

# Guidelines for Improving Service Quality for the Elderly in Hotel and Resort Accommodation in Nakhon Ratchasima

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## **Abstract**

*This motive of this paper is to fulfill the service quality for the elderly in hotels and resort places in Thailand. Some factors support to enhance the service quality in the hotel and resort for elderly that are brand prestige of package tour, elderly well-being perception and professional service of the tour guide. These factors enhance service quality and make the mind of their customers to revisit the hotel. These factors are independent variables, the intention to revisit the hotel is the dependent variable, and the elderly tourist satisfaction play as a mediating variable. In this paper, the quantitative research method is used in which online questionnaires based survey is used to collect the data. For analysis, the structural equation modeling is used to investigate the variables with their hypothesis. The results of these investigations show that there is a significant impact of professional service of tour guides and elderly well-being perception on the intension to revisit the hotel. This paper is helpful for hotel management, strategy developers and also the state's authorities to understand the importance of customer-oriented strategies in this service industry, and also its valid information gives chance to future researches to use its data in their future researches and overcome its weakness. Like there is only work on elderly people rather than youth or other age groups in its analysis portion, and also there is a lack of a mixed method of research. These weaknesses may impact the reliability and authenticity of this data which can be overcome by the future researchers.*

*Keywords: Service Quality, Elderly in Hotel and Resort, Accommodation in Nakhon Ratchasima*

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## **1 Introduction**

Nakhon Ratchasima is one of the four major cities of Isan, Thailand and its economy is majorly dependent on agriculture i.e. rice, sugar, and tapioca (Promlung & Kovathanakul, 2018). In addition to this, there are many opportunities in front of international hotels and resorts companies to launch their branch in this developed location (Muscat, 2016; Sunanta, 2020; Trupp & Sunanta, 2017). In the Thailand market, there is a great fluctuation in the hotel occupancy rate within its other different locations as mentioned in the following figure;

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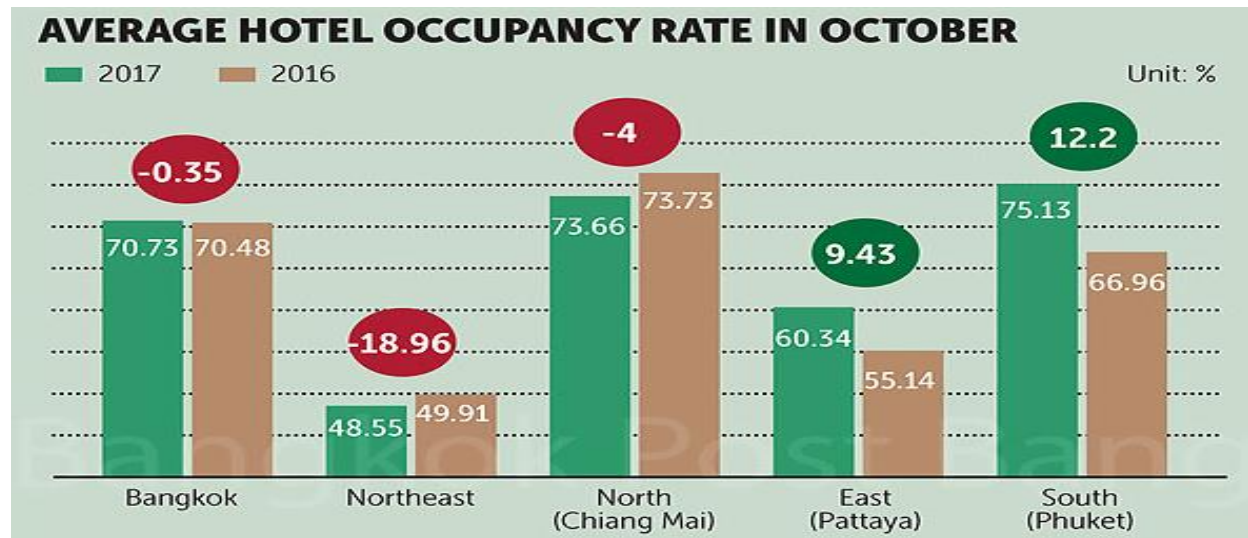


Figure 1: Average Hotel Occupancy Rate in October (2016, 2017)

The above figure shows that how East Pattaya and South Phuket based advanced locations are favorable for the hotel industry and its profit generation mechanism as compared to Bangkok, Northeast, and North Chiang Mai based locations (Phophan, 2017). After this, the revenue generation hotel industry within the Thailand market is given below (Sukmongkol, Virathamant, & Mahaprom, 2019);

| Revenue Generation of Hotel Industry in Thailand (from 2017-2023) |                      |
|---|----------------------|
| 2017  | US\$ 1,264.6 million |
| 2018  | US\$ 1,285 million   |
| 2019  | US\$ 1,313.4 million |
| 2020  | US\$ 754.3 million   |
| 2021  | US\$ 1,027.9 million |
| 2022  | US\$ 1,216.7 million |
| 2023  | US\$ 1,377.4 million |

Table 1: Revenue Generation of Hotel Industry in Thailand (from 2017-2023)

The problem statement of this research paper is to investigate the significant influence of brand prestige of package tour, elderly well-being perception, and professional service of tour guide on developing the productive intention of elderly tourists to revisit the hotel by fulfilling their satisfaction level.

This paper significantly covers the gap of the previous researches by specifically worked on the Nakhon Ratchasima location-based hotel and resort industry as a case study. In the previous researches, nobody majorly worked on this Thailand historical place and its business activities. They only worked on customer complaints and its service quality enhancement in the Thailand market and the significance of the direct relationship between the company and its stakeholders (Leelaumpornsin & Keawsaiha, 2019; Sangpikul, 2019). While, some of them also discussed the hotel and resorts providers' perception of the service quality improvement for senior tourist in Nakhon Ratchasima (Suksutdhi, 2019). But this research majorly focuses on driving innovative ways that play a significant role to enhance the visitor's satisfaction level to revisit the hotel. The research objectives of this paper are;

- To critically evaluate the effect of brand prestige of packaging tour on the customer's intention to revisit the hotel.
- To critically evaluate the effect of elderly well-being perception on the customer's intention to revisit the hotel.
- To critically evaluate the effect of professional service of tour guides on the customer's intention to revisit the hotel.
- To critically understand the mediating role of elderly tourist satisfaction in developing their intention to revisit the hotel.

This paper will be an informative approach for the tourism industry's management who operating in Nakhon Ratchasima's location to critically understand which elderly tourist satisfaction level directly enhanced their intention to again utilize the hotel and resort services. Also, this paper will give a new direction to their marketing and operational department by directly fulfilling their service gap in the consumer market. Its data is also utilized by related field scholars to understand the real figure of Thailand consumer's perception towards the hospitality sector.

## **2 Literature Review**

### **2.1 Service Quality Theory**

In total quality management, the service quality theory is considered as one of the major sources to sustain the company's image in the mind of customers to remain loyal to the brand (Lien, Cao, & Zhou, 2017; C.-H. S. Liu & Lee, 2016; Oh & Kim, 2017). The theory of service quality is based on product quality and its impact on customer satisfaction (Ashraf, Ilyas, Imtiaz, & Ahmad, 2018). In 1988, Zeithaml considered as an assessment of market customers from the overall excellence of service (Marimon, Llach, Alonso-Almeida, & Mas-Machuca, 2019). In literature, many kinds of research have been to explore the importance of this theory for company's survival in the competitive market that enhanced the customer loyalty with company's productivity by specifically considered the role of demographics in this mechanism (Dwianto & Purnamasari, 2018; Lian & Yoong, 2017; Razak, Kasim, & Harun, 2018).

### **2.2 Brand Prestige of Package Tour and Intention to Revisit Hotel**

According to Yi-Sung Cheng and his group fellows, the revisiting of a hotel is considered as the main standard of working in the market of tourism. In their research, they specifically investigate the association between the explanation service of tour guide, destination figure, tradition specification, recognized service worth and objective to revisit, and also explore the in-case destination figure, tradition specification and recognized service by moderating with the association among the explanation service of tour guide and objective to revisit the hotel (Cheng, Kuo, Chang, & Chen, 2019; Naveed, Hameed, Albassami, & Moshfegyan, 2019; Ali Khan, 2018). Se Ran Yoo and his companion also discussed the part of the experience of consumers, cuisine rosiness, and merit for the objective to revisit the hotel. In their research, they proposed the five methods to investigate the forefather elements that may increase the consumer's worth and objective to revisit the hotel (Egbuniwe, 2019; Yoo, Lee, & Jeon, 2020). Hence the following hypothesis has been proposed;

**H1: There is a significant relationship between Brand Prestige of Package Tour and Intention to Revisit Hotel**

### **2.3 Elderly well-Bring Perception and Intention to Revisit Hotel**

Similarly, Lujun Su and his fellows described the impacts of recognized facility standards on the buyback objectives and personal well-being of tourists. They investigate the two association standard erect as a moderating element between the tourists' standard of register service. The outcomes of this study with local hotel guests assist the given model. Particularly, the outcomes specify that general consumer gratification moderates the association among the standard of recognized service and buyback objectives and personal well-being (Su, Swanson, & Chen, 2016). Jinspoo Hwang and others studied the master plan for increasing senior tourists' well-being recognition and investigate the methods to make well-being recognition in the market of elderly tourism. Mainly, their study gives firstly the general association among four directions of wealth occurrence (training, amusement, aesthetic, and dreaming) and well-being recognition. Secondly, he discussed the impacts of the well-being recognition on customer behaviors regarding trademark, label link, and label dependability, and thirdly the mediating part of promoting benefits (Hwang & Lee, 2019c). Hence the following hypothesis has been suggested;

**H2: There is a significant relationship between Elderly well-Bring Perception and Intention to Revisit Hotel**

### **2.4 Professional Service of Tour Guide and Intention to Revisit Hotel**

Meltem Caber and his group members explore the effects of simple phobia of food, the participation of food, the working of tour guides and domestic food utilization, and its impact on customer's intention to revisit the hotel. They surveyed some international tourist hotels with the SEM (structural equation modeling) where their outcomes show that the working of the tour guide has a negligible impact on a simple phobia of food. They also explored the part of tour guides on guests' domestic food utilization attitude (Caber, Yilmaz, Kiliçarslan, & Öztürk, 2018). Yin, Qi and his fellows discussed the elements that affect more contentment and objective to revisit the hotels. After conducting a statistical analysis, they concluded that the working of employees in the hotel is a very important factor that insists on the customer to revisit the hotel. Because it increases the positive perception regarding the operating activities of a company in a consumer market (Yin, Kwon, & Shin, 2017). Therefore, the following hypothesis has been suggested;

**H3: There is a significant relationship between the Professional Service of Tour Guide and Intention to Revisit Hotel**

### **2.5 Mediating Role of Elderly Tourist Satisfaction between Brand Prestige of Package Tour and Intention to Revisit Hotel**

Liu, Chun-Chu, and his fellow examine the effects of the market master plan of the hotel on the tourist's responses, inducement, and contentment. According to their statistical outcomes, if the management effectively developed the customer-oriented strategies then the positive perception of customers towards the company's operating activities will be enhanced (C.-C. Liu & Kao, 2018; Vargas-Hernández & Winkler-Benítez, 2020). Nilpulb Chartaya and his group members discussed the specifications of an organizational pattern that made to recognize the main factors of tourists' devotion, with certain centers on the difficult part of tourist contentment. After surveying many tourists, their result shows that it partly moderates the association among recognized service and destination devotion (Nilplub, Khang, & Krairit, 2016). Therefore, the following hypothesis has been proposed;

#### **H4: Elderly Tourist Satisfaction act as a significant mediator between Brand Prestige of Package Tour and Intention to Revisit Hotel**

### **2.6 Mediating Role of Elderly Tourist Satisfaction between Elderly well-Being Perception and Intention to Revisit Hotel**

Di Wu and his companions investigate how tourists' recognition genuinely affects their well-being in the purpose to revisit the hotel with the moderating part of contentment. The outcome of their research gave three conditions; firstly, legitimacy has an effective impact on the contentment; secondly, the different directions of place extension have disparate impacts on personal well-being; and thirdly, place extension and contentment play a moderating part in the association between originality and personal well-being (Wu, Shen, Wang, Hou, & Yang, 2019). After critically evaluate this research, the following hypothesis has been suggested;

#### **H5: Elderly Tourist Satisfaction act as a significant mediator between Elderly well-Being Perception and Intention to Revisit Hotel**

### **2.7 Mediating Role of Elderly Tourist Satisfaction between Professional Service of Tour Guide and Intention to Revisit Hotel**

Jinsoo Hwang and his fellow study the association between elder tourists and tour guide workers. In the field of tourism, for elder and old tourists' tour guide workers are very essential. That's why they discussed the relationship between elder tourists and the tour guide workers. For this, they used rapport to check the relationship between them and this technique improves the contentment with the tour guide. They concluded that the elder tourists positively impact on the rapport with tour guide worker (Hwang & Lee, 2019b). Therefore, the previous literature helps to propose the following hypothesis;

#### **H6: Elderly Tourist Satisfaction act as s significant mediator between Professional Service of Tour Guide and Intention to Revisit Hotel**



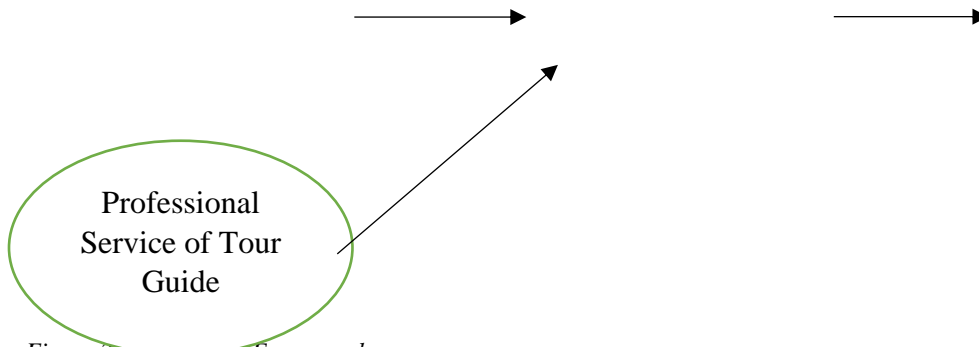


Figure 2: Theoretical Framework

### 3 Research Methodology

In research methodology, this paper focused on the quantitative research in which a close-ended questionnaire based online survey is conducted where the five-point Likert scale method is used to measure the valid outcomes of the survey (Ball, 2019; Evans & Mathur, 2018). After randomly distributed 500 online questionnaires only 333 of the respondents gave an accurate response. The target respondents of this research paper are based on hotel management, strategy developers, entrepreneurs and owners. In gender demographic, males are 182 (54.7%) and females are 151 (45.3%). And in age demographic, people that are less than 25 years are 108 (32.4%), people that are from 26 to 30 years are 131 (39.3%), people that are from 31 to 35 years are 79 (23.7%), people that are more than 35 years are 15 (4.5%). In the status demographic, single people are 173 (52%) and married people are 160 (48%). And in qualification demographic, people that have an intermediate degree are 73 (21.9%), people that have bachelor degree are 164 (49.2%), people that have a master degree are 84 in numbers(25.2%), while the people who have another degree are only 12 (3.6%). To measure the valid survey outcomes, SEM model based informative SPSS software test is implemented where the confirmatory factor analysis is used to examine the given variables in the form of a nest that helps to identify the correlation between the tested items (Sarstedt, Ringle, & Hair, 2017; Wang & Wang, 2019). This structural equation modeling is used to make a valid statistical analysis of all the tested variables and explores the variables' relationship with one another (Civelek, 2018; Ramayah, Cheah, Chuah, Ting, & Memon, 2018; Sarstedt et al., 2017; Wang & Wang, 2019).

### 4 Results and Analysis

In order to analyze the influence of advanced service quality for the elderly in the hotel industry, the following models and tests take the statistical measurements of the tested variables of this research paper. Firstly its descriptive statistics are mentioned below;

|                    | N         | Minimum   | Maximum   | Mean      | Std. Deviation | Skewness  |            |
|--------------------|-----------|-----------|-----------|-----------|----------------|-----------|------------|
|                    | Statistic | Statistic | Statistic | Statistic | Statistic      | Statistic | Std. Error |
| BPOPT              | 333       | 1.00      | 5.00      | 3.2795    | 1.04288        | -.253     | .134       |
| EWBP               | 333       | 1.00      | 5.00      | 3.3709    | 1.01783        | -.416     | .134       |
| PSOTG              | 333       | 1.00      | 5.00      | 3.4731    | 1.21045        | -.442     | .134       |
| ETourS             | 333       | 1.00      | 5.00      | 3.2442    | 1.13677        | -.324     | .134       |
| IntRevH            | 333       | 1.00      | 5.00      | 3.3714    | 1.11604        | -.414     | .134       |
| Valid N (listwise) | 333       |           |           |           |                |           |            |

Table 2: Descriptive Statistics

As per the overhead descriptive statistics table, the elderly well-bring perception has a low standard deviation value that is 1.01 which means this independent variable is less deviated from its mean and more effective. While the professional service of tour guide has a high standard deviation value that is 1.21, which means this independent variable is more deviated and less effected on the customer’s intention to revisit the hotel based dependent variable.

|                               |                    |          |
|-------------------------------|--------------------|----------|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 4301.029 |
|                               | df                 | 105      |
|                               | Sig.               | .000     |

Table 3: KMO and Bartlett's Test

In the above-mentioned table of KMO and Bartlett's test, it has been shown that the measured value of sampling adequacy is 0.901, means within the threshold range. And there is an appropriate difference value (105) with 0.000 significant value which means that this model is a good fit.

|     | Component |      |      |      |      |
|-----|-----------|------|------|------|------|
|     | 1         | 2    | 3    | 4    | 5    |
| BP1 |           |      |      | .820 |      |
| BP2 |           |      |      | .901 |      |
| BP3 |           |      |      | .855 |      |
| WB1 |           |      | .851 |      |      |
| WB2 |           |      | .835 |      |      |
| WB3 |           |      | .848 |      |      |
| PS1 | .777      |      |      |      |      |
| PS2 | .887      |      |      |      |      |
| PS3 | .835      |      |      |      |      |
| TS1 |           | .865 |      |      |      |
| TS2 |           | .873 |      |      |      |
| TS3 |           | .874 |      |      |      |
| IR1 |           |      |      |      | .696 |
| IR2 |           |      |      |      | .687 |
| IR3 |           |      |      |      | .773 |

Table 4: Rotated Component Matrix

As per the above table of the rotated component matrix, all the values of each variable are uploaded properly. In this table, all the rotated component matrix values of each item are more than 0.7 (standard value).

|           | CR    | AVE   | MSV   | MaxR(H) | TS           | BP           | WB           | PS           | IR           |
|-----------|-------|-------|-------|---------|--------------|--------------|--------------|--------------|--------------|
| <b>TS</b> | 0.937 | 0.831 | 0.340 | 0.937   | <b>0.912</b> |              |              |              |              |
| <b>BP</b> | 0.911 | 0.774 | 0.341 | 0.962   | 0.514        | <b>0.880</b> |              |              |              |
| <b>WB</b> | 0.924 | 0.801 | 0.377 | 0.975   | 0.560        | 0.584        | <b>0.895</b> |              |              |
| <b>PS</b> | 0.881 | 0.711 | 0.702 | 0.979   | 0.434        | 0.399        | 0.432        | <b>0.843</b> |              |
| <b>IR</b> | 0.911 | 0.774 | 0.702 | 0.983   | 0.583        | 0.513        | 0.614        | 0.838        | <b>0.880</b> |

Table 5: Convergent and Discriminant Validity

According to the above convergent and discriminant validity based outcomes, it becomes clear that there is no occurrence of convergent validity issues because the value of composite reliability is more than 0.8 and the value of average variance is also more than 0.7. Also, the bold digits show that there is no occurrence of any discriminant validity issue within the tested items.

| CFA Indicators  | CMIN/DF | GFI    | IFI    | CFI    | RMSEA  |
|-----------------|---------|--------|--------|--------|--------|
| Threshold Value | ≤ 3     | ≥ 0.80 | ≥ 0.90 | ≥ 0.90 | ≤ 0.08 |
| Observed Value  | 2.101   | 0.941  | 0.980  | 0.979  | 0.058  |

Table 6: Model Fit Indices

After this, the above table of model fit indices shows that the values of CMIN/DF, GFI, IFI, CFI, RMSEA that are within their standard range. Like the observed value of CMIN/DF is 2.101 (less than 3). The value of GFI is 0.941 (greater than 0.80), and also both IFI and CFI values are 0.980 and 0.979 (greater than 0.90). Last, the value of RMSEA is 0.058 (smaller than 0.08) which means factors are effectively uploaded on the model(Hameed, Basheer, Iqbal, Anwar, & Ahmad, 2018; Ul-Hameed, Mohammad, & Shahar, 2018).

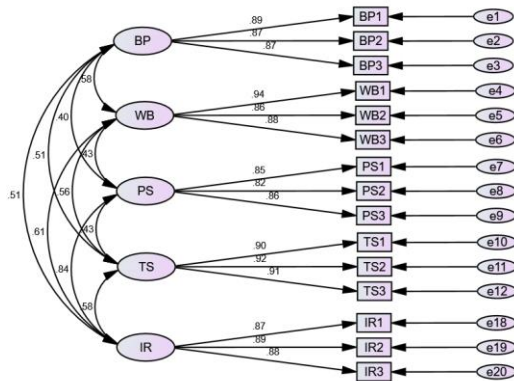


Figure 3: CFA

| Total Effect    | PSOTG  | EWBP   | BPOPT  | ETourS |
|-----------------|--------|--------|--------|--------|
| ETourS          | .374** | .130** | .198** | .000   |
| IntRevH         | .336** | .330** | .135   | .588** |
| Direct Effect   | PSOTG  | EWBP   | BPOPT  | ETourS |
| ETourS          | .374** | .130** | .198*  | .000   |
| IntRevH         | .116*  | .254** | .018   | .588** |
| Indirect Effect | PSOTG  | EWBP   | BPOPT  | ETourS |
| ETourS          | .000   | .000   | .000   | .000   |
| IntRevH         | .220** | .077** | .117** | .000   |

Table 7: Structural Equation Modeling:

The structural equation modeling shows that one percent change in professional service of the tour makes 37.4% change in the elderly tourist satisfaction and 33.6% change in the dependent variable intention to revisit the hotel. Well, in the case of elderly well-bring perception, it causes a 13.0% change in the elderly tourist satisfaction and a 33.0% change in the invention to revisit the hotel. The brand prestige of the package tour has caused a 19.8% change in the elderly tourist satisfaction and a 13.5% change in the invention to revisit the hotel. Also, the elderly tourist satisfaction based moderate produces a 58.8% change in the dependent variable, as its graphics are mentioned below;

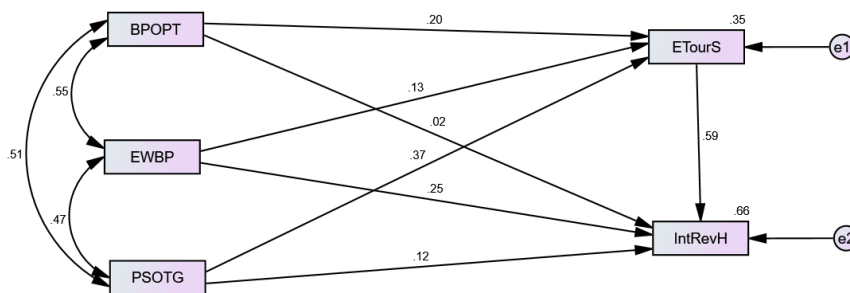


Figure 4: Structural Equation Modeling

## 5 Discussion and Conclusion

## 5.1 Discussion

After critically evaluate the SEM model-based outcomes, it is cleared that there is a significant relationship between the tested variable. According to researchers, the brand prestige package tour has also a positive impact on the business of hotels and resorts that directly impact the elderly well-being perception. And the status consumption plays a moderating role in between the brand prestige of package tour and elderly well-being perception (Hwang & Lee, 2019a). According to them, there are four performances of tour service named as tourist attention service, tourists guide service, tourist accommodation service, and tourist food service. The elderly well-being perception is positively related with the brand prestige contributions that help to enhance the behavior of the customers in positively (Hwang & Lee, 2019b; Lin, Lin, & Chen, 2017).

## 5.2 Conclusion

Thus, it is concluded that the elderly well-bring perception and professional service of a tour guide directly impact on the intention to revisit the hotel in the Thai market. While the elderly tourist satisfaction is such a factor that majorly promotes the customers' decision to resist/ reuse the hotel services. The structural equation modeling (SEM) based statistical analysis shows that within the Thailand market, the majority of adults focus on high quality/ luxurious services from the hotels and resorts.

## 5.3 Future Implications

Like other research papers, this paper can also utilize by the future researches. This paper can be used by the Thai resorts and hotels' management, their experts, decision-makers, and owners in future development projects. This paper is also useful for the Thai government, its natives, and the policymakers to understand the major aim of such service providers within a state. Also, the related field scholars can utilize its valid data in their hypothesis testing and discussion portion.

## 5.4 Limitations and Future Researches

In every research paper, there are always some weaknesses and gaps that give chance to the new researchers to fulfill these gaps and weaknesses in their future researches. The first gap of this research paper that there is no usage of mixed-method research or qualitative research for versatile data collection. Secondly, this data is only focused on elderly people of Thailand rather than young and energetic consumers that may impact the acceptability of this research. So, after considering its weakness, it becomes clear that this paper will help the upcoming researchers to fill its gaps in their research papers.

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