Influencing Factor of Price, Facilities, and Destination Image on Customer Satisfaction toward Glamping Revisit Intention in Chiang Mai, Thailand

Mareema Sukthaworn [1], Chompu Nuangjamnong [2]

Abstract

Purpose – the purpose of this study is to investigate the influencing factor of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. and understand the factors that contribute to their revisit intention. **Design/Methodology/Approach** – This study utilizes both primary and secondary data collection techniques to examine the influencing factor of price, facility, and destination on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. The data was gathered from 400 respondents, consisting of glamper in Chiang Mai including both Thai and non-Thai tourists. Additionally, this research draws upon the theoretical framework from previous studies to construct a new conceptual framework. **Findings** – This study is intended to find the factors influencing customer satisfaction. Followed by investigating the role of customer satisfaction that effect glamping revisit intention among the tourists in Chiang Mai, Thailand. It's too narrow focus on Chiang Mai restricts the generalizability of its findings to other glamping destinations. **Research Limitations/Implications** – the limitations of the research displayed several element limits among the price, facilities and destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. Narrowly examining only these factors, it overlooks the potential influence of other variables that may impact tourists' choices of glamping locations. **Originality/value** – This study focuses on influencing factors of price, facilities, and destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

Keywords – Price, Facilities, Destination image, customer satisfaction, glamping, revisit intention
JEL classification code – L83, M31

1. INTRODUCTION

1.1 Background of study

COVID-19 has transformed global travel, prioritizing health and hygiene. As international travel resumes, trends point to niche travel preferences, emphasizing smaller groups and Free Independent Travelers (FITs), with a rise in green, responsible, and community-based tourism. Safety-first travel sees a shift towards domestic or regional trips, exploring lesser-known destinations, and a willingness to pay more for premium services. Digitalization plays a crucial role, fostering seamless, contactless travel experiences with virtual travel, online queuing, and contactless payment methods gaining prominence. The pandemic has accelerated technology adoption across the entire tourism supply chain (Surawattananon et al., 2021).

Current global tourism trends increasingly prioritize environmentally responsible practices.

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[23] Mareema Sukthaworn, Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand.
[2] Dr. Chompu Nuangjamnong, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand.

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Numerous tourist groups are placing greater emphasis on engaging in activities that are environmentally friendly and do not destroy nature (Kwanmongkonchai et al., 2023). Glamping is a new term that combines the words "glamorous" and "camping" together. It can indicate luxury camping where people can enjoy outdoor experience or nature in comfortable accommodations (Lamb, 2011). The word "glamorous" makes glamping different from camping. Glamping offers an ideal solution for experiencing the outdoors in a relaxed manner, without the need for traditional camping with bringing your own tents and sleeping bags (Ma et al., 2023). Post 2010, glamping became very popular and began attracting guests due to its affordability and value for money (Jagat et al., 2021). More and more travelers are in search of distinctive and genuine experiences, and glamping provides a blend of outdoor adventure and luxury, making it an appealing choice for those seeking to break away from the usual (Sun & Huang, 2022). The company Global information Inc. has estimated the market size of the glamping business in the global market specifying that during the year 2021-2027 will expand approximately 5.3%, the value reaching $3.9 billion US dollar in 2027 (Global information Inc., 2022). Thailand's glamping market is expected to reach THB 3.2 billion by 2025, growing at a Compound Annual Growth Rate (CAGR) of 15.2%. (Camping - Thailand., 2023).

In Thailand, glamping has become a popular trend, allowing people to experience the country's beautiful landscapes in a unique way. Glamping sites in Thailand can be found in various places popular in the north or north-east of Thailand because of the mountainous areas. Chiang Mai, located in northern Thailand, is known for its picturesque landscapes, cultural richness, and proximity to nature. While the region offers a variety of accommodation options, including traditional hotels and resorts, glamping sites have become increasingly popular for those seeking a unique and luxurious camping experience. Several glamping sites can be found in and around

Chiang Mai, offering a blend of comfort and immersion in nature. These sites often provide stylish tents, comfortable furnishings, and amenities that go beyond traditional camping. The experience allows guests to enjoy the beauty of the natural surroundings while still enjoying some of the comforts of a more conventional hotel stay (Aresia, 2023). Chiang Mai is one of the best destinations for glamper because of the location in Chiang Mai is the mountain and there are a lot of mountain tops which is the popular destination in Thailand. So, over 500 glamping sites are now operating across the country, with more popping up every month (Lespurque, 2023).

There are several factors that make a great experience to glamper. Most of the previous research studies about the dimension of tourism experiential quality through glamper satisfaction (Aresia, 2023). Research has shown that the strong relationship between the price, facilities, destination image, customer satisfaction, and revisit intention. For example, a study by Ilyas and Mustafa (2022) that factors such as price, promotion, and supporting facilities have a significant and positive influence on customer satisfaction. Piranayagam et al. (2020) found that when tourists have positive experiences that meet or surpass their expectations, it not only attracts them to a destination but also motivates them to return for future visits. This study explored the key influencing factor of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

1.2 Problem statements

Glamping, a term derived from glamorous camping, has emerged as a popular global trend in recent years (Global information Inc., 2022). This luxurious approach to camping has captured the interest of outdoor enthusiasts who seek a more comfortable and stylish way to connect with nature. Glamping offers a unique and enjoyable experience, blending the beauty of the outdoors with the comforts of upscale accommodations. As the popularity of glamping continues to grow, with more glamping

places popping up, there's a chance for the glamping industry to make more revenue by revisiting glamper. This study focuses on finding out the influence factors, like price, facilities, and the image of the destination, make customers satisfied and want to revisit for more glamping experiences in Chiang Mai. By figuring out these factors, can help glamping businesses improve, make customers satisfied, and keep the glamping trend going strong in this region.

This study aims to understand the role of price, facilities, and destination image that may impact through revisit intention by customer satisfaction or destination image. The role of those objectives may include promotion, bathroom or accommodation, and weather. The research seeks to provide insights into the critical elements that contribute to customer satisfaction and influence their intention to revisit glamping sites in Chiang Mai. This investigation is essential for both the glamping industry and tourism management in Chiang Mai, as it can inform strategies to enhance customer experiences, satisfaction, and revisit.

1.3 Objectives of study

This research is designed to investigation of the influencing factor of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand had the following objective:

（1）To identify the cause of price effects on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

（2）To identify the cause of facilities effects on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

（3）To identify the cause of destination image effects on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

（4）To identify the cause of customer satisfaction effect on glamping revisit intention in Chiang Mai, Thailand.

（5）To identify the cause of destination image effect on glamping revisit intention in Chiang Mai, Thailand.

1.4 Research questions

There are five research questions：

（1）Does price have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

（2）Do facilities have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

（3）Does destination image have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

（4）Does customer satisfaction have a significant influence on the glamping revisit intention in Chiang Mai, Thailand?

（5）Does destination image have a significant influence on the glamping revisit intention in Chiang Mai, Thailand?

1.5 Significance of the study

This research investigates the factors influencing customer satisfaction in the growing trend of glamping in Chiang Mai, Thailand. Globally, the glamping industry is booming, with a projected expansion of about 5.3% to reach a staggering $3.9 billion by 2027. In Thailand, specifically, the glamping market is expected to witness substantial growth, reaching THB 3.2 billion by 2025 with an impressive Compound Annual Growth Rate （CAGR） of 15.2%. This increasing trend shows that more people in Thailand, both locals and tourists, are becoming interested in glamping experiences.

The popularity of glamping is evident in the increasing number of glamping sites emerging across the country. With this trend, there is a significant opportunity for the glamping industry in Thailand to capitalize on the growing demand for unique and comfortable outdoor accommodations. As more glamping destinations pop up, the industry has the

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potential to tap into new markets and generate increased revenue.

The study specifically focuses on understanding the factors of Price, Facilities, and Destination image and their impact on customer satisfaction. The research aims to provide valuable insights that can help glamping businesses in Chiang Mai stay ahead of the trend, ensuring that their offerings align with customer preferences. Eventually, this study contributes to the sustainable growth and success of the glamping industry in Thailand.

1.6 Scopes of the study

According to the trend of glamping and many previous studies indicate that glamping has become widespread nowadays. The purpose of this research is to investigate the influencing factor price, facilities, and destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. The study was conducted by referring to previous studies. The study model was developed and consisted of 5 variables which influence glamping revisit intention of glampers. There are 4 independent variables such as price, facilities, destination image, and customer satisfaction. There are 2 dependent variables such as customer satisfaction and glamping revisit intention while customer satisfaction can be both dependent and independent variable.

The research scope encompassed individual glampers who have ever revisited in the same glamping place in Chiang Mai, Thailand as the sample population. The survey questionnaire was distributed between February to April 2024 to gather primary data for this study. The questionnaire was administered to diverse groups of glampers, allowing for an examination of key demographic factors such as gender, age, and glamping hobby, which play a significant role in glamping revisit intention.

In addition to the primary data collected through the survey, this research also employed a secondary data collection method. Information was sourced from reputable articles, journals, and reliable internet sources published by previous researchers, with

proper citations and references provided. By integrating both primary and secondary data, this study aimed to attain a comprehensive understanding of the factors influencing glamping revisit intention among the glamper in Chiang Mai, Thailand.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1 Theories related to each variable
2.1.1 Price

Price, as defined by Kotler (2012), is the specific amount charged for a product or service, encompassing everything given by customers to benefit from owning or using the offered products or services. This definition is broad and emphasizes the comprehensive nature of what customers give in exchange for value. Sandvik and Sandvik (2003) build on this by explaining that price is the amount of money required, potentially including some products, to acquire specific combinations of products and services. In the macroeconomic context, as highlighted by Dhirasasna et al. (2020), pricing plays a vital role for the economy, customers, and companies. In the economy, pricing is crucial for various reasons. Additionally, pricing is a significant factor in the hospitality business, such as hotels, where promotional activities, defined as streams of information or persuasion to stimulate exchanges in marketing, are essential elements in the marketing mix (Susanto et al., 2021). According to Ozuem et al. (2019), the main objective of pricing is to generate profits within a specific market segment.

2.1.2 Facilities

Ilyas and Mustafa (2022) defined that in the tourism industry, "facilities" refers to the physical and non-physical resources and services provided to travelers to enhance their experience and meet their needs. These facilities can include accommodations, amenities, transportation services, recreational areas, and any other infrastructure or services that

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contribute to the convenience and satisfaction of tourists during their visit (Bucak, 2014). In simpler terms, tourism facilities are everything that makes a traveler's stay enjoyable and comfortable, such as hotels, restaurants, transportation options, and entertainment venues (Santoso, 2021). Kusuma et al. (2018) emphasizes that facilities in the service sector play a crucial role in minimizing consumer movement. These facilities, as highlighted by Iskandarsyah and Utami (2017), take different forms and are designed to meet consumer needs, aiming to provide them with the highest level of satisfaction.

2.1.3 Destination image

Destination image typically encompasses the associations that individuals connect with a particular destination and retain in their memories (Huang & Cai, 2015). As highlighted by Echtner and Ritchie (2003), the destination image is not only shaped by an individual's perceptions of specific destination attributes but also arises from the overall impression created by the destination. Consequently, the destination image plays a crucial role in influencing tourists' decision-making processes, impacting their decisions to visit or revisit a destination (Pike & Bianchi, 2016; Pratt & Sparks, 2014; Li & Nuangjamnong, 2023). Understanding the multifaceted nature of a destination image is essential in comprehending its significance and its sway on tourists' intentions to explore or return to a particular location. The concept of destination image pertains to the captivating qualities of a tourism destination. Consequently, a positive destination image plays a significant role in influencing tourists' perception of a specific tourism destination (Le et al., 2020).

2.1.4 Customer Satisfaction

According to Kotler et al. (2012), customer value is when customers compare all the benefits and costs associated with a given offer. Satisfying customers is crucial for a successful business (Krivobokova, 2009). It is a top priority for global companies. When customers are happy with a product, they are likely to buy it again, remain loyal, and recommend it to others. However, if they are dissatisfied, they might switch to another brand, complain, and share their negative experiences. This can significantly affect the company's reputation in the long run (Nair & Nair, 2013). Customers conduct an assessment to determine their level of satisfaction with the company's performance in delivering services or products that meet their needs and expectations (Atmari & Putri, 2021). According to Cole and Scott (2008) and Quintal and Polczynski (2010), satisfaction in the tourism industry refers to the sense of enjoyment and fulfillment experienced by tourists during their visits.

2.1.5 Revisit intention

The concept of revisit intention is a significant focus in tourism literature, as highlighted by Li et al. (2018). Revisiting a tourism destination is considered a form of post-consumption behavior, encompassing a visitor's repetition of activities or return visits to a destination, as defined by Baker and Crompton (2000), Cole and Scott (2008) argue that the intention to revisit can be defined as the inclination or desire to visit a destination for a second time. Additionally, it involves the visitor's judgement regarding the likelihood or plans to revisit the same destination, as explored by Khasawneh and Alfandi (2019), or the willingness to recommend the destination to others, as noted in the same study (Chen & Tsai, 2007).

2.2 Related literature review

2.2.1 Price to customer satisfaction

Previous studies have provided evidence regarding the connection between price and customer satisfaction. According to Ilyas and Mustafa (2022), the results of their study indicate a simultaneous and partially positive impact of independent variables on dependent variables. Specifically, the study found that factors such as price, promotion, and supporting facilities have a significant and positive influence on customer satisfaction.

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Therefore, the hypothesis that suggests a correlation between price and customer satisfaction can be supported. When consumers perceive observer variables such as price affordability, reasonable prices, price flexibility, price relief, price discounts, price suitability with product quality, price competitiveness, and price compatibility with benefits positively, it enhances their perception of the price factor as favorable. This positive perception further contributes to the overall positive experience of consumers at Aston Pluit Hotel & Residence Jakarta (Jaya & Djumarno, 2021). According to Susanto et al. (2021) study, the result also showed that the price has a positive significance influence on customer satisfaction.

Hypothesis 1 (H1): There is a causal relationship between price and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

2.2.2 Facilities to customer satisfaction

Customer satisfaction is also influenced by facility factors as facilities play a crucial role in shaping customers' perception and interaction with them (Mitchell☐Ketzes, 2003). The findings from testing the second hypothesis demonstrate that both service quality and facilities exhibit a simultaneous positive and highly significant impact on customer satisfaction at Grand Inna Hotel. Based on the study's conclusions, it can be inferred that service quality and facilities contribute positively to customer satisfaction (Sabhiena & Setiono, 2023). According to data analysis, the facilities offered at Antares hotels have a significant and substantial influence on visitor satisfaction. This study's results align with other research studies that have also determined a positive and impactful relationship between amenities and visitor enjoyment. It was found that when the quality of facilities improves, the impact on client happiness (Putri & Winata, 2023).

Hypothesis 2 (H2): There is a causal relationship between facilities and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

2.2.3 Destination image to customer satisfaction

According to research conducted by Suhuda et al. (2019), tourists are more likely to visit a destination repeatedly if they have a memorable experience that leaves them feeling satisfied. This satisfaction is achieved when the reality of their experience exceeds their initial expectations. Similarly, Piranayagam et al. (2020) found that when tourists have positive experiences that meet or surpass their expectations, it not only attracts them to a destination but also motivates them to return for future visits. According to Wantara and Anugrahini (2021) studies showed the positive significant influence of destination image effect on customer satisfaction.

Hypothesis 3 (H3): There is a causal relationship between destination image and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

2.2.4 Customer satisfaction to revisit intention.

Um et al. (2006) suggest that revisit intention can be seen as an outcome of satisfaction. When tourists have a pleasant experience at a tourism destination, it is likely that they will feel satisfied with their visit, which in turn increases their intention to revisit. This idea is supported by numerous studies in the literature, such as the research conducted by Assaker and Hallak (2013), which highlights the positive influence of tourist satisfaction on revisit intention. According to Nguyen Viet et al. (2020) studies have a positive significant influence of customer satisfaction on revisit intention.

Hypothesis 4 (H4): There is a causal relationship between customer satisfaction and revisit intention toward glamping revisit intention in Chiang Mai, Thailand.

2.2.5 Destination image to revisit intention.

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Tourists who hold a positive perception of a specific destination not only experience high levels of satisfaction, but also have an increased likelihood of revisiting the place, recommending it to others, and being more willing to pay higher prices for cultural activities compared to other destinations (Jebbouri et al., 2021; Li & Nuangjamnong, 2023). The findings of Kim et al. (2012) study demonstrated that the travel experience had a collective and positive impact on individuals' perception of a destination, ultimately influencing their intention to revisit. Thiumsak and Ruangkanjanases (2016), previous study focuses on researching tourists who visited Bangkok, Thailand, seeking to establish a relationship between their perception of the destination and their intention to revisit. The results reveal a strong correlation between the image individuals hold of the destination and their desire to return for future visits.

Hypothesis 5 (H5): There is a causal relationship between destination image and revisit intention toward glamping revisit intention in Chiang Mai, Thailand.

2.3 Theoretical frameworks

2.3.1 First and foremost, this theoretical framework represents the determinant factors of hotels' customer loyalty during the COVID-19 pandemic in Thailand. The determinants comprise prices, facilities, services, and mediating effect of customer satisfaction. (Thipsingh et al., 2022). Due to the Figure 2.1 shows the relationship between the price and facilities influences on the customer satisfaction.
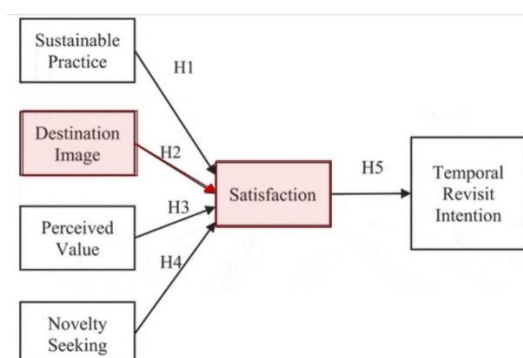
Figure 2.1

Determinants of hotels' customer loyalty during the covid-19 pandemic in Thailand. Journal of Management Information and Decision Sciences by Siripipattanakul et al. (2022)
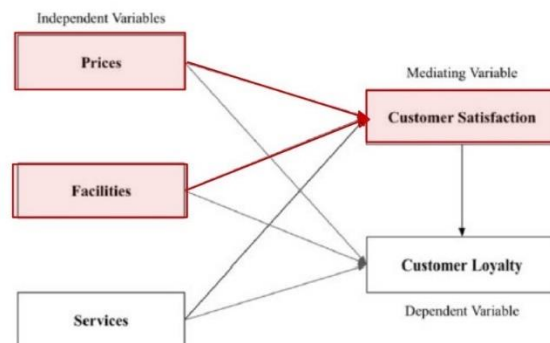
2.3.2 Thipsingh et al. (2022) the impact of sustainable practices, destination image, perceived value and novelty seeking on tourist satisfaction and temporal revisit intention. Figure 2.2 shows the relationship between destination image and customer satisfaction which destination image influences the customer satisfaction.

Figure 2.2

Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. Cogent Social Sciences by Thipsingh et al. (2022)

2.3.3 This theoretical framework from analysing the effects of destination image and tourist satisfaction on revisit intention in case Bunaken National Park. Jurnal Berkala Ilmiah Efisiensi (Samsudin, 2016). Figure 2.3, this research provides the relationship between customer satisfaction to revisit intention.

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Figure 2.3

Analyzing the effects of destination image and tourist satisfaction on revisit intention in case Bunaken National Park. Jurnal Berkala Ilmiah Efisiensi by Samsudin (2016)
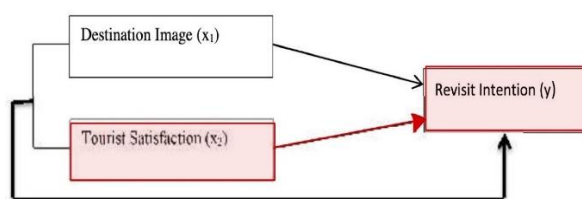
2.3.4 In literature review the roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung – Indonesia. International Journal of Innovation Management and Technology (Pratminingsih, 2014). Figure 2.4 shows the relationship between destination image (DI) and revisit intention (RI) which destination image influences revisit intention in glamping.
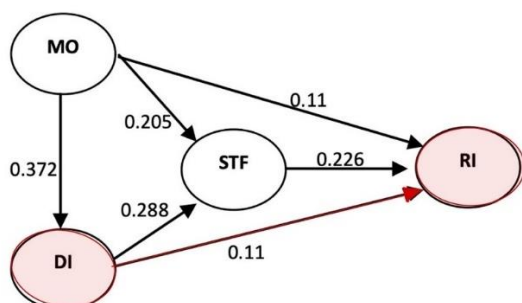
Figure 2.4

Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung – Indonesia. International Journal of Innovation Management and Technology by Pratminingsih (2014)

2.4 Hypotheses development

Hypothesis 1 (H1): There is a causal relationship between price and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

Hypothesis 2 (H2): There is a causal relationship between facilities and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

Hypothesis 3 (H3): There is a causal relationship between destination image and customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand.

Hypothesis 4 (H4): There is a causal relationship between customer satisfaction and revisit intention toward glamping revisit intention in Chiang Mai, Thailand.

Hypothesis 5 (H5): There is a causal relationship between destination image and revisit intention toward glamping revisit intention in Chiang Mai, Thailand.

2.5 Conceptual framework

The conceptual framework is created on four previous study and theoretical concepts by first previous study show the relationship between the price and facility has a significant influence on customer satisfaction. The second previous study show about the significant factor relationship between the destination mage on customer satisfaction. Another previous study shows about the relationship between the customer satisfaction and revisit intention. Last previous study shows the relationship between destination image and revisit intention. This research conceptual framework provided the role of customer satisfaction influencing the glamping revisit intention in Chiang Mai, Thailand. The independent variable that influences the role of customer satisfaction in this research is Price, Facilities, and Destination image as shown in the figure 2.5 below:

Figure 2.5

Conceptual framework of this study by the researcher
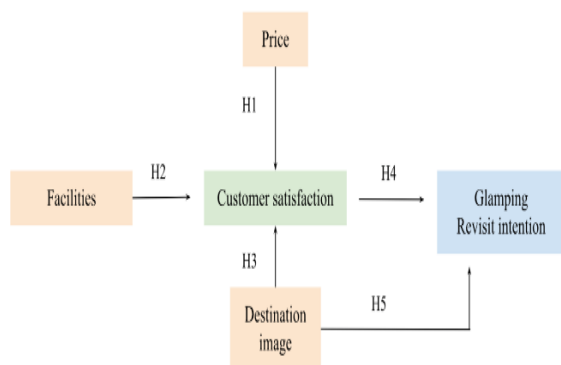
3. RESEARCH METHODOLOGY

3.1 Research design

This study aims to investigate the influencing factors of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. This study used quantitative methods and various analytical techniques, such as Cronbach's Alpha and Multiple Linear Regression.

The research instrument employed a questionnaire comprising three sections totaling 33 items. These items were organized as follows: three screening question to ensure participant eligibility, six item of demographic question, and 24 items designed to measure the key variables of interest. Then, the researcher design to check and evaluate validity and reliability to ensure all the items inside questions are applicable with research objective and question.

The internal consistency of the questionnaire was evaluated using Cronbach's alpha, a well-established measure of reliability. To ensure the questionnaire's effectiveness and identify any potential ambiguity or uncertainty of the items, a pilot test was conducted involving a small sample of 50 respondents. This pilot testing procedure allowed for the refinement and validation of the questionnaire prior to its full-scale implementation.

To access respondents' attitudes and level of agreement regarding each variable, a Likert scale was utilized. This psychometric instrument is structured with "1" indicating as "Strong disagree" processing to "5" as "Strongly agree". The Likert scale provided a standardized and reliable method for measuring the intensity and direction of respondents' opinion on the variables under investigation.

This study uses both primary and secondary data to investigate the relationship between price, facilities, destination image, customer satisfaction, and revisit intention. Primary data is collected through a questionnaire distributed to employees of a particular organization, secondary data is collected from reliable sources such as journal, article, and previous research related of this study. Secondary data provides important context and background information that helps to interpret the primary data findings. For example, secondary data can be used to learn about the different types of various factor influence customer satisfaction and revisit intention. By combining primary and secondary data, this study is able to provide a more comprehensive and understanding of the complex relationships between these variables.

3.2 Population and Sampling

3.2.1 Sampling Population

In this study, the target population is people who are travelling to Chiang Mai, Thailand and have been glamping in Chiang Mai. According to Phalaharn (2024), the traveler in Chiang Mai in 2023 recording 3.9 million people.

3.2.2 Sampling size

According to the limitation of population size this research utilizes sample size estimating instead. Yamane (1970) formula has been applied in this research. The sample size of this study has 3.9 million people of traveler in Chiang Mai in 2023.

Yamane (1967) represented the sample size formula which has a suitable sample size number of 3.9 million is 400 people. However, the number of travelers is adjusting daily which may lead to the minor change of sample size number. Thus, the researcher considered that 400 respondents are

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acceptable to comply with 3.9 million people. Details of the formula as below:

$$\frac{N}{1+N(e)^2}$$

Where

n	=	sample size required
N	=	number of people in the population
e	=	allowable error (%)

* 95% confidence level and p = 0.5 are assumed

$$n = \frac{3,900,000}{1+3,900,000(0.05)^2}$$
$$= 399.99 \text{ or } 400$$

3.2.3 Sampling Procedure

The researcher decided to employ a non-probability sampling method, specifically employing a convenience sampling method (or haphazard sampling). This involved screening all received response data in advance to ensure alignment with the research objectives. Due to time constraints, the researchers chose a non-probability sampling method for data collection. In summary, considering the allocated time frame and the overall process, this method was deemed the most suitable for the research.

3.3 Research Instrument

3.3.1 Questionnaire Design

Screening Questions

1) Have you ever participated in glamping activities in Chiang Mai, Thailand?
2) Have you ever revisited the same glamping place in Chiang Mai?
3) Do you often look at the destination image before going to the glamping place?
☐ Yes, please continue.
☐ No, thank you for your attention and please return the questionnaire to the researcher.

Demographic profile

1) What is your gender?
2) What is your age?
3) What is your nationality?
4) Employment status?
5) How often do you go glamping in Chiang Mai, Thailand?
6) Budget for glamping?

Measuring Variables

Price (P): The concept of "price" refers to how much money that customer is willing to spend for a glamping experience. Glamping, which means glamorous camping, is like camping with more comfortable and luxury accommodation in nature. The customer satisfaction from pricing may include promotion and reasonable price.

P1: I think the price of glamping was a significant factor in my satisfaction.

P2: I may be satisfied when I get the lower price from the glamping place.

P3: I always prefer the pricing of glamping services in Chiang Mai aligns with the level of comfort and luxury offered in the accommodations.

P4: I am satisfied with the promotional activities related to glamping services in Chiang Mai, such as discounts, packages, or special offers.

P5: I think I am willing to pay for comfortable accommodation to my satisfaction.

Facilities (F): In the context of glamping, "facilities" refer to the various amenities, services, and features provided at a glamping site to enhance the comfort and experience of customers. Glamping, or glamorous camping, combines the adventure of camping with luxurious accommodations and services. The facilities in this research focus on accommodation, bathroom, Air conditioning, pool and dining options.

F1: I think I will be satisfied with the glamping place that has an air conditioner more than not.

F2: I think the availability and cleanliness of bathroom facilities significantly contribute to the

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overall satisfaction of my glamping experience in Chiang Mai

F3: I am satisfied with the dining options provided at the glamping site in Chiang Mai, including the variety and quality of meals offered.

F4: The overall quality of facilities, including accommodation, bathroom, air conditioning, and dining, significantly influences my satisfaction and decision to revisit a glamping site in Chiang Mai?

F5: The presence of modern amenities, such as a bathtub, rain shower, breakfast in the pool enhances the convenience and satisfaction of my glamping experience in Chiang Mai

Destination Image (DI): In the context of glamping, the term "destination image" refers to the overall perception or impression that potential guests have about a specific glamping location or site. It encompasses the unique characteristics, atmosphere, and appeal associated with the destination where the glamping experience is offered. The destination image plays a crucial role in influencing the decision-making process of individuals who are considering a glamping getaway.

DI1: Destination image makes me satisfied with the glamping place.

DI2: The destination image of Chiang Mai plays a crucial role in shaping my expectations and satisfaction.

DI3: I think the destination image or atmosphere are the important decision to revisit the glamping place.

DI4: The overall appeal of Chiang Mai as a glamping destination significantly influenced your decision to experience glamping in this location.

DI5: I think the destination image or location of glamping has a significant influence on your revisit intention.

Customer satisfaction (CS): In the glamping industry, "customer satisfaction" refers to the overall contentment and positive feelings that guests experience during and after their glamping stay. It is a measure of how well the glamping site or service meets or exceeds the expectations and needs of the customer. And make customers want to come back or revisit the glamping place.

CS1: I want to revisit the same glamping place because I am satisfied with the experience.

CS2: I think I will not revisit the glamping place if I am not satisfied with it.

CS3: I am satisfied with the price, facilities and destination image during my glamping stay, considering the overall experience.

CS4: I will recommend the glamping site in Chiang Mai to others because of the satisfaction.

Revisit Intention (RI): In the context of glamping, "revisit intention" refers to the tendency of customers to return to the same glamping site for another stay in the future. The customer satisfaction and destination image the key success of a glamping business. Revisit intention is influenced by various factors related to the customer's satisfaction, perceptions during their stay and the destination image.

RI1: The glamping experience in Chiang Mai influenced my intention to return to the same site.

RI2: The destination image of Chiang Mai as a glamping location influences my intention to revisit.

RI3: The atmosphere of the glamping place influences me to revisit.

RI4: I am revisiting the glamping place because of the satisfaction.

RI5: I am revisiting the glamping place because of the destination image.

3.4 Validity and Reliability
3.4.1 Content validity (IOC)

The content validity of questionnaire items was evaluated by the researchers using the IOC index. After seeking the opinion of three expert, 20 out of 24 questions achieved IOC scores exceeding 0.5, demonstrating satisfactory validity. Consequently, a refined set of 20 questions was selected, precisely

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tailored to the variables under investigation. This meticulous procedure guaranteed the precision and pertinence of the questionnaire, thereby ensuring the collection of valid data for the study.

Table 3.1

Item Objective Congruence (IOC) index with three experts

Variables	Before Number of items	After number of items	Rang of IOC Weight Scores
Price	5	3	0.67 – 1.00
Facilities	5	4	0.67 – 1.00
Destination image	5	4	0.67 – 1.00
Customer satisfaction	4	4	0.67 – 1.00
Revisit intention	5	5	0.67 – 1.00

3.4.2 Reliability Test

A pilot test involving 50 participants was conducted to identify any inconsistencies or flaws in the questionnaire items. The reliability of each variable was evaluated using Cronbach's alpha. Following Cronbach's (1951) categorization, alpha values surpassing 0.9 are considered excellent, those within the 0.8 to 0.9 range are deemed good, while values ranging from 0.7 to 0.8 are considered acceptable. Scores falling between 0.6 and 0.7 are viewed as questionable, those within 0.5-0.6 are considered poor, and any score below 0.6 is deemed unacceptable.

In this study, the reliability of various variables, including price, facilities, destination image, customer satisfaction, and revisit intention, was assessed using Cronbach's alpha values obtained from the pilot test. The results revealed Cronbach's alpha values of 0.749 for three items related to price, 0.848 for four items related to facilities, 0.716 for four items related to destination image, 0.764 for four items related to customer satisfaction, and 0.757 for five items related to revisit intention, as presented in Table 3.2. All the assessed items met the criteria for Cronbach's alpha, with values exceeding 0.60, indicating that these items are considered acceptable and reliable for administration to the intended survey participants.

Table 3.2

The value of reliability analysis of the entire study question and variable (n=50)

		Cronbach's Alpha	Strength of Association
Price (P)		**0.749**	**Acceptable**
P1	I think the price of glamping was a significant factor in my satisfaction.	0.678	Questionable
P2	I may be satisfied when I get the lower price from the glamping place.	0.711	Acceptable
P3	I always prefer the pricing of glamping services in Chiang Mai aligns with the level of comfort and luxury offered in the accommodations	0.606	Questionable
Facilities (F)		**0.848**	**Good**
F1	I think I will be satisfied with the glamping place that has an air conditioner more than not	0.841	Good
F2	I think the availability and cleanliness of bathroom facilities significantly contribute to the overall satisfaction of my glamping experience in Chiang Mai	0.781	Acceptable
F3	The overall quality of facilities, including accommodation, bathroom, air conditioning, and dining, significantly influences my satisfaction and decision to revisit a glamping site in Chiang Mai	0.802	Good

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F4	The presence of modern amenities, such as a bathtub, rain shower, breakfast in the pool enhances the convenience and satisfaction of my glamping experience in Chiang Mai	0.801	Good
Destination image (DI)		**0.716**	**Acceptable**
DI1	Destination image makes me satisfied with the glamping place.	0.691	Questionable
DI2	The destination image of Chiang Mai plays a crucial role in shaping my expectations and satisfaction.	0.606	Questionable
DI3	I think the destination image or atmosphere are the important decision to revisit the glamping place.	0.662	Questionable
DI4	The overall appeal of Chiang Mai as a glamping destination significantly influenced your decision to experience	0.654	Questionable
Customer satisfaction (CS)		**0.764**	**Acceptable**
CS1	I want to revisit the same glamping place because I am satisfied with the experience.	0.734	Acceptable
CS2	I think I will not revisit the glamping place if I am not satisfied with it	0.779	Acceptable
CS3	I am satisfied with the price, facilities and destination image during my glamping stay, considering the overall experience.	0.628	Questionable
CS4	I will recommend the glamping site in Chiang Mai to others because of the satisfaction	0.656	Questionable
Revisit intention (RI)		**0.757**	**Acceptable**
RI1	The glamping experience in Chiang Mai influenced my intention to return to the same site	0.732	Acceptable
RI2	The destination image of Chiang Mai as a glamping location influences my intention to revisit	0.745	Acceptable
RI3	The atmosphere of the glamping place influences me to revisit	0.708	Acceptable
RI4	I am revisiting the glamping place because of the satisfaction	0.689	Questionable
RI5	I am revisiting the glamping place because of the destination image	0.692	Questionable

3.5 Statistical Treatment of Data

In this study, both descriptive and inferential statistics were employed. Descriptive statistics such as frequency, percentage, mean, and standard deviation will be used for analyzing demographic profiles and measurement items. Inferential statistics applies two multiple linear regression methods, in which first method will contain Hypothesis 1, Hypothesis 2, and Hypothesis 3 (price, facilities, and destination image on customer satisfaction). Furthermore, second method will contain Hypothesis 4, and Hypothesis 5 (Customer satisfaction and destination image on revisit intention).

4. DATA ANALYSIS

4.1 Reliability testing

Table 4.1
The value of reliability analysis of each item and variable in this study (n=400)

	Cronbach's Alpha	Strength of Association
Price (P)	0.761	Acceptable
Facilities (F)	0.787	Acceptable
Destination image (DI)	0.691	Questionable
Customer satisfaction (CS)	0.784	Acceptable
Revisit intention (RI)	0.823	Good

4.2 Descriptive analysis of demographic data

Gender: Among the respondents, 51.2% (205 individuals) identified as female, 35% (140

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individuals) identified as male, and 13.8% (55 individuals) did not specify their gender.

Age: The majority age group of respondents was 2-30 years old, comprising 70.3% of the total. The second largest group was 31-40 years old, accounting for 27.5%, while the remaining 2.3% were over 40 years old.

Nationality: Among the respondents, 71.3% were Thai nationals, while 28.7% were of other nationalities.

Status: Of the respondents, 41.3% were full-time employees, 25% were part-time employees, 21% were students, and 12.8% were unemployed.

Frequency of travel to Chiang Mai: The largest group, comprising 33.6% of respondents, traveled to Chiang Mai 2-3 times per year. The second largest group, representing 23.8% of respondents, traveled to Chiang Mai more than 3 times per year. Additionally, 23.5% traveled to Chiang Mai once per year, while 16.5% traveled to Chiang Mai less than once per year.

Budget: Among the respondents, 59.3% allocated a budget of 3500–5000 baht, 14.8% budgeted 5000–8000 baht, 10.5% budgeted 8000–10,000 baht, 9.3% budgeted less than 3500 baht, and 6.3% budgeted over 10,000 baht.

4.3 Descriptive analysis with mean and standard deviation

In this section, the summary of the Mean and Standard Deviation for each group variable consisted of price, facility, destination image, customer satisfaction, and revisit intention. The following criteria for evaluating the mean scores were adapted from Imsa-ard et al. (2021) displayed below:

The criteria of the interpretation of mean scores

Mean score	Interpretation
4.210 - 5.000	Strongly agree
3.410 - 4.200	Agree
2.610 - 3.200	Neutral
1.810 - 2.600	Disagree
1.000 - 1.800	Strongly disagree

4.3.1 Mean and Standard Deviation of Price

According to the data shown in Table 4.2 among 400 respondents and 0 missing respondents, the highest mean of price was "I always prefer the pricing of glamping services in Chiang Mai aligns with the level of comfort and luxury offered in the accommodations" which equal 4.00. However, the lowest mean was 3.79 for "I think the price of glamping was a significant factor in my satisfaction". According to the standard deviation, the highest score was 1.08 for "I think the price of glamping was a significant factor in my satisfaction.". On the other hand, the lowest score was 0.942 for "I always prefer the pricing of glamping services in Chiang Mai aligns with the level of comfort and luxury offered in the accommodations".

Table 4.2
The result of Mean and Standard Deviation of price

Price	X̄	S.D.	Interpretation
P1: I think the price of glamping was a significant factor in my satisfaction	3.79	1.08	Agree
P2: I may be satisfied when I get the lower price from the glamping place.	3.97	1.02	Agree
P3: I always prefer the pricing of glamping services in Chiang Mai aligns with the level of comfort and luxury offered in the accommodations.	4.00	0.942	Agree

4.3.2 Mean and Standard Deviation of Facilities

According to the data shown in Table 4.3 among 400 respondents and 0 missing respondents, the highest mean of facilities was "The presence of modern amenities, such as a bathtub, rain shower, breakfast in the pool enhances the convenience and satisfaction of my glamping experience in Chiang Mai" which equal 4.09. However, the lowest mean

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was 3.94 for "I am satisfied with the dining options provided at the glamping site in Chiang Mai, including the variety and quality of meals offered". According to the standard deviation, the highest score was 0.977 for "I think I will be satisfied with the glamping place that has an air conditioner more than not.". On the other hand, the lowest score was 0.914 for "I am satisfied with the dining options provided at the glamping site in Chiang Mai, including the variety and quality of meals offered".

Table 4.3

The result of Mean and Standard Deviation of facilities

Facilities	X̄	S.D.	Interpretation
F1: I think I will be satisfied with the glamping place that has an air conditioner more than not	4.04	0.977	Agree
F2: I am satisfied with the dining options provided at the glamping site in Chiang Mai, including the variety and quality of meals offered	3.94	0.914	Agree
F3: The overall quality of facilities, including accommodation, bathroom, air conditioning, and dining, significantly influences my satisfaction and decision to revisit a glamping site in Chiang Mai	4.00	0.918	Agree
F4: The presence of modern amenities, such as a bathtub, rain shower, breakfast in the pool enhances the convenience and satisfaction of my glamping experience in Chiang Mai	4.09	0.971	Agree

4.3.3 Mean and Standard Deviation of Destination Image

According to the data shown in Table 4.4 among 400 respondents and 0 missing respondents, the highest mean of facilities was "I think the destination

image or atmosphere are the important decision to revisit the glamping place" which equal 4.28. However, the lowest mean was 4.00 for "The overall appeal of Chiang Mai as a glamping destination significantly influenced your decision to experience glamping in this location". According to the standard deviation, the highest score was 0.996 for "The overall appeal of Chiang Mai as a glamping destination significantly influenced your decision to experience glamping in this location". On the other hand, the lowest score was 0.732 for "I think the destination image or atmosphere are the important decision to revisit the glamping place.".

Table 4.4

The result of Mean and Standard Deviation of destination image

Destination image	X̄	S.D.	Interpretation
DI1: Destination image makes me satisfied with the glamping place.	4.09	0.971	Agree
DI2: The destination image of Chiang Mai plays a crucial role in shaping my expectations and satisfaction.	4.09	0.942	Agree
DI3: I think the destination image or atmosphere are the important decision to revisit the glamping place.	4.28	0.732	Strong Agree
DI4: The overall appeal of Chiang Mai as a glamping destination significantly influenced your decision to experience glamping in this location	4.00	0.996	Agree

4.3.4 Mean and Standard Deviation of Customer Satisfaction

According to the data shown in Table 4.5 among 400 respondents and 0 missing respondents, the highest mean of facilities was "I want to revisit the same glamping place because I am satisfied with the experience" which equal 4.26. However, the lowest mean was 3.91 for "I think I will not revisit the

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glamping place if I am not satisfied with it". According to the standard deviation, the highest score was 0.965 for "I will recommend the glamping site in Chiang Mai to others because of the satisfaction". On the other hand, the lowest score was 0.732 for "I want to revisit the same glamping place because I am satisfied with the experience.".

Table 4.5

The result of Mean and Standard Deviation of customer satisfaction

Customer Satisfaction	$\bar{X}$	S.D.	Interpretation
CS1: I want to revisit the same glamping place because I am satisfied with the experience.	4.26	0.732	Strong Agree
CS2: I think I will not revisit the glamping place if I am not satisfied with it	3.91	0.925	Agree
CS3: I am satisfied with the price, facilities and destination image during my glamping stay, considering the overall experience.	3.92	0.943	Agree
CS4: I will recommend the glamping site in Chiang Mai to others because of the satisfaction	4.03	0.965	Agree

4.3.5 Mean and Standard Deviation of Revisit Intention

According to the data shown in Table 4.6 among 400 respondents and 0 missing respondents, the highest mean of facilities was "The glamping experience in Chiang Mai influenced my intention to return to the same site" which equal 4.244. However, the lowest mean was 3.88 for "The destination image of Chiang Mai as a glamping location influences my intention to revisit". According to the standard deviation, the highest score was 0.958 for "The destination image of Chiang Mai as a glamping location influences my intention to revisit". On the other hand, the lowest score was 0.783 for "I am

revisiting the glamping place because of the satisfaction".

Table 4.6

The result of Mean and Standard Deviation of revisit intention

Revisit intention	$\bar{X}$	S.D.	Interpretation
RI1: The glamping experience in Chiang Mai influenced my intention to return to the same site	4.24	0.785	Strong Agree
RI2: The destination image of Chiang Mai as a glamping location influences my intention to revisit	3.88	0.958	Agree
RI3: The atmosphere of the glamping place influences me to revisit	4.00	0.996	Agree
RI4: I am revisiting the glamping place because of the satisfaction	4.22	0.783	Strong Agree
RI5: I am revisiting the glamping place because of the destination image	3.92	0.943	Agree

4.4 Hypothesis Testing Result

The researchers utilize statistical analytical method, specifically multiple linear regression to analyze the results of hypothesis testing. This involves investigating significant relationships between various variables such as the influencing factors of price, facilities, and destination image on customer satisfaction, as well as the influencing factors of destination image and customer satisfaction on revisit intention in Chiang Mai, Thailand. In the analysis the multiple linear regression approach is used along with the R-square statistic, to assess the proportion of variability in the dependent variable that can be explained by the independent variables. To examine the substantial impact between the dependent and independent variables, it is important to consider the acceptability of independent variables in the regression analysis. An independent variable is determined by its Variance Inflation Factor (VIF), which should be below 5. Additionally, the R-square value helps to estimate the extent to which the variance in the

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dependent variable can be attributed to the independent variables

4.4.1 Result of Multiple Linear Regression of H1, H2, and H3

Statistical hypothesis

H_0: Price (H1), Facilities (H2), and Destination image (H3) have no significant influence on customer satisfaction toward the glamping revisit intention in Chiang Mai, Thailand.

H_a: Price (H1), Facilities (H2), and Destination image (H3) have significant influence on customer satisfaction toward the glamping revisit intention in Chiang Mai, Thailand.

Table 4.7 presents the results of a multiple linear regression analysis aimed at investigating the impact of price (H1), facilities (H2), and destination image (H3) on customer satisfaction. Focusing on hypothesis

1, the analysis revealed that the p-values for price, facilities, and destination image were all below 0.05, specifically <0.001. Consequently, the null hypothesis for all three variables are rejected. Further examination of the regression analysis unveiled that the model accounts for a substantial variance of 67.4%, demonstrating statistical significance with a p-value below 0.05. The R-square value of 0.674 indicates a high level of explanatory power, while the model holds a confidence level of 95%. Specifically, the findings for price (B=0.101, p-value <0.001), facilities (B=0.372, p-value<0.001), and destination image (B=0.504, p-value<0.001) were significant. Moreover, the low values of the variation inflation factor (VIF) for each variable, all less than 5, assure that no issues related to multicollinearity are present in the analysis.

Table 4.7: *Multiple Linear Regression Analysis Summary for Hypothesis 1, 2, and 3*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1: Price	0.101	0.0241	0.121	4.183	<.001*	1.02	Rejected H_0
H2: Facilities	0.372	0.0401	0.393	9.280	<.001*	2.20	Rejected H_0
H3: Destination image	0.504	0.0449	0.479	11.287	<.001*	2.20	Rejected H_0

*Note: R^2=0.676, Adjust R^2= 0.674, *p<0.05. Dependent Variable = Customer Satisfaction*

B = Unstandardized coefficients B | SE B = The standard error for the under standardized beta | β = The standardized beta | t = t value | p = p-value | VIF = Variance Inflation Factors

4.4.2 Result of Multiple Linear Regression of H4 and H5

H_0: Customer satisfaction (H4) and Destination image (H5) have no significant influence on glamping revisit intention in Chiang Mai, Thailand.

H_a: Customer satisfaction (H4) and Destination image (H5) have significant influence on glamping revisit intention in Chiang Mai, Thailand.

Table 4.8 presents the results of a multiple linear regression analysis aimed at investigating the impact

of customer satisfaction (H4) and destination image (H5) on revisit intention. Focusing on two hypotheses, the analysis revealed that the p-values for customer satisfaction and destination image were all below 0.05, specifically <0.001. Consequently, the null hypothesis for all two variables are rejected. Further examination of the regression analysis unveiled that the model accounts for a substantial variance of 64.5%, demonstrating statistical significance with a p-value below 0.05. The R-square value of 0.645 indicates a high level of explanatory power, while the model holds a confidence level of 95%. Specifically,

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the findings for customer satisfaction (B=0.515, p-value <0.001) and destination image (B=0.352, p-value<0.001) were significant. Moreover, the low values of the variation inflation factor (VIF) for each variable, all less than 5, assure that no issues related to multicollinearity are present in the analysis.

Table 4.8: *Multiple Linear Regression Analysis Summary for Hypothesis 4 and 5*

Variables	B	SE B	β	t	P	VIF	Null Hypothesis
H4: Customer satisfaction	0.515	0.0489	0.495	10.52	<.001*	2.05	Rejected
H5: Destination image	0.352	0.0462	0.358	7.81	<.001*	2.05	Rejected

*Note: R^2 =0.647, Adjust R^2=0.645, *p<0.05. Dependent Variable = revisit intention*

B = Unstandardized coefficients B | SE B = The standard error for the under standardized beta | □ = The standardized beta | t = t value | p = p-value | VIF = Variance Inflation Factors

5. CONCLUSION AND RECOMMENDATIONS

5.1 summary of Research Intentions

The purpose of this research is to investigate the influencing factor of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand. The following five research question are provided in this part, which analyze five variables:

(1) Does price have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

(2) Do facilities have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

(3) Does destination image have a significant influence on the customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand?

(4) Does customer satisfaction have a significant influence on the glamping revisit intention in Chiang Mai, Thailand?

(5) Does destination image have a significant influence on the glamping revisit intention in Chiang Mai, Thailand?

Base on the data collection by questionnaire survey of tourist who have revisited glamping place in Chiang Mai, Thailand. This research employs a quantitative approach. An estimated population size was used to determine the sample size base on the information supplied by Phalaharn (2024). Yamane (1967) represented the sample size formula which has

a suitable sample size number of 3.9 million is 400 people.

In the research, closed-ended questions were utilized to craft the questionnaire design. Ahead of its distribution, it was imperative for the researcher to assess the validity and reliability of the questions. This process involved conducting tests such as item-objective congruence (IOC) and Cronbach's alpha. The results of the IOC indicated that 20 out of 25 questions successfully passed the validity test. The Cronbach Alpha's reliability test had been utilized in this research and were provided to 50 respondents. The Cronbach Alpha reliability result must be more than 0.6, which has been proved correct. Furthermore, two statistical techniques had been applied to generate the data findings, and five variables were tested using two multiple linear regression.

5.2 Summary of Findings

According to the overall demographic data from respondents who completed the study questionnaire, the majority group from the total 400 respondents were female (205, 51.2%) of Thai people (285, 71.3%) between the age of 21-30 years old (281, 70.3%) who has fulltime job (165, 41.3%) and the budget range of 3500-5000 (237, 59.3%).

The questionnaire survey used to investigate the influencing factor of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand are the mean and standard deviation of variables. The highest

mean score is destination image ($\bar{x} = 4.11$, SD $= 0.660$), then revisit intention ($\bar{x} = 4.05$, SD $= 0.687$), following by customer satisfaction ($\bar{x} = 4.03$, SD $= 0.698$), facility ($\bar{x} = 4.02$, SD $= 0.739$), and the lowest is price ($\bar{x} = 3.92$, SD $= 0.835$).

There are two multiple linear regression (MLR) were used in this study to analyze the significant influence on each hypothesis. The first multiple linear regression used to investigate the influencing factor of price, facilities, and destination image on customer satisfaction among the glamping in Chiang Mai, Thailand where all independent variables are less than 0.05. Another multiple linear regression used to investigate the influencing factor of destination image and customer satisfaction on the glamping revisit intention in Chiang Mai, Thailand, all factors were below than 0.05. To conclude, all the results were rejected the null hypothesis as shown in Table 5.1 and Figure 5.1.

Figure 5.1

Summary of hypothesis testing results.
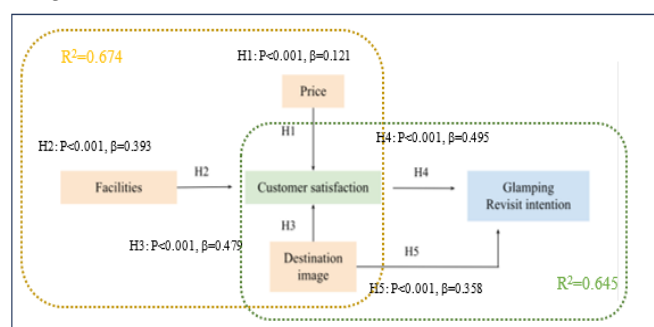
Lastly, the researcher created the rank of factor by ranking the standardized coefficient. From the first multiple linear regression, the investigate of influencing factor of price, facilities, and destination image on customer satisfaction. The table 5.2 shown strongest factor influence on customer satisfaction is destination image ($\beta = 0.479$), then facilities ($\beta = 0.393$), and last rank was price ($\beta = 0.121$). The second multiple linear regression were investigated the influencing factors of destination image and customer satisfaction on revisit intention, from the Table 5.3 shown the strongest factor was destination image ($\beta = 0.495$) and the second rank was customer satisfaction ($\beta = 0.358$).

Table 5.1

Summary of the hypothesis resting results.

Statement of Null Hypothesis	p-value	Decision Results
$H1_0$: Price has no significant influence on customer satisfaction toward the glamping revisit intention in Chiang Mai, Thailand.	<.001*	Rejected H_0
$H2_0$: Facilities has no significant influence on customer satisfaction toward the glamping revisit intention in Chiang Mai, Thailand.	<.001*	Rejected H_0
$H3_0$: Destination image has no significant influence on customer satisfaction toward the glamping revisit intention in Chiang Mai, Thailand.	<.001*	Rejected H_0
$H4_0$: Customer satisfaction has no significant influence on the glamping revisit intention in Chiang Mai, Thailand.	<.001*	Rejected H_0

$H5_0$: Destination image has no significant influence on the glamping revisit intention in Chiang Mai, Thailand.	<.001*	Rejected H_0

5.3 Discussion based on Findings

5.3.1 Price, facilities, and destination image on Customer satisfaction

In this study, H1o suggests that price significantly affects customer satisfaction. Statistical analysis yielded a highly significant value of <.001, indicating a substantial impact of price on customer satisfaction. The standardized coefficient (β) for this relationship is 0.121, indicating a positive relationship between price and customer satisfaction. According to Susanto et al. (2021) study, the result also showed that the price has a positive significance influence on customer satisfaction.

Similarly, H2o indicates that facilities significantly influence customer satisfaction. The statistical analysis also yielded a highly significant value of <.001, suggesting a substantial impact of facilities on customer satisfaction. The standardized coefficient (β) for this relationship is 0.393, indicating a positive association between facilities and customer satisfaction. According to Sabhiena and Setiono (2023) study result, it can be inferred that service quality and facilities contribute positively to customer satisfaction.

Furthermore, H3o reveals that destination image significantly affects customer satisfaction. The statistical analysis yielded a highly significant value of <.001, indicating a substantial impact of destination image on customer satisfaction. The standardized coefficient (β) for this relationship is 0.479, suggesting a positive relationship between destination image and customer satisfaction. From previous study of Wantara and Anugrahini (2021), the result shown that the positive significant influence of destination image effect on customer satisfaction.

Table 5.2

Summary strengths of influencing factors of Customer Satisfaction variables

Rank	Independent variable	Standardized Coefficient
1st	Destination image (DI)	0.479
2nd	Facilities (F)	0.393
3rd	Price (P)	0.121

5.3.2 Customer satisfaction, Destination image and Revisit intention

The findings of this study indicate that customer satisfaction significantly influences revisit intention (H4o). Statistical analysis produced a highly significant value of <.001, suggesting a substantial impact of customer satisfaction on revisit intention. The standardized coefficient (β) for this relationship is 0.358, indicating a positive association between customer satisfaction and revisit intention. According to Nguyen Viet et al. (2020) studies have a positive significant influence of customer satisfaction on revisit intention.

Similarly, the study demonstrates that destination image significantly affects revisit intention (H5o). The statistical analysis yielded a significant value of <.001, indicating a highly significant impact of destination image on revisit intention. The standardized coefficient (β) for this relationship is 0.495, suggesting a positive relationship between destination image and revisit intention. The findings of study demonstrated that the travel experience had a collective and positive impact on individuals' perception of a destination, ultimately influencing their intention to revisit (Anutarawaykin

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et al., 2023; Kim et al., 2012; Zin May Zaw & Nuangjamnong, 2023).

Table 5.3

Summary strengths of influencing factors of Revisit Intention variable

Rank	Independent variable	Standardized Coefficient
1st	Destination image (DI)	0.495
2nd	Customer satisfaction (CS)	0.358

5.4 Recommendations based on findings

5.4.1 Recommendation based on customer satisfaction

Destination image (DI)

The significant influence of destination image underscores the importance of promoting Chiang Mai as an appealing glamping destination. Collaboration among glamping operators, local tourism authorities, and other stakeholders is crucial to showcase Chiang Mai's unique features, natural beauty, cultural heritage, and recreational opportunities. Strategic marketing campaigns, social media engagement, influencer partnerships, and participation in tourism events can effectively highlight Chiang Mai's allure as a glamping destination. Additionally, they organize community clean-up events where guests can volunteer to help preserve the natural beauty of the surrounding areas.

Facilities (F)

Since facilities has a significant influencing on customer satisfaction, glamping sites must continuously enhance and modernize their amenities and services. This may include upgrading accommodations, offering high-quality dining experiences, providing diverse recreational activities, and maintaining excellent customer service standards. By consistently elevating the overall guest experience, increase satisfaction levels and encourage revisit intention. Additionally, they could provide on-site gourmet dining options featuring locally sourced ingredients, a wellness spa offering traditional Thai massages, and guided nature walks led by knowledgeable local guides

Price (P)

Given the substantial impact of price on customer satisfaction, it is imperative for glamping operators in Chiang Mai to meticulously review their pricing strategies. While ensuring profitability, operators should aim to provide competitive pricing that aligns with customer expectations and perceived value. Employing dynamic pricing tactics or offering enticing discounts during off-peak periods could attract more travelers without compromising revenue. Additionally, they could introduce promotional deals such as "stay 3 nights, pay for 2" or "early bird discounts" for bookings made in advance.

5.4.2 Recommendation based on revisit intention

Customer satisfaction (CS)

Recognizing the significant influence of customer satisfaction on revisit intention, glamping operators should focus on providing outstanding experiences for guests. This includes personalized services, attention to detail, quick resolution of any problems, and actively seeking feedback for ongoing improvement. By surpassing guest expectations and encouraging positive word-of-mouth, operators can elevate satisfaction levels and boost the chances of tourist revisiting. For example, upon check-in at the glamping site in Chiang Mai, guests are greeted with a personalized welcome message and a refreshing local beverage. During their stay, they receive attentive service from staff who anticipate their needs and preferences, whether it's arranging for a guided hike through the nearby forest or preparing a special meal to accommodate dietary restrictions.

Destination image (DI)

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The researcher emphasizes that destination image is the most influential factor impacting revisit intention. To further bolster revisit intention, concerted efforts should be directed toward enhancing Chiang Mai's overall attractiveness and appeal as a glamping destination. This may involve sustainable development initiatives, preservation of natural landscapes, cultural conservation endeavors, infrastructure enhancements, and collaboration with local communities. By investing in the long-term sustainability and attractiveness of the destination, glamping operators can foster enduring interest and loyalty among travelers.

5.5 Implications based on findings and theories

The study's findings offer significant implications for both theoretical understanding and finding in the glamping tourism in Chiang Mai, Thailand. Theoretical implications include the need to refine price-effect models, explore the relationship between facilities and customer satisfaction, and understand the dynamics of destination image constructs.

Practically, the findings suggest opportunities for strategic pricing decisions, improvements in facilities, destination branding and marketing efforts, and initiatives to enhance guest experiences. By leveraging these insights, glamping operators and destination management organizations can optimize customer satisfaction, attract repeat visitors, and foster sustainable growth in the glamping tourism sector in Chiang Mai.

5.6 Limitations of the study

The study examining the influencing factors of Price, Facilities, and Destination image on customer satisfaction toward glamping revisit intention in Chiang Mai, Thailand, has several noteworthy limitations. Firstly, its narrow focus on Chiang Mai restricts the generalizability of its findings to other glamping destinations. Secondly, by narrowly examining only these factors, it overlooks the potential influence of other variables that may impact

tourists' choices of glamping locations. Additionally, the sample size of 400 respondents may not adequately capture the diverse preferences and behaviors of glampers and tourists. These limitations underscore the importance of exercising caution when interpreting and extending the conclusions of the study.

5.7 Further Studies

Further studies could explore how Price, Facilities, and Destination image influence customer satisfaction and the likelihood of tourists returning to glamping sites in Chiang Mai, Thailand. One potential area for investigation is the impact of local culture and experiences on tourists' perceptions of glamping in Chiang Mai. Understanding the role of culture could help enhance the authenticity and enjoyment of glamping experiences for travelers. Additionally, research could focus on assessing the quality of service and hospitality at glamping sites, including factors such as staff training and facility cleanliness, to identify areas for improvement and increase tourist satisfaction and repeat visits. Another avenue of study could examine the influence of online reviews and social media content on tourists' decision-making processes regarding glamping in Chiang Mai. Analyzing online feedback can provide insights into effective marketing strategies and areas needing improvement. Furthermore, investigating the relationship between environmental sustainability practices at glamping sites and tourists' satisfaction levels could contribute to understanding the importance of eco-friendly initiatives such as waste management and community engagement. By examining these factors, researchers can gain valuable insights into enhancing customer satisfaction and promoting sustainable tourism practices in Chiang Mai's glamping industry.

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