

Tourist Destination Loyalty Model for Homestays Entrepreneurs in Samut Sakhon Province

Chaiyawit Muangmee
Nusancee Meekaewkunchorn
Ratchanokpanyasupat
Rattana Bunuam
Preeyaporn Suebsawat

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Abstract:

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

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

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

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I. INTRODUCTION

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

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