The Study of the Relationship Between Push Factors, Pull Factors, Tour Guide Performance and Tourists' Satisfaction in Bangkok, Thailand

Rattanaporn Siajaroen
MBA , Graduate School of Business
Assumption University of Thailand

Sming Chungviwatanant, Ph.D
Lecturer, Graduate School of Business
Assumption University of Thailand

Abstract

This research determined the relationship between push factors, pull factors, tour guide performance and tourists'' satisfaction; specifically, the Chinese and German tourists who visited Bangkok during the month of October and November 2015. The research collected data from 200 respondents by distributing questionnaires to tourists groups. Non-probability sampling, quota sampling and convenience sampling were applied. One hundred samples were collected from Chinese tourists and another 100 samples were collected from German tourists. One hundred respondents were male and 100 respondents were female. The research focused on respondents who are twenty years old and older. These two groups of visitors were the top spenders on International Tourism in 2012. The collected data was analyzed by statistical program and correlation was applied to determine whether there was a relationship between push factors, pull factors, tour guide performance and tourists' satisfaction. The findings indicated that push factors, pull factors and tour guide performance have a statistically significant positive relationship with tourists' satisfaction.

Keywords: Bangkok, tourists' satisfaction, tour guide performance, pull factors, push factors, Chinese tourists, German tourists

Introduction

Tourism is an important factor in developing the economy because tourism industry brings income and employment to many related businesses in the country. This is one of the reasons that many major global leaders put a great of emphasis on promoting their country to attract foreigners to visit and travel to their country (Howells, 2000). UN World Tourism Organization indicates that tourists arrivals by country have increased by 4.4% from year 2013 to 2014 which brings increase in revenues from $1,197 (in million) to $1,245$ (in million). In contrast, Thailand's position in the global tourism rankings declined from 10th to 14th in year 2014. The trend of tourism in Thailand has declined partly due to the civil unrest that has taken its toll on tourist arrivals.

In order to promote tourism and to attract more visitors to visit Thailand-- particularly, Bangkok City, tourists' satisfaction which is one of the important factors needed to be studied and understood.

Statement of the Problem

The trend of travelling to Thailand has been affected by political situation since the military coup in 2014. Thailand was affected by the decline in tourists' arrivals in 2014 by about 6.65% as compared to the year 2013. Master Card Global Destinations Cities Index shows that Thailand, particularly Bangkok, which was rated as top-ranked as a popular travel destination in 2013 was replaced by London in 2014.

Bloomberg website indicates that China is the top spender on international tourism by country, followed by Germany, United States and United Kingdom accordingly. This research determined the factors related to tourists' satisfaction. The research focused on the Chinese and German tourists as these are the groups of tourists which are the top spenders on international tourism.

Research Objectives

1. To study whether there is a relationship between "push-pull" factors of "travel motivation" and the level of satisfaction of Chinese and German tourists who visited Bangkok.

2. To determine the relationship between "push-pull" factors of "travel motivation" and the level of satisfaction of male and female tourists who visited Bangkok.

3. To determine the relationship between tour guide performance and the level of satisfaction of Chinese and German tourists who visited Bangkok.

4. To determine the relationship between tour guide performance and the level of satisfaction of male and female tourists who visited Bangkok.

5. To explore whether there is a difference in the level of tourists' satisfaction between Chinese tourists and Germany tourists as measured and observed by a descriptive statistic of "mean."

6. To explore whether there is a difference in the level of tourists'' satisfaction between gender (male and female tourists) as measured and observed by a descriptive statistic of "mean."

Scope of the Research

This research studies whether there is a relationship between "push" factors of travel motivation, "pull" factors of travel motivation, tour guide performance and the level of satisfaction of Chinese and German tourists who visited Bangkok.

The target respondents were all genders whose age are twenty years old or older. The respondents were Chinese and German tourists who visited Bangkok between October and November 2015. The target respondents were tourists who travelled with

tour guide. This research studied the relationship towards the level of tourism's satisfaction in Bangkok by distributing questionnaire in Siam Center area.

Limitations of the Research

This research focused on the study of two nationalities consists of Chinese and German, so the result of this study cannot be applied to other nationalities.   This research collected data from October to November 2015. Data was collected from Siam Center area (because it is considered to be among the most popular areas for tourists to visit in Bangkok) and, therefore, the findings cannot be applied to all tourists or to tourists in other areas. The researcher focused on only push factors, pull factors and tour guide performance and their possible relationship to tourists' satisfaction.

Review of Literature

Travel Motivation: Uysal and Jurowski, (1994), Baloglu and Uysal, (1996) stated that tourists' motivation may result in a decision to travel and to visit a particular destination which can be attributed to two categories of motivation; "push" and "pull" factors.

Push Factor: Crompton (1979), defined "push" as internal desires or emotional factors such as escape, knowledge, relaxation, prestige, kinship enhancement.

Pull Factor: Uysal and Hagen (1993), defined "pull" as factors that are related to and pulled by external factors such as natural environment and weather, historical attractions, expenditure, sport and outdoor activities.

Tour Guide Performance: Huang *et al*., (2010), defined tour guide attributes as a factor that influence satisfaction such as guide's knowledge, training, expertise, interpretive skills and intercultural.

Tourists Satisfaction: Kozak & Rammington, (2000), defined touristss' satisfaction as decision to visit, choice of destination, the consumption of products and services, and the decision to return. Chon (1989) defined touristss' satisfaction as goodness of fit between expectation about a destination and the perceived evaluation experience in the destination.

Conceptual Framework

There were three independent variables proposed in the model which were related to tourists'' satisfaction as shown below:
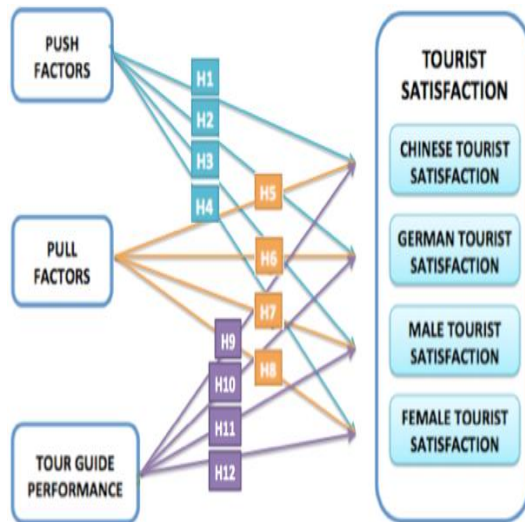
Figure 1. Conceptual Framework

Research Hypothesis

H1: There is a statistically significant relationship between push factor and Chinese tourists' satisfaction.

H2: There is a statistically significant relationship between push factor and German tourists' satisfaction.

H3: There is a statistically significant relationship between push factor and male tourists' satisfaction.

H4: There is a statistically significant relationship between push factor and female tourists' satisfaction.

H5: There is a statistically significant relationship between pull factor and Chinese tourists' satisfaction.

H6: There is a statistically significant relationship between pull factor and German tourists' satisfaction.

H7: There is a statistically significant relationship between pull factor and male tourists' satisfaction.

H8: There is a statistically significant relationship between pull factor and female tourists' satisfaction.

H9: There is a statistically significant relationship between tour guide performance and Chinese tourists' satisfaction.

H10: There is a statistically significant relationship between tour guide performance and German tourists' satisfaction.

4

H11: There is a statistically significant relationship between tour guide performance and male tourists' satisfaction.

H12: There is a statistically significant relationship between tour guide performance and female tourists' satisfaction.

Research Methodology

This research applied quantitative research and collected data through handout questionnaires. The data were analyzed by statistical program to find out whether there was a relationship between push factors, pull factors, tour guide performance and tourists' satisfaction in Bangkok. The researcher obtained information from two sources of data, primary data and secondary data.

This research was conducted by using descriptive research. Questionnaires were distributed to the target respondents. The research applied correlation analysis to test whether there was a statistically significant relationship between push factors, pull factors, and tour guide performance and tourists' satisfaction.

Target Respondents

The researcher selected 200 tourists who were travelling in group with tour guide. Respondents were selected by nationality focusing only on Chinese and German tourists whose ages were twenty years old or older.

Table 1

Target respondents

Nationalities	Gender	Number of Respondents
Chinese	Male	50
Chinese	Female	50
German	Male	50
German	Female	50
Total		**200**

Data Collection

The researcher collected data and information from both primary and secondary source. For primary data, the researcher distributed 200 sets of questionnaire in Siam Center area by hands to target respondents who were Chinese tourists and German tourists'. The questionnaires were distributed to tourists who met the following conditions:
1. Respondents travelled with tour guides.
2. Nationality of respondents must be Chinese and German.

3. Respondents' age must be at least twenty years old or older.

Non-probability sampling, quota sampling and convenience sampling were applied. For secondary data, the Assumption University library, Emerald's website, other researches and articles were used.
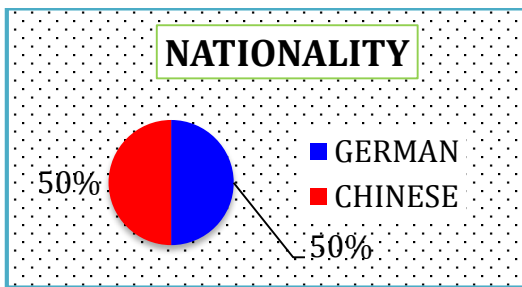
Data Analysis

Demographic factors

Figure 2. Nationality

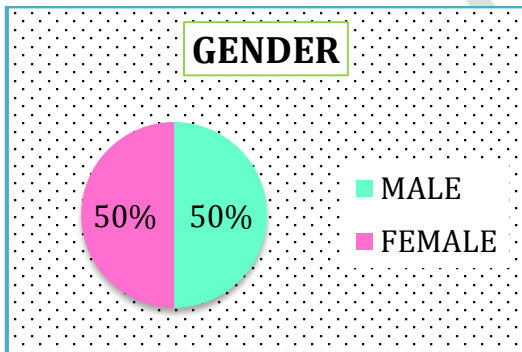Figure 2 shows that the respondents consist of two nationalities, Chinese and German.

Figure 3: Gender

Figure 3 shows that fifty percent of the respondents (100 respondents) were male and fifty percent were female (100 respondents).
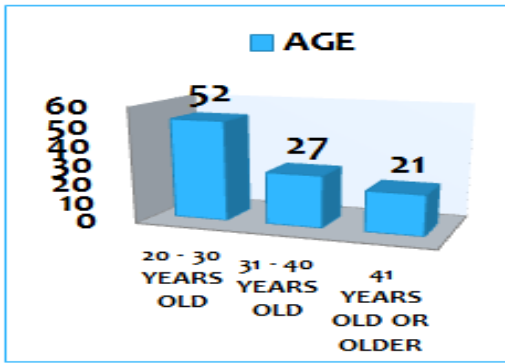
Figure 4. Age of Respondents

Figure 4 indicates that the majority of the respondents were in the age group of "20-30 years old" at 52% or 104 respondents, followed by the age group of "31-40 years old" at 27% or 54 respondents. Finally, the age group of "41 years old or older" accounts for 21% or 42 respondents.
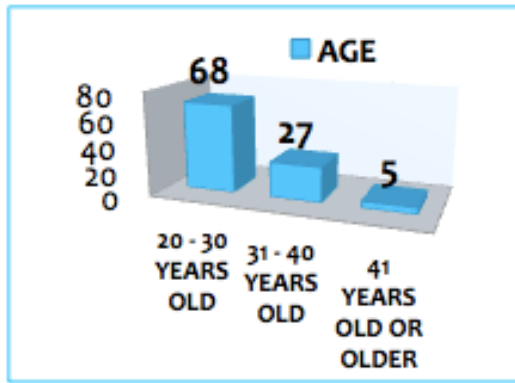

Figure 5. Age of Chinese Respondents

Figure 5 indicates that the majority of the Chinese respondents were in the age group of "20-30 years old" at 68% or 68 respondents, followed by the age group of "31-40 years old" at 27% or 27 respondents. Finally, the age group of "41 years old or older" accounts for 5% or 5 respondents.
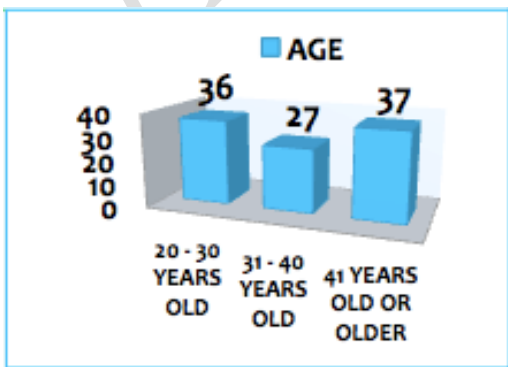

Figure 6. Age of German Respondents

Figure 6 indicates that 37% or 37 respondents of German respondents were in the age group of "41 years old or older," followed by the age group of "20-30 years old" at 36% or 36 respondents. Finally, 27% or 27 respondents were in the age group of "31-40 years old."
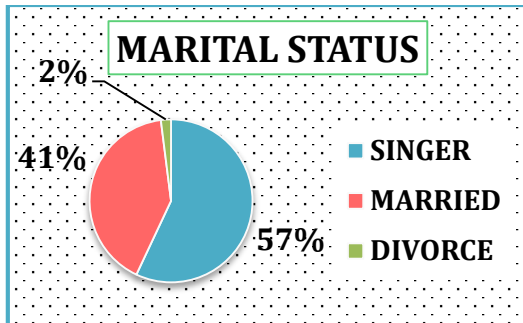

Figure 7. Marital Status of Respondents

Figure 7 indicates that the most of respondents were "Single" at 57% or 114 respondents, followed by "Married" at 41% or 82 respondents. Finally, "Divorced" was represented at 2% or 4 persons.
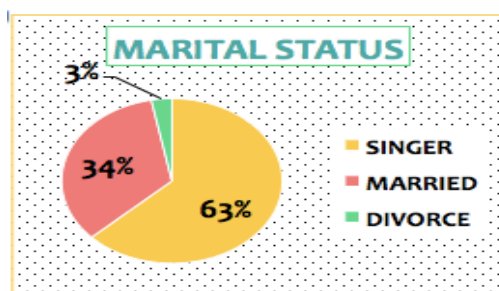

Figure 8. Marital Status of Chinese Respondents

Figure 8 indicates that the majority of Chinese respondents were "Single" at 63% or 63 respondents, followed by "Married" at 34% or 34 respondents. Finally, "Divorced" was represented at 3% or 3 persons.
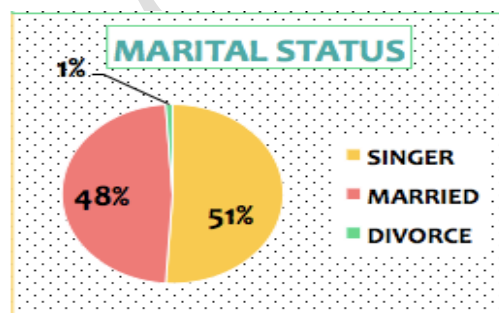

Figure 9. Marital Status of German Respondents

Figure 9 indicates that 51% or 51 respondents of German respondents were "Single," followed by "Married" at 48% or 48 respondents. Finally, "Divorce" was represented at 1% or 1 person.
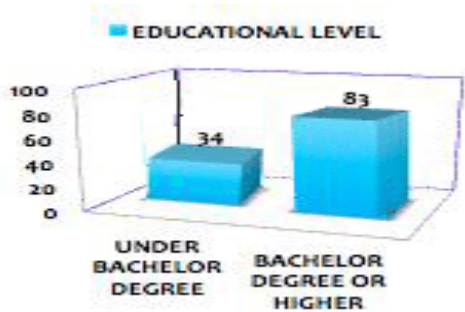

Figure 10. Educational Level of all Respondents

Figure 10 indicates that most of respondents had a Bachelor's Degree or higher at 83 % or 166 respondents, followed by less than Bachelor's Degree at 17% or 34 respondents.
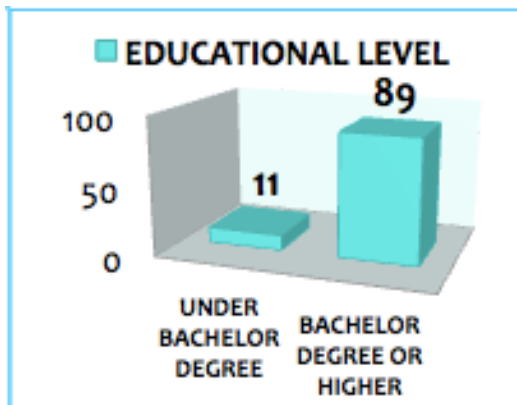

Figure 11. Educational Level of Chinese respondents

Figure 11 indicates that most of Chinese respondents had a Bachelor's Degree or higher at 89 % or 89 respondents, followed by less than a Bachelor's Degree at 11% or 11 respondents.
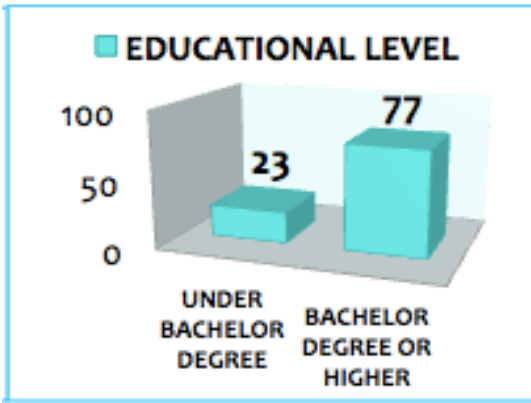
Figure 12. Educational Level of German respondents

Figure 12 indicates that most of German respondents had a Bachelor's Degree or higher at 77 % or 77 respondents, followed by less than a Bachelor's Degree at 23% or 23 respondents.

Figure 13. Frequency of visit of all Respondents

Figure 13 indicates that most of respondents had visited Bangkok more than 3 times at 45.5% or 91 respondents, followed by a first time visit to Bangkok at 30% of 60 respondents. Forty-nine respondents or 24.5% of the respondents have visited Bangkok 2-3 times.

Figure 14. Frequency of visit of Chinese Respondents

Figure 14 indicates most of Chinese respondents had visited Bangkok more than 3 times at 44% or 44 respondents, followed by 2-3 times at 30% or 30 respondents. Twenty-six percent of respondents or 26 respondents were first time visitors.
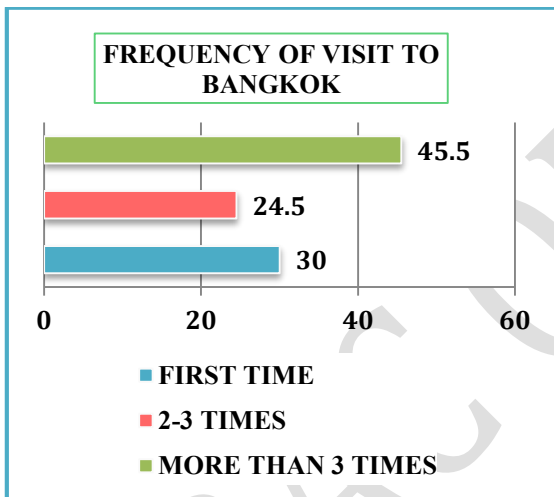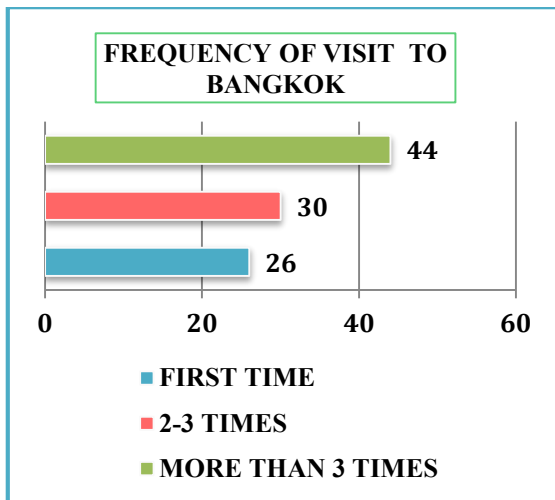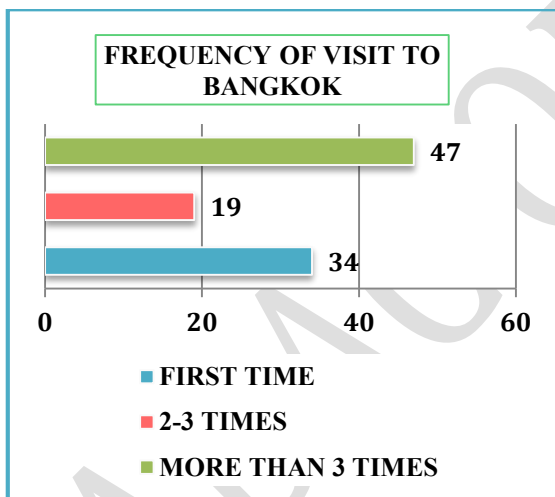

Figure 15. Frequency of visit of German respondents

Figure 15 indicates most of German respondents had visited Bangkok more than 3 times at 47% or 47 respondents, followed by a first time visit to Bangkok at 34% or 34 respondents. Nineteen percent of the respondents or 19 respondents had visited Bangkok for 2-3 times.

Figure 16. Length of stay in Bangkok of all Respondents

Figure 16 indicates that most of respondents stayed in Bangkok for 4 – 7 days at 42.5% or 85 respondents, followed by repondents who stayed in Bangkok for 1 – 3 days at for 37 % or 74 respondents. Finally, the group of respondents who stayed in Bangkok more than 7 days was 20.5% or 41 respondents.

Figure 17. Length of stay in Bangkok of Chinese Respondents

Figure 17 indicates that majority of Chinese respondents stayed in Bangkok for 4 – 7 days at 55% or 55 respondents, followed by repondents who stayed in Bangkok more than 7 days at for 33 % or 33 respondents. Finally, the group of respondents who stayed in Bangkok for 1 – 3 days was 12% or 12 respondents.
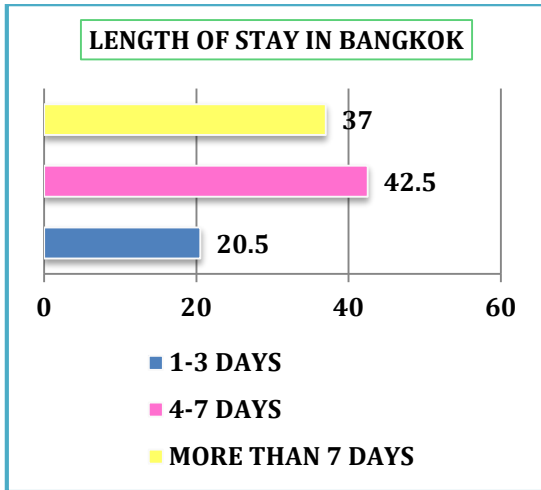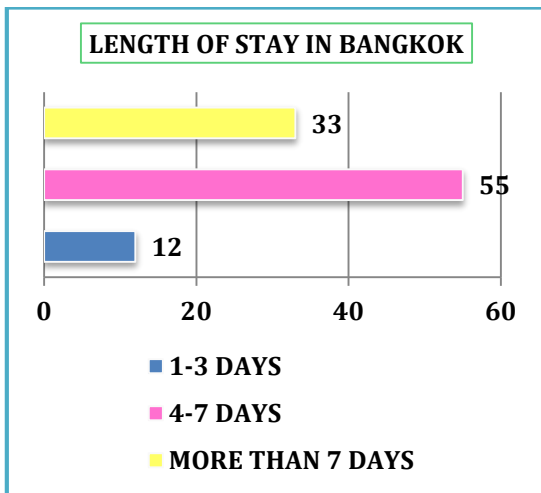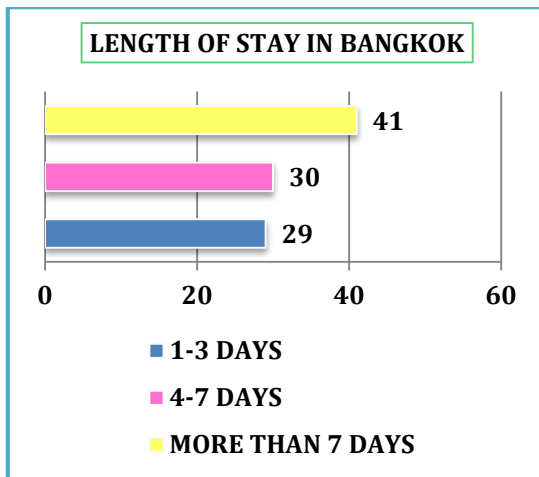
Figure 18. Length of stay in Bangkok of German Respondents

Figure 18 indicates that most of German respondents stayed in Bangkok more than 7 days for 41% or 41 respondents, followed by repondents who stayed in Bangkok for 4 – 7 days at for 30 % or 30 respondents. Finally, the group of respondents who stayed in Bangkok for 1 – 3 days was 29% or 29 respondents.

Descriptive Statistics

Table 2.

 Descriptive Statistics of Chinese Tourists' Satisfaction

Variables	Mean
Push Factors	3.81
Pull Factors	3.90
Tour Guide Performance	3.82

For Chinese Respondents, Table 2 indicates that the Pull factors had the highest mean at 3.90, which is for the item "Bangkok has many tourists attractions and activities (Shopping place and night market)", followed by Tour guide performance at 3.82, which is for "Tour guide has good knowledge about Bangkok." Lastly, Push factors have the lowest mean at 3.81, is for "I think Bangkok is a place to travel with friends or family".

Table 3

Descriptive Statistics of German Tourists' Satisfaction.

Variables	Mean
Push Factors	3.88
Pull Factors	4.14
Tour Guide Performance	3.89

For German Respondents, Table 3 indicates that Pull factors had the highest mean at 4.14, which is for the item "Bangkok has many tourists attractions and activities (Shopping place and night market)", followed by Tour guide performance at 3.89, which is for "Tour guide possesses language skills and was able to explain and communicate effectively." Lastly, Push factors with the lowest mean at 3.88, is for "I think Bangkok is a place to travel with friends or family".

Table 4

Descriptive Statistics of Male Tourists' Satisfaction

Variables	Mean
Push Factors	3.78
Pull Factors	4.02
Tour Guide Performance	3.79

For Male Respondents, Table 4 indicates that Pull factors had the highest mean at 4.02, which is for the item "Bangkok has many tourists attractions and activities (Shopping place and night market)", followed by Tour guide performance at 3.79, which is for "Tour guide understand and able to satisfy the needs of tourists." Lastly, Push factors with the lowest mean at 3.78, is for "I think Bangkok is a place to travel with friends or family."

Table 5

Descriptive Statistics of Female Tourists' Satisfaction

Variables	Mean
Push Factors	3.90
Pull Factors	4.02
Tour Guide Performance	3.94

For Female Respondents, Table 5 indicates Pull factors had the highest mean at 4.02, which is for the item "Bangkok has many tourists attractions and activities (Shopping place and night market)", followed by Tour guide performance with the highest mean = 3.94, which is for "Tour guide has good knowledge about Bangkok." Lastly, Push factors had the lowest mean at 3.90, is for "I think Bangkok is a place to travel with friends or family".

Hypothesis Testing

Table 6

Pearson Correlation: Push Factors, Pull Factors, Tour Guide and Tourists's Satisfaction for Chinese Respondents

Hypothesis	Sig. (2-tailed)	Correlation Coefficient	Result
H1a	.000	Moderate (0.568**)	Ho is rejected
H5a	.000	Strong (0.660**)	Ho is rejected
H9a	.000	Strong (0.631**)	Ho is rejected

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6 displays three Hypotheses that were tested for Chinese respondents.

H1a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between push factors and Chinese tourists's satisfaction. The correlation coefficient (r) is equal to 0.568 which means that there is a moderate positive relationship between push factors and Chinese tourists's satisfaction.

H5a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between pull factors and Chinese tourists's satisfaction. The correlation coefficient (r) is equal to 0.660 which means that there is a strong positive relationship between pull factors and Chinese tourists's satisfaction.

H9a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between tour guide performance and Chinese tourists's satisfaction. The correlation coefficient (r) is equal to 0.631 which means that there is a strong positive relationship between tour guide performance and Chinese tourists's satisfaction.

Table 7

Pearson Correlation: Push Factors, Pull Factors, Tour Guide and Tourists' Satisfaction for German Respondents

Hypothesis	Sig. (2-tailed)	Correlation Coefficient	Result
H2a	.000	Moderate (0.457**)	Ho is rejected
H6a	.000	Strong (0.634**)	Ho is rejected
H10a	.000	Moderate (0.594**)	Ho is rejected

**. Correlation is significant at the 0.01 level (2-tailed).

Table 7 displays three Hypotheses that were tested for German respondents.

 H2a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between push factors and German tourists's satisfaction. The correlation coefficient (r) is equal to 0.457 which means that there is a moderate positive relationship between push factors and German tourists's satisfaction.

H6a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between pull factors and German tourists's satisfaction. The

correlation coefficient (r) is equal to 0.634 which means that there is a strong positive relationship between pull factors and German tourists's satisfaction.

H10a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between tour guide performance and German tourists's satisfaction. The correlation coefficient (r) is equal to 0.594 which means that there is a moderate positive relationship between tour guide performance and German tourists's satisfaction.

Table 8

Pearson Correlation: Push Factors, Pull Factors, Tour Guide and Tourists' Satisfaction for Male Respondents

Hypothesis	Sig. (2-tailed)	Correlation Coefficient	Result
H3a	.000	Moderate (0.594**)	Ho is rejected
H7a	.000	Strong (0.743**)	Ho is rejected
H11a	.000	Strong (0.608**)	Ho is rejected

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8 displays three Hypotheses that were tested for Male respondents.

H3a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between push factors and male tourists's satisfaction. The correlation coefficient (r) is equal to 0.594 which means that there is a moderate positive relationship between push factors and male tourists's satisfaction.

H7a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between pull factors and male tourists's satisfaction. The correlation coefficient (r) is equal to 0.743 which means that there is a strong positive relationship between pull factors and male tourists's satisfaction.

H11a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between tour guide performance and male tourists's satisfaction. The correlation coefficient (r) is equal to 0.608 which means that there is a strong positive relationship between tour guide performance and male tourists's satisfaction.

Table 9

Pearson Correlation: Push Factors, Pull Factors, Tour Guide and Tourists' Satisfaction for Female Respondents

Hypothesis	Sig. (2-tailed)	Correlation Coefficient	Result
H4a	.000	Moderate (0.425**)	Ho is rejected
H8a	.000	Moderate (0.588**)	Ho is rejected
H12a	.000	Moderate (0.523**)	Ho is rejected

**. Correlation is significant at the 0.01 level (2-tailed).

Table 9 displays three Hypotheses that were tested for Female respondents.

H4a reports a result of significant value at 0.000 which means there is a statistically significant relationship between push factors and female tourists's satisfaction. The correlation coefficient (r) is equal to 0.425 which means there is a moderate positive relationship between push factors and female tourists's satisfaction.

H8a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between pull factors and female tourists's satisfaction. The correlation coefficient (r) is equal to 0.588 which means there is a moderate positive relationship between pull factors and female tourists's satisfaction.

H12a reports a result of significant value at 0.000 which means that there is a statistically significant relationship between tour guide performance and male tourists's satisfaction. The correlation coefficient (r) is equal to 0.523 which means that there is a moderate positive relationship between tour guide performance and female tourists's satisfaction.

Reliability Analysis

Variables	Cronbach's Alpha (Pretest)	Cronbach's Alpha (Actual)	Result
Push Factors	0.756	0.783	Reliable
Pull Factors	0.735	0.742	Reliable
Tour Guide Performance	0.887	0.884	Reliable
Tourists' Satisfaction	0.848	0.859	Reliable
Reliability Statistics	0.920 (N=50; Valid 100%)	0.913 (N=200; Valid 100%)	Reliable

Conclusion and Recommendations

There is a relationship between "push factors," "pull factors," tour guide performance and tourists' satisfaction, specifically, Chinese tourists, German tourists, male and female tourists. "Push Factors" is reported to have a "moderate" positive relationship with Chinese (.568), German (.457), male (.594) and female (.425) tourists'' Satisfaction. "Pull Factors" is reported to have a "strong" positive relationship with Chinese (.660), German (.634), and male (.743) tourists' satisfaction, but indicates only a "moderate" positive relationship with female (.588) tourists' satisfaction. Finally, "Tour Guide" is reported to have a "moderate" positive relationship with German (.594), male (.608), and female (.523) tourists' satisfaction, while indicates a "strong" positive relationship with Chinese (.631) tourists'' satisfaction.

The research also found that that there is a difference in a level of tourists'' satisfaction between Chinese and German tourists in this study. The German tourists appears to have a higher level of satisfaction with a "mean score" of 4.24 (.792 SD) when compared by observation to the Chinese tourists with a "mean score" of 3.90 (.840 SD). The "mean score" for male is 3.95 (.901 SD) and 4.18 (.765 SD) for female tourists. There seems to be minor differences by observation that needs further investigation.

Both Chinese and German tourists, male and female, were in agreement that "Bangkok has many tourists attractions and activities (Shopping place and night market)". They also agreed that "Bangkok is a place to travel with friends or family". Both Chinese and German tourists were also in agreement (referred to a relatively low "mean score"--3.25 for Chinese, 3.62 for German, 3.34 for male, and 3.44 for female-- for the item: "Bangkok has convenience transportation facilities, public transportation, taxi, sky train, subway) that transportation facilities could be improved. Overall, 45.50% of the tourists have visited Bangkok more than 3 times (44% for Chinese and 47% for German). The length of the stay for all the tourists in this study was 20.50% for 1-2 days, 42.50% for 4-7 days, and 37% for a stay of more than 7 days.

To maintain and further increase tourists' satisfaction, specifically, for Chinese and German Tourists, Thailand should continue to promote tourists attractions and activities such as shopping places and night markets as well as offering special packages on activities and events for interesting historical attractions, festival, cultural events in different parts of Thailand. The Government and Tourists Organizations should make improvement on transportation facilities such as public transportation, taxi, sky train and subways and displaying signs both in English and Chinese language. The display should also provide useful and relevant information for tourists and/or how to get more information it needed. A 24 hours call service center should be set up to support tourists so that tourists can access information from anywhere and anytime.

References

Crompton, John L. (1979). "Motivation for pleasure vacation", *Annals of Tourism Research*, Vol. 6 No. 4, pp. 408-424.

Howells, S. B. (2000), "Social and cultural impacts of tourism and the tourists motivation: TRNC as case study", *PhD Thesis, University of Exeter, UK*

Kozak, M., and Rimmington, M. (2000). "Tourists satisfaction with Mallorca, Spain, as an off-season holiday destination",*Journal of Travel Research*, 38, 260-269.

Uysal, M., and Hagan, L.A.R. (1993)."Motivation of pleasure travel and tourism", *Encyclopedia of Hospitality and Tourism,* pp.798-810.

Uysal, M., and Jurwski, C. (1994), "An empirical testing of the push and pull factors of tourists motivations", *Annals of Tourism Research*, Vol. 21 No. 4, pp. 844-846.

Uysal, M., and Jurwski, C. (1994). "Testing the push and pull factors", *Annals of Tourism Research*, Vol. 21 No. 4, pp.   844-846.

Zikmund, W.F., Babin, J.B., Carr, J.C and Griffin, M. (2013) *Business Research Methods*. 8th   International edition.