Service Quality Affecting Customer Satisfaction and Intention of Returning to 5 Star Hotels of Foreign Visitors in Prachuap Khiri Khan

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Abstract: This research has the objective to study the satisfaction and intention to return to use the 5- star hotel services of foreign tourists in Prachuap Khiri Khan province. This research is quantitative research. The population is foreign tourists in Prachuap Khiri Khan province. The sample group is foreign tourists. who traveled to use the services of a 5- star hotel in Prachuap Khiri Khan Province, totaling 400 people, using a simple random sampling method. By calculating the sample size from Taro Yamane's formula, using a questionnaire as a tool to collect statistical data used in the analysis, frequency values, percentage values, average values, standard deviation values. and content analysis

The research results found that in the overall picture of the five service quality factors, they are the concreteness of the service. reliability, trustworthiness Response to customers Giving confidence to customers and knowing and understanding customers It has the greatest effect on returning to use the service. Overall, it is at the highest level. Comparison between expectation levels and level of actual experience gained foreign service recipients Satisfied with the quality of the hotel's services It has an effect on returning to use the service again.

Keywords: Service quality; 5-star hotels; foreign tourists

1. Introduction

Thailand is one of the countries with tourist attractions. And the diverse culture attracts foreigners to visit. This makes the country's tourism an industry that is important to the country's economy. In 2021, Thailand has total income from tourism both from the market. Foreign and Thai markets, traveling to Thailand is worth 1.5 trillion baht (Prachachat Business Collection, 2022). Tourism also helps distribute income. and public utilities to various localities, creating expansion of opportunities Job creation Build a career directly in the tourism industry, such as a travel business Accommodation business Food and beverage business or transportation business It has generated income from tourism and has created economic circulation, investment and the creation of a large number of jobs. In particular, the accommodation business is considered a key component of the tourism industry that plays a very important role in tourism in Thailand Tourism Market Research Center, Tourism Authority of Thailand, has summarized the marketing promotion plan for the year 2017 by setting the goal of the Tourism Authority of Thailand (TAT) for 2017-2021, namely for Thailand to focus on becoming a tourist destination. that supports quality tourists more and push tourism towards sustainability Therefore, there is a way to change the image of Thailand to become a "Preferred Destination", which is to aim to be a popular tourist destination or a tourist destination. Foreign tourists and Thai tourists think about and choose to travel as the number one place in the world. The top three areas with the highest number of rooms are: Bangkok Phuket and Pattaya (Tourism Industry Council of Thailand, 2017)

From the statistics of foreign tourists in Prachuap Khiri Khan Province, the hotel business has come to play a role in accommodating tourists or guests in hotels to create an impression. They are more satisfied and choose to return to use the service because the quality of the service has been developed to be more efficient. And it is an important factor that will allow the hotel business to operate appropriately and efficiently. Such data shows that each year the number of tourists is increasing and tends to increase continuously. Therefore, the researcher wanted to study the quality of service that affects satisfaction and intention to return to use services at 5-star hotels of foreign tourists in Prachuap Khiri Khan province. until the intention of returning to use the services of a

5-star hotel again. The researcher saw that Prachuap Khiri Khan people This research increases the benefits of service, satisfaction in using 5-star hotels, returning to use 5-star hotels, and intention to return to use 5-star hotels again. The researcher hopes that this research will be useful and provide a guideline for people. Operating a hotel business and satisfaction for hotel business operators and for the service group to give importance to improving the hotel's service model in order to be able to meet the needs and satisfaction of hotel guests with the most efficiency and in accordance with the needs of the guests. In hotels in Prachuap Khiri Khan Province, it was ranked 3rd in the western region in 2022 from Sati Thi of tourists, numbering 15.0 million, generating income of 9,747,884 million people.

Tourism Industry of 2022

Tourist area	Number of foreigners staying in 2022 (people)	Number of foreigners entering the country in 2022 (people)
Bangkok	17,187,292	38,626,450
Central region	5,801,493	32,543,511
North	20,012,615	33,522,810
South	16,300,929	23,607,639
Northeast	15,342,338	32,606,908
Western Region	13,345,450	40,095,763
Including the country	**103,728,287**	**224,841,768**

Origin of the Bank of Thailand 2022

From the reasons mentioned above. The researcher is therefore interested in studying the quality of service that affects satisfaction. Satisfaction and intention to return to use the 5-star hotel services again of foreign tourists in the province. Prachuap Khiri Khan, that is, the study of factors that affect customers returning to use the service again. It will help the business to plan. and set the direction for service This is because the number of repeat customer stays can be increased more efficiently. The ability of all personnel to build strong, good relationships with customers. and try to keep customers with the organization for as long as possible until becoming a customer with Bind your love with respect. (Loyalty) In the end, customers will bring continuous income to the organization.

Research objectives

The purpose of this research is to study the quality of service that affects the satisfaction and intention to return to use 5-star hotels again among foreign tourists in Prachuap Khiri Khan province.

Research assumptions

Service quality factors that affect satisfaction and intention to return to use 5-star hotels again of foreign tourists in Prachuap Khiri Khan province.

2. Literature Review

Related concepts and theories

This research the researcher studied the documents. and related research results, summarized and the issues presented as follows:
Concepts and theories about service quality

Service quality

The concept of service quality concerns the ability of an organization to provide services in order to Meets or exceeds customer expectations. Therefore, service quality is based on the perception of Customers: Service businesses should improve the quality of their services. and use various good qualities to create Differentiation to gain a competitive advantage the customer will be the one to evaluate the quality of the service. Therefore, making quality Service is important. Therefore, business operators in various organizations emphasize the importance of the quality of services provided to customers to meet their various needs can therefore be said to be quality. Service is an important core function in management. Therefore, service quality has been given many different meanings.

Service quality (Service quality) is the provision of quality service that meets the expectations of service recipients. and service levels result in satisfaction among service recipients. For service quality is providing excellent service or quality that exceeds customer expectations, including service quality, quality. Atmosphere, food quality, convenience in service These things are related to customer satisfaction (Yusof et al., 2016), perception of consumer image and leading to repeat service use (Katewadi Somboontawee, 2018; Ryu, Kim and Lee 2012), including returning to use Customer service both in the short term and long term (Wasuthida Nurithamon and Naphat Thipsri, 2019) results in confidence. Trust in the service (Piyapong Phuwanit and Wirot J. Satalak, 2015) and leads to loyalty of service users. Therefore, importance should be given to creating quality services according to the concept of Parasuraman, Berry and Zeithaml, (1990) presented about service quality consisting of Dimension 5 is concreteness of service (Tangibles), trustworthiness in service (Reliability), responsiveness (Responsiveness), providing confidence (Assurance), and caring for customers (Empathy).

Teera Kiti Nawarat Na Ayutthaya (2009) mentioned the results that arise from evaluating the quality of the service that the service recipient receives, called the quality of service that the customer perceives (Perceived Service Quality), which can happen to the recipient. The service compares the expected service (Expected Service) with the service that is the experience that the service recipient receives after using that service, which is called Perceived Service by criteria for evaluating service quality It has been developed in all 5 areas as follows:

1. Physical appearance that can be touched (Tangibles) refers to various facilities. That can allow customers to see the readiness of the tools. and various components which includes modernity of equipment and clothing of employees Readiness and environment of the service location, etc.

2. Service reliability (Reliability) refers to the process of providing services with honesty, accuracy and completeness. From the first step until the last step of the service Makes customers feel confident that the service is accurate, accurate, without errors, and on time every time, such as when travel companies and tour guides are able to provide tour services according to the schedule in the tour itinerary. Agreed with tourists should be able to keep time as scheduled and be able to tour all locations. As well as arranging accommodation, vehicles, and food and beverage services as agreed upon.

3. Responding to the needs of service recipients (Responsiveness) refers to the readiness and willingness of employees to provide immediate service. and provide great assistance it is a service that meets the needs of the service recipient. Able to solve problems correctly and quickly, such as The hotel receptionist can provide information about services. and various facilities within the hotel as soon as the user asks

4. Assurance means something that makes customers feel confident in the service provider that, they have both knowledge and understanding about services and have the ability to provide services the service recipient feels it's worth it. with the money and time spent and service providers should have knowledge and ability and expertise in that work. For example, the hotel has an effective security system. and there are workers who can communicate at least 3 languages, or the airline has flight captains and flight attendants who are skilled in their own professions.

5. Understanding customers (Empathy) means being able to take care of them. Pay attention to service recipients accordingly. Different needs of service recipients, whether it's paying attention and caring for each customer. By

having access to the ability to clearly understand the specific needs of customers, such as the hotel provides a wake-up call service for service recipients or activity guides. Recreation while traveling in the car to keep tourists entertained throughout their journey.

From the above concept the meaning of service quality can be summarized as that organizations will be able to recognize the direction of service quality according to customer needs is quite difficult. Because providing services is something that cannot be captured. What should be done so that every service provides good service quality to customers that is equal to customer expectations? with the quality of service to be provided to customers Must match expectations and can be on a constant standard. The researcher therefore applied the concept of 5 dimensions of service quality to study. Satisfaction and intention to return to use 5-star hotels again of foreign tourists in Prachuap Khiri Khan province.

The concept of repeat service

Intention to use the service again It is a demonstration of customer loyalty (Customer Loyalty) which consists of Attitudes and behavior of customers that show their preferences and intention to repeat and use services in addition to services previously used. Intend to recommend the business's products or services to others. Therefore, it leads to the creation of a protective immunity to prevent purchasing or using services from other businesses (Narayandas, 1998). The customer is committed to the product or service. Or the brand itself that is assessed from willingness (willingness) in the form of purchasing or supporting (patronage) and recommending or telling people (Recommendation) and returning to purchase products or returning to use services continuously in the future (Oliver, 1997) for to build loyalty, businesses must build the best relationships with consumers.

Repeated use of service It is another loyalty that customers have towards a product or service. That is the behavior that customers demonstrate by returning to buy or use the service again. Including recommending friends or other people to be interested in purchasing the products or services of the business. Loyalty to the brand or service of the customer is an indication of commitment to the brand or service of the service provider (Aaker, 1996), whereby customer loyalty is based on the decision-making process and consumer behavior. Repeat service use depends on the individual's experience gained from previous services (Hellier et al., 2003). Faith and impressiveness in various products and services cause customers to continuously return to use the service again. Remember the service provider first. and will not choose to receive services from other service providers have replaced them (Su Phisara Kitcharoen, Wasutida Nuritmon and Na Tha Pat Woraphongphat, 2020). However, whether consumers will come back to buy or use the service again or not. Depends on the attitude and behavior of each person or Obstacles that prevent people from returning to use the service. Therefore, service providers must be eager to improve, modify, and develop products or services to have greater value and quality (Cronin et al, 2000) in order to increase the confidence and satisfaction of service users and return them. Reuse services (Ryu, Han and Kim, 2008), all of this information It is important for the hotel business. that must be emphasized and try to find methods and guidelines to motivate and encourage service users to develop behavior and decide to return to use the service again this will lead to success according to business goals. Therefore, it is the origin of the research concept framework as detailed below.

2.2 The Conceptual Framework

Conceptual framework for this research the researcher has an idea to study the quality of service that affects the satisfaction and intention to return to use 5-star hotels again among foreign tourists in Prachuap Khiri Khan province. The researcher has reviewed foreign and domestic research literature according to the details mentioned above. to develop it into a conceptual framework the details are as follows:

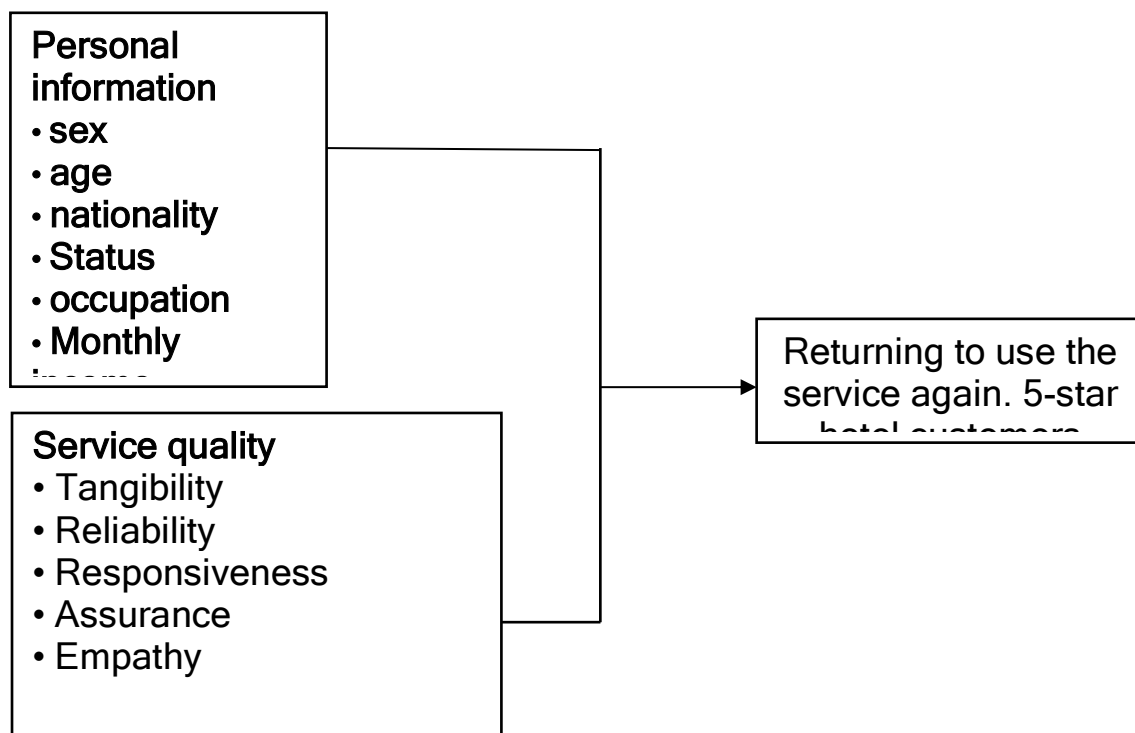**Independent variable**   **Dependent variable**

Figure 1: Research concept framework

3. Methods

This research is quantitative research. and studies and reviews of literature related to service quality that affects return to use. Repeated services in 5 -star hotels. The variables used in this research include service quality. which consists of: Concreteness of the service (Tangibility) Trustworthiness (Reliability) Response to customers (Responsiveness) Giving confidence to customers (Assurance) Knowing and understanding customers (Empathy) The population in this study is 9,747,884 foreign tourists who come to use 5-star hotels in Prachuap Khiri Khan Province in 2022. The sample group is foreign tourists. who traveled to use the services of a 5- star hotel in Prachuap Khiri Khan Province, totaling 400 people Use a simple random method. Using the sample size calculation from Taro Yama Ne formula. Using a questionnaire as a tool to collect statistical data for analysis, frequency, percentage, average, and standard deviation. Tools used in this study It is a questionnaire which is used with foreign tourists. who come to use the services of a 5- star hotel in Prachuap Khiri Khan province is the use of a closed-ended questionnaire. The questionnaire was divided into 3 parts as follows: Part 1: General information of the respondents. Part 2: These service quality factors. It is a criterion that affects returning to use. Repeated services in 5- star hotels in Prachuap Khiri Khan Province and Part 3 compares expectations. and actual experience gained When coming to use the services of a 5- star hotel in Prachuap Khiri Khan Province and content analysis as follows: 1) Data analysis of personal factors 2) Analysis of data on the level of service quality factors It is a criterion that affects returning to use the service again in 5- star hotels. 3) Analysis of comparing expectations. and actual experience gained When coming to use services in a 5-star hotel In Prachuap Khiri Khan Province

4. Results

From the data analysis, the research results summarize the important points as follows:

1. Personal information of respondents

From the results of the analysis of data related to the personal information of the respondents used as the sample for this study, which was 400 people, it was found that the majority of the respondents were female. Number of

215 people, representing 53.75 percent, aged 30-39 years, number of 120 people, representing 30 percent, having Thai nationality, number of 208 people, representing 52 percent, marital status, number of 2 2 6 people, representing 56.50 percent, occupation: employee/private company employee. There were 175 people, accounting for 43.75 percent, with an average monthly income. 30,001-50,000 baht, there were 151 people, accounting for 37.75 percent, and the purpose of this trip was for travel/relaxation, 323 people, accounting for 80.75 percent.

2. The level of service quality as a criterion affects returning to use the service again in 5-star hotels in Prachuap Khiri Khan province.

From the results of the analysis of data related to service quality levels that are criteria affecting Come back to use the service again in 5- star hotels, overall at the highest level. When considering each item, it was found that the majority of respondents gave the highest level of importance to tourists. Response to customers (Responsiveness), reliability (Reliability), giving confidence to customers (Assurance) Tangibility of the service (Tangibility) and attaches great importance to knowing and understanding customers (Empathy) The details of each aspect are as follows.

2.1 Tangibility of the service (Tangibility) which is a criterion affecting the return to use Repeated service in a 5-star hotel Overall it is at the highest level. The average value was 4.27. When considering each item, it was found that the majority of tourists who responded gave the highest level of importance to 4 items. and 1 item at a high level, giving the highest level of importance to the subject, the hotel provides complete facilities such as swimming pool, steam room, computer room. fitness room the hotel has an efficient system for registering guests for stay and notifying guests of minor departures. and attaches great importance to the matter the hotel is a green hotel, such as reducing energy use or using alternative energy.

2.2 Reliability, which is a criterion affecting repeat service in 5- star hotels, is overall at the highest level. The average value was 4.36. When considering each item, it was found that the majority of respondents gave importance to 4 items at the highest level and 1 item at a very high level, with the highest level of importance being given to: The receipt of payment is accurate. The second most efficient room booking system and attaches great importance to the matter There are sufficient numbers of employees to be able to provide thorough customer service.

2.3 Responsiveness to customers (Responsiveness), which is a criterion that affects repeat service in 5- star hotels, is overall at the highest level. has an average of 4.37 when considering on a per item basis, it was found that the majority of tourists who responded gave the highest level of importance to every item. By giving the highest level of importance to the matter. Employees provide friendly service. Employees are secondarily attentive to customer problems. and employees contact and coordinate quickly when contacted by customers.

2.4 In terms of providing confidence to customers (Assurance), which is a criterion that affects returning to use. Repeated service in 5- star hotels is overall at the highest level. The average value was 4.31. When considering each item, it was found that the majority of tourist respondents gave the highest level of importance to every item. By giving the highest level of importance to the matter. The hotel gives importance to everything. Any customer comments by putting it into practice to develop services Hotel staff are able to communicate with customers clearly and accurately. and the hotel is in a well-known chain.

2.5 Knowing and understanding customers (Empathy) is a criterion that affects repeat service in 5-star hotels, overall, at a high level. The average value was 4.01. When considering each item, it was found that Most of the tourist respondents gave importance to 1 item at the highest level and 2 items at a very high level. By giving the highest level of importance to the matter. Employees provide care Always pay attention to customers and attaches great importance to the matter Employees can recognize customers. Whether it's the customer's name Including what you like or dislike next. And have the hotel send greeting cards to customers on special days such as birthdays, New Year's Day.

As detailed in the following table.

Table 1 Mean and standard deviation of criteria service quality factors affecting repeat service in 5- star hotels in Prachuap Khiri Khan Province.

Service quality factors	$\bar{x}$	SD	level
1. Tangibility of the service	4.27	0.76	the most
2. Reliability	4.36	0.64	the most
3. Response to customers	4.37	0.66	the most
4. Giving confidence to customers	4.31	0.68	the most
5. Knowing and understanding customers	4.01	0.83	a lot
together	**4.31**	**0.74**	**the most**

Table 2 Mean standard deviation Expectation level and level of actual experience gained When coming to use the services of a 5- star hotel in Prachuap Khiri Khan Province Overall every aspect and each aspect

Service quality	Expectations Experience gained				Satisfaction
	$\bar{x}$	SD	$\bar{x}$	SD	
1. Concreteness of the service	4.30	0.76	4.38	0.66	0.08
2. Reliability	4.20	0.92	4.41	0.61	0.21
3. Response to customers	4.07	1.08	4.32	0.75	0.25
4. Giving confidence to customers	4.19	0.96	4.26	0.80	0.07
5. Knowing and understanding customers	3.84	1.16	3.99	0.98	0.15
together	4.12	0.98	4.27	0.76	0.15

From Table 2 It was found that foreign tourists who come to use the service have a high-quality level. Overall service expectations were at a high level ($\bar{x}$ = 4.12). When considering each aspect, it was found that Thai tourists and foreigners who come to use the service are at a high level in order of: Service quality Concrete aspect of service (Tangibility) ($\bar{x}$ = 4.30) Service quality in terms of reliability, trustworthiness (Reliability) ($\bar{x}$ = 4.20) Service quality in giving confidence to customers (Assurance) ($\bar{x}$ = 4.19) Service quality Response to customers (Responsiveness) ($\bar{x}$ = 4.07) and service quality in knowing and understanding customers (Empathy) ($\bar{x}$ = 3.84).

As for the service quality of the overall experience received, it was at the highest level ($\bar{x}$ = 4.27). When considering each aspect, it was found that foreign tourists who come to use the service are of the highest level. In order, they are service quality of reliability (Reliability) ($\bar{x}$ = 4.41), service quality of Concreteness of the service (Tangibles) ($\bar{x}$ = 4.38) Service quality in responding to customers (Responsiveness) ($\bar{x}$ =4.32) Service quality in providing Confidence in customers (Assurance) ($\bar{x}$ =4.26) and service quality in knowing and understanding customers (Empathy) ($\bar{x}$ = 3.99).

In this regard, when comparing the expectations and experiences that respondents received from using the services of 5- star hotels in Prachuap Khiri Khan Province. It can be seen that the experience that respondents received was better than expected in every aspect. Both in terms of the concreteness of the service reliability, trustworthiness Response to customers Giving confidence to customers and knowing and understanding customers When the experience received is at a level better than expected, it means that respondents are very satisfied with the service quality and have a high chance of coming back to use the service again.

5. Discussion

Research results on service quality affecting satisfaction and intention to return to use 5-star hotels again of foreign tourists in Prachuap Khiri Khan province. The objective was to study the quality of service that affects the satisfaction and intention to return to use 5-star hotels again among foreign tourists in Prachuap Khiri Khan province. It was found that

1. Results of the analysis of the level of comparison of expectations and actual experiences received by the respondents. The questionnaire was received from the use of 5- star hotels by foreign tourists in Prachuap Khiri Khan province. in service quality factors Concrete aspect of service (Tangibility) can be explained from the results of the said data analysis that the overall level of experience that service recipients actually receive is at a level Better than expected levels in every aspect When the actual experience received is at a level better than the level expected It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again. This is consistent with the findings of Leong, Hew, and Ooi (2015) who conducted a study on Structural equation model analysis to find the relationship between service quality Customer satisfaction and loyalty among low-cost and full-service airlines. The results of the research found that Service quality affects customer loyalty.

2. Results of the analysis of the level of comparison of expectations and actual experiences received by the respondents. The questionnaire was received from the use of 5- star hotels. of foreign tourists in the province Prachuap Khiri Khan in service quality factors Reliability: It can be explained from the results of the said data analysis that, the level of experience that the service recipient actually receives Overall, it is at a level better than expectations in every aspect. When the actual experience is better than expected. It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again. which is consistent with the research results of Kitapci, Akdogan, and Dortyol (2014) conducted a study on Impact of quality on service size About patient satisfaction and intention to use services Repetition and word-of-mouth communication in the public healthcare industry the results of the research found that Service quality affects customer loyalty.

3. Results of the analysis of the level of comparison of expectations and actual experiences received by the respondents. The questionnaire was received from the use of 5- star hotels by foreign tourists in Prachuap Khiri Khan province. in service quality factors Regarding response to customers (Responsiveness), it can be explained from the results of the said data analysis that the overall level of experience that service recipients actually receive is better than expected in every aspect. When the actual experience is better than expected. It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again. This is consistent with the research results of Hussain, Al Nasser, and Hussain (2015) who conducted a study on Customer satisfaction and service quality of US airlines United Arab Emirates The results of the research found that Service quality affects customer loyalty.

4. Results of the analysis of the level of comparison of expectations and actual experiences received by the respondents. The questionnaire was received from the use of 5- star hotels by foreign tourists in Prachuap Khiri Khan province. in service quality factors in terms of providing confidence to customers (Assurance), it can be explained from the results of the said data analysis that, the overall level of experience that service recipients actually receive is better than expected in every aspect. When the actual experience is better than expected. It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again. which is consistent with the research results of Kitapci (2014) studied the impact of quality, service size and repeat service intention and word of mouth communication in the medical industry. It was found that service quality includes reliability and trustworthiness. Giving confidence to customers Concreteness of the service Knowing and understanding your customers and responding to them has a positive impact on customer loyalty.

5. Results of the analysis of the level of comparison of expectations and actual experiences received by the respondents. The questionnaire was received from the use of 5- star hotels by foreign tourists in Prachuap Khiri Khan province. in service quality factors in terms of knowing and understanding customers (Empathy), it can be explained from the results of the said data analysis that the overall level of experience that service recipients actually receive is better than expected in every aspect. When the actual experience is better than expected. It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again. This is consistent with the findings of the study on the relationship between the quality of service received and patient satisfaction and honesty. Private hospital case study In Bangkok It was found that the relationship between the quality of various services has an effect on the level of satisfaction. and honesty of service recipients Especially the quality of service in terms of quick response, it will forward the level of satisfaction of patients who come to receive services.

From the results of the analysis of data collection in the questionnaire of users of 5- star hotels. of foreign tourists in Prachuap Khiri Khan province, it was found that the overall experience received by service recipients was at a level better than expectations in every aspect. When the actual experience is better than expected. It shows that the respondents are very satisfied with the quality of the service. And there is a high chance of returning to use the hotel again.

Suggestions

From the research results the researcher has suggestions as follows:

Suggestions for putting research results to good use

1) Concrete aspect of the service Hotels should publicize information about reducing energy use or using alternative energy. To make service recipients more aware of reducing energy use or using alternative energy.
2) Reliability The hotel has guidelines for developing the ability to solve problems or answer questions for service providers correctly. to employees and personnel within the hotel
3) Response to customers Hotels should have a sufficient number of employees who can provide thorough service. and ready to provide service immediately when service users request assistance
4) Giving confidence to customers the hotel should pay attention to every customer opinion. In order to improve the service to be more efficient.
5) Knowing and understanding customers the hotel should send special daily greeting cards to service recipients. for service recipients was most impressed

Suggestions for future research

1) Other factors that affect the feelings of customers who return to use services in 5- star hotels should be studied in order to be used as a guideline for enhancing customer feelings in many dimensions.
2) Data should be collected by interview. to gain in-depth information This will be information based on the opinions of the respondents. Without being limited to just the questions in the exam.

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