

# Marketing Mix that Affects Decision Making Choose Service Maneechan Hotel Chanthaburi Province

Khachathon Thesmalapong, MBA and Dr. Tosaporn Mahamud, Ph.D

**Abstract**—The purpose of this study was to study 1) Marketing mix factors in selecting Maneechan Hotel Chanthaburi Province 2) Making a decision to use Maneechan Hotel Chanthaburi Province 3) Compare the decision to use Maneechan Hotel. Chanthaburi province classified by personal data 4) Marketing mix affecting the decision to use Maneechan Hotel Chanthaburi Dhamma Province using a questionnaire totaling 400 sets. It is a tool for collecting data and using statistics to analyze data, namely percentage, mean, hypothesis test, t-test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. The results of the study revealed that most of the respondents were female, aged 31-40 years, self-employed, bachelor's degree. average monthly income 10,001-20,000 baht. And the source of knowing hotel information is various advertising media. Marketing mix affects the decision to use the service. Overall, the average is at a very significant level. Deciding to use Maneechan Hotel Chanthaburi Province. Overall, the average is at a very significant level. The results of the hypothesis test on personal data are sex, age, education level, occupation, average monthly income. and hotel resources different affecting the decision to use Maneechan Hotel Chanthaburi Province is different. Significantly at the .05 statistical level. Marketing mix factors product aspect, price aspect, distribution channel aspect. Marketing Promotion and personnel is a factor that influences the decision to use Maneechan Hotel Service Chanthaburi Province.

Recommendations from the Entrepreneurial Study. It's important to keep your space clean. and maintain the image and reputation of the accommodation to be in good criteria in order to attract tourists to choose to use the service.

Set room rates to suit the type of Rooms of different price levels vary from facilities to provide a choice for guests. Organize training for old employees and new employees to be able to provide standardized services in the same direction. Take the results of the customer's needs survey to develop. Adjust to meet what customers want. organize promotions through the hotel's own website by giving periodic discounts and doing Promotion in conjunction with various websites or YouTubers or travel bloggers of those travelers.

**Keywords**— hotel , marketing mix , decision making.

## I. INTRODUCTION

The origin and importance of education Thailand is an important tourist destination and is well admired by the international community. (Howard, 2009) The Thai tourism business is therefore one of the main incomes of the country. (Anansiriprapha, 2016) Thailand has many tourist attractions

spread across all regions. It consists of a natural beach type tourist attraction. History, culture and current city type, communication, access to tourist attractions are more convenient, ( Peleggi, 1996). resulting in an increasing number of tourists, along with the culture and friendliness available to Thai tourists, making Thailand popular with tourists from all over the world. World and tourism is an important service industry to Thailand's economy and tourism stimulates job placement and income distribution as well as fosters many sectors of business and is believed to be important. Of tourism will increase in the future because the government has a continuous promotion policy. In addition, tourism is a rest that helps reduce tension while creating good understanding between visitors and local owners. (Mostafanezhad, & Promburom, 2018)

Chanthaburi is a province with many and diverse tourist attractions. Chanthaburi is not far from Bangkok. Chanthaburi is a province that is suitable for tourism due to its tourist attractions. many forms such as historical natural attractions ancient artifacts and various monuments, and there is also a shrine of King Taksin the Great, each day there will be a large number of people to worship, eco-tourism attractions such as Phlio Waterfall, Chao Lao Beach, which is popular with tourists for vacationing, cultural attractions and history such as Khao Khitchakut National Park Which popular people come to worship the Buddha's footprint Khao Khitchakut and also has the largest jewelry fair in the east as well (Sittijinda, Pongsuk, & Rodchamnan, 2016)

Chanthaburi province has a potential tourist attraction. diverse And is outstanding whether it is a beautiful natural attraction, including the sea, mountains, waterfalls, as well as ancient historical sites. and interesting stories valuable with local wisdom that has been inherited for a long time. In 2019, Chanthaburi Province had 2,525,429 visitors, divided into 1,787,728 tourists, 2,430,354 Thais, 95,075 foreigners, and 8,831.86 income from tourism. Millions of baht and Chanthaburi has also pushed and campaigned to be a city of happiness as the catchphrase "Happy every day in Chanthaburi" is therefore the highlight of Chanthaburi Province causing a large number of tourists to flock. (Chanthaburi Office, 2020) Chanthaburi has many tourist attractions and fruits. Make tourists from different areas interested in Chanthaburi province. When tourists come, they must use accommodation services that come in many forms. Accommodations that get attention from travelers are

Khachathon Thesmalapong, MBA and Dr. Tosaporn Mahamud, Ph.D  
Graduate School of Business Administration, Kaasembundit University,  
Bangkok, Thailand

accommodations that are clean, safe and secure. (Kunsook, Gajaseni, & Paphavasit, 2014)

Located in a prosperous area, easily accessible to various tourist attractions, most of which are hotel accommodations, which are available for tourists to choose from a large number of services. Each hotel offers rooms, rates, and various facilities to incentivize tourists to use the service. The tourism services that are very important in tourism. Because increasing the number of days of stay for tourists will generate income from tourists' shopping. related to service and many other tourism products Providing impressive services and responding to the needs of tourists It will lead to word of mouth and repeated travel. which generates enormous income for tourism operators and the country's tourism industry For this reason, the researcher saw that Maneechan Hotel Chanthaburi is located at 110 Moo 11, Phlapphla Sub-district, Muang District, Chanthaburi Province, located in the downtown area. next to Sukhumvit Road convenient to travel With 70 rooms that are designed in contemporary architecture and must be in the midst of fresh nature. There are 5 types of rooms, which are larger than standard sizes with private balconies that can be closely touched with nature. The Maneechan Hotel may be one of the accommodation options for tourists who plan to travel in Chanthaburi. from the above information This made the researcher interested in studying the factors affecting the decision to use Maneechan Hotel. Chanthaburi Province In order to use the results obtained from the study to be used as a guideline for improving the service to increase the number of people using the Maneechan Hotel. Chanthaburi Province next.

## II. OBJECTIVES OF THE STUDY

To study the marketing mix factors in selecting the service of Maneechan Hotel. Chanthaburi Province

To study the decision to choose the service of the Maneechan Hotel. Chanthaburi Province

### Study Hypothesis

Different personal data affects the decision to choose to use Maneechan Hotel. different provinces in Chanthaburi

Marketing mix factors influence the decision to use the Maneechan Hotel. Chanthaburi Province Concepts, theories and related research.

Study of Marketing mix factors affecting the decision to use Maneechan Hotel Chanthaburi Province The researchers studied documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines for the study as follows: Marketing Mix Theory decision theory

### Marketing mix theory

Kotler, et al (2018) stated that Marketing mix refers to variables or marketing tools that businesses use in fulfilling their target market objectives to meet customer satisfaction. Originally, marketing mix consisted of only 4 variables (4Ps): Product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion), later, 3 more variables have been created, namely personnel (People) service process (Process) and physical evidence (Physical evidence) in accordance with the important concepts of modern marketing. especially in the service business Therefore, it can be called a marketing mix (The Marketing Mix 7Ps), with all marketing tools divided into 7 groups: 1. Product 2. Price 3. Distribution channel 4. Sales promotion 5. Personnel 6. Service process 7. Physical characteristics

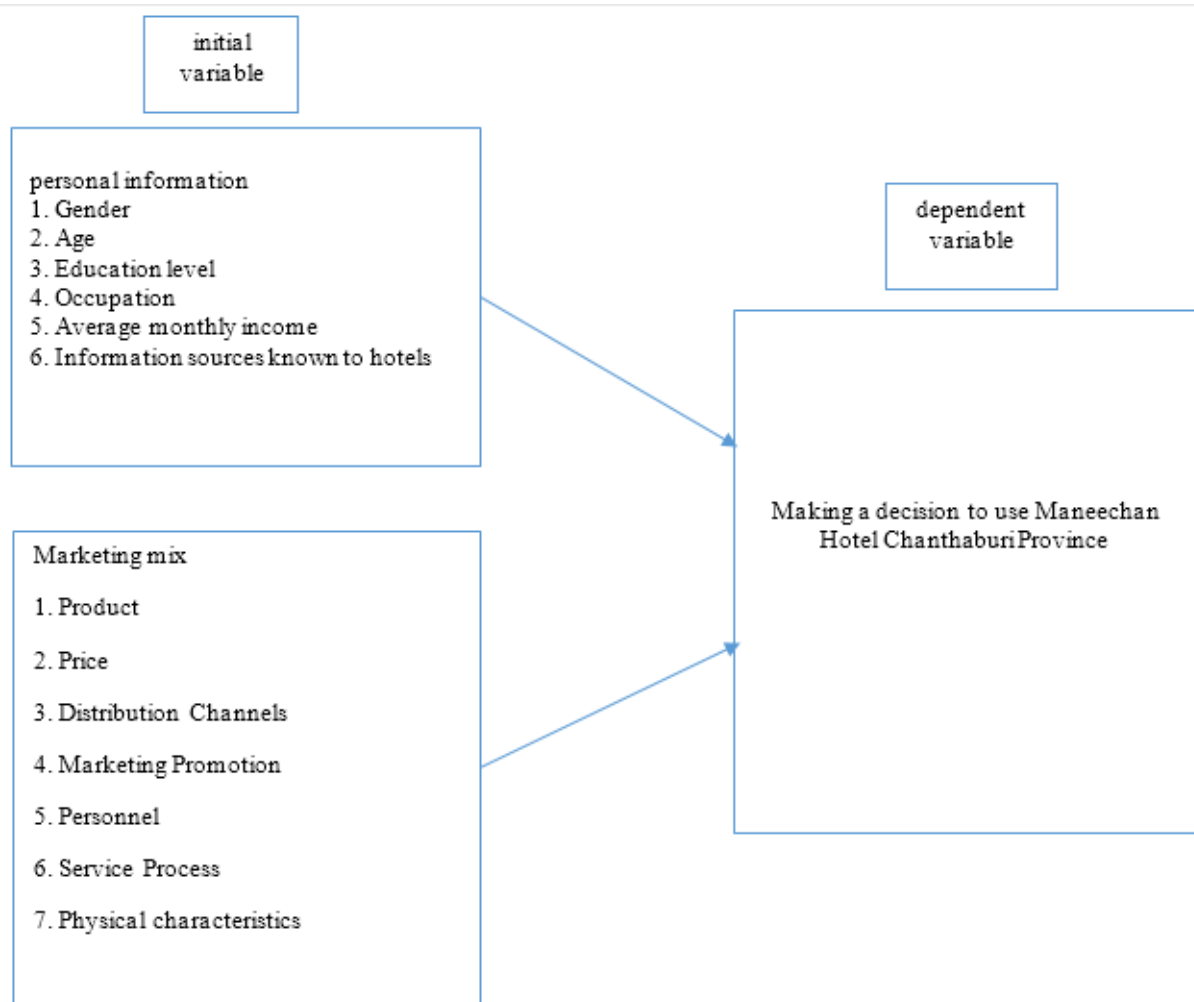
### Decision theory

From the study of the concept of decision theory, it was found that there are many meanings of decision making, for example, implies that decision making is very necessary for every executive. no matter what position The quality of decision-making produces positive and negative effects on any organization. Government agencies may make different decisions than businesses because businesses tend to look at the production of goods. The development of new products, including the return or profit that they will receive. While the government organizations make decisions in relation to the lives of the people. has given the meaning of the decision that It is a choice to take action or not to take action that is considered best or worst out of several options. way, with the steps of making a decision as follows: ( Slovic, Fischhoff, & Lichtenstein, 1977)

Kotler & Keller defined decision-making as when consumers buy a particular product. There must be a process from the beginning to the attitude after using the product. which the decision-making process of consumers can be explained in stages, that is, to see the problem of seeking within external pursuit alternative assessment The purchase decision stated that Process or purchase decision process (Buyer's Decision Process) is a sequence of steps in consumer purchasing decisions. It consists of being aware of the problem. searching for information alternative evaluation Purchasing Decisions and Post-Purchase Behavior ( Kotler, & Keller, 2014)

### Conceptual framework in education

From the above studies The study uses the 7 Ps marketing mix theory to summarize and integrate into a conceptual framework. To study the marketing mix factors affecting the decision to use Maneechan Hotel. Chanthaburi Province as follows



### Research Methodology

Marketing mix factors affecting the decision to use Maneechan Hotel Chanthaburi Province The purpose of this study was to study the marketing mix factors in choosing to use Maneechan Hotel, Chanthaburi Province. Decisions in choosing to use Maneechan Hotel, Chanthaburi Province. Comparison of decision making for Maneechan Hotel, Chanthaburi Province Classifying personal information Marketing mix factors affecting the decision to use Maneechan Hotel Chanthaburi Province has set the method of study as follows

### Population and samples used in the study

The population used in the study were 400 people who came to use the services of the Maneechan Hotel. Using the calculation of a sample size (Sample size) without an exact population of W.G.Cochran at a confidence level of 95% as follows:

$$\begin{aligned}
 n &= P(1-P)Z^2 / (e^2) \\
 n &= (.50)(1-.50)(1.96^2) / (.05^2) \\
 n &= (.5)(.5)(3.8416) / .0025 \\
 n &= .9604 / .0025 \\
 n &= 384.16
 \end{aligned}$$

### Data analysis results

Subject research Marketing mix factors affecting the decision to use Maneechan Hotel Chanthaburi Province Collected data from a sample of 400 sets, namely people who use the services of the Maneechan Hotel. Chanthaburi Province By analyzing the results of the study based on the objectives of the research. The results of the data analysis are divided into 5 parts as follows.

Summary table of all inputted multiple regression analysis results To predict the decision to use Maneechan Hotel. Chanthaburi Province

Model		B	Std. Error	Beta	t	Sig.
1	)Constant(	.005	.120		.043	.966
	Product	-.224	.046	-.196	-4.829	.000*
	price	-.145	.039	-.143	-3.715	.000*
	Distribution channels	.511	.055	.452	9.204	.000*
	Marketing Promotion	.264	.047	.292	5.564	.000*
	Personnel	.690	.076	.608	9.088	.000*
	physical aspect	.026	.041	.026	.624	.533
	Process	-.097	.064	-.110	-1.527	.128
R = .917		R <sup>2</sup> = .840		F = 293.780		
SE <sub>est</sub> = .27269		R <sup>2</sup> <sub>adj</sub> = .837				

a. Dependent Variable: Y

It was found that there were 5 independent variables, namely, product aspect (X1), price aspect (X2), distribution channel aspect (X3), marketing promotion aspect (X4), and personnel aspect (X5) that affected the decision to use the service. Maneechan Hotel Chanthaburi Province Therefore, the forecasting equation can be constructed as follows:

### III. SUMMARY, DISCUSSION, AND RECOMMENDATIONS

Subject research Marketing mix factors affecting the decision to use Maneechan Hotel Chanthaburi Province. The purpose of this study was to study the marketing mix factors in selecting Maneechan Hotel. Chanthaburi Province Making a decision to use Maneechan Hotel Chanthaburi Province Compare the decision to use Maneechan Hotel. Chanthaburi province classified by personal data and marketing mix factors affecting the decision to use Maneechan Hotel. Chanthaburi Province The study was conducted using a questionnaire from tourists staying at the Maneechan Hotel. Chanthaburi Province, 400 people, is a quantitative research. The tool used in this research was a questionnaire to collect data from tourists staying at Maneechan Resort Hotel. There were 400 people in Chanthaburi province and used statistics to analyze the data: percentage, mean, standard deviation, hypothesis test, t-test (One-Way ANOVA) and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

**Product side** The results of the study were found to be at a very significant level. There are 4 important details at a very important level, consisting of clean rooms, conditions and facilities in the rooms that meet the needs. There are many types of rooms to choose from. beautiful room

**In terms of price**, the results of the study were found to be at a very significant level. There are 5 important details at a very important level, consisting of clearly showing room rates. The price is suitable for the room. There are various levels of room rates to choose from. Prices for accommodation and services can be negotiated, for example. In case of staying in many rooms for many nights And the room price is worth the quality of service.

**distribution channels** The results of the study were found to be at a very significant level. The importance details are at a very important level, consisting of 5 items: The hotel is peaceful. have privacy The location of the hotel is easily accessible. The hotel is located near various tourist attractions. There are many payment methods. Guests can reserve a room by themselves online. And guests can search for information about accommodation through various channels such as various online media.

**Marketing Promotion** The results of the study were found to be at a very significant level. There are 4 important details at a very important level, consisting of a free hotel shuttle service. There is a discount on staying or using various services. There are promotions on various festivals such as New Year's Day, Songkran Day, and public relations through various media such as online social media is at a high level.

**Personnel** The results of the study were found to be at a very significant level. There are 4 important details at a very important level, consisting of employees serving all customers equally. Employees are honest to customers, for example Immediately protest when the customer forgets the item or overpays, etc. The number of employees is sufficient to provide services. knowledgeable staff The ability to provide various information about the hotel as well And the staff can give advice about various tourist attractions as well.

**physical aspect** The results of the study were found to be at a very significant level. There are 4 important details at a very important level, consisting of sufficient parking spaces to meet the needs. The accommodation area is beautifully decorated. There is a strict accommodation/room security system and a perfect division of functional areas such as restaurants, gardens, bars, etc.

**Process** The results of the study were found to be at the highest level of significance. There are 4 important details at a very important level, consisting of accuracy in calculating the cost of using the service. Check-in is quick and easy. The process of leaving the accommodation (Check-out) is quick and easy. and guests can adjust the date Time or cancel the reservation.

#### IV. DISCUSSION

From the study of marketing mix factors affecting the decision to use Maneechan Hotel. Chanthaburi Province The study's issues to be discussed are as follows:

##### Recommendations from the study

1. Products Entrepreneurs should always keep the accommodation clean. and maintain the image and reputation of the accommodation to be in good criteria in order to attract tourists to choose to use the service

2. Personnel Entrepreneurs should set standards for hotel service. By providing service training periodically. as a basis for old employees and new employees to go in the same direction

3. Physical characteristics Entrepreneurs should always keep up with the news, popularity/needs of tourists. in order to develop and improve to meet what consumers want

4. Price: Operators should set room rates to suit different room types at different price levels due to increased facilities.

5. Promote marketing In addition to co-marketing with credit cards, such as redeeming points for discounts In addition, organizing travel booths in various locations and modifying the type of rooms to be at a higher level for customers. There are also discounts given out in various festivals such as new birthdays, etc. The operator should arrange a promotion through the hotel website by giving discounts periodically and making Promotion in conjunction with various websites or those YouTubers or travel bloggers of those travelers

##### Recommendations for further studies

To obtain in-depth research information Data should be collected in the form of qualitative research (Qualitative Research) such as in-depth interviews (In-Dept Interview) to gain more insights as well as study other factors. That influences access to services to bring information that has been analyzed and expanded to a wider customer base and to think of people who think of strategies to develop hotel services to better meet the needs of consumers.

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