

Behavior on Selecting Accommodation in Thailand of Suratthani Rajabhat University Students

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Abstract The purpose of this research was to study behavior on selecting accommodation in Thailand of Suratthani Rajabhat University students. The population was 17,454 students from Suratthani Rajabhat University. The sample for this research was 391 students in Semester II, Academic Year 2015 collected by stratified sampling technique. Questionnaires were used for data collection. Frequency, percentage, mean, standard deviation, and Pearson's product moment correlation were used to analyze the data. The study results showed that most of the sample had the aim to travel for relaxing. They received travel information from the internet, television, and friends telling, respectively. The study revealed that the students traveled with family, girlfriend/boyfriend, and alone, respectively. They preferred to stay in hotel or resort, the time of spending was 2 nights. Most of them reserved an accommodation by telephone booking. The influencing factors on product were condition and size of the room or accommodation. For price, the factor was several levels of room price to choose. For place, the factor was convenient for traveling. And for promotion, the factors were giving of discount for using of service next time and subscribing as members to receive privilege. The factors that affected students' behavior on accommodation selection were personal preference and expectation in choosing the type of accommodation. According to the hypothesis testing, the results showed that marketing mix on place and promotion had the significant correlation with students' behavior on accommodation selection ($p > 0.01$).

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