100.0
Total	30	100.0	100.0	

**pertan4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	6.7	6.7	6.7
3	14	46.7	46.7	53.3
4	14	46.7	46.7	100.0
Total	30	100.0	100.0	

**pertan5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	19	63.3	63.3	73.3
5	8	26.7	26.7	100.0
Total	30	100.0	100.0	

**perrel1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	20.0	20.0	20.0
	4	17	56.7	56.7	76.7
	5	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

**perrel2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16.7	16.7	16.7
	4	13	43.3	43.3	60.0
	5	12	40.0	40.0	100.0
	Total	30	100.0	100.0	

**perrel3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16.7	16.7	16.7
	4	16	53.3	53.3	70.0
	5	9	30.0	30.0	100.0



**perrel3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	5	16.7	16.7	16.7
4	16	53.3	53.3	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**perrel4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	19	63.3	63.3	76.7
5	7	23.3	23.3	100.0
Total	30	100.0	100.0	

**perrel5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	15	50.0	50.0	56.7
5	13	43.3	43.3	100.0
Total	30	100.0	100.0	

**perres1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	15	50.0	50.0	63.3
5	11	36.7	36.7	100.0
Total	30	100.0	100.0	

**perres2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	18	60.0	60.0	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**perres3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	15	50.0	50.0	60.0
5	12	40.0	40.0	100.0

**perres3**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	3	10.0	10.0	10.0
4	15	50.0	50.0	60.0
5	12	40.0	40.0	100.0
Total	30	100.0	100.0	

**perres4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3.3	3.3	3.3
3	9	30.0	30.0	33.3
4	11	36.7	36.7	70.0
5	9	30.0	30.0	100.0
Total	30	100.0	100.0	

**perass1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	3.3	3.3	3.3
3	4	13.3	13.3	16.7
4	18	60.0	60.0	76.7

5	7	23.3	23.3	100.0
Total	30	100.0	100.0	

**perass2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	12	40.0	40.0	50.0
5	15	50.0	50.0	100.0
Total	30	100.0	100.0	

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**perass3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3
4	20	66.7	66.7	80.0
5	6	20.0	20.0	100.0
Total	30	100.0	100.0	

**perass4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	4	13.3	13.3	13.3

4	16	53.3	53.3	66.7
5	10	33.3	33.3	100.0
Total	30	100.0	100.0	

**perem1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	5	16.7	16.7	16.7
4	17	56.7	56.7	73.3
5	8	26.7	26.7	100.0
Total	30	100.0	100.0	

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**perem2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	10.0	10.0	10.0
4	17	56.7	56.7	66.7
5	10	33.3	33.3	100.0
Total	30	100.0	100.0	

**perem3**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	3	2	6.7	6.7	6.7
	4	15	50.0	50.0	56.7
	5	13	43.3	43.3	100.0
Total		30	100.0	100.0	

**perem4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	13.3	13.3
	4	15	50.0	63.3
	5	11	36.7	100.0
Total		30	100.0	100.0

**perem5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	26.7	26.7
	4	13	43.3	70.0
	5	9	30.0	100.0
Total		30	100.0	100.0

FREQUENCIES VARIABLES=persat

/STATISTICS=STDDEV MEAN

/ORDER=ANALYSIS.

## Frequencies

### Notes

Output Created	27-Apr-2012 07:34:11	
Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=persat  /STATISTICS=STDDEV MEAN  /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00.031
	Elapsed Time	00:00:00.016

[DataSet1] G:\IS\isdatabase.sav

### Statistics

persat

N	Valid	30
	Missing	0
Mean		4.1333
Std. Deviation		.50742

### Persat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	2	6.7	6.7	6.7
4	22	73.3	73.3	80.0
5	6	20.0	20.0	100.0
Total	30	100.0	100.0	



## VITAE

Name: Korada Kaewkungwal

Date of Birth: 4 July 1985

Place of Birth: Bangkok

Address: 42/1 Soi Banchanglor, Prannok Rd., Bangkoknoi, Bangkok 10700

### Educational Background:

2008 Bachelor of Science (Sport Science)

Chulalongkorn University, Bangkok

2012 Master of Business Administrative (Hotel and Tourism Management)

Silpakorn University International College, Bangkok

### Working Experience

2010 - present Sheraton Krabi Beach Resort. Kid's club Shift Leader.

2009 – 2010 Marriott Executive Apartment Sukumvit Park. Health Club Attendant.

2007 – 2009 Sheraton Krabi Beach Resort. Recreation Coordinator.