



The Impact of Servicescape on Customer Satisfaction and Behavioral Intention: The Case of Homestay Industry in Thailand

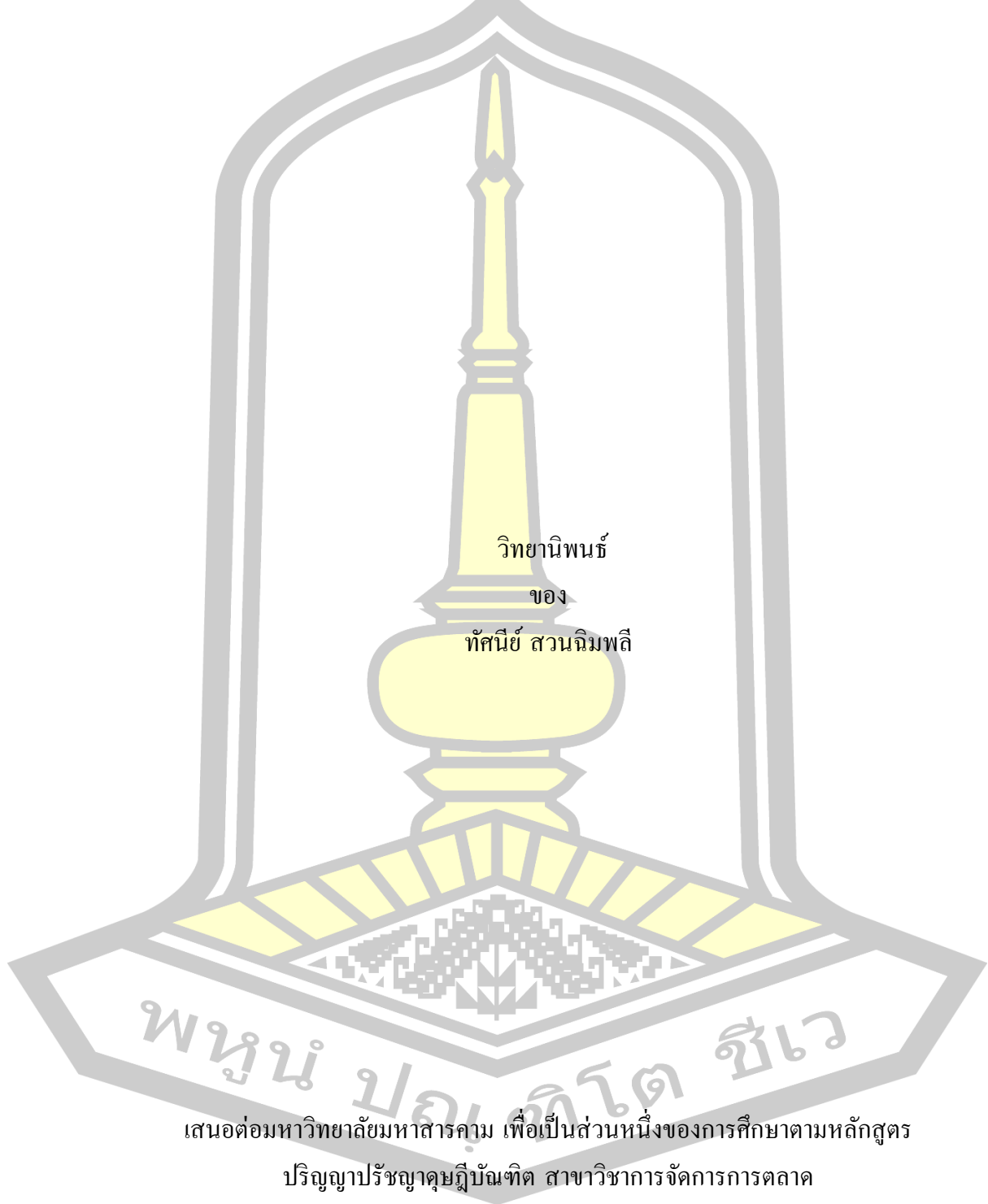
Tassanee Suanchimplee

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Marketing Management

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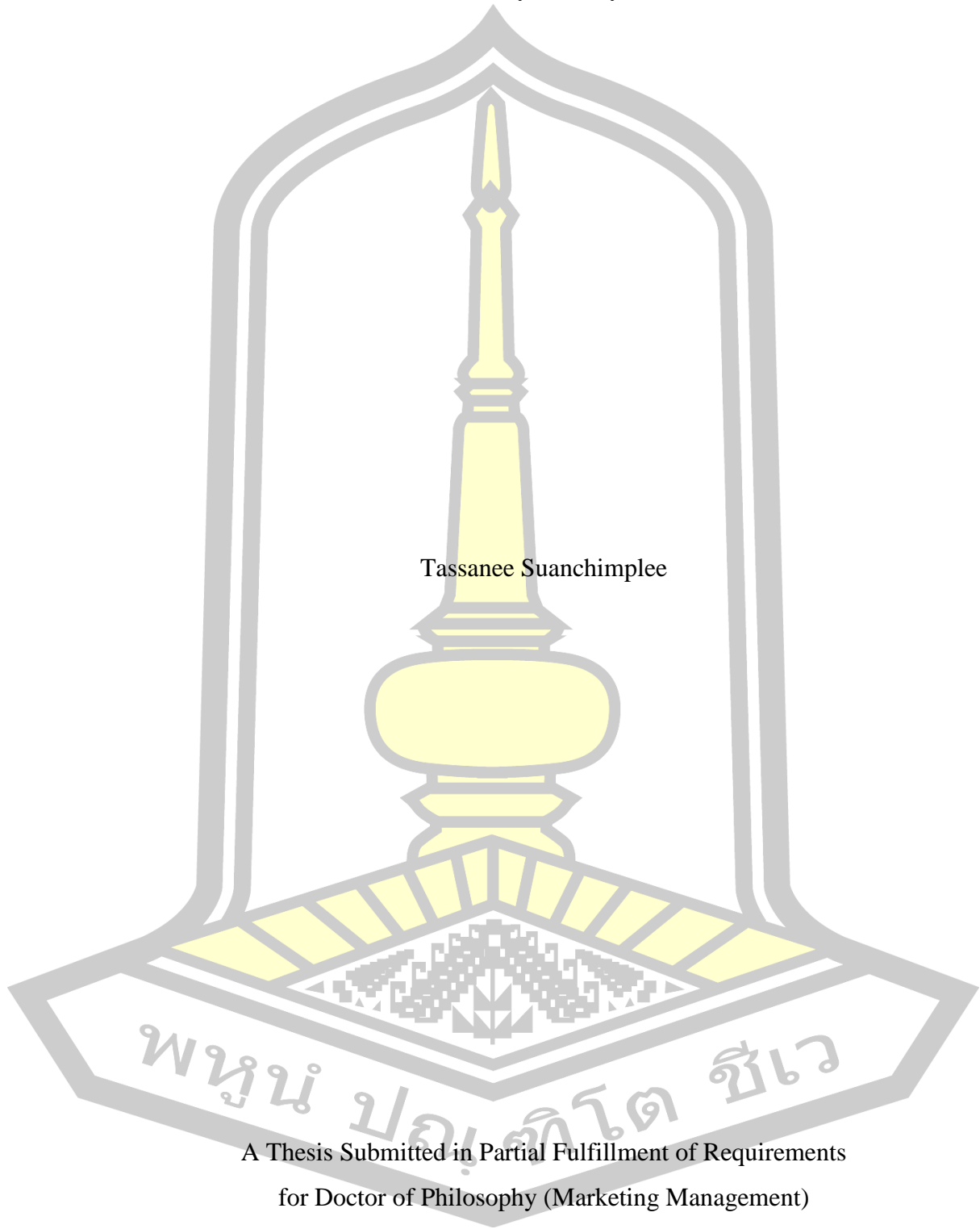
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The Impact of Servicescape on Customer Satisfaction and Behavioral Intention: The
Case of Homestay Industry in Thailand

Tassanee Suanchimplee



A Thesis Submitted in Partial Fulfillment of Requirements
for Doctor of Philosophy (Marketing Management)

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ABSTRACT

Servicescape is a consequential factor affecting consumer attitudes, emotions, and psychology in the hospitality and tourism industry. While the study of servicescape dimensions and their effects on the minds and emotions of homestay customers is rarely found, this research aims to examine six dimensions of servicescape affecting the hedonic experience and customer experience, leading to satisfaction and behavioral intentions. Additionally, this research also revealed the different importance of each dimension of servicescape in order to help businesses to make investment decisions.

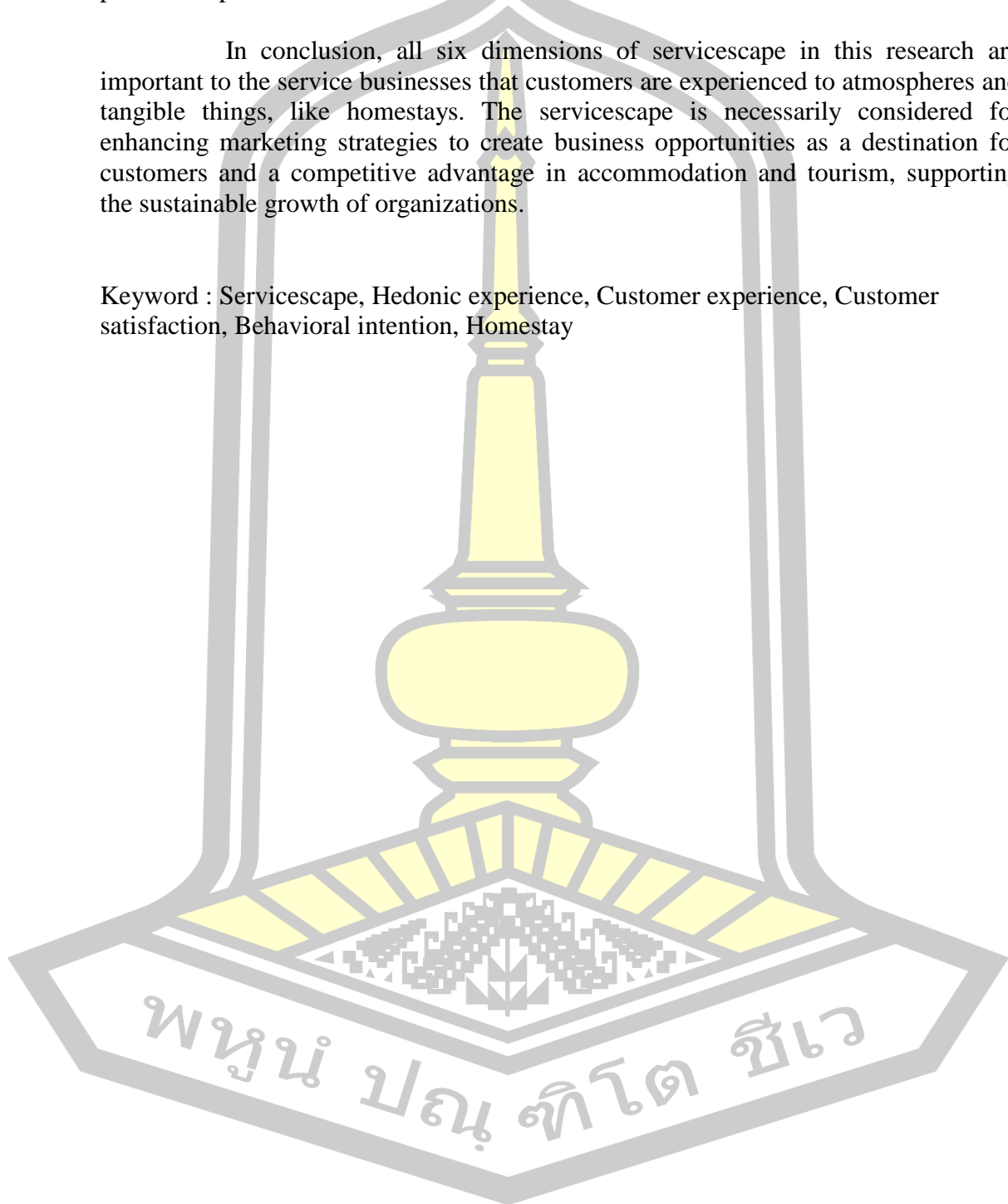
The Mehrabian and Russell model (M-R model) and the self-regulation process theory were applied to draw the conceptual model in this research. Thai Tourists who have stayed in certified Thai homestay in Thailand are considered the population. 175 homestays have been certified to Thai homestay standards in 2019 according to the database from the Department of Tourism. The data were collected by 1) mailed questionnaires to homestay group presidents or homestay owners; 2) online questionnaires to homestay customers. A total of 535 questionnaires were analyzed by the structural equation model (SEM).

The results revealed that the model of the study fit and consistent with the empirical results. It was thoroughly seen that all six dimensions of servicescape affected hedonic experience, although ambient condition, space and function, and surveillance affected negatively. Space and function were only dimensions that did not affect customer experience, apart from that, the results of the five dimensions were in the same direction as hedonic experience. In addition, the results showed that both hedonic experience and customer experience have the ability to mediate between the six dimensions of servicescape and customer satisfaction, which found that customer satisfaction is an excellent mediator influencing both types of experience and behavioral intentions. Yet, space and function cannot be mediating variables in the relationship between customer experience and behavioral intentions. The findings indicated that social and cultural appeal most positive influence on both psychological and emotional experiences (namely, hedonic experience and customer experience), while surveillance most negatively influences both types of experience. It can be

implied that the hospitality businesses, especially homestays, should invest in social and cultural appeal as the first priority, but they must also emphasize being vigilant, improving and developing surveillance as a top precedence, in order to have a greater positive impact on the minds and emotions of customers.

In conclusion, all six dimensions of servicescape in this research are important to the service businesses that customers are experienced to atmospheres and tangible things, like homestays. The servicescape is necessarily considered for enhancing marketing strategies to create business opportunities as a destination for customers and a competitive advantage in accommodation and tourism, supporting the sustainable growth of organizations.

Keyword : Servicescape, Hedonic experience, Customer experience, Customer satisfaction, Behavioral intention, Homestay



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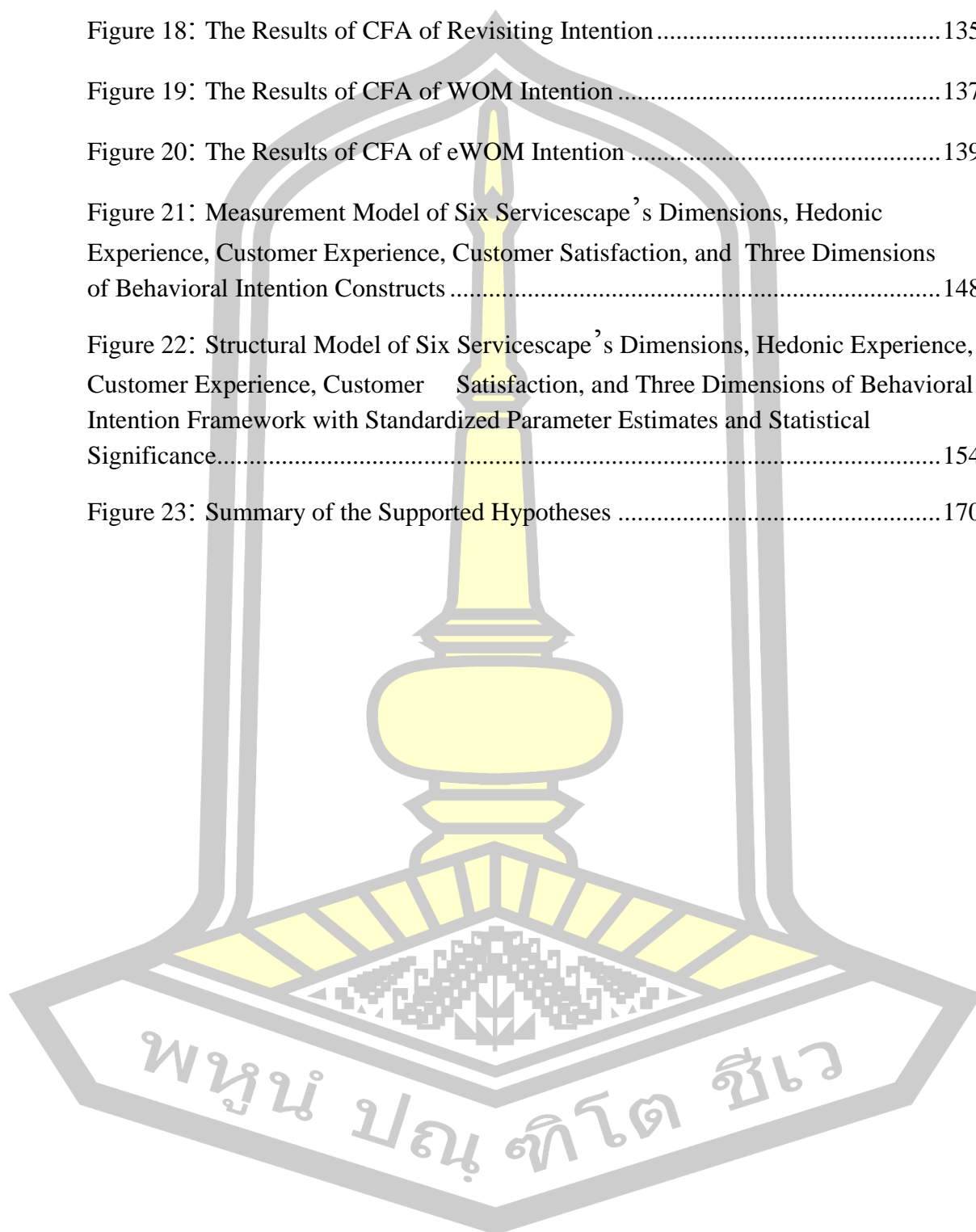
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CHAPTER I

INTRODUCTION

Overview

Servicescape has been regarded as one of the most critical elements for the success of service businesses. Some scholars mentioned that services are not easy to evaluate because they have the character of intangible (Lamb, Hair & McDaniel, 2011; Reimer & Kuehn, 2005). Hence, the servicescape is considered as an important influence that helps facilitate customers' experience evaluations pass tangible and visual things (Berry & Parasuraman, 1991; Lee, Jeong & Lee, 2017). The Stimulus-Organism-Response (S-O-R) paradigm in the M-R model (Mehrabian & Russell, 1974) is used as a theoretical grounding for explaining the consequences of the servicescape in several pieces of research. This paradigm suggests that environmental stimuli related to servicescape can impact one's organic states like emotions. In turn, this effect has a possibility to influence consumers' reactions. According to Mehrabian and Russell (1974), emotional reactions given to some physical stimuli can act as a mediator between the environment and behaviors. From this viewpoint, the significance of the servicescape should be better acknowledged. However, different roles of servicescape as touchpoints for diverse services have not been fully explored yet.

In terms of the physical evidence, which forms an important element in the service marketing mix (Bitner, 1992; Booms & Bitner, 1982), the servicescape is considered as a representative of an object language rather than a representative of verbal language (Bitner, 1992). Many marketing literatures discuss the importance of the physical environment that affects consumer satisfaction and behavior. For example, Mobach (2013) studied the design of a facility for improving the properties of a waiting area of pharmacy shops. It showed that in comparison with waiting areas that were almost empty, customers had more interaction with the physical environment in a waiting area with shopping facilities. With a shorter wait, the customers were more satisfied with the prompt taking of orders and spent more

money. While particularly in tourism, the construction of services aiming to build memorable and fulfilling customer experiences is not novel, the deliberate design of service experiences as a distinctive management discipline with its values, methods, and resources can be a point to be a new approach (Zehrer, 2009). This is true particularly about the holistic and interdisciplinary approach of service design (Kimbell, 2011; Mager & Gais, 2009; White, 2008)

In the Booms and Bitner's (1981) study, an expanded marketing mix consisting of the four bases (product, price, place, promotion) as well as the three new ones: physical evidence (the physical surroundings and all tangible cues), participants (all human actors in the service encounter including firm personnel and other customers), and process (procedures, mechanisms, and flow of activities). However, in the world that is being changed, a question has been raised, "How nature of service design and delivery is changing in the present?" The answer is the move from personal service to automation and self-service. The growth of trend in self-service that has been created to reduce operating costs by firms more shift of the service process activities toward their customers, and by decreasing people who provide the services (Meuter, Ostrom, Roundtree & Bitner, 2000). As a result, firms are gaining the advantage of free human resources. Additionally, companies in travel, tourism, and hospitality started to adopt robots, artificial intelligence (AI), and service automation (RAISA) in service design and delivery (Ivanov & Webster, 2017) to the fulfillment of customer self-service concept. While the use in people and process of service has changed, it is found that physical evidence remains significant and growing importance for today's consumers (Alfakhri, Harness, Nicholson & Harness, 2018; Han, Kang & Kwon, 2018; Hightower, Brady & Baker, 2002; Kim, Lee & Kim, 2016; Namasivayam & Lin, 2008).

The thing to confirm the importance of servicescape is the research results of various scholars (e.g., Alfakhri et al., 2018; Han et al., 2018; Hightower et al., 2002; Kim et al., 2016; Namasivayam & Lin, 2008). It has turned to be a central point in the delivery of customer delight, especially true for nontraditional customers (Hightower et al., 2002) for the hospitality, leisure, and tourism industry. For service organizations, including hospitality entities, it is important to operate investment in the servicescape effectively for enhancing customer satisfaction and

increasing repeat business (Namasivayam & Lin, 2008). Many kinds of research about the hospitality industry (e.g., hotels, health institutions, coffee franchises) mentioned that the servicescape such as aesthetics and design gained the highest score for both importance and performance, which affects the experiences of the customer and directly impacts spending, word of mouth, repatronage, and loyalty (e.g., Alfakhri et al., 2018; Han et al., 2018; Kim et al., 2016). All of these points can be explained that the current service marketing decreases the importance of people, changes the method of process, but still maintains the importance of physical evidence.

From the mentioned points, the servicescape is important in the leisure, tourism, and hospitality industries. As global travel continuously grows in spite of the various challenges, the statistics from the United Nations World Tourism Organization (UNWTO) shows that the international tourist arrivals worldwide (overnight visitors) in 2018 gained 1.4 billion in total which increased 6 percent from 2017, clearly above the 3.7 percent growth registered in the global economy. Breakdown by region, in 2018, a remarkable 6 percent of international tourist arrivals in Europe which is 713 million tourists increased from 2017. Growth was driven by 7 percent increase in Southern and Mediterranean Europe, 6 percent increase in Central and Eastern Europe, and also 6 percent increase in Western Europe. On the other hand, the results in Northern Europe were flat due to the weakness of arrivals to the United Kingdom. For Asia and the Pacific, 6 percent increase which is 343 million international tourist arrivals was recorded in 2018. The growth of arrivals in South-East Asia grew 7 percent, followed by 6 percent increase in North-East Asia and 5 percent increase in South Asia. The more moderate growth occurred in Oceania at +3%. The growth of the Americas increased 3 percent by welcoming 217 million international arrivals in 2018, with mixed results across destinations. The growth was led by 4 percent increase from North America and followed by 3 percent increase from South America, while Central America and the Caribbean got minus 2 percent reached very mixed results, the latter reflecting the impact of the September 2017 hurricanes Irma and Maria. For Africa, the data points to a 7 percent increase in 2018 which was 10 percent increase from North Africa, and 6 percent increase from Sub-Saharan, reaching an

estimated 67 million arrivals. The solid results of the Middle East (+10%) showed that the region welcomed 64 million international tourists which was 10 percent increase. UNWTO has forecasted a 3 to 4 percent increase in 2019, in line with the historical growth trend. The long-term forecast of UNWTO was published in 2010 with the prediction of 1.4 billion marks of international tourist arrivals for 2020. The result of stronger economic growth is from more affordable air travel, technological changes, new business models and greater visa facilitation around the world have accelerated growth in recent years (World Tourism Organization, 2019).

As mentioned above found that Asia and the Pacific is a continent where the growth rate of tourism is increasing, especially in South-East Asia. Alternative tourism is interesting in Asia and the Pacific. "Tourism Delights: Delivering the Unexpected", the theme of the 4th World Tourism Conference of UNWTO, focused on strategies of visitors' experience enhancement under the principle of "tourists first". The discussions on 'Tourism a Sunrise Industry?' and 'Tourism Experiences: Breaking New Grounds' debated tourism trends beyond 2030 as well as how to reinvent the sector with a customer-oriented focus. Creativity and innovation are the key elements to advance tourism, mentioned The Minister of Tourism of Malaysia. Malaysia's tourism products have been improved by packaging the "local community's everyday life" into a touristic offer - the "homestay experience" - which allows visitors to immerse themselves in traditional village life and interact with locals (World Tourism Organization, 2016). In addition, the sharing economy, which is the result of Airbnb-style accommodation, continues to expand. Partly, because of the lower price, various styles to choose from as well as the behavior of tourists will be more popular with the local experience, especially homestay travel in the rural way (Lunkam, 2018).

Nowadays, an important alternative in tourism in Thailand is homestay. The one of most closely associated with the domestic tourism market is community-based tourism (CBT). The CBT is defined as tourism that takes environmental, social, and cultural sustainability (Kontogeorgopoulos, Churyen & Duangsaeng, 2015). It is owned and will be managed by the community, for the community, with the purpose of increasing visitors' awareness and educating visitors about the community and local ways of life (Suansri, 2003). The Department of Tourism of

Thailand hastily developed homestay standards in line with the ASEAN Homestay Standard from 2011, to be more competitive and to attract more international tourists to travel in ASEAN. Moreover, sustainable tourism will be in a focus referred to as “Green Tourism” (Department of Tourism, 2018). Although homestay businesses are still relatively low-income comparing with other forms of tourism. They are a growing business that is constantly on the rise because of its unique selling point and charm endemic culture which are its identities.

The tourism situation of Thailand from 2014 to 2018, the number of visitors of internal tourism in Thailand has increased steadily (Ministry of Tourism and Sports, 2019). This situation makes it possible for small and medium-sized hotel and tour operators to provide services to a growing number of tourists. All of this is due to measures and government support, as well as the market penetration opportunity of alternative tourism, such as green tourism, cultural tourism, and medical tourism (Kasikorn Research Center, 2016). In 2018, the international tourist arrivals rate in Thailand is expected to reach 37.8 million, which is 7.0 percent increase from 2017, by pushing some factors to increase the number of international tourists such as the expansion of air routes of the international airline business. Similarly, in the same year, the number of Thai tourists who travel within the country is expected to increase 5.9 percent from 2017 or 156.2 million, while revenue is estimated at 9.9 billion baht or 6.5 percent increase from 2017. Part of this increase is due to government tourism promotion measures, such as those who use service hotel accommodation or homestay that is properly registered, can be deducted tax from the expenses (Kasikorn Research Center, 2018). In early 2019, the Ministry of Tourism and Sports concluded that the number of foreign visitors to Thailand was 75.9 million, an increase of 5.7 percent from 2017, and the number of Thai visitors was 226 million, an increase of 3.9 percent from 2017. The direction of the number of tourists in 2019 for Thai tourism tends to increase, by the expected number of foreign tourists to increase by 7.5 percent from 2018 and the number of Thai tourists will increase by 3 percent from 2018 (Ministry of Tourism and Sports, 2019).

In the changing behavior of consumers in tourism, Hotels.com, an online booking service provider, both in the form of websites and applications, has

revealed the Mobile Travel Tracker survey on smartphone users and social media behavior for tourists. It was found that the Millennial Thai tourists (18-29 years old) had behavior like sharing photos and stories of their travel on social media to share experiences with groups of friends and people who consume online media. In addition, the research also found that over 80 percent of them often spend most of their time during travel communication with friends, while more than 67% upload tourism photos and popular check-in destinations, and more than 64 percent share and show their own travel experiences (Hotels.com, 2018). In addition, there are researches that discussed "Fear of Missing Out" (FOMO), concentrated on individuals' self-initiated FOMO-driven behaviors and has treated the FOMO phenomenon almost as a personality trait leading to various behaviors (e.g., Hodgkinson, 2019; Tata Communications, 2014). Examples of this approach include mobile phone checking behavior (Collins, 2013), use of social media (Przybylski, Murayama, DeHaan & Gladwell, 2013), internet addiction (Kandell, 1998), and rural tourism visitation behavior (Hay, 2013).

Based on these surveys and research about social media behavior for tourists and FOMO, the author sees that servicescape is very important for sharing experiences and stories of tourism. Customers today can fluently look for more information about the product, service, and even brands from other sources. For example, they search via search engines, e-mail, social media, and online communities. Moreover, they also have an influence on the suggestion with close people and people around them through social media. Therefore, customers become influential to drive present sellers or service providers to provide higher quality and services than sellers or service providers in the past (Nandan, 2005; Slater & Narver, 1994). From all of this, the author added the results of servicescape is the electronic word of mouth (eWOM) in this research.

The research issue that raises interest in this study has three points. First, dealing with the interaction between total servicescape and behavioral responses or patronage intentions can be found in most of the research on the servicescape. According to Han et al. (2018), the perspective of marketing and service management which are mainly concerned with customer satisfaction is what the servicescape studies have been primarily carried out from. Additionally, in terms of

academics, there is still limited research (e.g. Chang, 2016) about the relationship between the dimensions of servicescape and psychological evaluations, emotions, and consumer responses base on the M-R model (Mehrabian & Russell, 1974) and the self-regulation process theory (Bagozzi, 1992). As a result, further research is required to determine how to assess physical service environments from a particular perspective.

Second, the current research is conducive to the experience management, hedonic consumption, and hedonic well-being literature in the management of tourism, leisure and hospitality management in several important ways (Chui et al., 2010; Miao, Lehto & Wei, 2011; Reed, 2018). Thus, moving beyond exploring service experience with servicescape, exploring the influence of each dimension of servicescape on psychological experience, i.e., hedonic experience, along with customer experiences became the interest of this research. In addition, as mentioned previously, especially in the tourism industry, the servicescape currently plays an important role in the service marketing and consumer behavior that has changed due to social media and Fear of Missing Out (FOMO) conditions. Consequently, studying the importance of servicescape in each dimension that affects the satisfaction and behavior of consumers, especially eWOM apart from WOM, is interesting.

Third, in terms of marketing management, the author has yet found research presenting the importance of each dimension of a servicescape that affects customer satisfaction and behavioral intentions in a homestay business. At one point, the author was inspired by the research of Community Participation in Tourism Management In Busai Village Homestay, Wangnamkheo District, Nakhon Ratchasima Province, Thailand (Naipinit & Maneenetr, 2010). The research studied community participation in tourism management, as well as the effect of attitudes toward local tourism. The results from their research by interviewing people about the problems present that the greatest problem in the village was the public utilities: the limitation of water supply and uncleanliness, the instability and insufficiency of electricity, and the low quality of the roads affects tourists. In addition, the problem is perceived cultural clashes with tourists, for instance, inappropriate dress, noisy behavior, etc. Therefore, as Thai homestay business is alternative tourism that the

Thai government sector, especially the Ministry of Tourism and Sports, has been promoting, and homestay issue of Naipinit and Maneenetr (2010) mentioned above, this study occurred to answer questions: What the key dimension of a servicescape that should be designed or managed in order to appropriate investment for a specific service business, namely homestay of Thailand?

Purposes of the Research

The key purpose of this research is to examine the relationship among parameters are as follows:

1. To examine the relationship among dimensions of servicescape, hedonic experience, customer experience, customer satisfaction, and behavioral intention that the relationships are based on Mehrabian and Russell model (M-R model) and the self-regulation process theory,
2. To investigate the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) that are important for the relationship between servicescape and behavioral intention (i.e., revisiting intention, word of mouth (WOM) intention, and electronic word-of-mouth (eWOM) intention),
3. To test how each dimension of servicescape is of different importance to be used in investment decisions.

Research Questions

This research attempts to address research questions as follows:

1. How does each dimension of servicescape affect to consequences of servicescape (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral intention)?
2. How important of the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) for the relationship between each servicescape and behavioral intention (i.e., revisiting intention, word of mouth (WOM) intention, and electronic word-of-mouth (eWOM) intention)?

3. Does each dimension of servicescape have different significance to its consequences (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral intention)?

Scope of the Research

Two theories explain the research's marketing phenomena, including Mehrabian and Russell's (1974) model or M-R model and the self-regulation process theory (Bagozzi, 1992). All theorizations have illustrated the relationships among six dimensions of servicescape and its consequences in the next chapter. Moreover, this research proposes the theory interaction to describe the relationships of each variable which will be used to examine and to answer the research questions and objectives. Additionally, the questions and objectives in this research are answered by analysis which is based on the data collected from the sample of homestay's customers in Thailand.

The focus of this research is the effects of servicescape on behavioral intention in the context of homestay in Thailand. This research chooses the homestay as a basis for the investigation of servicescape because now the homestay industry is popular with tourists and the government of Thailand is currently promoting it. Moreover, the homestay businesses need to generate new services to meet the targeted customer's needs and create superior new value to their customers and other stakeholders which affects the increase of local income and the national economy. The data in the research was collected from a self-administered questionnaire survey. The sample in this research focuses on customers who have visited homestays that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019), and the key informants are the customer of each homestay. The Equation Structural Model (SEM) is used to test and examine the hypothesized relationships.

For this research, the definition of servicescape is an environment in which the service is assembled as well as the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service (Booms & Bitner, 1981). In addition, servicescape comprises the six dimensions,

namely, ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal. The ambient condition refers to the intangible background characteristics that tend to affect visual and non-visual senses and may have a subconscious effect on customers (Baker, 1986). The aesthetic appeal refers to the architectural design, along with interior design and decor, and the beautiful surrounding external environment, which advocates the attractiveness of the physical environment to that place (Wakefield & Blodgett, 1994). The dimension of space and function refers to the method in which layout, private space, equipment, and furnishings are arranged in order to use the appropriate area (Bitner, 1992; Simpeh, Simpeh, Abdul-Nasiru & Amponsah-Tawiah, 2011). The physical signal refers to the setting of signs symbols and artifacts to give directions and explain more complex signals for communicating with customers (Ardley & Chen, 2017; Bitner, 1992). Surveillance refers to the key component of crime prevention through environmental design or the physical devices by recognizing the privacy issues in customers' protection needs (Kajalo & Lindblom, 2015; Rittichainuwat & Chakraborty, 2012). The social and cultural appeal refers to the objective and subjective connection between cultural themes and local lifestyle to performing customer communication in an environment setting (Lin, 2004).

Meanwhile, the consequences of servicescape in this study consist of the hedonic experience, customer experience, customer satisfaction, and behavioral intention (i.e., revisiting intention, WOM intention, and eWOM intention). The hedonic experience refers to the positive, pleasurable, delighted, and enjoyable experiences of interaction with the environment (Arnould & Price, 1993; Miao et al., 2011). The customer experience refers to the cognitive acknowledgment or perception that follows from a stimulated motivation of a customer who observes or participates in an event environment (Chen & Lin, 2015; Haeckel, Carbone & Berry, 2003; Pine & Gilmore, 1998). Customer satisfaction refers to the perceived discrepancy between prior expectation and perceived performance after consumption – when performance always or superior to expectation, satisfaction occurs (Richard L. Oliver, 1980). The revisiting intention refers to the intentions of consumers to re-prefer the same product, brand, place, or region in the future (Zeithaml, Berry & Parasuraman, 1996). Word-of-Mouth (WOM) intention refers to an informal communication process that allowed

consumers to share information regarding products and services (Hawkins, Mothersbaugh & Amit, 2010). Electronic Word-of-Mouth (eWOM) intention refers to any positive or negative statement made by potential, actual, or former customers about a product or service, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

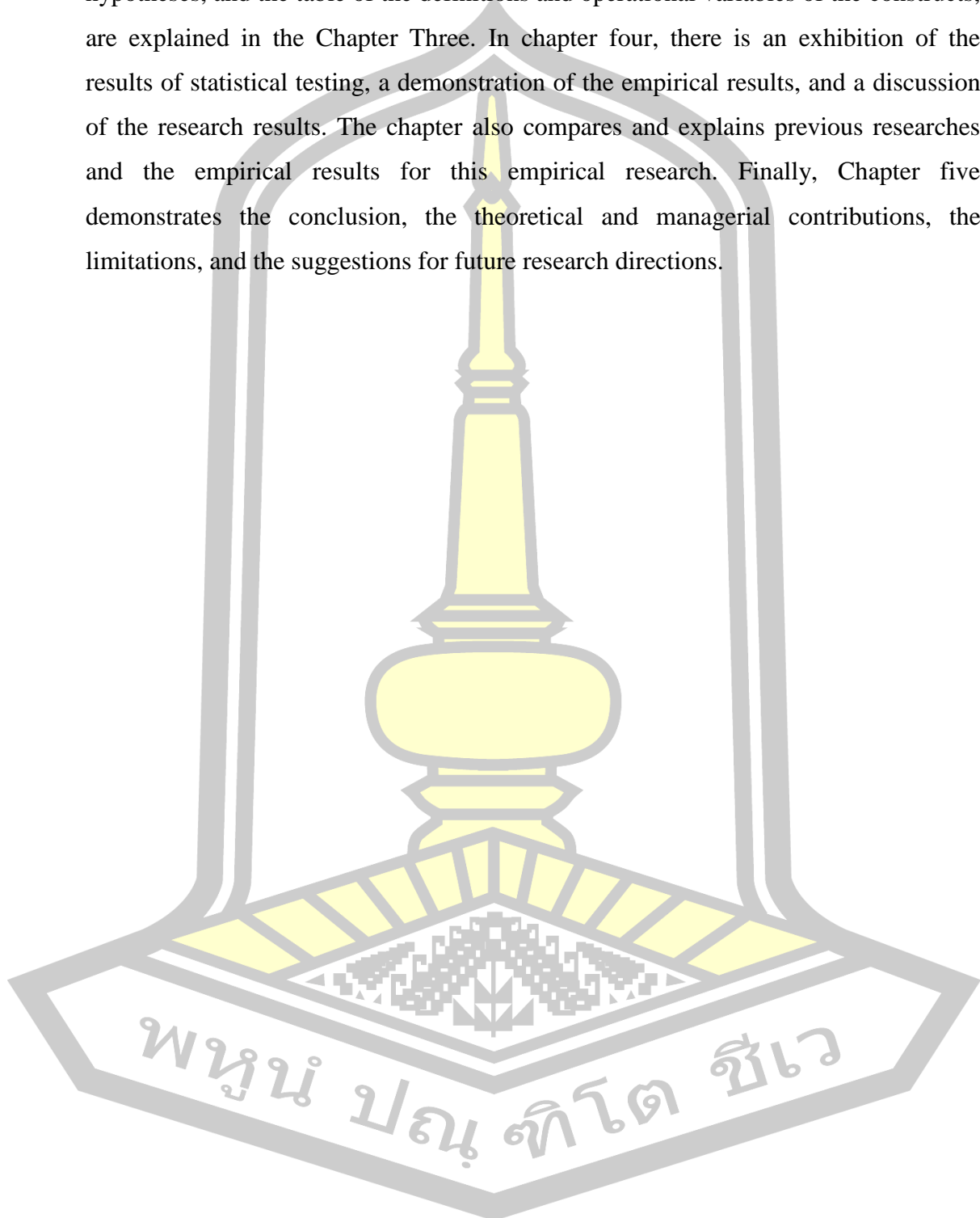
With respect to the research objectives and questions, there are many variables in the research. Servicescape is an independent variable and it is a suitable attribute to manage the service marketing strategy of homestay business. Hence, servicescape is measured by its dimension which includes ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal. Servicescape is hypothesized to be positively associated with hedonic experience, customer experience, customer satisfaction, and behavioral intention. Within the relationship, behavioral intention (i.e., revisiting intention, WOM, and eWOM) is the dependent variable of the research.

In conclusion, there are four major parts in the scope of this research. The first is investigating the direct effect of servicescape on hedonic experience and customer experience. The second is investigating the relationship between servicescape's consequences: hedonic experience, customer experience, customer satisfaction, and behavioral intention. Finally, the third is examining the mediating variable role of hedonic experience, customer experience, and customer satisfaction.

Organization of the Dissertation

This research is organized into five chapters. The first chapter provides an overview of the research, purposes of the research, research questions, scope of the research, and organization of the dissertation. The second chapter consists of the reviews on previous researches and the relevant literature on value creation strategy, an explanation of the theoretical framework for describing the conceptual model and the relationships among the different variables, and the development of the related hypotheses for testing. Next, the empirical examination of the research methods, including the sample selection and data collection procedure, the variable measurements of each construct, the development and verification of the survey

instrument by testing reliability and validity, the statistics and equations to test the hypotheses, and the table of the definitions and operational variables of the constructs, are explained in the Chapter Three. In chapter four, there is an exhibition of the results of statistical testing, a demonstration of the empirical results, and a discussion of the research results. The chapter also compares and explains previous researches and the empirical results for this empirical research. Finally, Chapter five demonstrates the conclusion, the theoretical and managerial contributions, the limitations, and the suggestions for future research directions.



CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The previous chapter presents an overview of the situation of servicescape strategy which leads to the objectives of the research, research questions, and scope of the research. This chapter endeavors to present more details of servicescape and theoretical foundation under literature review that support the conceptual model and hypotheses development in this research. Moreover, the previous literature has discussed empirical results about servicescape and coherences to various theories. Therefore, this chapter attempts to integrate theoretical perspectives to describe how servicescape affects customer satisfaction and behavioral intentions.

Based on the literature review of servicescape, this research still adheres to environmental psychology theory as the strategic foundation for creating the idea of servicescape concept. The author creates servicescape models based on empirical investigations in the context of the homestay industry in Thailand. Therefore, there is an integration of servicescape in terms of conceptual-service in general, hospitality industry, and leisure research about servicescape (e.g., Bitner, 1992; Bonfanti, 2016; Rosenbaum, 2005; Wakefield & Blodgett, 1994, 1996, 1999) (e.g., Bitner, 1992; Bonfanti, 2016; Rosenbaum, 2005) to integrates dimension of servicescape. In addition, this research provides an explanation of the servicescape approach that has an impact on consumer behavior in the perspective of explaining with Mehrabian and Russell's model or the M-R model (Mehrabian & Russell, 1974).

The previous literature is also lacking research on servicescape which creates psychological and interaction effect of the consumer with the environment before their emotional responses and behavior. Thus, this explication emphasizes the importance of servicescape that stimulus customers to perceive and such responses follow the M-R model. In addition, the literature on consumer behavior studies also explains emotional responses to behavioral intent by explaining the self-regulation process theory (Bagozzi, 1992). Thus, this theory came to help in explaining the phenomenon of servicescape research coupled with the M-R model.

This chapter is organized into three major sections. Begins with the introduction of theories that back up the conceptual model in this research. Follows by a literature review of all the constructs of the conceptual framework, the definitions, and the previous researches on the subject of servicescape strategy in the context of the homestay industry in Thailand. The third section presents the conceptual model and details the development of the hypotheses.

Theoretical Foundation

Part of human behavior is influenced by the physical environment. Physical settings are important in the study of consumer behavior, which later becomes a servicescape strategy in service marketing. After the 1960s, there was a continued growth of literature in the field of environmental psychology, which discussed the relationship between man and the created environment (for reviews of environmental psychology, see Darley & Gilbert, 1985; Holahan, 1982; Russell, & Ward, 1982). These studies focus on the impact of physical settings in trying to predict and explain behavior. Therefore, the perceived servicescape may stimulate emotional responses that affect behavior.

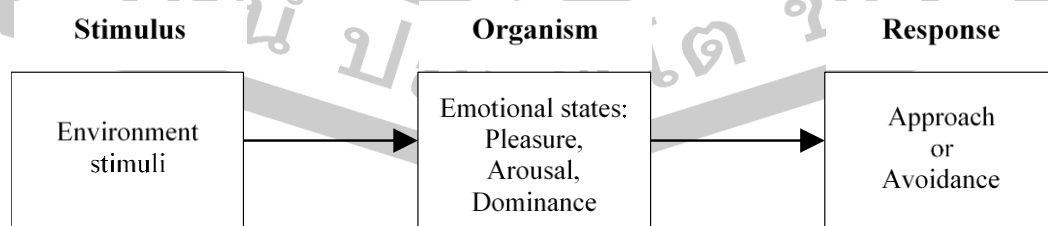
For more clarity, this research will prove and explain two theories. First, the relationship between servicescape, hedonic experience, customer experience, customer satisfaction, and behavioral intentions are explained by the S-O-R framework of Mehrabian and Russell's model or M-R model (Mehrabian & Russell, 1974). Second, the relationship between the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) and the dependent variables (i.e. behavioral intentions) can also explain the attitudes that affect behavioral intentions with the self-regulation theory (Bagozzi, 1992). According to servicescape strategy and other constructs, the two theories coordinate together with empirical evidence to clarify the research phenomenon. Moreover, these theories are integrated to describe, explain, predict, and connect all variables together. Each theory is emphasized to make valuable suggestions about the servicescape strategy and the aforementioned relationships in the following.

1. Mehrabian-Russell environmental psychology model (M-R model)

Previously, there were many studies related to environmental psychology that also tried to explain emotional responses to a variety of behaviors. Mehrabian and Russell's model (1974) that is the Mehrabian-Russell environmental psychology model (M-R model) is one theory that can be used to describe such phenomena. Several kinds of literature brought the M-R model to describe physical environment ranges from studying offline physical environment, such as explaining the M-R model into the store atmosphere in the study of Donovan and Rossiter (1982) to the M-R model study in an online environment, such as studying in online shopping behavior of Peng and Kim (2014). This research attempts to explain the servicescape that affects consumer attitude, emotional response, and behavior by applying the M-R model.

The environmental stimuli are linked to behavioral responses with arousal, pleasure, and dominance (Mehrabian & Russell, 1974), suggested by the M-R model suggests. The M-R model is based on the stimulus-organism-response (S-O-R) framework, correlative forms of the environment (S) to behaviors namely approach-avoidance (R) within the environment that is mediated by the individual's emotional states (O) stimulated by the environment. The M-R model recommends a general measure of S regarding information rate, a measure of novelty and complexity of the environment. But for the O-R, principally focuses on the O-R aspects of the model. Mehrabian and Russell (1974) proposed that three basic emotional states, i.e., pleasure-displeasure; arousal-non arousal; and dominance-submissiveness, mediate behaviors (i.e., approach-avoidance behaviors) in any environment (see Figure 1).

Figure 1: M-R model (S-O-R framework) (Mehrabian & Russell, 1974)



Mehrabian and Russell (1974) described pleasure purely in terms of positive or negative feelings, affective (emotional) responses. The researchers assumed that pleasure would be significantly related to approach-avoidance behaviors overall. After 1974, the interpretation of Mehrabian and Russell's pleasure was more different. In 1977, Russell and Mehrabian interpreted the meaning of pleasure as pleasantness-unpleasantness is analogous to the semantic differential dimension of evaluation. In addition, Mehrabian (1996) operationalized pleasure in a different connotation in terms of positive versus negative affective states (e.g. excitement, relaxation, love, and tranquility versus cruelty, humiliation, disinterest, and boredom).

The second emotional state, arousal, would have an interactive effect with pleasantness such that arousal would be related to approach behaviors in pleasant environments and avoidance behaviors in unpleasant environments. Berlyne (1966) noted that arousal involves attentiveness; association between arousal and exploratory activities stimulated by novel, complex and ambiguous stimuli. Although Mehrabian and Russell (1974) comprehended arousal as a feeling state, they used primarily adjectives that concern mental activity. However, arousal is a combination of mental alertness level and physical activity, for instance, sleep, inactivity, boredom, and relaxation which is at the lower end versus wakefulness, bodily tension, strenuous exercise, and concentration at the higher end, defined by Mehrabian (1996).

The third emotional state, Mehrabian and Russell (1974) linked dominance to feelings of control and behavior restrictions caused by physical or social barriers. In another interpretation, Russell and Mehrabian (1977) defined dominance as a potency that ranges from feelings of total lack of control or influence on events and surroundings to the opposite extreme of feeling influential and in control. Moreover, Mehrabian (1996) interpreted dominance as a feeling of control and influence over one's surroundings and others versus feeling controlled or influenced by situations and others (e.g., anger, relaxation, power, and boldness versus anxiety, infatuation, fear, and loneliness). As for the impact on approach-avoidance behavior, for theoretical reasons (Russell & Pratt, 1980), dominance should not follow Mehrabian and Russell's (1974) concept which hypothesized that dominance would be positively related to approach behaviors. Therefore, the dominance dimension was often deleted in researches that apply the M-R model.

In long research, Mehrabian and Russell and their colleagues studied an emotional response to the environment (e.g., Mehrabian & Russell, 1974; Russell & Pratt, 1980; Russell & Snodgrass, 1987). It can be said that, whether a natural or man-made environment can be raised in a two-dimensional area (i.e., pleasure and arousal) that reflects the emotional responses of people to the environment. Many pieces of research represent that emotional responses measured in those dimensions can predict behaviors related to the environment (Mehrabian & Russell, 1974; Russell & Pratt, 1980; Russell & Snodgrass, 1987).

In the marketing literature, there was a previous study of the marketing environment that affected consumer behavior by explaining the M-R model differently. The M-R model is used in both offline and online environment studies. For example, research in a store atmosphere by explaining with the M-R model in the work of Donovan and Rossiter (1982) and Donovan, Rossiter, Marcolyn, and Nesdale (1994). Their work demonstrated that shoppers' emotional states (i.e., pleasure and arousal) within the store predict behavior. These researches provide practical importance for retailers in those emotional responses induced by the store atmosphere can affect the time and money that consumers spend in the store. In addition, Bitner's (1992) servicescape concept assumed that customer emotional responses to the servicescape can be captured by two dimensions, pleasure and arousal, increase approach behaviors. Most servicescape studies (e.g., Bitner, 1992; Durna et al., 2015; Rafaeli & Vilnai-Yavetz, 2004) view servicescape as a stimulus-organism-response phenomenon; a managerial tool for marketing purposes. Give an example of extending the M-R model, for restaurant (e.g., Jang & Namkung, 2009; Kim & Moon, 2009) and cruise (Risitano, Sorrentino & Quintano, 2017), the effects of various servicescape factors (e.g. facility aesthetics, ambiance, layout) on customer emotions and behaviors have been analyzed.

In this research, the M-R model is applied to explain that it is based on the stimulus-organism-response (S-O-R) framework. It is noted that servicescape (i.e., ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal) could be considered the same as the first component of the M-R model: environmental stimuli. Behavioral intention (i.e., revisiting intention, WOM intention, eWOM intention) in this study is congruent with the approach-

avoidance behavior (R), which is the third component of the M–R model. In addition, correlative forms of the servicescape (S) to behavior intention (R) are mediated by the emotional states (O) that stimulated by the servicescape, which here is hedonic experience and customer satisfaction that represents pleasure in the meaning of Russell and Mehrabian (1977) and the customer experience that represents arousal in Berlyne's (1966). Therefore, this theory illustrates the relationships of servicescape and its consequences as shown in Figure 2.

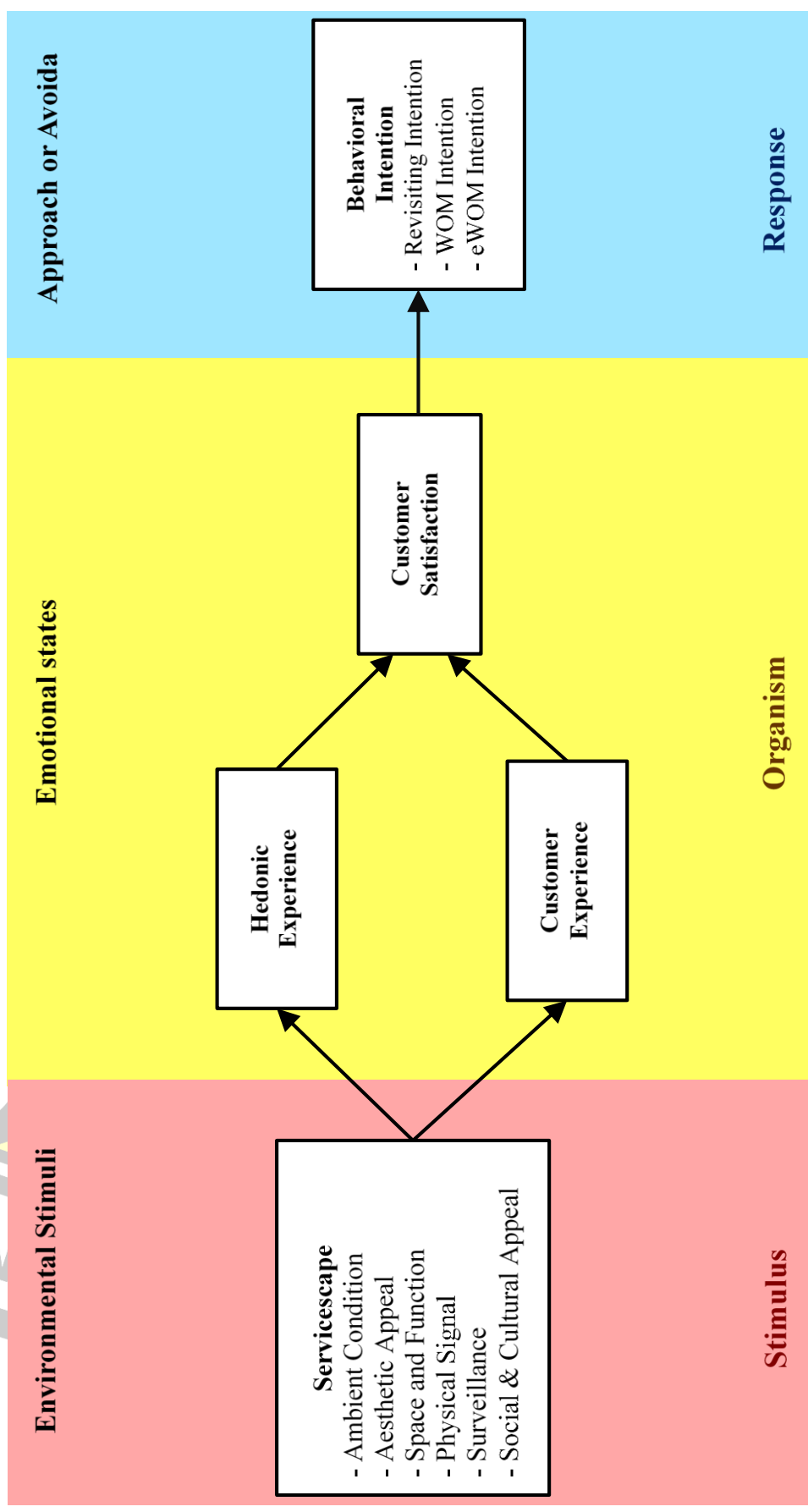
The next part is the theory that expands an explanation of the relationship between the emotional states (O) and approach-avoidance behavior (R) to support and understand the M-R model in assessment the servicescape which affects the emotion and behavioral intention of consumers more, namely the self-regulation theory.

2. The Self-Regulation Process Theory

In this research, the relationship between the emotional states (O) and approach-avoidance behavior (R) mentioned in the M-R model can be expanded with Bagozzi's (1992) self-regulation process theory in the emotional self-regulation of the attitude-intention relationship model. Because one element missing from attitude theory is the mechanism that translates evaluations into intentions, Bagozzi tried to provide an explanation of this translation. The explanation of Bagozzi begins with Lazarus's theory of emotion and adaptation (Lazarus, 1991; Smith & Lazarus, 1990). Appraisal processes of internal and situational situations, according to Lazarus (1991), contribute to emotional responses, which then lead to coping activities: appraisal leads to emotional and coping responses.

An appraisal is the assessment of the internal or situational state that applies to one's own well-being. Two appraisal processes can be identified: primary and secondary. In a primary appraisal, 1) the motivational relevance of the condition that leads to the assessment (i.e., their significance concerning one's own goals), 2) motivational consonance or the boundary to which the condition interrupts or encourages the achievement of one's own goals, and 3) the engagement of one's ego. A secondary appraisal regards coping with an internal or situational condition by using resources or options.

Figure 2: The Model of Servicescape in the Stimulus-Organism-Response Relationship, Adaptation under the M-R Model (Mehrabian & Russell, 1974)



Besides, Lazarus (1991) was most concerned with the definitions of emotions and the distinctions between them, and with how people adapt to them and the situation, particularly in the case of emotions related to harmful person-environment relationships. Nevertheless, the author found it useful to adopt his general framework of appraisal processes, emotional reactions, and coping responses to explain how attitudes lead to intentions.

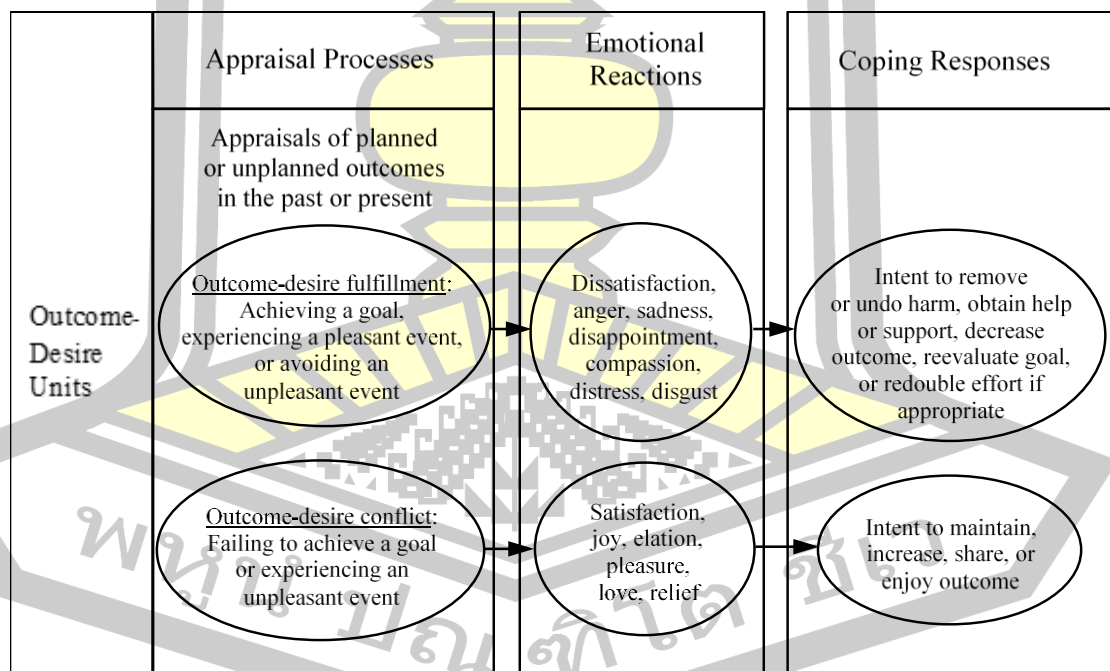
In Bagozzi's (1992) emotional self-regulation of the attitude-intention relationship model, the reactions to planned or unplanned outcomes in the past or the present, a goal might be achieved or not; an unexpected event might be pleasant or unpleasant. Given a goal or event outcome in these senses, one can identify two general reactions (see Figure 3). when one achieves a goal or experiences a pleasant event, an outcome- desire fulfillment can be said to occur. This experience will lead to satisfaction, elation, pleasure, love, or joy if the goal or event was a positive prospect, and to relief, if the goal or event was the avoidance of a negative prospect. Here, specific intentions probably will emerge to take steps to maintain or increase the satisfaction or joy, to share one's positive outcomes with others, or simply to savor the experience. Again, the specific coping response will depend on the particular emotion, on the attribution of responsibility, and on the degree of self-efficacy characteristic of this outcome-desire unit. An example of an intention arising from an outcome-desire fulfillment is a plan to return to a newly found restaurant after a delightful dinner.

In contrast, Bagozzi mentioned when one fails to achieve a goal or experiences an unpleasant event, an outcome-desired conflict can be said to occur. This conflict will lead to dissatisfaction, despair, distress, disgust, jealousy, anger, sadness, compassion, or disappointment if the goal was a positive prospect or if the event was negative. In such cases, particular intentions are likely to form to cope with the outcome-desire conflict. That is, an actor will be motivated to avoid, relieve, change, tolerate, or in some other way do something about the negative condition.

In past marketing literature, many pieces of research mentioned consumer self-regulation that significantly influences consumer behavior. Bagozzi, Baumgartner, and Yi (1992) suggested self-regulation as a moderator of the consumer attitudes-intentions relationship. There are researches studied on the influence of both the physical environment and service encounter on self-regulation leading to

emotional reactions and behavioral responses. For example, researches on hospitality and the ability of the physical retail environment (e.g., Babin & Darden, 1995; Chang & Wang, 2011; Miao, 2014) brought the self-regulation process theory to explain the relationship of appraisal processes (e.g., consumption experience, e-service quality, customer perceived values) lead to emotional responses (i.e. customer satisfaction), which then lead to coping responses (e.g., alteration shopping behavior, customer loyalty). Moreover, there are also researches on consumer self-regulation about physical environments (e.g. service interiors) that suggested that visitors process complex environments slower and with greater difficulty (Orth & Wirtz, 2014). That is, visually complex environments can be destructive to the experience because of the increased load they set on customers (Orth et al., 2016).

Figure 3 : The Emotional Self-Regulation of the Attitude-Intention Relationship
Model of Appraisals Planned or Unplanned Outcomes in the Past or the Present (Bagozzi, 1992)



Based on the theory of the self-regulation process mentioned above, this research is applied to explain the relationship between the emotional states (O) and approach-avoidance behavior (R), which are components of M-R model, from the meaning and explanation of the self-regulation process for planned or unplanned outcomes in the past or present. First, the author found that the hedonic experience and customer experience are in the appraisal processes follow the description of Bagozzi (1992). Second, the last one of emotional states (O), i.e. customer satisfaction, is found in the emotional reactions. Finally, the approach-avoidance behavior (R), namely behavioral intention (i.e., revisiting intention, WOM intention, and eWOM intention), is found in the process of coping responses.

The two theories in this research, namely, the M-R model and the self-regulation process theory, are integrated to explain the phenomenon in this research for the complete explanation and advocate the servicescape strategy, as well. Hence, these theories illustrate the relationships of servicescape strategy between its dimension, its consequences, and its mediating variables as shown in Figure 4. The next section elaborates on the literature review and the hypotheses of the servicescape strategy as discussed below.

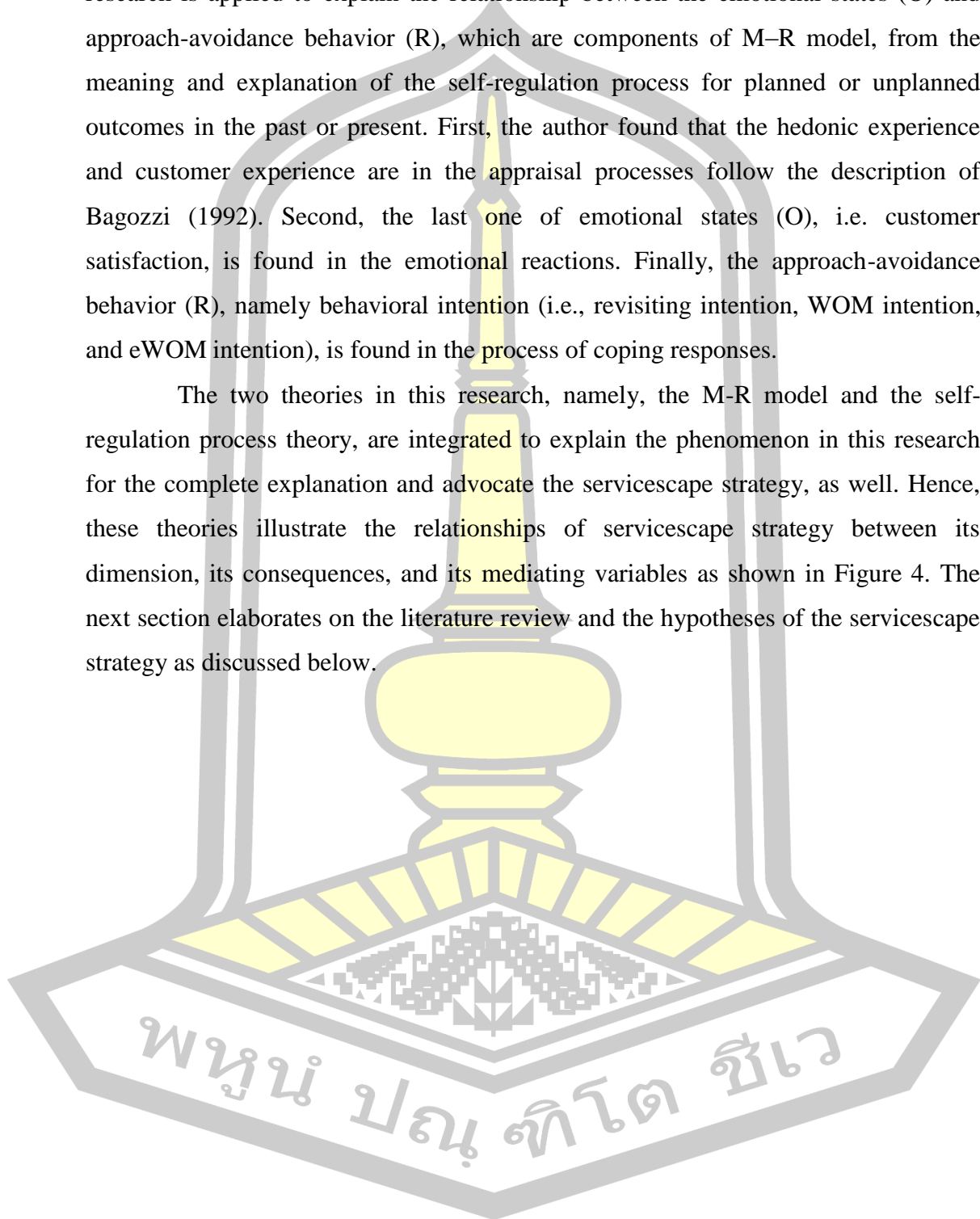
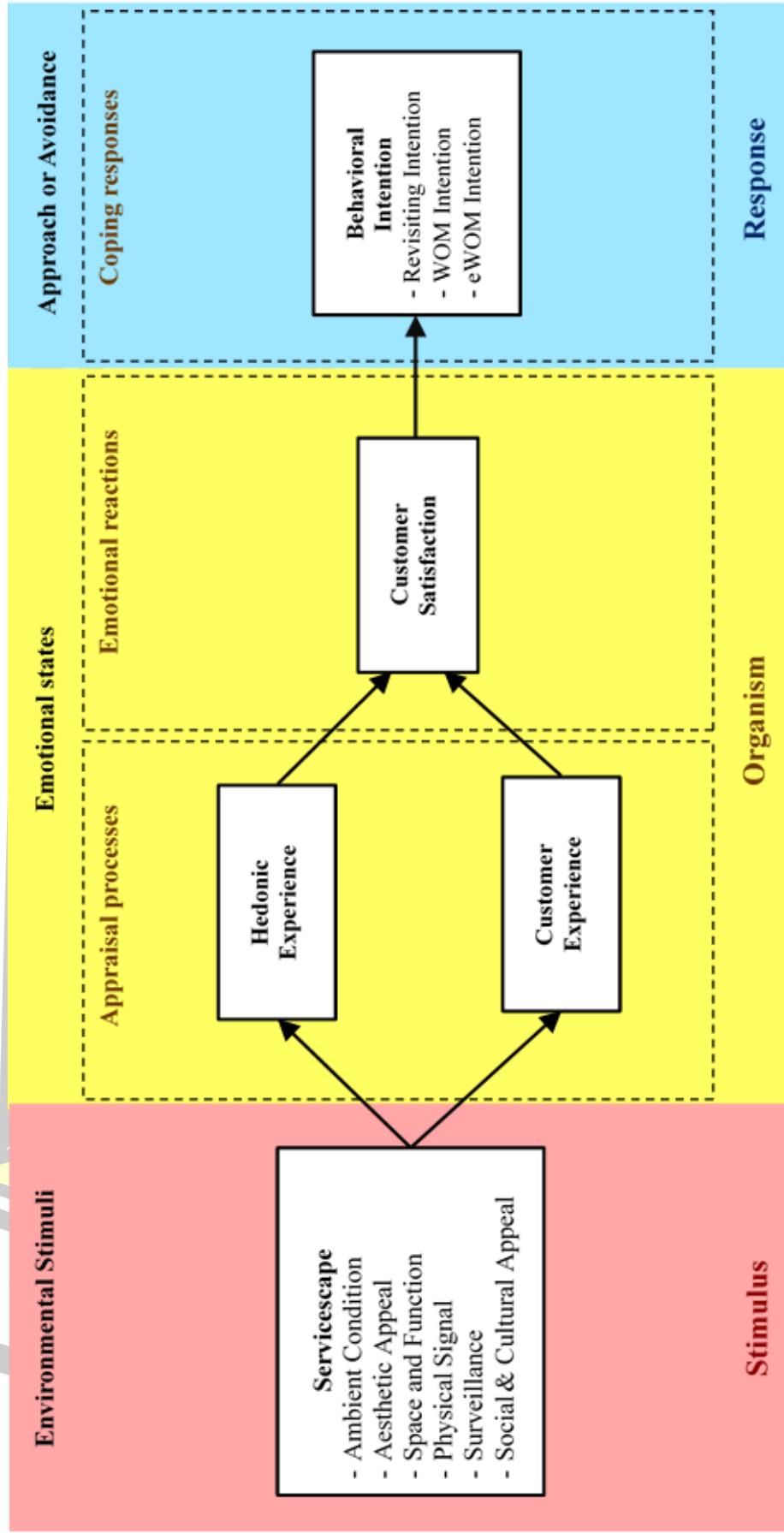


Figure 4: The Model of Servicescape in the Stimulus-Organism-Response Relationship, Adaptation under Two Theories:
 The M-R Model (Mehrabian & Russell, 1974) and the Self-Regulation Process Theory (Bagozzi, 1992)



Relevant Literature Review and Research Hypotheses

In this research, the relevant literature is developed for creating the conceptual framework based on existent research, which amplifies the servicescape strategy model with the explanation by the M-R model and the self-regulation process theory. The framework includes one main construct, namely, servicescape proposed in six dimensions. These components of servicescape consist of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social & cultural appeal which are environmental stimuli in the M-R model and are assumed that affect the consequence factors based on the self-regulation process theory.

The consequence factors of the servicescape strategy have six main constructs. The first three constructs, i.e. hedonic experience, customer experience, and customer satisfaction, act as the mediating variables of the relationship between the servicescape and the last consequence that is behavioral intention. These three constructs can be explained by two theories. In the first theory, which is the M-R model, the first four constructs (i.e., hedonic experience, customer experience, and customer satisfaction) are in the emotional stages. Moreover, in the second theory, which is the self-regulation process theory, the first three constructs (i.e., hedonic experience and customer experience) are in the appraisal processes, but the customer satisfaction construct is in the emotional reactions. Finally, the last construct that is behavioral intention consists of three dimensions: revisiting intention, WOM intention, and eWOM intention, which are in the M-R model as approach or avoidance, and in self-regulation process theory as coping responses (behavior).

From the point of view mentioned above, this research proposes the key theoretical framework of servicescape by link the relationship between servicescape and the consequence factors under two theories: the M-R model and the self-regulation process theory. The author provides the importance on six dimensions of servicescape by creating the dimensions of a servicescape that can be applied to the context of the homestay industry from four processes: (1) provided the definitions and characteristics of the homestay, which are compared to the bed and breakfasts (B&B); (2) showed the most recent homestay standards were announced by the Ministry of Tourism and Sports (MOTS); (3) manifested a wide range of servicescape elements or

dimensions and attributes that examined in a variety of service industries from previous pieces of literature; (4) integrated the dimension of servicescape six dimensions according to the meaning and characteristics of homestay, including Thailand homestay standard, based on servicescapes in conceptual and research of service marketing in general service, hospitality, and leisure industry (e.g., Bitner, 1992; Bonfanti, 2016; Rosenbaum, 2005; Wakefield & Blodgett, 1994, 1996, 1999).

In addition, the author also proposed the hypothesis of the relationship between the six servicescapes and the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) and the final result is a behavioral intention which consists of three dimensions: revisiting intention, WOM intention, and eWOM intention. Although the previous research has tested various servicescape-related variables, the model proposed here shows only the main suitable issues presently. The full conceptual framework is shown in Figure 5.

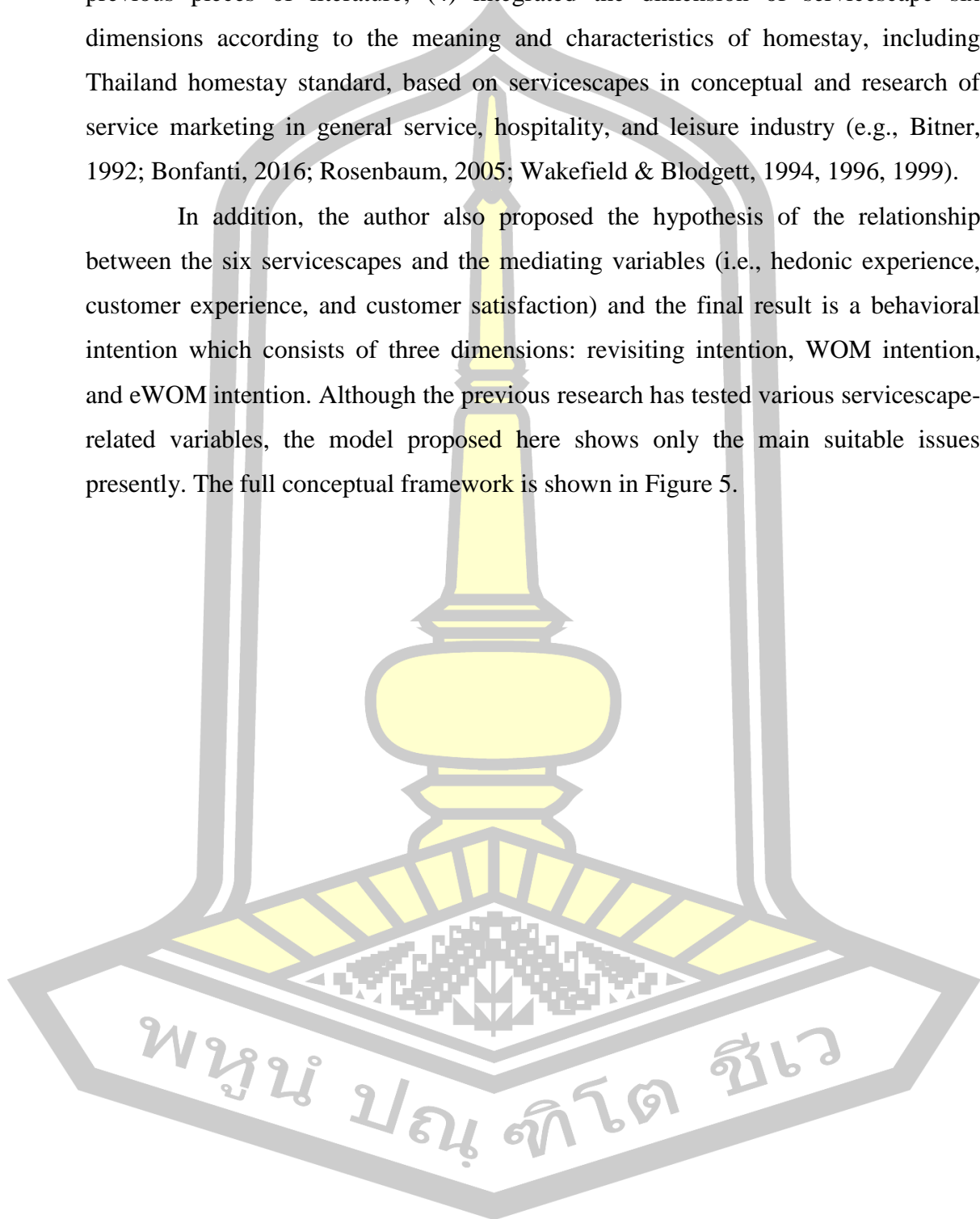
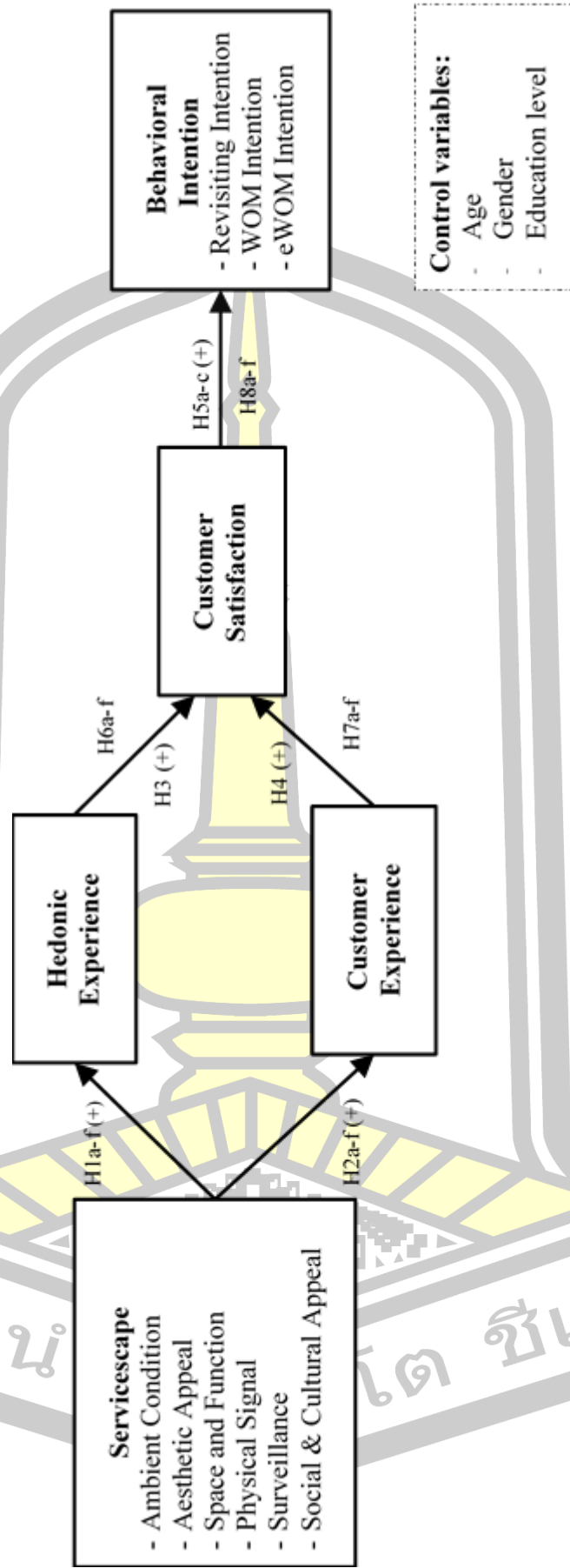


Figure 5: The Conceptual Model of the Impact of Servicescape on Customer Satisfaction and Behavioral Intention: The Case of Homestay Industry in Thailand



An Overview of the Homestay Industry

1. Homestay VS Bed and Breakfasts (B&B)

The definition of homestay and B&B which Lubetkin (1999) compiled in terms of USA, means a private, owner-occupied residence where the welcoming of guests is secondary and incidental to the home. For the construction, homestays have up to four rooms and serve only breakfast as part of the charge. The concept of B&B refers to an owner-occupied establishment where accommodating guests and family members is equally important. For B&Bs, there are about five to ten rooms, serve breakfast as part of the charge, and may serve other meals to overnight guests.

In terms of Asia, the homestay style is considered as a stay at a residence by a traveler, especially a foreign student, which is hosted by a local family. Moreover, the homestay concept is used for fulfilling the needs of tourists to understand the local culture, and perhaps to experience activities that are peculiar to them or no longer popular. In this case, homestay is more of an industry, in which volunteers who usually live in a locality, such as a fishing village, interested host visitors. According to Ali, Anuar, and Ahmad (2014), this allows visitors to understand and experience forms of life that are likely to be unfamiliar to them.

Guo and Kuo's (1990) meaning (As cited in Kuo and Kuo, 2012), said that a B&B was a private home run by locals who wanted to share a room with tourists who were visiting the city. This form of business provided a secondary source of income for locals who wanted to benefit from visitors (Kuo, Chung & Kuo, 2012). The distinction between a B&B and a normal hotel or restaurant is that a B&B caters to tourists (Kuo & Kuo, 2012). In many cases, historic enchantment, locality, and unique decor are characters of distinguished B&B establishments (Miles & Domke-Damonte, 2000). B&B services on leisure agriculture that combine landscape, cultures, ecology, environmental resources, and other activities are developed depended on whether or not the proprietors have adjunct rooms or spaces in their houses, according to Regulations for the Management of Home Stay Facilities (Chen, Chien, Yuan & Yang, 2016).

From homestay and B&B definitions that above mentioned, the author brought some of the similarities between homestay and B&B to the meaning of homestay servicescape as the following. Chen et al. (2016) noticed that one of the

motives travelers stay inside the B&B is associated with the surroundings and landscape. The B&B is special from hotels since integrates accommodations and leisure. The travelers can revel in the nice and natural surroundings in addition to the accommodation. Four key elements related to surroundings and landscape are the interior decoration and outdoor landscaping, natural or beautiful scenery around the B&B, the exterior building, and the nearness to the recreation places.

From all literature reviews, the author finds that homestay and B&B definitions are similar in many parts. But the main part of the homestay is different from the B&B: homestay has getting in stay and learning the community lifestyle with the host. Department of Tourism (2018) of Thailand gave reasons "why is homestay a must?" that "Choosing a homestay as part of travelers trip gives they the best chance to learn about local culture and villagers' lives by getting a glimpse into their daily lives, exchanging information, and sharing their lodging and food as if they were a member of the family. Moreover, travelers are exposed to tourist destinations and events in addition to the richness of local traditions and cultures. Travelers will meet many local people and experience the simple and natural lifestyle of the countryside in this way, which they may not have had the opportunity to do before."

2. Homestay Tourism in Thailand

Homestay is the important form of alternative tourism in Thailand today, and the most closely associated with the domestic tourism market is community-based tourism (CBT). The CBT is defined as a type of tourism that takes environmental, social, and cultural sustainability (Kontogeorgopoulos et al., 2015) as well as the management is a responsibility of each community with the purpose of creating local experiences or ways of life for visitors by increasing their awareness or learning (Suansri, 2003). "Thai homestay" can be defined as a form of tourism in which a traveler stays with the owner of the house that has the remaining room or living space and can be modified to allow the visitor to temporarily stay by payment and suitably provide facilities (Department of Tourism, 2012).

The Department of Tourism, under the Ministry of Tourism and Sports, established the first Thai Homestay standard in 2003. After that, the Department of Tourism has listened to opinions from tourism experts and community participation as

well as audits with the ASEAN Homestay Standards, accordingly established the Thai homestay standard and most lastly announced in 2011, settling on 31 indicators cover 10 major categories including accommodation, food, safety, hospitality, tour programs, resources and the environment, culture, creation of value for community products, homestay management, public relations (Department of Tourism, 2012) (see Table 1). Therefore, the homestay differs from other tourism and accommodations which customers will receive friendliness, hospitality, and warmth from the villager when they stay.

Servicescape Background

The fundamental of the servicescape or physical evidence, Booms and Bitner (1981) offered a service marketing mix that extends from four traditional elements of the marketing mix (i.e., product, price, place, and promotion), adding three new elements: process (methods, mechanisms, and activities flow), people (all human actors involved in the service interaction, including firm staff and other customers), and physical evidence (the physical environments and all tangible things), which servicescape is in physical evidence' element. The physical environment is critical in the services marketing mix (Baker, 1986). The concepts that are related to or close to the servicescape are also many in different names other than the physical environment, such as Kotler's (1973) atmospherics, Baker et al.'s (1988) facility design. For example, the word "atmospherics" was applied by Kotler (1973) to describe the conscious design of the area to elicit some responses from buyers. More especially, atmospherics is the attempt to create purchasing environments that evoke unique emotional responses in the consumer, increasing his likelihood of making a purchase.

พหุ ประถมศึกษา

Table 1: Homestay Standards and Indicators in Thailand

| Standard | Indicator |
|-------------------------|--|
| 1. Accommodation | 1.1 Well-proportioned housing 1.2 Clean and comfortable bedding 1.3 Clean bathroom and toilet 1.4 Space to relax in the home or in the community |
| 2. Food | 1.1 Adequate quantity and quality of dishes and cooking ingredients 1.2 Clean drinking water 1.3 Clean utensils and food containers 1.4 Hygienic kitchen and kitchen equipment |
| 3. Safety | 1.1 First aid preparation 1.2 Availability of on-duty security guards |
| 4. Hospitality | 1.1 Welcoming setting aimed at creating familiarity 1.2 Opportunities to exchange information about community life |
| 5. Tour programs | 5.1 Clear tour possibilities for tourists that are accepted by the community 5.2 Availability of information on tourism activities 5.3 Willingness of homestay host to provide or arrange local guide services |

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Table 1: Homestay Standards and Indicators in Thailand (Continued)

| Standard | Indicator |
|--|--|
| 6. Natural resources and the environment | 6.1 Variety of [natural] tourist attractions in, or near, the community |
| | 6.2 Proper upkeep of (natural) tourist attractions |
| | 6.3 Conservation plans or measures to reduce the impacts of tourism and global warming |
| | 6.4 Activities that reduce the impacts of tourism and global warming |
| 7. Culture | 7.1 Preservation of local cultural traditions |
| | 7.2 Maintenance of normal community routines |
| 8. Creation of value for community products | 8.1 Creation of community souvenir products to sell to tourists |
| | 8.2 Production of unique community products that create value |
| 9. Homestay management | 9.1 Cooperation among villagers |
| | 9.2 Formation of executive homestay committee |
| | 9.3 Establishment of working rules for executive committee |
| | 9.4 Fair distribution of benefits |
| | 9.5 System for advanced bookings and payments |
| | 9.6 Clear, detailed, and up-to-date information on fees for various services |
| 10. Public relations | 10.1 Publication of printed materials about tourism in the community |
| | 10.2 Formulation of marketing plan |

(Source: Department of Tourism, 2012)

The servicescape framework originates from research conducted in environmental psychology (Barker, 1968). Environmental psychologists believe that people holistically respond to their surroundings. Individuals experience discrete stimuli, but their responses to the environment are determined by the overall configuration of stimuli. (Bell, Fisher, & Loomis, 1978; Holahan, 1982; Ittelson et al., 1974). Several authors refer to the physical evidence, i.e. the servicescapes, as one sign of quality (e.g., Aubert-Gamet & Cova, 1999; Baker, 1998; Baker et al., 1994, 2002; Ward et al., 1992). The servicescape is important based on the M-R model as environment stimuli since it influences not only consumers' cognitive, emotional, and psychological states but also their behaviors (Bitner, 1992; Namasivayam & Lin, 2008). There is compelling evidence that people assess locations and situations differently depending on their emotional states. Positive emotions seem to obviously increase the likelihood of different behaviors being done (Underwood et al., 1973), and people with good or positive emotions cultivate a better attitude toward their environment, which is expressed in their assessments (Galizio & Hendrick, 1972; Isen & Simmonds, 1978). Moreover, research suggests that the physical setting may also influence the customer's ultimate satisfaction with the service (Bitner, 1990; Harrell, Hutt, & Anderson, 1980). It is a widely used term to describe the physical surroundings of a service business.

For definitions of servicescape, many scholars and researchers have previously provided the meaning of servicescape. The surroundings in which the service is formed and in which the interaction between seller and client, merged with tangible commodities that aid in the performance or communication of the service, was referred to as the servicescape (Booms & Bitner, 1981). Meanwhile, Bitner (1992) described servicescape as the built environment, as opposed to the natural or social environment, which has artificial physical surroundings. Servicescape, according to Namasivayam and Lin (2008), is the physical surrounding of an organization that includes many different elements such as the overall layout, architecture, and décor of a place. Aspects of atmosphere, such as temperature, lighting, colors, sound, and smell, are also included in the servicescape (Bitner, 1992; Namasivayam & Lin, 2008). It is critical for service businesses, including hospitality,

to successfully manipulate the servicescape to boost customer satisfaction and repatronage decision. (Namasivayam & Lin, 2008).

Based on the definition of servicescape, the previous literature reviews conclude that service environments are key to service delivery because they can foster pleasant emotional reactions (Bitner, 1992). Furthermore, the servicescapes not only provide valuable tangible cues prior to purchase, but it is also an important dimension of the service experience due to its impact on consumers during consumption (Grace & O’Cass, 2004). In addition, several scholars and researchers have previously provided elements or dimensions of servicescape. Bitner (1992) proposed a theoretical framework for investigating the effect of physical environments on customer behaviors in service settings. She suggested three servicescape dimensions: ambient condition, spatial layout and functionality, and signs, symbols, and artifacts, all of which have an effect on consumer attitudes and behaviors. Wakefield and Blodgett (1996) researched leisure service businesses and found that the servicescape elements (e.g., layout accessibility, facility aesthetics, electronic equipment, seating comfort, and cleanliness) not only gave customers perceived the service quality but also their revisiting intentions and duration of stay.

Therefore, as described earlier, this research purposes to emphasize and clarify the new dimensions of a servicescape that affect the consequences of the concept in this research. The literature to date provides a wide range of servicescape elements or dimensions and attributes that are examined in a variety of service industries, as shown in Table 2.

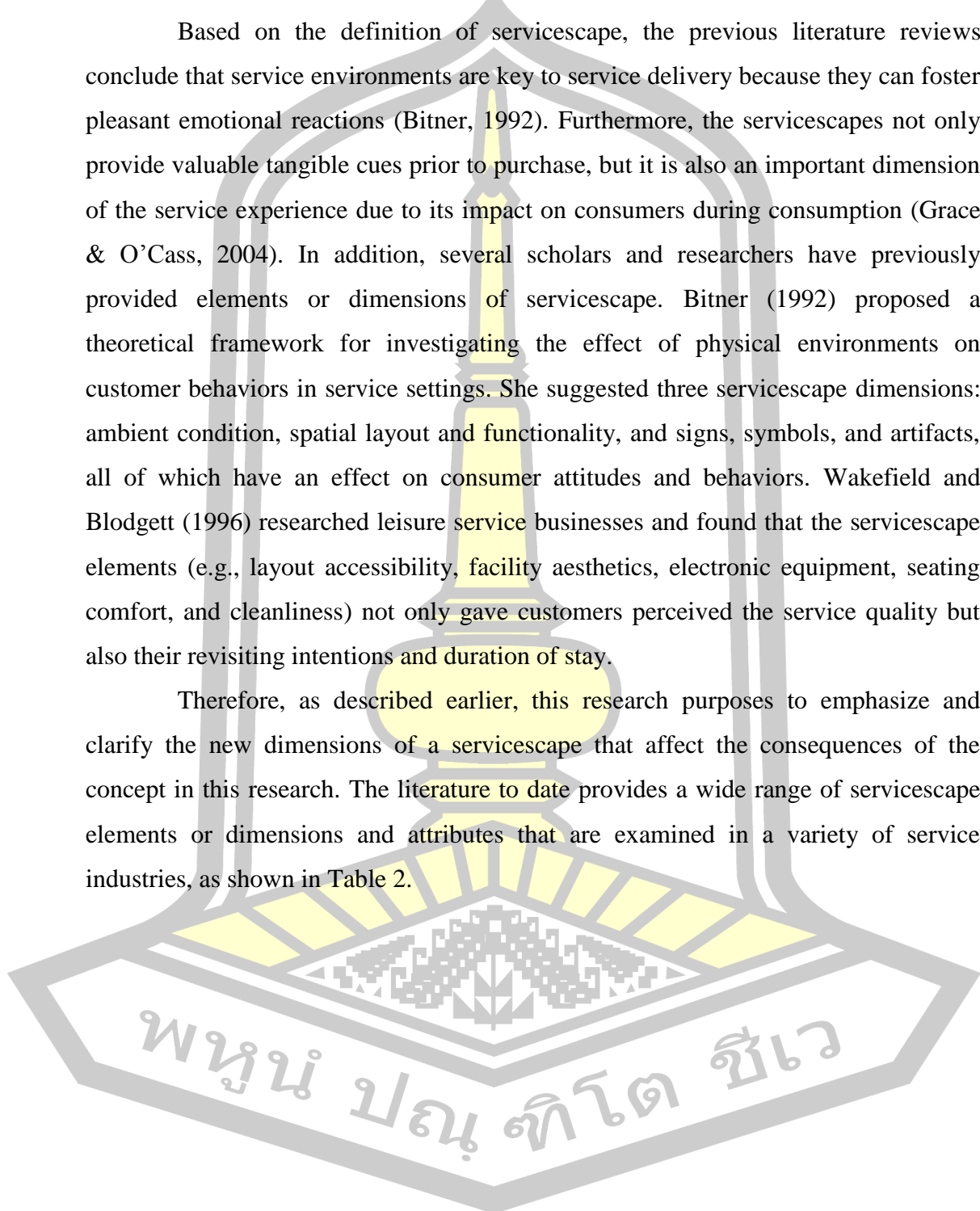


Table 2: Prior Research on Servicescape

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|-------------------------------|--------------------------|---|--|
| Bitner (1992) | General | <ol style="list-style-type: none"> 1. Ambient condition 2. Space/function 3. Signs, symbols and artifacts | <ol style="list-style-type: none"> 1. Temperature, air quality, noise, music, and odor 2. Layout, equipment, and furnishings 3. Signage, personal artifacts, and style of décor |
| Wakefield and Blodgett (1994) | Leisure | <ol style="list-style-type: none"> 1. Spatial layout and functionality 2. Aesthetics | <ol style="list-style-type: none"> 1. Stadium seats, ticket windows/gates, hallways/walkways, entrances/exits, food service areas, and rest-rooms (men's) 2. External environment, exterior construction, interior construction, score-boards, and facility cleanliness |
| Wakefield and Blodgett (1996) | Leisure | <ol style="list-style-type: none"> 1. Layout accessibility 2. Facility aesthetics 3. Seating comfort 4. Electric equipment / displays 5. Cleanliness | <ol style="list-style-type: none"> 1. Layout of exit and entry, furnishing, and equipment layout 2. Architectural design, color, and interior design 3. Physical seat and space of seat 4. Signs, symbols, and artifacts for leisure experience 5. Facility cleanliness |

Table 2: Prior Research on Servicescape (Continued)

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|------------------------------------|--------------------------|--|---|
| Arnould, Price, and Tierney (1998) | Wilderness | 1. Cultural invention | 1. The connection between cultural themes and guide/customer communicative staging around cultural themes explicitly frames servicescape. |
| Wakefield and Blodgett (1999) | Leisure | 1. Building design and décor 2. Equipment 3. Ambiance | 1. Outside appearance, interior design, layout, and seats 2. Electric equipment 3. Cleanliness, temperature, and neatness of employees' appearance |
| Lucas (2003) | Hotel casino | 1. Layout navigation 2. Cleanliness 3. Seating comfort 4. Interior décor 5. Ambiance | 1. Architecture, interior design, and spatial layout 2. Clean slot floor 3. Padding, backrests, fabric/heat-dissipating seat, and uncrowded seat 4. Lighting, color, and floor décor 5. Internal climate, music, and visual graphic |

Table 2: Prior Research on Servicescape (Continued)

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|-------------------------------|--|--|--|
| Rosenbaum (2005) | Jewish and gay/Lesbian commercial establishments | 1. Symbolic servicescape | 1. Signs, symbols, objects and artifacts contained within a consumption setting that possess a common interpretation among consumers belonging to a specific ethnic group |
| Newman (2007) | Airport | 1. Space 2. Way-findings | 1. Spatial density 2. Legibility of internal design such as central passageways and meeting |
| Edwards and Gustafsson (2008) | Foodservice | 1. Internal variables 2. Layout and design variables | 1. Music, noise, and odor 2. Table layout and seating |
| Ryu and Jang (2007) | Restaurant | 1. Facility aesthetics 2. Lighting 3. Ambiance 4. Layout 5. Dining equipment | 1. Architectural design, color, and interior design 2. Type of lighting and illumination 3. Music, temperature, and scent 4. Object (e.g., machinery, equipment, and furnishings) layout 5. High-quality flatware, china, glassware, and linen |

Table 2: Prior Research on Servicescape (Continued)

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|------------------------------|--------------------------------|--|---|
| Kim and Moon (2009) | Restaurant | <ol style="list-style-type: none"> 1. Ambient condition 2. Facility aesthetics 3. Layout 4. Electric equipment 5. Seating comfort | <ol style="list-style-type: none"> 1. Lighting level, temperature, aroma, and background music 2. Architecture, interior, décor, color, and overall attractiveness 3. Tables, service areas, and passageways 4. Audio/video equipment 5. Comfortable seat and uncrowded seat |
| Rosenbaum and Massiah (2011) | Conceptual-services in general | <ol style="list-style-type: none"> 1. Physical dimension 2. Social dimension 3. Socially symbolic dimension 4. Natural dimension | <ol style="list-style-type: none"> 1. Ambient condition (temperature, air quality, noise, music, odor); space/function (layout, equipment, furnishings); signs, symbols, and artifacts (signage, artifacts, style of décor) 2. Employees, customers, social density, displayed emotions of others 3. Ethnic signs/symbols, ethnic objects/artifacts 4. Being away, fascination, compatibility |

Table 2: Prior Research on Servicescape (Continued)

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|---|--------------------------|--|---|
| Simpeh et al. (2011) | Hotel | <ol style="list-style-type: none"> 1. Ambient condition 2. Spatial layout and functionality 3. Signs, symbols and artifacts | <ol style="list-style-type: none"> 1. Color, lighting, noise, music, and odor 2. Furnishings, layout accessibility, and facility aesthetics 3. Sign and signage |
| Ardley, Taylor, McLintock, Martin, and Leonard (2012) | Exhibition | <ol style="list-style-type: none"> 1. Ambient condition 2. Space 3. Signs, symbols and artifacts | <ol style="list-style-type: none"> 1. Lighting 2. Size of exhibition 3. Guidance signage |
| Chang (2016) | Theme restaurant | <ol style="list-style-type: none"> 1. Aesthetics 2. Ambient condition 3. Space / function 4. Seating comfort 5. Cleanliness | <ol style="list-style-type: none"> 1. Architectural design and interior decoration 2. Temperature, scent, music, lighting, and color 3. Layout, aisle width, signs, dinnerware 4. The distance between the table and seat, seat material and comfort 5. Employee cleanliness, facilities cleanliness, toilet cleanliness |

Table 2: Prior Research on Servicescape (Continued)

| Author | Type of service industry | Elements or dimensions of servicescape | Attributes of servicescape's elements or dimensions |
|-------------------------------|--------------------------|--|--|
| Lyu, Hu, Hung, and Mao (2017) | Cruise tourism | <ol style="list-style-type: none"> 1. Facilities and décor 2. Onboard entertainment 3. Onshore excursions 4. Social interactions 5. Dining services 6. Natural scenery | <ol style="list-style-type: none"> 1. Exterior appearance, the guestroom design, the interior, and facilities 2. Multifunctional scenery facilities and indoor-outdoor activities 3. Weather, welcoming atmosphere, attraction of port, duration and schedule, comfortable of transportation 4. Interaction between staffs and passengers 5. Atmosphere, aesthetic room, the dining area, served period and refilling of food 6. Close with natural beauty, feeling comfort and safety |

Dimensions of Servicescape

This research aims to test the importance of servicescape and each dimension of servicescape on the evaluation stages, emotional stages, and consumer behavioral intentions base on the M-R model and the self-regulation process theory. By the interest of servicescape in this research, the author focuses only on the servicescape that is physical, not including the process and using people in service involved. Due to many hospitality industries change the methods of the service process to shifting more of the service process activities to their customer's duty and business choose to decrease person in service delivery to reduce operating costs, several service businesses turn to use more self-service (Meuter et al., 2000). Tourism and hospitality companies are the examples that have started to adopt robots, artificial intelligence, and service automation (RAISA) in service design and delivery (Ivanov & Webster, 2017). But in terms of servicescape as the physical evidence in the service marketing mix, it is important for service organizations, including hospitality entities, to manipulate investment in the servicescape effectively to enhance customer satisfaction and increase repeating use of customer (Namasivayam & Lin, 2008). Many pieces of research about the hospitality industry (e.g., Alfakhri et al., 2018; Han et al., 2018; Kim et al., 2016) mentioned that servicescape gained the highest score for both importance and performance, which affects customer experience and directly impacts spending, word of mouth, revisiting, and customer loyalty.

Besides the reasons mentioned above, the reason for choosing to study in the homestay industry because homestay shows great clarity in terms of servicescape. Homestay tourism is a form of tourism community-based tourism (CBT) classified as alternative tourism, which now receives a lot of attention (Kasikorn Research Center, 2016; World Tourism Organization, 2016). It has many styles for customers to choose from, and partly due to the behavior of tourists that more be in favor of the local experience, especially homestay travel in the rural way (Lunkam, 2018). In addition, Booking.com surveyed 21,500 travelers around the world from 29 countries and found that Thai tourists have a view that during a travel trip is a time when tourists can leave behind their worries in order to take the time they need or find a new place to create new inspiration for themselves (Booking.com, 2018). Therefore, the author chose to study the dimension of service with the homestay industry in Thailand.

As previously mentioned in the servicescape background part, the author focuses on reviewing the literature on servicescape in general service, hospitality, and leisure industry followed concluding in Table 2, which servicescape of homestay businesses are qualified as these industries have. The next part provides the definitions and characteristics of the homestay, which are compared to the bed and breakfasts (B&B), followed by explaining the homestay standards in Thailand to integrate the dimension of a servicescape that is appropriate for the servicescape dimension in this research.

The importance of servicescape dimensions is they act as a package, similar to a product's package, by conveying a total image and suggesting the potential usage and relative quality of the service (Solomon, 1985). Based on conceptual and research of service marketing in general service, hospitality, and leisure industry about servicescape (e.g., Bitner, 1992; Bonfanti, 2016; Rosenbaum, 2005; Wakefield & Blodgett, 1994, 1996, 1999), the author integrates dimension of servicescape six dimensions (namely, ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal) according to the meaning and characteristics of homestay, including Thailand homestay standard. A detailed discussion of these dimensions is mentioned below

Ambient Condition

Bitner (1992) defined ambient conditions that include background characteristics of the environment such as temperature, lighting, noise, music, and scent. As a general rule, the ambient condition affects the five senses. They include lighting and color schemes, size and shape perceptions, sounds such as noise and music, temperature, and scents or smells. According to Baker (1986), ambiance refers to intangible context attributes that influence non-visual senses and can have a subconscious effect on customers. Thus, scent, music, and temperature are common examples of ambiance conditions background.

Wakefield and Blodgett's (1999) article further established that cleanliness is an element of the servicescape ambient, especially in those situations in which customers must spend several hours in the leisure service setting. Subsequent studies confirmed that cleanliness influences feelings of pleasantness, trust, and approach

/avoidance behaviors (Lucas, 2003; Vilnai-Yavetz & Gilboa, 2010). The role of cleanliness is important, particularly in situations where the customers are expected to stay in the facility for many hours, as they tend to equate cleanliness as one of the service quality (Wakefield & Blodgett, 1996). Customers choose, stay, and return to a service based on the perceived quality of cleanliness, according to Barber and Scarcelli (2010).

From the meaning and composition of the ambient condition mentioned above, they correspond to the standards of Thai homestay (Table 1): the first standard about accommodation that provides good air quality and cleanliness; the second standard involves the kitchen and equipment that is clean and without odor; and the ninth standard in standard 9.3 in terms of rules that customers must not make a loud noise to disturb other customers.

Aesthetic Appeal

Aesthetic appeal, according to Wakefield and Blodgett (1994), refers to factors such as the surrounding exterior setting, design of architecture, facility maintenance, signage, and other physical elements in the servicescape that customers view and assess the aesthetic quality, for example, the interior decoration and outdoor landscaping, natural or beautiful scenery around homestay, the building exterior, and the proximity to the recreation sites. Aesthetics in facilities indicates a feature of architectural design, together with interior design and décor, which both contribute to the allurements of the servicescape or the physical evidence (Wakefield & Blodgett, 1994). After a while, Wakefield and Blodgett (1996) continued to confirm that the aesthetics are a style of architectural design, inclusive of design and interiors that create a servicescape appeal, in line with the Thai homestay standard in the eighth standard (namely, unique community products) that showed in Table 1.

Like study in the context of homestay, cruise servicescape might embrace external natural scenery (on-shore and on the ocean) including internal surroundings, which are artificial physical and social environments where services are delivered on the ship, giving a broad experiential customer (Kwortnik, 2008) and are unique service settings for studying environment or servicescape. The natural scenery is part of the servicescape dimension in Lyu et al.'s (2017) cruise tourism servicescape study.

It is defined as offering the chance to relish natural beauty one might otherwise never see and makes one feel peaceful and unhurried. Kuo and Kuo (2012) mentioned that “near sightseeing” can make tourists willing to stay in B&B.

From the meaning and composition of aesthetic appeals mentioned above, they correspond to the Thai homestay standards (Table 1): the sixth standard about natural resources and the environment; and the eighth standard relates the creation of value for community products in standard 8.2 in terms of production of unique community products or style of decor that create value.

Space and Function

Bitner (1992) suggested that spatial refers to the arrangements of machinery, facilities, and furnishings, or the relationships between space and function. The competence of similar objects to facilitate performance and goal achievement is referred to as functionality. The furnishings in a servicescape link the space with its occupants and convey the personality of the servicescape through form, line, color, texture, and scale (Simpeh et al., 2011).

The positioning of furniture can create a sense of enclosure, representing spatial movement, communicate visible or invisible boundaries, as well as furnish the feel as walls. For example, a change in the similar width or length of a room can have less of a spatial effect than a perceived change in ceiling height. High ceilings evoke feelings of openness, while low ceilings evoke feelings of intimacy and coziness (Ching, 1996). Therefore, before an individual emotionally reacts and judges toward a servicescape, all of these elements help to create a mental picture in the individual thought.

Layout accessibility in the sense of leisure services refers to how equipment and furnishings, corridors, and service areas are organized, as well as the spatial relationships between these components (Bitner, 1992). In leisure services, customers often spend hours observing the interiors layout of the place when they enter, both consciously and unconsciously observe. These assessments are likely to have an effect on their attitudes toward the service facility (Baker et al., 1988; Kerin, Jain & Howard, 1992). In addition, Wu and Yang (2010) mentioned that “private spaces” for the customers are service quality attributes of B&B service which is in line with

“relaxation corner in house or community” in the Thai homestay standard of the Department of Tourism.

From the elements mentioned, this logic suggests that space and function of the environment are highly salient to customers in self-service environments where they must perform on their own and cannot rely on employees to assist them. The importance of space and function (spatial arrangements), defined in Newman's (2007) paper as legibility and expressed as a function of the arrangements of the servicescape, are likely to alter behaviors towards and within settings. Thus, all mentioned space and function, therefore, meet the standard Thai homestay in the first and second standard that showed in Table 1.

Physical Signal

Bitner (1992) proposed the example of explicit communicators projected on the exterior and interior of a building, that is, a sign. It can be used as labels (e.g., company name, department name), to give directions (e.g., entrances, toilet, exits), and to communicate rules of the place (e.g., children must be accompanied by an adult, no smoking). In addition, the sign can communicate the image of the firm as well. Symbolism refers to the associations elicited by an artifact (Pratt & Rafaeli, 2001). Artifact is likely to invoke in customer particular images and expectations regarding the organization (Rafaeli & Vilnai-Yavetz, 2004), producing emotional responses as well as behavioral reactions (Browne et al., 2004; Hall & Hanna, 2004).

These aspects mentioned referring to physical signals that communicated to consumers. They usually involving systems of signs symbols and artifacts, which give directions, to more explain complex signals that can create particular types of impressions (Ardley & Chen, 2017; Bitner, 1992). As Misiura (2006) points out, for museum or exhibition examples, physical signals are used for purposes of guidance in many heritage organizations. This comprises signs, symbols, and artifacts, which are indicated as the experiential servicescape (Bitner, 1992; Rosenbaum, 2005). Even though these physical signals seem to be common, they are created to help visitors understand the implication of the place (Rosenbaum & Massiah, 2011).

Scholars argued that other objects may communicate less directly than signs, providing implied advice to users about the implication of the place, as well as norms and expectations for visitor behavior (Simpheh et al., 2011). Furthermore, the places of service can convey symbolic meaning and create an overall impression to visitors through the nature of building materials, the manifestation of photos and certificates on walls, displaying artwork, and showing unique or cultural objects. Such symbolism is extremely complex—it may be intentionally conveyed or unwittingly, it may be subject to multiple interpretations, and it may have intended and unintended consequences (Becker, 1977; Davis, 1984).

From the meaning and composition of physical signals mentioned above, they agree with the standards of Thai homestay (Table 1) in the first standard about the creation of value for community products that create local artifacts and the ninth standard in standard 9.3 in terms of rules that customers follow rules of homestay that show in signs or symbols pattern (e.g., dress appropriately, do not drink alcohol and make a loud noise to disturb neighbors, do not gamble in the accommodation, do not carry all kinds of weapons, help preserve the environment of the village).

Surveillance

The physical devices introduced within a service environment to verify the conduct of an operation, check the normal of a situation, observe the progress of a procedure, concisely track and monitor someone or something, and guard the actions of offenders, thieves, and criminals are referred to as servicescape surveillance (Cozens et al., 2005; Rittichainuwat & Chakraborty, 2012). In this research, the author references the elements of surveillance according to the study of Bonfanti (2016). Those elements include safety, security, and privacy. Surveillance is environmental design to a key component of examining crime prevention, studied in the field of business management research (Kajalo & Lindblom, 2015). The surveillance encloses both formal form (e.g., guard patrols, closed-circuit television (CCTV) systems, motion detector devices, and other surveillance systems) and informal form (e.g., physical features, activities, and people) (Lindblom & Kajalo, 2011). This is in line with the Thai homestay standard of the Department of Tourism.

Several scholars have given different meanings of safety and security (e.g., Bonfanti, 2016; Enz, 2009; Enz & Taylor, 2002). Safety refers to protecting individuals (e.g. customers and employees) from possible injury, hazard, or death from accidents, dangerous materials, fire, and natural disasters. Security relates to the safeguarding of personnel and assets against criminal activities committed by groups or individuals, as well as the occurrence of harmful acts and incidents as a result of misconduct, omission, and carelessness, such as shoplifting, robbery, and violent criminality.

Privacy has been linked to human dignity and regard for others (Benn, 1971). Service businesses should become aware of other aspects of the marketing relationship that represent the firm's tacit respect for its customers as they become aware of privacy concerns and demand protection. Human aspects of the experience, such as courtesy and friendliness, have been found to affect service quality perceptions (Parasuraman et al., 1985). Consumers may feel the psychological threats posed by awkward processes, invalid transactions, and discomfort perceived as inessential.; for example, people tend to feel uncomfortable if buying their products or using the service will have employees follow all the time.

The ability of a customer to control (a) the involvement of other people in the environment during a market transaction or consumption, and (b) the publicizing of information relevant to or given during those transactions or behaviors to those who were not involved, these are determined as the realm of consumer privacy (Goodwin, 1991). For the service industries, it is the service providers' responsibility to use notices for reminding shoppers that closed-circuit television (CCTV) systems are being used, to avoid infringing on their right to privacy. For feeling not have privacy, in the study of Bonfanti (2016), customers disclosed that any surveillance approach that caused them to feel suspected, embarrassed, or prohibited, as well as a breaking of their privacy right, will be given a negative evaluation. Therefore, all mentioned surveillance correlates the standard Thai homestay in the third standard that showed in Table 1.

Social and Cultural Appeal

Signs, symbols, artifacts, and objects found within a consumption environment that have a common meaning among consumers belonging to a particular ethnic group are referred to as symbolic servicescape (Rosenbaum, 2005). This feature takes into account how some businesses can use signs and symbols to appeal and cater to customers who have a specific ethnic or subcultural background such as Chinese signs for Chinese tourists. On the other hand, customers could be immersed in local life by using signs, symbols, and artifacts infused with local culture in the logo design and in creating an artistic atmosphere (e.g. photogenic spot/area) (Lin, 2004).

Another important part of a servicescape communication staging is cultural elements. Certainly, they can be crucial in a variety of service settings, preferably for experiential services where visitors are required to engage fully with the environment (Dong & Siu, 2013). Culture is an underlying dimension that influences human behavior. It describes the cognitive, affective, and behavioral responses of humans to environmental stimuli (Hofstede, 2001; Pizam & Tasci, 2019; Rokeach, 1973). Arnould et al.'s (1998) study about wilderness servicescape mentioned that the association between guide communicative staging and cultural atmospheres around cultural themes manifestly frames servicescapes as sites where cultural scripts are dramatized.

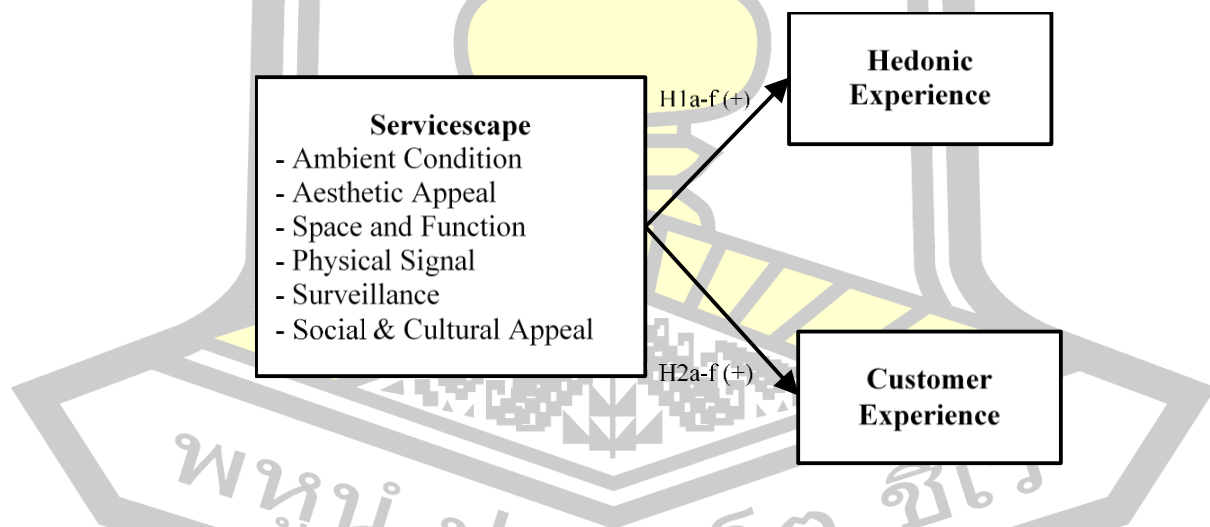
By integrating local products or cultural attributes into tourism, rustic flavored event tourism has also helped to shape the emerging form of rural tourism. For example, the homestay program in Malaysia was initially promoted to provide tourists with cultural experiences of Malaysia's multi-ethnic lifestyles and economic benefits to the local people (Liu, 2006). In addition, Elliot et al. (2013) studied ethnic servicescapes. The findings found ethno-pleasure includes not only hedonic pleasure and eudaimonia but also pleasurable feelings correlated with cultural self-construal. They demonstrated that consumers who associate culturally with ethnicity get more satisfaction from cultural metaphors in servicescape.

These researches mentioned above close to the Thai homestay standard of the Department of Tourism (2012) in Table 1 (i.e., the fourth standard in hospitality aspect about opportunities to exchange information about community life and the seventh standard about culture) and ASEAN Homestay Standard (2016) maintaining local culture and maintaining a normal community life in the cultural term.

The Relationships among Servicescape and its Consequences

This section shows the investigation of the relationships among servicescape, which consists of six proposed dimensions: ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal; and two critical consequences which are hedonic experience and customer experience as shown in Figure 6 below.

Figure 6: The Relationships among Servicescape Dimensions, Hedonic Experience, and Customer Experience



1. Hedonic Experience and Servicescape Relationship

Hedonism is discussed as a theory of well-being, that is, of what is ultimately good for any individual (Crisp, 2006; Moore, 1903). The underpinnings of hedonism stem from the Greek word "hedone", which means pleasure, enjoyment, or delight (Sandoff & Widell, 2008). O'Shaughnessy and O'Shaughnessy (2007) stated

everyone is quite fond of the same hedonism because every person prefers to experience a pleasurable life in some way. They invented four different boundaries of hedonism: (a) psychological hedonism, quoted to pleasure is the only object of desire; (b) ethical hedonism, which cites to pleasure is the only thing people can pursue; and (c) universal hedonism, alluded to people should behave in ways that offer them the most pleasure over time; and (d) rationalizing hedonism, related to the seeking of the pleasure of solely for its own benefit. Fun, imagination, entertainment, arousal, sensory enjoyment, and motivation are all meanings of hedonic consumption (Babin, Darden & Griffin, 1994; Holbrook & Hirschman, 1982), and these values are activated by the desire of a person for sensual enjoyment, idealism, and recreation. According to Hanzaee and Khonsari (2011), hedonic offerings have subjective and intangible characteristics that induce consistent hedonic reactions in consumers. With this context in mind, they claim that the core principle of hedonism is the desire for maximum pleasantness.

Given the nature of hospitality, travel, and tourism, hedonism is a natural lens through which to examine the consumption experience (Titz, 2008). Psychological hedonism is used in the researches field of tourism, leisure, and hospitality to describe hedonic well-being (e.g., Lim, 2014; Reed, 2018). It is the view that avoiding our own pain and increasing our own pleasure are the only ultimate motives people have. Hedonic well-being is concerned with the pleasures in life and how to maximize that pleasure. The term “hedonic,” which derives from the Greek term for “sweet,” means relating to or characterized by pleasure (Merriam-Webster, Inc., 1989, p.561). Historically, value experience has been most often associated with hedonic experience, which has been linked to the classic motivational principle that people approach pleasure and avoid pain (Kahneman & Tversky, 1979), and it is a psychological interest (see Kahneman et al., 1999).

A prior study, on the other hand, has typically used a time slice approach to assess the hedonic effect of a consumption event, either evaluating the hedonic value at one point in time when the event happens or measuring it retrospectively after the event has occurred (Finkenauer, Gallucci, van Dijk & Pollmann, 2007). Consumers' enjoyableness of a consumption experience over time has received relatively little attention in research (Wang, Novemsky & Dhar, 2009). Several travel-related

services, such as a holiday cruise, are mostly consumed for hedonic aims (Hirschman & Holbrook, 1982). Conclusively, hedonic experience refers to experiences that are positive, pleasurable, delighted, and enjoyable (Arnould & Price, 1993; Miao et al., 2011).

Since there is relatively little research that tests the relationship between each dimension of servicescape and hedonic experience, it is interesting to study these relationships in order to see the psychological outcomes of consumers. Thus, hypotheses in this research are based on the test results of the servicescape elements in indicators more than a reference from each dimension of the servicescape. There are researches have examined the hotel servicescape in terms of its effects of hedonic experience according to the S-O-R paradigm or M-R model and servicescape theory (Dedeoglu, Bilgihan, Ye, Buonincontri & Okumus, 2018; Lucas, 2003). Dedeoglu et al. (2018) discussed in detail items that measure servicescape in hotel: sounds; scents; clean; architecture; signs; layout; decoration; and facilities, which all as elements of four dimensions of servicescape in this study (i.e. ambient condition, aesthetic appeal, space and function, physical signal), can generate positive emotions in the guests by affecting their emotional value in terms of pleasure, positive feelings about the experience. Ryu and Jang (2007) mentioned that an optimal ambient of restaurants stimulates the pleasure stage of customers. Bouzaabia (2014) mentioned pleasant ambient scents in retail stores positively influence the level of customer enjoyment, which is a hedonic experience.

In hospitality services, according to Thapa (2007), a good servicescape stimulates emotional processes associated with service use and generates an immediate visual picture in the minds of customers that can affect their overall experience. Consumers are directly subjected to atmospheric surroundings that affect the elicitation of hedonic responses since services are generated and consumed at the same time (Heide & Gronhaug, 2006; Loureiro, Koo & Ribeiro, 2013). Lim (2014) tested good servicescape in detail of items measurement: spatial layout; ambient condition; cleanliness; and artifacts, which all as elements of three dimensions of servicescape in this study (i.e. ambient condition, space and function, physical signal), can generate a positive influence on customer hedonism. Even though some studies mentioned that facilities, layout, and private space are not significant to hedonic

experiences, such as in the context of festivals (Grappi & Montanari, 2011), fashion retail stores (Triantafillidou, Siomkos & Papafilippaki, 2017), and cheap hostels (Ariyakula, 2016), this study considers that space and function remain important for tourism and accommodation businesses in creating a hedonic experience.

Giving a sense of safety and security helps reducing stress and to make one feel good which affects to hedonic experience (Stelmaszewska, Fields & Blandford, 2004). In the healthcare industry, Han et al. (2018) mentioned to healthcare environment: cleanliness; ambiance and facilities; location and look; appealing decoration; and safety, which all as elements of four dimensions of servicescape in this study (i.e. ambient condition, aesthetic appeal, space and function, surveillance), that have an impact on patients to relieve their stress which as hedonic servicescape. In part of the social and cultural appeal dimension, Chiu, Lee, and Chen (2014) argued that visitors in tourism services are seeking authentic experiences, untainted, natural environment in harmony with local traditional culture, which these experiences are driven by hedonic appeals.

There has been a study that found not all memorable tourist experiences are associated with hedonic pleasure and that the same can be said for different experiences in the same consumption terms (Knobloch, Robertson & Aitken, 2014). Individual experiences outcomes were powerfully characterized by emotions. As a result, there has been researching indicated that not all emotions are positive, and not all experiences can necessarily be classified as hedonic experiences (Knobloch, Robertson & Aitken, 2017). In addition, Sheng, Siguaw, and Simpson (2016) argued that not every attribute of the servicescape contributes to the well-being of frequent visitors to a travel destination, some attributes were identified as dissatisfiers or low impact on well-being. Despite their research showed the role of negative emotions mostly, especially those related to tourist experiences, but from other literature mentioned above, this research continues to focus on the hedonic experience with servicescape as a positive and memorable experience.

As mentioned above, accordingly, this study proposes the following hypotheses:

Hypothesis 1a: Ambient condition positive influences hedonic experience.

Hypothesis 1b: Aesthetic appeal positive influences hedonic experience.

Hypothesis 1c: Space and function positive influences hedonic experience.

Hypothesis 1d: Physical signal positive influences hedonic experience.

Hypothesis 1e: Surveillance positive influences hedonic experience.

Hypothesis 1f: Social and cultural appeal positive influences hedonic experience.

2. Customer Experience and Servicescape Relationship

Definitions of experience differ depending on the situations and grounds for the experience. Carbone and Haeckel (1994) refer to experience as takeaway impressions that customers have when they encounter products, services, and businesses. Pine and Gilmore (1999) interpreted experiences are created when “a company intentionally uses services as the stage and goods as props, to engage individual customers in a way that creates a memorable event” (Pine & Gilmore, 1999, p.11). Moreover, interpretation of experience about servicescape, Haeckel et al. (2003) mentioned that “total experience means the feelings customers take away from their interaction with a firm’s goods, services, and atmospheric stimuli” (Haeckel et al., 2003, p.18). The dominant view treats servicescapes from an atmospheric perspective (Turley & Fugate, 1992) and focuses on the effect of the servicescape on the customer experience.

Customer experience is defined by several scholars. An interaction between a customer and an organization is referred to as a customer experience. It is a combination of an organization's physical performance, stimulated senses, and originated emotions, all of which are intuitively admeasured against the expectations of the customer at all moments of contact (Shaw & Ivens, 2005). Chen and Lin (2015) mentioned customer experience as the cognitive acknowledgment or perception that

follows from a stimulated motivation of a customer who observes or participates in an event.

The customer experience has been identified by Pine and Gilmore (1998) that having four realms: entertainment, education, esthetic, and escapism. These four boundaries differ on two axes: the level of customer engagement and the customer's connection to the environment (Hosany & Witham, 2010). First, entertainment develops as the customer observes passive absorption, such as observing the local lifestyle (Oh, Fiore & Jeong, 2007). Second, esthetic involves the consumer taking passive participation in the experience and immersing themselves in it. A visit to a luxury hotel with a beautiful servicescape or a breathtaking view of the falls are examples of esthetic experiences (Mehmetoglu & Engen, 2011). Third, education refers to an experience in which the individual actively participates while also absorbing information, such as learning about a village's culture. Fourth, escapism occurs when a person has an effect on actual performances in a real or virtual world, such as withdrawing from a daily routine to go on vacation (Hosany & Witham, 2010). To summarise, customer experiences in four domains of Pine and Gilmore (1998) influence customers' emotions and satisfaction levels (Ali, Hussain & Ragavan, 2014; Hosany & Witham, 2010; Mehmetoglu & Engen, 2011).

Among these factors, servicescape variables are important variables that hotel managers must attend to in creating such an experience (Martín-Ruiz et al., 2012). Cheng, Tang, Shih, and Wang (2016) studied designing lifestyle hotels, mentioned that using sign and artifact elements provides customers with a novel local-culture experience. Pareigis, Echeverri, and Edvardsson (2012) found that their findings extend knowledge about activities and interactions when using resources in servicescape processes and the customers' responses that result in the customer experience in public transportation. Dong and Siu (2013) found that the substantive and communicative staging of servicescapes a positive relationship with visitor's experience evaluations.

As well as the relationship between each dimension of servicescape and hedonic experience, there are relatively minor studies that test the relationship between each dimension of servicescape and customer experience. Thus, hypotheses in this research are partly based on research that tests the direct relationship with each

dimension of the servicescape and some references are based on the test results of the servicescape elements in indicators. First, the relationship between ambient condition dimension and customer experience, Studies of Wakefield and Blodgett (1999) and Dong and Siu (2013) found that the tangible service factor (i.e. ambient) positive effect on the level of excitement that customers experience. In addition, Walls, Okumus, Wang, and Kwun's (2011) research suggested that ambiance is very important to the stay experience.

Second, the relationship between aesthetic appeal dimension and customer experience, Wakefield and Blodgett's (1999) study found that building design and décor positive effect on customer experience. Besides, Dong and Siu's (2013) study had tested elements of servicescape found that aesthetic appeal positively relates to customer service experience evaluation. Third, the relationship between space and function dimension and customer experience, there have been the few pieces of research mentioned that facilities and layout are not significant to arousal and some element of customer experience, such as in the context of festivals (Grappi & Montanari, 2011) and fashion retail stores (Triantafillidou et al., 2017). Yet, several studies confirmed that space and function are a significant impact on arousal or customer experience in positive (e.g., Dong & Siu, 2013; Hyun & Kang, 2014; Wakefield & Blodgett, 1999; Walls et al., 2011).

Fourth, the relationship between the physical signal dimension and customer experience, Walls et al. (2011) found that consumers who engaged in hospitality services often rely on the physical environment, including physical signal, from which it forms their customer experience. Moreover, Dong and Siu (2013) confirmed physical signals that positively relate to customer service experience evaluation. Fifth, the relationship between the surveillance dimension and customer experience, according to some studies, customers have a variety of expectations when it comes to surveillance practices (Kajalo & Lindblom, 2016). Neglecting or ignoring the experiential aspect during surveillance management can result in a negative quality judgment from customers, even if the core service is provided effectively (Bonfanti, 2016). Bonfanti (2016) studied servicescapes surveillance management. The acceptable service level for the participants in the focus group interviews of his research was primarily concerned with expecting a safe and secure service

environment as well as the right to privacy, while the desired service level was concerned with locating a surveillance level that met their needs for having a positive service experience in the servicescape.

Finally, the relationship between social and cultural appeal dimension and customer experience, Suwaryono, Rosinta, and Soeling's (2014) research mentioned to the specific atmosphere created for a museum should be prepared from the outset, so that visitors can undergo a complete experience from their visit to a museum. A museum is a form of service business, closely related to the tourism industry, particularly cultural tourism. The authenticity of a tourism experience for customers can be developed by interaction with local people, according to Wanhill (2000), which explains the attraction of bed and breakfast establishments, farm-stays, and the like to appeal to many cultural tourists. Many visitors prefer B&Bs, hostels, and similar smaller establishments because they provide a more authentic tourism experience, which can be heightened by genuine interaction with locals (Miettinen, 2007; Wanhill, 2000; Zehrer, 2009).

From all the above mentioned, these relationships lead to positing the following hypotheses:

Hypothesis 2a: Ambient condition positive influences customer experience.

Hypothesis 2b: Aesthetic appeal positive influences customer experience.

Hypothesis 2c: Space and function positive influences customer experience.

Hypothesis 2d: Physical signal positive influences customer experience.

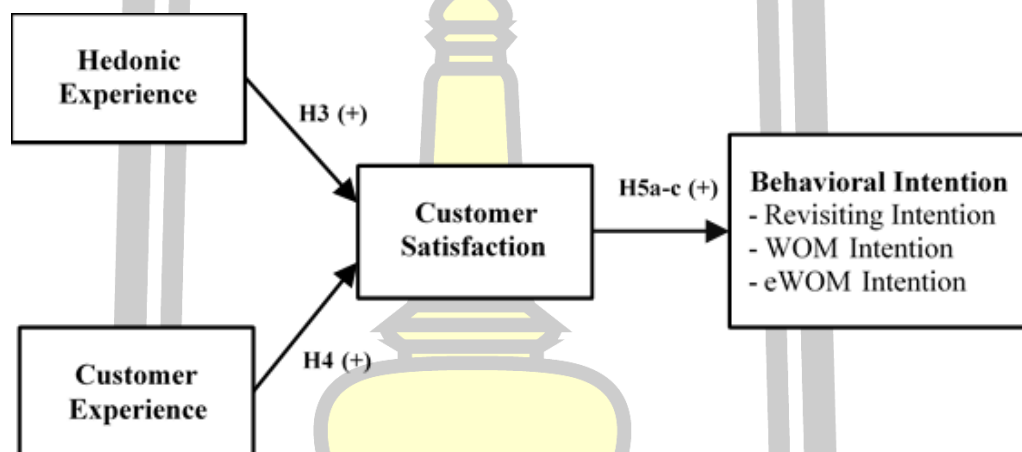
Hypothesis 2e: Surveillance positive influences customer experience.

Hypothesis 2f: Social and cultural appeal positive influences customer experience.

The Relationship among the Consequences of Servicescape

This section examines the relationships among the consequences of servicescape consisting of perceived service quality, customer experience, customer perceived value, customer satisfaction, and behavioral intention. The literature review on the definition of each construct and purposed hypotheses are discussed in Figure 7 below.

Figure 7: The Relationships among the Consequences of Servicescape



1. Customer Satisfaction and Relation with Hedonic Experience and Customer Experience

Satisfaction refers to the perceived difference between prior expectations and perceived performance after consumption; dissatisfaction arises when performance falls short of expectations (Richard L. Oliver, 1980). Satisfaction was defined as an emotional response to service attributes and service information, it is argued to be the immediate reaction to service dimensions which include attributes and processes (Spreng, MacKenzie & Olshavsky, 1996).

As the emotional stages in the M-R model and appraisal to emotional response in the self-regulation process theory, there are several kinds of research that have found the relationship between customer satisfaction, hedonic experience, and

customer experience. Westbrook (1987) argued that satisfaction includes an evaluation of the consumption emotions elicited by-product or service usage.

Marketing researchers identified a strong linkage between hedonic values and satisfaction, suggesting that hedonic values have a positive effect on customer satisfaction (Babin et al., 1994; Sim, Mak & Jones, 2006). Chang, Burns, and Francis (2004) asserted that the more exciting and pleasurable a service consumption experience, the higher is the level of satisfaction consumers feel. Ha and Jang (2010) examined the hedonic value of the dining experience at a Korean restaurant. They found that the hedonic value of the experience positively influences customer satisfaction. However, limited research has investigated the relationship between the hedonic experience and satisfaction (e.g., Grappi & Montanari, 2011; Lim, 2014). Grappi and Montanari (2011) affirmed that hedonism strongly affects satisfaction. They explained that, essentially, festival consumers expect an enjoyable, delightful, and pleasurable experience - namely, the components of hedonic experience -, and the more hedonic experience they are, the more satisfied they will be. In addition, Lim (2014) mentioned that a high hedonic emotional state positively influences satisfaction in hospitality services.

Customer satisfaction and customer experience show a supportive relationship with each other (Fornell, 1992), even though they are distinct constructs (Garbarino & Johnson, 1999). Caruana (2002) suggested that customer satisfaction is a customer experience outcome. Customer experience management has thus become a crucial element for developing and sustaining customer satisfaction (Chakravorti, 2011). Grace and O'Cass (2004) research with bank consumer, the results indicate that the service experience has a positive effect on the consumer's satisfaction. Some researchers summarise that Pine and Gilmore's (1998) four realms of customer experiences influence customers' emotions and satisfaction levels (F. Ali et al., 2014; Hosany & Witham, 2010; Mehmetoglu & Engen, 2011). Furthermore, there is research on hotels and tourism mentioned customer experience that positively influences customer satisfaction (Khan, Garg & Rahman, 2015; Kim, 2018; Ren, Qiu, Wang & Lin, 2016).

Therefore, from mentioned above, propositions of the relationship between customer satisfaction, hedonic experience, and customer experience as shown below:

Hypothesis 3: The customer who has a positive hedonic experience will have a positive effect on customer satisfaction.

Hypothesis 4: The customer who has a positive customer experience will have a positive effect on customer satisfaction.

2. Behavioral Intention and Direct Relation with Customer Satisfaction

Behavioral intention refers to the degree to which an individual has made deliberate arrangements to perform future actions (Warshaw & Davis, 1985). Favorable behavioral intentions, according to Zeithaml et al. (1996), imply that consumers have formed a bond with the company and provide positive reports about it, willing up to pay a price premium, recommending products or services to others, and maintaining loyalty to it. Behavioral intentions serve as a proxy for real behavior (Fishbein & Ajzen, 1975). As a result, when consumers show a desire to revisit and suggest services to others, it is a good sign (Kuo et al., 2012). Therefore, these behavioral intentions are seen as consequences that are affected by consumer attitude and emotion.

Several studies have addressed emotion reaction or customer satisfaction in affecting behavioral intentions (e.g., Ali, 2015; Chang, 2016; Chen & Chen, 2010; Chen & Lin, 2015; Grappi & Montanari, 2011; Hutchinson, Lai & Wang, 2009; Jang & Feng, 2007; Jang & Namkung, 2009; Jani & Han, 2011; Lim, 2014; Lucas, 2003). In this study, behavioral intentions are considered to include revisiting, word-of-mouth (WOM), and electronic word-of-mouth (eWOM) intentions (Hutchinson et al., 2009; Jani & Han, 2011). A detailed discussion of three behavioral intention dimensions is mentioned below.

Revisiting Intention

A type of post-consumption behavior for tourists that have been popular and as the main research topic in tourism literature is the intention to repeat visit a tourism destination (Cole & Scott, 2004; Li, Wen & Ying, 2018). Revisiting intention is

defined as the intentions in the future of consumers to repeatedly advocate the same product, brand, or place (Lee & Back, 2008). In the tourism context, revisiting intention is defined as the intent of tourists to repeat visit the same destination (Chin, Law, Lo & Ramayah, 2018; Oliver, 1997).

Customer satisfaction is one of the assessment variables, which was proposed the most, to explain revisit intention (e.g., Bowen, 2001; Hutchinson et al., 2009; Jang & Feng, 2007; Lim, 2014; Oh, 1999; Um, Chon & Ro, 2006). The main reason that influenced the intention to revisit is tourist satisfaction (Alegre & Cladera, 2009; Petrick, Morais & Norman, 2001). Several pieces of the literature confirmed that tourist satisfaction positive impact on intention to revisit tourism destinations (Assaker & Hallak, 2013; Chen & Chen, 2010; Chin et al., 2018; Grappi & Montanari, 2011; Khasawneh & Alfandi, 2019). Furthermore, there were mentions of satisfaction that affected from perceptions of servicescape and cause the intention or not to return (Berry, Shankar, Parish, Cadwallader & Dotzel, 2006; Le Bel, 2005). In the football stadium service case, the results confirmed that satisfaction, influenced by servicescape, has a positive effect on revisiting intention (Fernandes & Neves, 2014).

Word-of-Mouth Intention

Word-of-mouth (WOM) intention, is another popular dimension in measuring behavioral intentions (e.g., Babin, Lee, Kim & Griffin, 2005; Chen & Chen, 2010; Hutchinson et al., 2009; Lucas, 2003; Said, Sukarno, Razak, Ahmad & Rashid, 2018). WOM, according to Westbrook (1987), is made up of informal communications aimed at other customers regarding the possession, use, or characteristics of specific products and services, as well as their sellers. In addition, Anderson (1998) mentioned that WOM involves sharing fun, vivid, or novel experiences; making suggestions to others; even outstanding display. Hawkins et al. (2010) defined WOM as an informal communication process that allowed consumers to share information regarding products and services. WOM can instill a brand in the consumer minds which leads to a better understanding and overall brand impression. Therefore, WOM intention is a post-purchase behavior that important to the service businesses (Said et al., 2018).

As theory dictates in service marketplace research, satisfaction is expected that positively associate with WOM (Mangold, Miller & Brockway, 1999). The prior studies in various service industries have indicated that satisfaction of customers has influences on WOM (e.g., Anwar & Gulzar, 2011; Casalo et al., 2010; de Matos & Rossi, 2008; Neelamegham & Jain, 1999; Westbrook, 1987) and WOM intention (e.g., Babin et al., 2005; Grappi & Montanari, 2011; Ha & Im, 2012; Lim, 2014; Tripathi, 2017; Wang, Wang, Xue, Wang & Li, 2018).

Electronic Word-of-Mouth Intention

Electronic word-of-mouth (eWOM) intention, is the most modern in three dimensions of behavioral intentions. The effect of WOM may be changing, at least partially due to the growth in electronic communication via the internet (Liu, Sudharshan & Hamer, 2000). Having internet, website design, and social media made traditional word-of-mouth (WOM), changed to more form of electronic word-of-mouth (eWOM) (Phan, Rivas & Bat, 2019; Sohn, 2009). The word "eWOM" has been described as any positive or negative comment made about a product or business by potential, current, or former customers that is made accessible to a large number of people and institutions through the internet (Hennig-Thurau et al., 2004).

Generally, eWOM occurs through written words online or as a statement through a customer's internet access (Siqueira Jr. et al., 2019), in which the information may express both positive and negative opinions (Hennig-Thurau et al., 2004). Previous research showed high eWOM intention on dense social networks more than one-to-one information transfer (Sohn, 2009). In addition, the "Study of Thai Tourists' Behavior with Potential in Spending" of the Tourism Authority of Thailand (TAT) (2018) explored behaviors of Thai tourists and found that the majority of tourists (84.8%) shared their travel experiences after the trip by sharing via Facebook the most. Therefore, this study defined eWOM intention as the intent of customers to share their experiences with others and say things about service via the internet or online media (Yang, 2017).

Few studies have examined the effects of customer satisfaction on eWOM intention (Finn et al., 2009; Yang, 2017). However, some research studies also mentioned that customers who were pleased with the service tended to spread the

opinions in the form of positive eWOM (e.g., Jeong & Jang, 2011; Lii & Lee, 2012; Pantelidis, 2010; Tsao & Hsieh, 2012).

Therefore, with all of the above regarding the relationship between the three behavioral intentions and customer satisfaction, the hypotheses are that:

Hypothesis 5a: Revisiting intention will be positively influenced by customer satisfaction.

Hypothesis 5b: WOM intention will be positively influenced by customer satisfaction.

Hypothesis 5c: eWOM intention will be positively influenced by customer satisfaction.

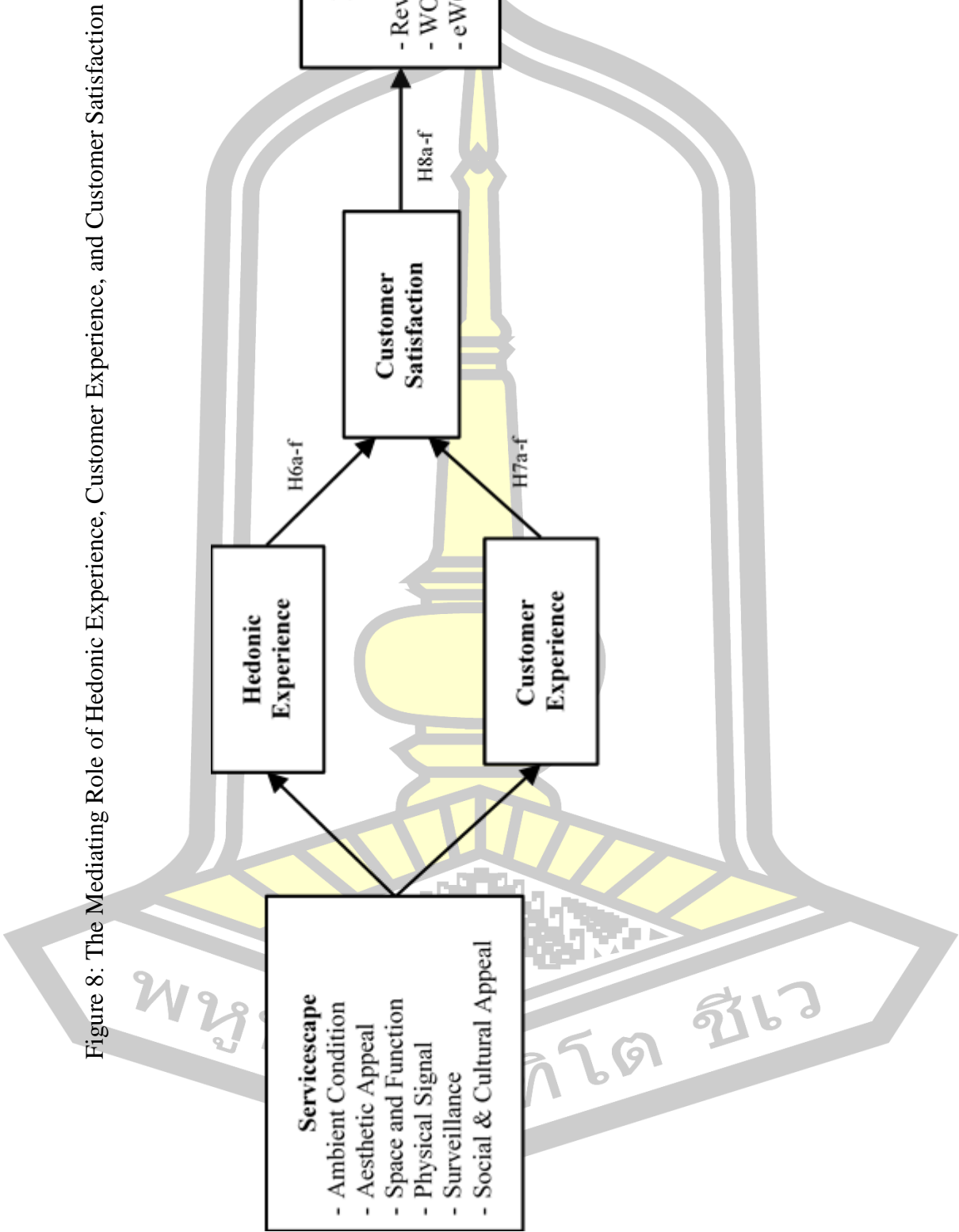
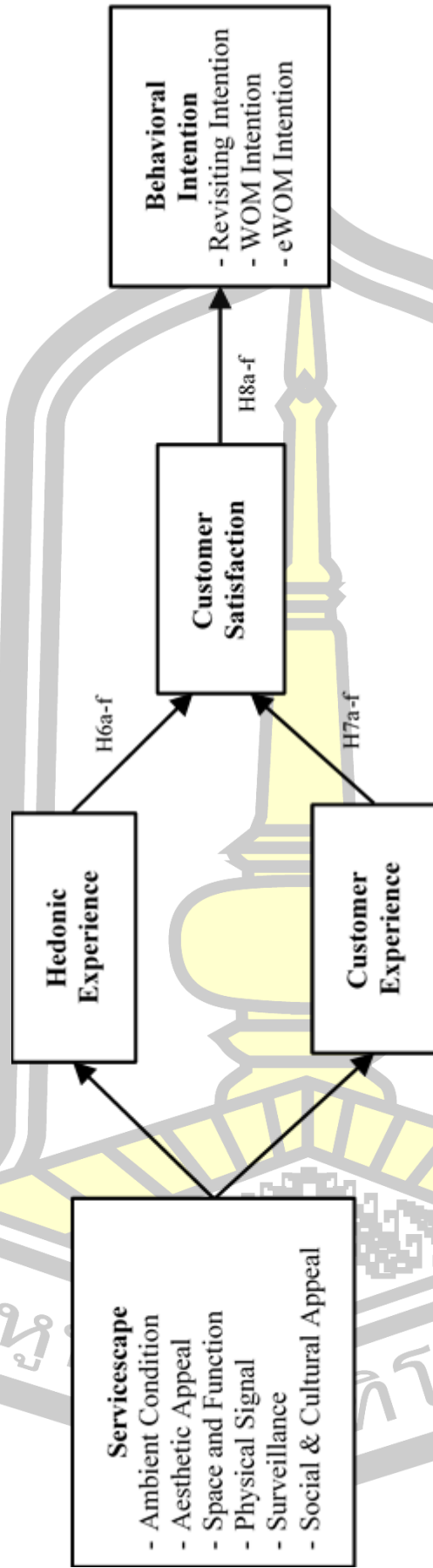
The Mediating Role of Hedonic Experience, Customer Experience, and Customer Satisfaction

This section examines the mediating variables of servicescape consisting of hedonic experience, customer experience, and customer satisfaction that mediated the relationships between servicescape and behavioral intention. The literature review on the relationship of each construct and purposed hypotheses are discussed in Figure 8 below.

For hedonic experience in the mediator role, Babin and Attaway (2000) pointed out that a positive value perception of the servicescape's physical environment creates positive feelings and long-lasting satisfaction for consumers.

พหุ ประถมศึกษา

Figure 8: The Mediating Role of Hedonic Experience, Customer Experience, and Customer Satisfaction



Reimer and Kuehn (2005) argued that the servicescape is of greater importance in determining customer satisfaction in a hedonic service compared to a utilitarian service. They posited a conducive servicescape for a tourist destination is vital to establish interaction between visitors, physical surroundings, and facilities to elicit tourist satisfaction are driven by hedonic appeals. Since the outlook and comfort of the business environment provide experiential value, it can be expected that servicescapes create satisfaction in nurturing hedonic value perceptions (Rayburn & Voss, 2013). Lim's (2014) study showed that hedonism positively connects the relationship between servicescape and customer satisfaction.

Therefore, all relationship that mentioned is proposed as shown below:

Hypothesis 6a: Hedonic experience mediates the relationship between ambient condition and customer satisfaction.

Hypothesis 6b: Hedonic experience mediates the relationship between aesthetic appeal and customer satisfaction.

Hypothesis 6c: Hedonic experience mediates the relationship between space and function and customer satisfaction.

Hypothesis 6d: Hedonic experience mediates the relationship between physical signal and customer satisfaction.

Hypothesis 6e: Hedonic experience mediates the relationship between surveillance and customer satisfaction.

Hypothesis 6f: Hedonic experience mediates the relationship between social and cultural appeal and customer satisfaction

Grace and O'Cass's (2004) results indicated that the service experience from servicescape significantly affects the consumer's satisfaction. Yoshida and James (2010) shown that the relationship between satisfaction and space and function of sporting events, as the dimension of servicescape, is connected by customer experience. Bonfanti (2016) mentioned that experience from servicescape surveillance must be compatible with customer satisfaction. Customers are acceptably

satisfied when servicescape surveillance offers them experiences of physical safety, economic security, and the right to privacy.

Consequently, proposition as shown below:

Hypothesis 7a: Customer experience mediates the relationship between ambient condition and customer satisfaction.

Hypothesis 7b: Customer experience mediates the relationship between aesthetic appeal and customer satisfaction.

Hypothesis 7c: Customer experience mediates the relationship between space and function and customer satisfaction.

Hypothesis 7d: Customer experience mediates the relationship between physical signal and customer satisfaction.

Hypothesis 7e: Customer experience mediates the relationship between surveillance and customer satisfaction.

Hypothesis 7f: Customer experience mediates the relationship between social and cultural appeal and customer satisfaction.

In principle, every customer visits a service company with specific intent or target in mind, which the servicescape will advocate or damage (Bitner, 1992). Consequently, physical environment perceptions can influence and constrain satisfaction and, in a roundabout way, the intention to return (Berry et al., 2006; Le Bel, 2005). Customers in a service environment can be exposed to a range of stimuli that could influence their satisfaction with the service experience and consequent behavioral expressions (Herrington, 1996). The better experiences lead to positive feelings and emotions due to that consumer want to repeat these experiences that not only influence the satisfaction of the customer but also results in positive customer behavior to business (Khan et al., 2015).

Reimer and Kuehn (2005) posited that tourist satisfaction from hedonic experience in leisure servicescape leads to repeat visits. Babin et al.'s (2005) study found that hedonic value displays a positive relationship with customer satisfaction, and as expected, increased satisfaction has effects on increasing WOM. Ha and Jang

(2010) revealed that hedonic value from an ethnic restaurant also significantly influences customer satisfaction and customer satisfaction positive impacts on behavioral intentions (i.e., revisit intention and WOM intention). In addition, there are researches on hotels and hospitality mentioned that emotional reaction (e.g. satisfaction) caused by hedonic experiences, from the influence of servicescape, have a positive effect on behavioral intentions such as revisiting intention and WOM intention (Dedeoglu et al., 2018; Lim, 2014).

For customer experience, Yoshida and James (2010) mentioned to satisfaction from the service customers experience at a sporting event has a positive impact on their behavioral intentions. Various researches about tourism and hospitality showed that customer satisfaction is a mediator of customer experience which influences behavioral intention (e.g., Chang & Wang, 2011; Chen & Chen, 2010; Chen & Lin, 2015; Hosany & Witham, 2010; Khan et al., 2015). A deeper study into behavioral intention dimensions, in several contexts, explained the influence of customer experience on customer satisfaction (Anderson & Mittal, 2000) and word-of-mouth (Babin et al., 2005; Hennig-Thurau, Gwinner & Gremler, 2002; Voss & Zomerdijk, 2007).

In the context of festival-style tourism, Lee, Lee, Lee, and Babin (2008) stated that the more satisfied consumers with the festival experience, the more re-patronize they are. Likewise, Grappi and Montanari (2011) suggest that the impact of positive customer emotions or experiences from the festival on re-patronize intentions behavior, which is revisiting intention and WOM intention, are fully mediated by satisfaction. Based on the review of the servicescape literature, it appears that the servicescape can actually influence the degree of success customers experience, if the customer may have an unsatisfied encounter with the physical environment experience, then is not likely to revisit (Kim & Moon, 2009; Russell & Snodgrass, 1987). Furthermore, Lucas (2003) mentioned to satisfaction occurred from slot experience in casino servicescape positively impact both revisiting intention and WOM intention.

Accordingly, for the role of customer satisfaction as a mediator, propositions followed below:

Hypothesis 8a: Customer satisfaction mediates the relationship between hedonic experience and revisiting intention.

Hypothesis 8b: Customer satisfaction mediates the relationship between hedonic experience and WOM intention.

Hypothesis 8c: Customer satisfaction mediates the relationship between hedonic experience and eWOM intention.

Hypothesis 8d: Customer satisfaction mediates the relationship between customer experience and revisiting intention.

Hypothesis 8e: Customer satisfaction mediates the relationship between customer experience and WOM intention.

Hypothesis 8f: Customer satisfaction mediates the relationship between customer experience and eWOM intention.

Summary

In conclusion, servicescape is the main concern of this research that is focused on its dimensions and its consequences. In this research, servicescape has six dimensions comprised of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal. Moreover, this research investigates the relationship of servicescape's consequences consist of hedonic experience, customer experience, customer satisfaction, and behavioral intention that comprised of revisiting intention, WOM intention, and eWOM intention. Furthermore, this research also investigates the influence of four mediating variables including hedonic experience, customer experience, customer satisfaction, as emotional states in the M-R model, that mediated the relationship between servicescape, as environmental stimuli in the M-R model, and behavioral intention which as approach or avoidance in the M-R model.

This chapter discusses the theoretical foundations, the literature review, and the hypotheses development. Consequently, this chapter has detailed the two theoretical foundations, including the M-R model and the self-regulation process theory. Moreover, this chapter demonstrates the literature review with all its constructs in the conceptual model of servicescape as well as its consequences. Finally, the hypotheses development has proposed a set of thirty-five testable hypotheses. Therefore, the related hypotheses are postulated and the summary of all hypotheses is presented in Table 3 as shown below.

The next chapter describes the research methods including the sample selection and data collection procedure, the variable measurements of each construct, the instrumental verification, the statistics and equations to test all thirty-five hypotheses, and the summarized definitions and operational variables of the constructs for the research.

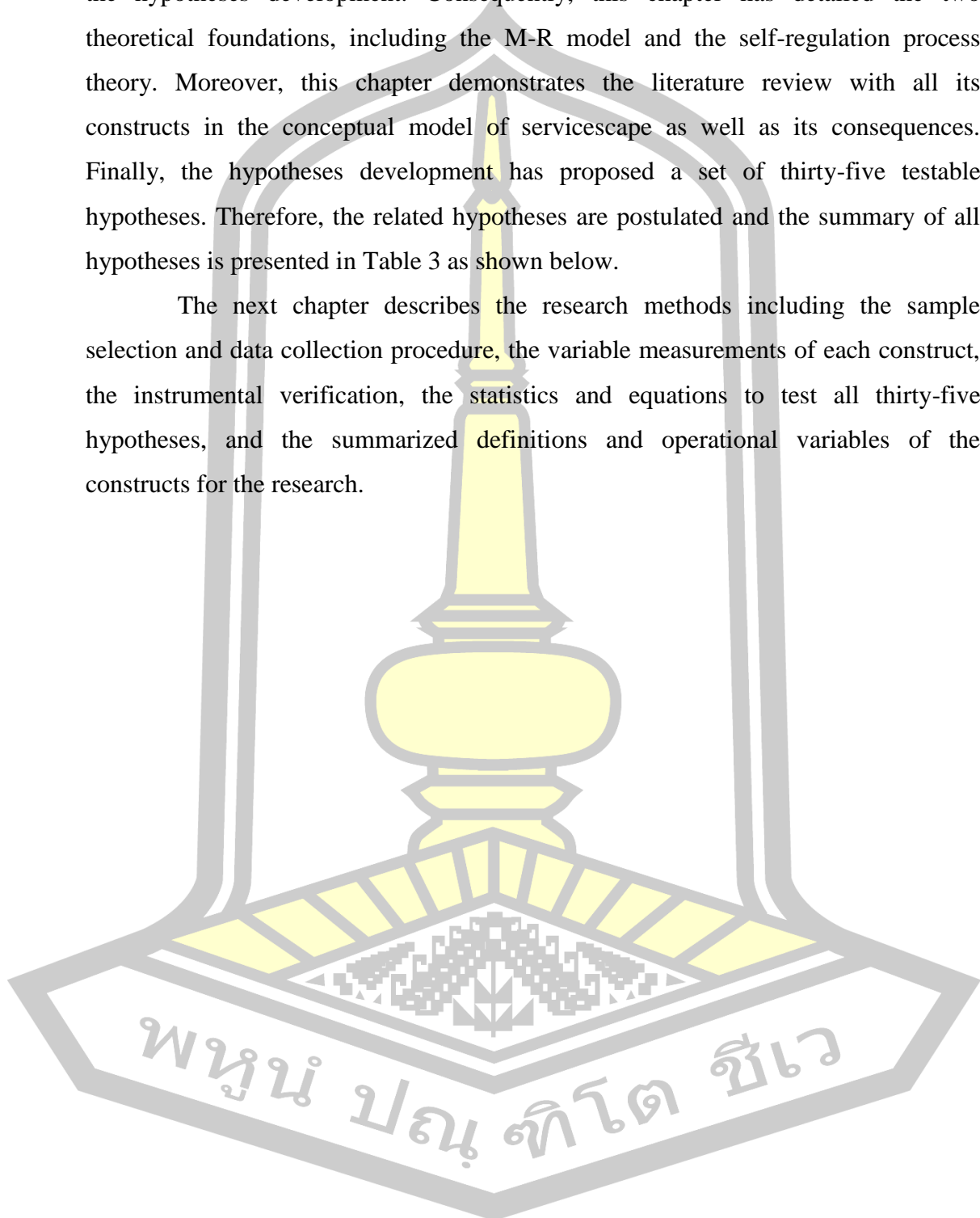


Table 3: The Summary of Hypothesized Relationships

| Hypothesis | Description of Hypothesized Relationships |
|------------|---|
| H1a | Ambient condition positive influences hedonic experience. |
| H1b | Aesthetic appeal positive influences hedonic experience. |
| H1c | Space and function positive influences hedonic experience. |
| H1d | Physical signal positive influences hedonic experience. |
| H1e | Surveillance positive influences hedonic experience. |
| H1f | Social and cultural appeal positive influences hedonic experience. |
| H2a | Ambient condition positive influences customer experience. |
| H2b | Aesthetic appeal positive influences customer experience. |
| H2c | Space and function positive influences customer experience. |
| H2d | Physical signal positive influences customer experience. |
| H2e | Surveillance positive influences customer experience. |
| H2f | Social and cultural appeal positive influences customer experience. |
| H3 | The customer who has a positive hedonic experience will have a positive effect on customer satisfaction. |
| H4 | The customer who has a positive customer experience will have a positive effect on customer satisfaction. |

Table 3: The Summary of Hypothesized Relationships (Continued)

| Hypothesis | Description of Hypothesized Relationships |
|------------|---|
| H5a | Revisiting intention will be positively influenced by customer satisfaction. |
| H5b | WOM intention will be positively influenced by customer satisfaction. |
| H5c | eWOM intention will be positively influenced by customer satisfaction. |
| H6a | Hedonic experience mediates the relationship between ambient condition and customer satisfaction. |
| H6b | Hedonic experience mediates the relationship between aesthetic appeal and customer satisfaction. |
| H6c | Hedonic experience mediates the relationship between space and function and customer satisfaction. |
| H6d | Hedonic experience mediates the relationship between physical signal and customer satisfaction. |
| H6e | Hedonic experience mediates the relationship between surveillance and customer satisfaction. |
| H6f | Hedonic experience mediates the relationship between social and cultural appeal and customer satisfaction |
| H7a | Customer experience mediates the relationship between ambient condition and customer satisfaction. |
| H7b | Customer experience mediates the relationship between aesthetic appeal and customer satisfaction. |

Table 3: The Summary of Hypothesized Relationships (Continued)

| Hypothesis | Description of Hypothesized Relationships |
|------------|---|
| H7c | Customer experience mediates the relationship between space and function and customer satisfaction. |
| H7d | Customer experience mediates the relationship between physical signal and customer satisfaction. |
| H7e | Customer experience mediates the relationship between surveillance and customer satisfaction. |
| H7f | Customer experience mediates the relationship between social and cultural appeal and customer satisfaction. |
| H8a | Customer satisfaction mediates the relationship between hedonic experience and revisiting intention. |
| H8b | Customer satisfaction mediates the relationship between hedonic experience and WOM intention. |
| H8c | Customer satisfaction mediates the relationship between hedonic experience and eWOM intention. |
| H8d | Customer satisfaction mediates the relationship between customer experience and revisiting intention. |
| H8e | Customer satisfaction mediates the relationship between customer experience and WOM intention. |
| H8f | Customer satisfaction mediates the relationship between customer experience and eWOM intention. |

CHAPTER III

RESEARCH METHODS

The prior chapter thoroughly described the understanding of value creation strategy with a theoretical foundation, literature review, conceptual framework, and hypotheses development. Consequently, research methods help to clearly understand the testable hypotheses. This research investigates six independent variables (i.e., ambient conditions, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal), four mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction), and three dependent variables (i.e., revisiting intention, WOM intention, and eWOM intention).

This chapter describes the research methods which are organized as follows. Firstly, the sample selection and data collection procedure part, which includes the population and sample, the data collection, and the test of non-response bias, are detailed. Secondly, the variable measurements are delineated. Thirdly, the method part includes the test of validity and reliability, analytical statistics, and Structural equation modeling (SEM) analysis with Amos. Finally, the table that presents the summary of the definitions and operational variables of the constructs is included.

Sample Selection and Data Collection Procedure

To empirically investigate the role of servicescape, this research focuses on the study in the context of the homestay industry in Thailand because Thai homestays show the distinctive characteristics of servicescape. Homestay tourism is in community-based tourism (CBT), is in the form of alternative tourism, which is currently receiving a great deal of attention (Kontogeorgopoulos et al., 2015; Lunkam, 2018; World Tourism Organization, 2016).

1. Population and Sample

To guarantee the homestay for tourists to be confident when traveling in a homestay, the Ministry of Tourism and Sports has determined that the assessment of "Thai homestay standards" to be assessed and certified for homestay standards in Thailand. Together with Thailand going into the ASEAN community in the year 2015 and ASEAN have set the standards for ASEAN homestay together to be used as the same assessment standard throughout ASEAN, thus increasing the homestay standard guarantee and increasing the confidence that tourists have to go to a homestay that has received international standards.

Therefore, the population in this research is randomly selected from tourists who have visited 175 homestays in Thailand which are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019). Separated by region of Thailand, there are 15 homestays in the central region, 10 in the eastern region, 2 in the west, 23 in the south, 65 in the north, and 60 in the northeast. (Department of Tourism, 2019).

The sample size in this research uses the rule of thumb for the structural equation model (SEM) to calculate the sample size. Although the determination of appropriate sample size is a critical issue in SEM, unfortunately, there is no consensus in the literature regarding what would be the proper sample size for SEM. Some evidence exists that simple SEM models could be meaningfully tested even if the sample size is quite small (Hoyle & Kenny, 1999; Wen, Marsh & Hau, 2002), but usually, $N = 100 - 150$ is considered the minimum sample size for conducting SEM (Anderson & Gerbing, 1988; Ding, Velicer & Harlow, 1995). Some researchers believe an even larger sample size for SEM, for example, simulation studies show that with normally distributed indicator variables and no missing data, a reasonable sample size for a simple CFA model is about $N = 150$ (Muthén & Muthén, 2002). For more than 7 latent variables and each latent variable are measured from the observed variable less than or more than 3 variables, Hair, Black, Babin, and Anderson (2010) propose conditions to determine the minimum sample size for structural equation model analysis that the minimum sample size is equal to 500.

Based on the conditions mentioned above, this research enters the criteria of Hair et al. (2010) because there are more than seven variables. Therefore, the author chose the criteria of Hair et al. (2010), i.e. the number of samples equal to 500 customers. Based on calculations with the population of 175 homestays, this research will need to collect a sample size per one homestay equal to 3 people ($500/175 = 3$).

2. Data Collection

In this research, the main research instrument is a questionnaire. It is appropriate because it is a widely-used method for large-scale data collection in a geographical area (Neuman, 2006). The questionnaire uses less time to ask many people at once. The respondent can choose their own opinion in an answer. The questionnaire can improve the question by using statistical techniques. Mainly because a behavioral marketing manager often uses this method, it can be widely and thoroughly collected from a representative population in a variety of locations at a lower cost (Kwok & Sharp, 1998). The advantages of storing data using questionnaires to answer the mail are to enable those with more time to respond.

The collection of questionnaires in this research is collected in two ways: mailing and collecting data manually. The first way is mailing to the host of each homestay in Thailand, who will collect information from their customers who are proposed to be the key informants. The second way, the researcher collected data by oneself with the homestay's customers by sending online questionnaires. Collecting data manually to get the most realistic information, but due to time and budget constraints, data collection methods cannot be used in this method one way; and besides, mailing questionnaires is effective (Neuman, 2006). The authors, therefore, choose this method to collect information only in some homestays.

The key informants are tourists or customers of homestay in Thailand. These key informants are appropriate because they are direct customers, as well as can provide the real information and true answer of their attitude and behavioral intention. Moreover, to facilitate the respondents, each package of the instrument consists of a cover letter containing an explanation of the research, a questionnaire, and a postage pre-paid return mail.

The data are collected by a valid and reliable self-administered questionnaire which consists of nine sections. The choice of questionnaire uses multiple choices and scale questions because it is easier and quicker for respondents to answer and easier to code and statistically analyze (Neuman, 2006). The first section asks the key informants for personal information such as gender, age, marital status, level of education, occupation, monthly revenue, and online media that customers use. The second section and third section question the homestay characteristics and homestay's customer behaviors information. For the fourth to the eighth section, respondents are surveyed on their perceptions toward six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention, respectively. Moreover, a Likert five-point interval scale, ranging from 1 = strongly disagree, to 5 = strongly agree, is employed. (See APPENDIX A for the Thai version and APPENDIX B for the English version). A psychometric response scale primarily is used in questionnaires to obtain a participant's preferences or degree of agreement with a statement or set of statements. Likert scales are a non-comparative scaling technique and are unidimensional (only measure a single trait) in nature. In each question, respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale (Likert, 1961).

All mail questionnaires were sent to 1,000 packages mailed in September 2019. An online questionnaire was sent to 292 individual homestay customers via Facebook inbox between September and October 2019. The scheduled plan to collect data was within seven weeks. The answers were returned at approximately the same time as the sixth week and some answers were sent in the eighth week. Therefore, there is no Test of Non-Response Bias. From 1,292 forms, answers were returned 579 responses. Due to forty-four forms found incomplete and with response errors, they were deducted from further analysis. Of the surveys completed and received, only 535 were usable or the response rate is 41.41 percent.

Measurements

In this research, the measurement procedures involve the multiple items development for measuring each construct in the conceptual frameworks. The most construct is abstractions that cannot be directly measured or observed and should be measured by multiple items (Churchill, 1979).

Likewise, the literature review and an examination of relevant documents are the best ways to create or modify a development tool and questionnaire that are consistent with the purpose of the measurement (Roberts, Laughlin & Wedell, 1999). These constructs, derived from the literature review, are transformed into the operational variables for precise measuring. The variable measurements of this research are developed by the definitions and the relevant literature as shown in Table 4 that defines each construct, operational variables, scale source, and sample questions and items. Therefore, the variable measurements of the dependent variable, independent variables, mediating variables, and control variables of this research are elaborated as follows.

1. Independent Variable

Servicescape refers to the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service (Booms & Bitner, 1982). In this research, servicescape consists of six dimensions as following:

1.1 Ambient condition refers to the intangible background characteristics that tend to affect visual and non-visual senses and may have a subconscious effect on customers. This research develops five items from Bitner (1992) and Wakefield and Blodgett (1996; 1999).

1.2 Aesthetic appeal refers to the natural or beautiful scenery around, the architectural design, and interior design and decor, which advocate the attractiveness of the physical environment to service location (Wakefield & Blodgett, 1994). This research develops three items from Durna et al. (2015), Lyu et al. (2017), and Wakefield and Blodgett (1994; 1996).

1.3 Space and function refers to the appropriate managing the equipment and facilities, furnishing, layout, and private space for the customers (Bitner, 1992), which these are highly salient to customers in self-service environments if they must perform on their own and cannot rely on employees to assist them. This research develops four items from Bitner (1992), Dedeoglu et al. (2018), Durna et al. (2015), Hightower et al. (2002), Kim and Moon (2009), Simpeh et al. (2011) and Wu and Yang (2010).

1.4 Physical signal refers to the setting of the signal of signs symbols and artifacts to give directions and more explain complex signals for communication with customers. This research develops three items from Bitner (1992).

1.5 Surveillance refers to the key component of crime prevention through environmental design or the physical devices by recognizing the privacy issues in customers' protection needs (Kajalo & Lindblom, 2015; Rittichainuwat & Chakraborty, 2012). This research develops three items from Bonfanti (2016) and Chan and Lam, (2013).

1.6 Social and cultural appeal refers to the objective and subjective connection between cultural themes and local lifestyle in the environment setting to perform customer communication. This research develops three items from Alegre and Garau (2010; 2011), Arnould et al. (1998), Dong and Siu (2013), Rosenbaum (2005) and Rosenbaum and Massiah (2011).

2. Dependent Variables

The dependent variable of this research is behavioral Intention which comprises three dimensions as follows:

2.1 Revisiting intention refers to the intentions of consumers to re-prefer same product, brand, place or region in the future Zeithaml et al. (1996). This research develops two items from Durna et al. (2015).

2.2 Word-of-Mouth (WOM) intention refers to an informal communication process that allowed consumers to share information regarding products and services. This research develops two items from Durna et al. (2015).

2.3 Electronic Word-of-Mouth (eWOM) intention refers to the intent of customers to share their experiences with others and say things about service via the internet or online media (Yang, 2017). This research develops two items from Yang, (2017).

3. Mediating Variables

The mediating variables of servicescape consisting of four constructs are hedonic experience, customer experience, and customer satisfaction that mediated the relationships between servicescape and behavioral intention as follows:

3.1 Hedonic experience refers to positive experiences which consist of pleasure, delight, and enjoyment when interacting with environments (Arnould & Price, 1993; Lim, 2014). This research develops three items from Arnould and Price, (1993), Lim (2014), Miao (2011), and Rasoolimanesh et al. (2016).

3.2 Customer experience refers to the interaction between the organizations and the customers, which combines the physical fitness of the organization with the perceptions motivated by the client observing or participating in events (Chen & Lin, 2015). This research develops four items from F. Ali et al. (2014), Güzel (2014), Hosany and Witham (2010), and Mehmetoglu and Engen (2011) that used four realms of customer experiences concept of Pine and Gilmore (1998): entertainment; education; esthetic; escapism, in measurement.

3.3 Customer satisfaction refers to the response to expectations, felt that this was the thing to look for, and realized that it was the right decision to use the organization's services (Lim, 2014; Oliver, 1980). This research develops four items from Bonfanti et al. (2017), Khan et al. (2015), Lim (2014), and Oliver (1980).

Control Variables

The control variables which are age, gender, and education level is possible to affect the relationships among servicescape, perceived service quality, customer experience, customer perceived value, customer satisfaction, and behavioral intention of homestay business's customer. Because age, gender, and education level have proven to be influences in customer emotional stages (e.g., Bryant & Cha, 1996; Danaher, 1988; Jobst & Boerner, 2015; Johnson & Fornell, 1991; Mittal & Kamakura,

2001; Varela-Neira et al., 2010), the author included these variables as controls. In this conceptual framework, three control variables as following:

4.1 Customer age influenced the **emotional** stages after use services (Varela-Neira et al., 2010). Therefore, the servicescape and outcomes may affect by their age. In this research, customer age is divided according to **the generation** of Thai people by develops five items from Gray, Pattaravanich, Lucktong, and Sangkla (2016).

4.2 Gender is past evidence; confirming that usually report higher values for female consumers' satisfaction than for male consumers' satisfaction (e.g., Bryant & Cha, 1996; Jobst & Boerner, 2015; Mittal & Kamakura, 2001). Therefore, the servicescape and outcomes may affect by customer gender. This research develops two items from Jobst and Boerner (2015).

4.3 Education level is one of the factors that influenced testing emotional stages and behavioral intention (Caruana, 2002). Thus, the servicescape and outcomes may impact by the customer's education level. This research develops three items from Caruana (2002).

Methods

This research collected data from a questionnaire survey in which all constructs in the conceptual frameworks adapt to existing scales from an extensive literature review. After that, at least two academic experts critique a study of the instruments. Then, comments were made to improve the questionnaire to attain the complete possible scale measure. A pre-test method was appropriately conducted to assert the validity and reliability of the questionnaire.

Before collecting all the data, the author would pretest with a questionnaire 10% of the sample size to test the reliability and validity of the question. By pretesting, the questionair would be collected from the customers of homestay with admirable performance. First, 10 percent of the pretest from the customers of homestay in Thailand that are accredited to the Thai homestay standards of the year 2019. Fifty questionnaires were included in the final data analysis for hypotheses and assumption testing of the structural equation model. Also, the process of pre-test to

verify the validity and reliability of each of the measures employed in the questionnaire will be discussed below.

1. Validity

Validity means the degree to which the measurement accurately evidences the concept of consideration (Hair et al., 2010). To verify whether this measure addresses absoluteness and accuracy, this research examines the content and construct which can validate the survey questionnaire. Validity is the degree to which instruments measure the data correctly and accurately from the questionnaire (Hair et al., 2010). It is necessary to examine the quality of the questionnaire as a powerful predictor of future behaviors (Piercy & Morgan, 1994). In this research, validity is appropriate for accurately confirming the concept or construct of the study. Two types of validity, content validity and construct validity were tested.

Content validity is the extent to which the items of the scales sufficiently reflect the interrelated theoretical domains (Green, Tull & Albaum, 1988). Expert judgment by professional academics and the authors together evaluate the adequacy and improvement of the measurement, based on the relevant theory and literature review (Rosier, Morgan & Cadogan, 2010). The items are scaled in each construct by not only the hard literature reviews to ensure conceptual correction, but also the appropriate word, phrase, and statement of the interrogation that should verify appropriation in the context. This research reaches content validity sufficiency by five expert's suggestions as distinguished scholars (Gable & Wolf, 1993). The result of item-objective congruence (IOC) has a mean of 0.60 to 1.00 (> 0.50) is acceptable (Turner & Carlson, 2003). After these three experts designed the questionnaire, they provided comments and improvements; and they then chose the best possible scale of measure corresponding with the conceptual definitions. See letter to experts and IOC value in APPENDIX C.

This research utilizes the confirmatory factor analysis (CFA) to examine the construct validity. The reason for studied CFA because there are twelve constructs and thirty-nine items that are adapted from the previous literature. The aim of applying CFA is to test how well the construct validity developed from prior research (Carlo & Randall, 2002). Construct validity refers to harmony, and the internal

consisting of a theoretical concept and a specific concept that are used for measures and instruments (Trochim, 2006). Construct validity is an agreement between a theoretical concept and a particular measuring instrument or procedure. Additionally, construct validity refers to a set of measured items that reflect the latest theoretical constructs that those items are designed to measure (Hair et al., 2010). This research tests the validity of the instrument to confirm that a measure or set of measures accurately represents the concept of study. Construct validity consists of two fundamental aspects: 1) convergent validity and 2) discriminant validity.

Convergent validity is used to measure the level of correlation of multiple measure items or observed variables in the same construct, which should be highly correlated. For this criterion, the convergent validity of the measurement model can be evaluated by factor loading of the measure items, average variance extracted (AVE), and composite reliability (CR) (Hair, Hult, Ringle & Sarstedt, 2014). The factor loadings should be higher than 0.40 as proposed by Hair et al. (2010). The criterion of Fornell and Larcker (1981) has been commonly used to assess the degree of shared variance between the latent variables of the model. AVE measures the level of variance captured by a construct versus the scale due to measurement error. A value above 0.50 is considered very well, whereas, the level of 0.50 is acceptable (Fornell & Larcker 1981; Hair et al., 2010). CR is a less-biased estimate of reliability than Cronbach's alpha. The CR value of more than 0.70 indicated high reliability, while, the level of CR between 0.60 - 0.70 is considered acceptable (Hair et al., 2010).

Discriminant validity was used to measure different construct that should not be highly correlated but should be highly correlated only with the indicators themselves. The correlation between the construct and its indicator is found from the square root of the average variance extracted (\sqrt{AVE}). For assessing discriminant validity, this study used the Fornell-Lacker criterion (Fornell & Larcker 1981). Following the Fornell-Lacker criterion table, if the square root of each construct's AVE value in the main diagonal surpasses the correlations with other constructs (off-diagonal) in the relevant rows and columns, shows the construct has discriminant validity. Therefore, the construct validity of the measurement models was tested.

2. Reliability

Reliability is the level of the measurement in the questionnaire that is true, and observed variables that are error-free, which designate the degree of internal consistency between the multiple variables (Hair et al., 2010). That is, it measures the internal consistency of a set of variables of a latent construct. Reliability has a value between 0 and 1. The high reliability of a construct demonstrates the high opportunity of all variables in a construct to measure the same thing (Hair, Black, Babin, Anderson & Tatham, 2006). For examining the internal consistency or reliability of the constructs, Cronbach's alpha is widely used to evaluate reliability (Cronbach, 1951; Hair et al., 2010). Nunnally and Bernstein (1994) suggested that Cronbach's alpha coefficients have to be greater than 0.70 which is widely accepted. Additionally, Cronbach's alpha together with composite reliability (CR) which verified the internal consistency of the factors was used to evaluate the reliability of the measurement model (Bagozzi & Yi, 2012). Accordingly, the reliability of the measurement models was evaluated. For initial assessments, the results of the reliability analyses in try-out sample tests are shown in Table D1 of APPENDIX D.

Statistical Techniques

In this research, before the hypotheses testing, all of the raw data were checked, encoded, and recorded in a data file. After that, the underlying assumption of the structural equation model was tested. This process involves checking the normal distribution for the underlying assumption of SEM. This research used several statistical techniques, including descriptive and inferential statistical techniques such as mean, standard deviation, t-test, ANOVA, correlation analysis, measurement model, and structural model.

This study used Structural Equation Modeling (SEM) to analyze the data derived from respondents. Besides, SEM could be used to examine the total effect of exogenous variables on the endogenous variable in the structural model. A two-steps approach was used to test the structural model as recommended by Anderson and Gerbing (1988). The first step was testing the measurement model. This step examined the reliability and validity of a measurement model, by validity testing uses

construct validity consists of convergent validity and discriminant validity. Further, an assessment of the fit of a measurement model between the observed and estimated covariance matrix is taken. The confirmatory factor analysis (CFA) technique is used to assess fit and validity. Next, the second step is testing the theoretical framework. This step verifies the fit of the hypothetical framework by comparing the observed covariance matrix and the estimated covariance matrix. In addition, for the mediating testing, SEM can apply Hair et al. (2010) principle in the analysis by showing that mediating variable has a statistically significant relationship with the input variable, and that like, the mediator has to be significantly related with consequence variable. Finally, thirty-five hypotheses for framework in the relationship between six dimensions of servicescape, hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention, are tested in the next step.

The softwares which were used for analyzing the empirical data in this study are AMOS 22 and a statistical package (namely, SPSS 22). Descriptive and reliability analyses were tested using a statistical package. Both CFA and SEM were analyzed using AMOS 22 and estimated all parameters using a Maximum Likelihood (ML) method. This study uses the ML method because it is the most popular and more robust to violate preliminary agreement than other parameter estimations (Bollen, 1989; Chou & Bentler, 1995; Iacobucci, 2010; West, Finch & Curran, 1995).

Summary

This chapter describes the research methods used in this investigation for collecting the data and examining the relationships among the constructs in the conceptual model to answer the research questions. The population in this research is selected from tourists who have been visited homestay in Thailand that accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019) which has 175 homestays by sampling from an unknown population. The data collection procedure is a questionnaire survey which is collected in two ways: mailing and collecting data manually. The first way, it is mailed to the host of each homestay in Thailand, who will collect information from their customers who are proposed to be the key informants. The second way, the researcher collected data by oneself with

the homestay's customers by sending online questionnaires. The data is collected by self-administered questionnaires. Finally, this chapter presents the variable measurements of each construct and summarizes them as shown in Table 4.

In the next chapter, the descriptive statistics that show the respondent characteristics analyzing and confirmatory factor analysis (CFA) results of this research are discussed. The remaining part of the chapter focuses on hypotheses testing and using Structural Equation Modeling (SEM) statistical analysis techniques.

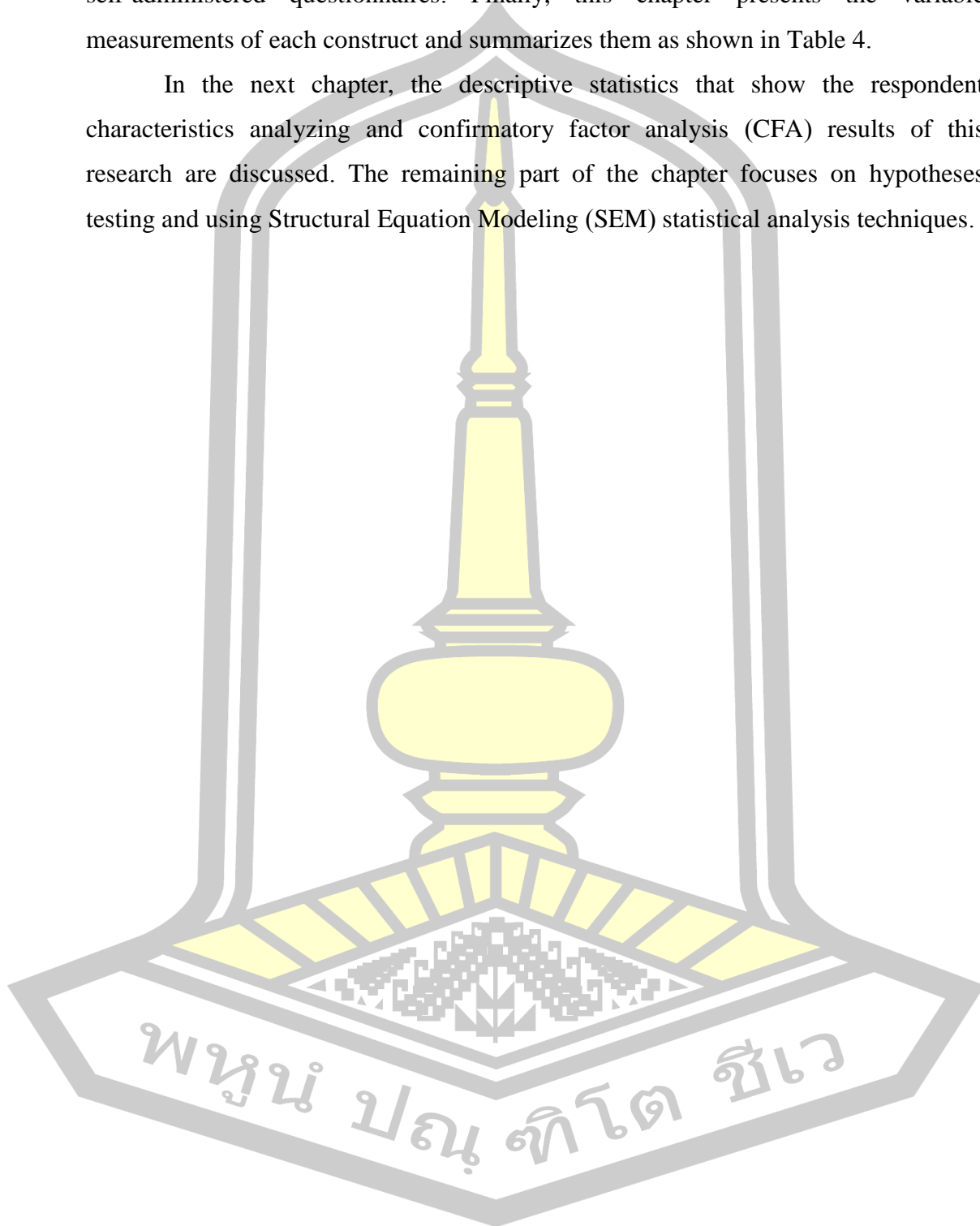


Table 4: The Definitions and Operational Variables of Constructs

| Constructs | Definition | Operational Variables | Scale Source |
|--|--|--|--|
| <p><u>Independent Variable</u> <i>Ambient conditions (AC)</i></p> | <p>The intangible background characteristics that tend to have an impact on both visual and non-visual senses and may have a subconscious effect on customers.</p> | <ul style="list-style-type: none"> - Near sightseeing - Air quality (The air quality in this place is good) - Odor - Noise - Cleanliness (overall, this homestay is kept clean and hygiene) | <p>Bitner (1992), Dedeoglu et al. (2018), Durna et al. (2015), Kuo and Kuo (2012), Lap-Kwong (2017), Reimer and Kuehn (2005), Wakefield and Blodgett (1996, 1999) (5 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|--|--|--|---|
| <p><u>Independent Variable</u> <i>Aesthetic appeal (AA)</i></p> | <p>The natural or beautiful surrounding scenery, the architectural design, and interior design and decor, which advocate to the attractiveness of the physical environment to service location</p> | <ul style="list-style-type: none"> - Natural or beautiful scenery around (the business offers the chance to customer to relish natural or beautiful scenery around one might otherwise never see) - The beautification or uniqueness with architecture, - The beautification or uniqueness with interior design and decor | <p>Durna et al. (2015), Lyu et al. (2017), Wakefield and Blodgett (1994, 1996) (3 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|--|--|---|--|
| <p><u>Independent Variable</u> <i>Space and function (SF)</i></p> | <p>The appropriate arrangement of the equipment and facilities, furnishing, layout, and private space for the customers.</p> | <ul style="list-style-type: none"> - Layout (The layout of the area is easy to walk and use) - Equipment (The equipment and facilities are maintained well) - Furnishings (There was appropriate furnishing) - Private space (This place supplies private spaces for the customers) | <p>Bitner (1992), Dedeoglu et al. (2018), Duma et al. (2015), Hightower et al. (2002), Kim and Moon (2009), Simpeh et al. (2011) Wu and Yang (2010) (4 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|---|---|---|--|
| <p><u>Independent Variable</u> <i>Physical signal (PS)</i></p> | <p>The signals setting of signs symbols and artifact to give directions and more explain complex signals for communication with customer.</p> | <ul style="list-style-type: none"> - Signs (clear direction and easy to be understood - Symbols (clearly visible) - Artifacts (Artifacts and decorations in this place are appropriate) | <p>Bitner (1992), Bonfanti et al. (2017) Lap-Kwong (2017) (3 Items)</p> |
| <p><u>Independent Variable</u> <i>Surveillance (SV)</i></p> | <p>The key component of crime prevention through environmental design or the physical devices by recognizing the privacy issues in customers' protection needs.</p> | <ul style="list-style-type: none"> - Safety (find a safe environment achieved through technological systems and security personnel) - Security (accommodations have standard security facilities) - Privacy (customers not feeling that are constantly watched or confidentiality is violated) | <p>Bonfanti (2016), Chan and Lam (2013) (3 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|---|--|---|---|
| <p><u>Independent Variable</u> <i>Social and cultural appeal (SC)</i></p> | <p>The objective and subjective connection between cultural themes and local lifestyle in the environment setting to perform customer communication.</p> | <ul style="list-style-type: none"> - Ethnic symbols - Local lifestyle atmosphere - Cultural atmospherics (the homestay brings the local culture to visitors) | <p>Alegre and Garau, (2010, 2011), Arnould et al. (1998), Dong and Siu (2013), Rosenbaum (2005), Rosenbaum and Massiah (2011) (3 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|---|---|---|--|
| <p><u>Dependent Variable</u> <i>Revisiting intention (RI)</i></p> | <p>The intentions of consumers to re-prefer same product, brand, place or region in the future.</p> | <ul style="list-style-type: none"> - Customer revisit this place in the near future - Customer have a strong intention to bring my family and friends to visit this place again - Customer will choose this place again if had to decide again | <p>Durna et al. (2015), Kim and Moon (2009) (3 Items)</p> |
| <p><u>Dependent Variable</u> <i>Word-of-Mouth intention (WM)</i></p> | <p>An informal communication process that allowed consumers to share information regarding products and services.</p> | <ul style="list-style-type: none"> - Customer will recommend this place to my friends and relative - Customer will say positive things about this place to other people | <p>Durna et al. (2015), Kim (2018), Mukerjee (2018) (2 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|--|--|--|---|
| <p><u>Dependent Variable</u> <i>Electronic Word-of-Mouth intention (EW)</i></p> | <p>The intent of customers to share their experiences with others and say things about service via the internet or online media.</p> | <ul style="list-style-type: none"> - Customer intend to share my experience with other person on internet channel in the future - Customer intend to say good things about the place on internet channel | <p>Yang (2017) (2 Items)</p> |
| <p><u>Mediating Variable</u> <i>Hedonic experience (HE)</i></p> | <p>The positive experiences consist of pleasure, delighted, and enjoyable when interaction with environments.</p> | <ul style="list-style-type: none"> - Customer enjoys in visit to this place - Customer has delightful experiences with this place - This place gives customer a pleasurable experience | <p>Arnould and Price (1993), Lim (2014), Miao (2011), Rasoolimanes et al. (2016) (3 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|---|---|---|--|
| <p>Mediating Variable <i>Customer experience (CE)</i></p> | <p>The cognitive acknowledgment or perception that follows from stimulated motivation of a customer who observes or participates in an event environment.</p> | <ul style="list-style-type: none"> - The experience has made customer more knowledgeable - The atmosphere of activities at this place were captivating to watch and attend - The setting really showed attention to design detail - Customer totally forgot about daily routine | <p>F. Ali et al. (2014), Güzel (2014), Hosany and Witham (2010), Mehmetoglu and Engen (2011) (4 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|--|--|--|--|
| <p><u>Mediating Variable</u> <i>Customer satisfaction</i> (CS)</p> | <p>The response to expectations, felt that this was the thing to look for, and realized that it was the right decision to use the organization's services.</p> | <ul style="list-style-type: none"> - The physical environment of this place meets customer expectations - Customer visits to this place turn out to be wise decisions - Physical environments that provided by this place exactly what I needed and looking for - Overall, customer satisfied with visit to this place | <p>Bonfanti et al. (2017), Khan et al. (2015), Lim (2014), Oliver (1980) (4 Items)</p> |

Table 4: The Definitions and Operational Variables of Constructs (Continued)

| Constructs | Definition | Operational Variables | Scale Source |
|--|---|--|---|
| <u>Control Variable</u> <i>Customer age (CA)</i> | Age of homestay customers | <ul style="list-style-type: none"> - 15-19 (Generation Z) - 20-37 (Generation Y) - 38-52 (Generation X) - 53-71 (Baby Boomer) - 72 years or more (Greater Generation) | Gray et al. (2016) (5 Items) |
| <u>Control Variable</u> <i>Customer gender (CG)</i> | Gender of homestay customers | <ul style="list-style-type: none"> - Male - Female | Jobst and Boerner (2015) (2 Items) |
| <u>Control Variable</u> <i>Education level (EL)</i> | The education level of homestay customers | <ul style="list-style-type: none"> - Lower than Bachelor degree - Bachelor degree - Higher than Bachelor degree | Caruana (2002) (3 Items) |

CHAPTER IV

DATA ANALYSIS

The previous chapter presented research methods which include the sample selection and procedure of data collection. This chapter shows the analyses of the survey data and the results of hypothesis testing which are organized as follows. Firstly, it shows the respondent characteristics to increase the understanding of the sample characteristic. Secondly, preliminary analysis, demonstrate in testing observed variable in the conceptual framework including descriptive statistic, correlation analysis, comparing the mean difference of each variable, and confirmatory factor analysis. Third, measurement model assessment reliability, validity, and structural model assessment. Fourth, the hypothesis testing and results are detailed. Finally, the summary of all hypotheses testing is given in Table 49.

Respondent Characteristics

The respondents are tourists who have been visited homestay in Thailand that accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019). The first respondent characteristics are described by the demographic characteristics, including gender, age, marital status, level of education, occupation, average income per month, and online media that they used. The second respondent characteristics are described by characteristics of homestay that the respondents visited. The last of respondent characteristics are described by characteristics of customer behavior about visiting in homestay.

The demographic characteristics of 535 respondents are as the following. Approximately 56.64 percent of respondents are female. The span of age of respondents mostly is 20 to 37 years old (40.19 percent) which is in Generation Y. The majority of respondents are single (59.44 percent). The most of education level is 59.63 percent in a bachelor's degree. The major of respondents' occupations is a student (25.79 percent). The average monthly income of respondents is 5,000 to

15,000 baht (29.16 percent). Finally, the online media that respondents used, the first rating is Facebook (40.22 percent), the second is Line (31.94 percent) and the third is Instagram (17.34 percent). Table 5 shows the frequency and percentage for the characteristics of the respondent.

Table 5: Characteristics of Respondent

| Characteristics | | Frequency | Percent |
|-----------------------|--|------------|---------------|
| 1. Gender | Male | 232 | 43.36 |
| | Female | 303 | 56.64 |
| | Total | 535 | 100.00 |
| 2. Age | 15-19 (Generation Z) | 59 | 11.03 |
| | 20-37 (Generation Y) | 215 | 40.19 |
| | 38-52 (Generation X) | 175 | 32.71 |
| | 53-71 (Baby Boomer) | 82 | 15.33 |
| | 72 years or more (Greater Generation) | 4 | 0.75 |
| | Total | 535 | 100.00 |
| 3. Marital status | Single | 318 | 59.44 |
| | Married | 217 | 40.56 |
| | Total | 535 | 100.00 |
| 4. Level of education | Lower than Bachelor's degree | 159 | 29.72 |
| | Bachelor's degree | 319 | 59.63 |
| | Higher than Bachelor's degree | 57 | 10.65 |
| | Total | 535 | 100.00 |
| 5. Occupation | Government / State Enterprise Employee | 99 | 18.50 |
| | Company Employee | 104 | 19.44 |
| | Student | 138 | 25.79 |
| | Self Employed | 63 | 11.78 |
| | Merchant / Businessman | 48 | 8.97 |
| | Agriculturist | 66 | 12.34 |
| | Others | 17 | 3.18 |
| | Total | 535 | 100.00 |

Table 5: Characteristics of Respondent (Continued)

| Characteristics | | Frequency | Percent |
|-----------------------------------|------------------|------------------------|---------------|
| 6. Average salary per month Baht) | Less than 5,000 | 128 | 23.93 |
| | 5,000-15,000 | 156 | 29.16 |
| | 15,001-25,000 | 90 | 16.82 |
| | 25,001-35,000 | 64 | 11.96 |
| | 35,001-45,000 | 54 | 10.09 |
| | More than 45,000 | 43 | 8.04 |
| Total | | 535 | 100.00 |
| 7. Online used | Facebook | 471 (1 st) | 40.22 |
| | Instagram | 203 (3 rd) | 17.34 |
| | Line | 374 (2 nd) | 31.94 |
| | Twitter | 95 | 8.11 |
| | Others | 28 | 2.39 |
| | Total | | 535 |

The result of the homestay information is as follows. The researcher sent a questionnaire to homestays in all regions of Thailand in proportion to the number of homestays that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019) in each region. In this case, the researcher received the response rate in appropriate proportion by the northern region had the highest proportion of 28.97 percent. Finally, the researchers found that most of the homestay accommodation styles are in the local identity style (48.04 percent). Table 6 show the frequency and percentage for the characteristics of the homestay.

Table 6: Characteristics of Homestay

| Characteristics | | Frequency | Percent |
|-----------------------------------|---------------------|------------|---------------|
| 1. Homestay location | Central region | 58 | 10.84 |
| | Northern region | 155 | 28.97 |
| | Eastern region | 56 | 10.47 |
| | Northeastern region | 110 | 20.56 |
| | Western region | 94 | 17.57 |
| | Southern region | 62 | 11.59 |
| Total | | 535 | 100.00 |
| 2. Architecture style of homestay | Local identity | 257 | 48.04 |
| | Exotic | 26 | 4.86 |
| | Normal | 252 | 47.10 |
| Total | | 535 | 100.00 |

The result of the homestay customer behavior is as follows. The results show that most respondents have previously stayed in a homestay style (59.07 percent). For objectives to select stayed homestay, the first rating is to learn community (28.90 percent), the second is for relaxation (24.54 percent) and the third is to find experience (20.95 percent). Most of the characteristics of visits is came with friends (58.88 percent). The traveling method of most respondents travels by private vehicles (52.34 percent). Also, approximately 76.45 percent of the total expense to visited per person is less than 1,000 Baht. Finally, the most number day of stay is one day (58.88 percent). Table 7 show the frequency and percentage for characteristics of homestay's customer behavior.

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Table 7: Characteristics of Homestay's Customer Behavior

| Characteristics | | Frequency | Percent |
|--|---------------------------|------------------------|----------------|
| 1. Previous homestay Service use | Ever used service | 316 | 59.07 |
| | Never used service | 219 | 40.93 |
| Total | | 535 | 100.00 |
| 2. Objectives of service using | Relaxation | 321 (2 nd) | 24.54 |
| | Learn community | 378 (1 st) | 28.90 |
| | Find experience | 274 (3 rd) | 20.95 |
| | Accommodation for tourism | 196 | 14.98 |
| | Save cost | 125 | 9.56 |
| | Others | 14 | 1.07 |
| Total | | 535 | 100.00 |
| 3. The characteristics of visit | Alone | 20 | 3.74 |
| | Lover | 42 | 7.85 |
| | Family | 88 | 16.45 |
| | Friend | 315 | 58.88 |
| | Others | 70 | 13.08 |
| Total | | 535 | 100.00 |
| 4. Travelling method | Private vehicles | 280 | 52.34 |
| | Public transportation | 64 | 11.96 |
| | Travel agents | 108 | 20.19 |
| | Others | 83 | 15.51 |
| Total | | 535 | 100.00 |
| 5. Expense to visited per person (Baht) | Less than 1,000 | 409 | 76.45 |
| | 1,000 – 2,000 | 93 | 17.38 |
| | 2,001 – 3,000 | 23 | 4.30 |
| | More than 3,000 | 10 | 1.87 |
| Total | | 535 | 100.00 |

Table 7: Characteristics of Homestay's Customer Behavior (Continued)

| Characteristics | | Frequency | Percent |
|------------------------|------------------|------------|---------------|
| 6. The number of visit | 1 day | 315 | 58.88 |
| | 2 days | 181 | 33.83 |
| | 3 days | 17 | 3.18 |
| | More than 3 days | 22 | 4.11 |
| Total | | 535 | 100.00 |

Preliminary Analysis

The variables and abbreviations of them and their constructs are already shown in this chapter. The total numbers of the observed variable in this research are thirty-nine. Variables in this study are classified into two groups: first, the twenty-one are exogenous variables, and the eighteen are endogenous variables. Abbreviations of all constructs and observed variables in this research are presented in Table 8. The meaning of the abbreviation of observed variables is shown in the operationalization section in chapter 3.

For exogenous variables, they are grouped into six constructs which are ambient condition (five variables), aesthetic appeal (three variables), space and function (four variables), physical signal (three variables), surveillance (three variables), and social and cultural appeal (three variables). Endogenous variables are grouped into six constructs which are hedonic experience (three variables), customer experience (four variables), customer satisfaction (four variables), revisiting intention (three variables), WOM intention (two variables), and eWOM intention (two variables). Abbreviations of all constructs and observed variables in this research are presented in Table 8.

Table 8: Abbreviations of Exogenous Latent and Endogenous Latent Constructs and Variables

| Constructs | Abbreviation | |
|------------------------------------|--------------|-----------------------------|
| | Construct | Observed Variable |
| Exogenous Latent | | |
| Ambient Condition | AC | AC1, AC2, AC3, AC4, and AC5 |
| Aesthetic Appeal | AA | AA1, AA2, and AA3 |
| Space and Function | SF | SF1, SF2, SF3, and SF4 |
| Physical Signal | PS | PS1, PS2, and PS3 |
| Surveillance | SV | SV1, SV2, and SV3 |
| Social and Cultural Appeal | SC | SC1, SC2, and SC3 |
| Endogenous Latent | | |
| Hedonic Experience | HE | HE1, HE2, and HE3 |
| Customer Experience | CE | CE1, CE2, CE3, and CE4 |
| Customer Satisfaction | CS | CS1, CS2, CS3, and CS4 |
| Revisiting Intention | RI | RI1, RI2, and RI3 |
| Word of Mouth Intention | WM | WM1 and WM2 |
| Electronic Word of Mouth Intention | EW | EW1 and EW2 |

This section contains descriptive statistics, correlation analysis, comparing the mean difference of each construct, and confirmatory factor analysis of observed variables in the conceptual framework. The study used a t-test and analysis of variance (ANOVA) to investigate mean differences among groups in three variables - i.e., gender, age, and level of education - for each construct. In addition, the confirmatory factor analysis (CFA) technique is tested to demonstrate the validity of the variable.

Descriptive Statistics

In this section, the study shows descriptive statistics of all variables and constructs which are minimum (Min), maximum (Max), median, mean (\bar{X}), standard deviation (S.D.), skewness, and kurtosis in the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention conceptual framework are shown in Table 9.

The questionnaire's items are subjected to a normality test for any deviation from normal distribution by comparing the z score of the skewness and kurtosis value with the specified critical value which is ± 1.96 (correspond to a 95% significance level) and ± 2.58 (correspond to a 99% significance level). Skewness is a measure of the symmetry of distribution around a mean of an item. An item will have a normal distribution if it has a value of skewness range within two times of the standard error. If the skewness value of the item exceeds two times its standard error, the item is said to have a non-normality distribution with a significance degree. Kurtosis is a measure of the peakedness or flatness of distribution when compared to a normal distribution shape. An item will have a normal distribution if it has a value of kurtosis within two times of its standard error. If the kurtosis value of the item exceeds two times its standard error, the item is said to have a non-normality distribution with a significance degree.

Descriptive statistics describe the characteristic of empirical data in the quantitative term. Means of all variables in Table 9 range from 3.589 to 4.342. Medians of almost all variables are approximately equaled with their means. The sample data shows a sign of kurtosis which refers to the peaks of the distribution compared with the normal distribution or skewness which is used to describe the balance of the distribution. To meet the underlying assumption of SEMs a variable should have a normal distribution for reliable results of data analysis. The finding shows that the almost constructs is significant in skewness and kurtosis test. Thus, the data of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention

framework may encounter a problem of the non-normal distribution of variables and constructs. However, the effect of sample size is important and should bring into consideration when discussing the non-normality of the data (Hair et al., 2006). In large sample sizes (more than 200), the effect of sample size itself can reduce the detrimental effects of non-normality.

Table 9: Descriptive Statistic of Six Servicescape's Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, and Three Dimensions of Behavioral Intention

| Construct | Min | Max | Median | \bar{X} | S.D. | Skewness | Kurtosis |
|-----------|--------------|--------------|--------------|--------------|--------------|------------------|------------------|
| AC | 2.600 | 5.000 | 4.000 | 4.081 | 0.574 | -0.280*** | -0.610*** |
| AC1 | 1.000 | 5.000 | 4.000 | 4.015 | 0.891 | -0.556*** | -0.300*** |
| AC2 | 1.000 | 5.000 | 4.000 | 4.342 | 0.674 | -0.720*** | 0.400*** |
| AC3 | 1.000 | 5.000 | 4.000 | 3.996 | 0.805 | -0.599*** | 0.481*** |
| AC4 | 1.000 | 5.000 | 4.000 | 3.927 | 0.952 | -0.977*** | 0.975*** |
| AC5 | 1.000 | 5.000 | 4.000 | 4.127 | 0.718 | -0.407*** | -0.126*** |
| AA | 1.000 | 5.000 | 4.000 | 3.994 | 0.705 | -0.550*** | 0.274*** |
| AA1 | 1.000 | 5.000 | 4.000 | 4.275 | 0.740 | -0.738*** | 0.165*** |
| AA2 | 1.000 | 5.000 | 4.000 | 3.936 | 0.891 | -0.402*** | -0.404*** |
| AA3 | 1.000 | 5.000 | 4.000 | 3.770 | 0.835 | -0.379*** | 0.036*** |
| SF | 2.000 | 5.000 | 4.000 | 3.978 | 0.612 | -0.397*** | -0.106*** |
| SF1 | 2.000 | 5.000 | 4.000 | 3.976 | 0.730 | -0.107*** | -0.739*** |
| SF2 | 2.000 | 5.000 | 4.000 | 4.045 | 0.707 | -0.415*** | 0.097*** |
| SF3 | 2.000 | 5.000 | 4.000 | 3.901 | 0.769 | -0.325*** | -0.248*** |
| SF4 | 2.000 | 5.000 | 4.000 | 3.989 | 0.749 | -0.357*** | -0.230*** |
| PS | 1.000 | 5.000 | 4.000 | 3.925 | 0.687 | -0.467*** | 0.102*** |
| PS1 | 1.000 | 5.000 | 4.000 | 3.951 | 0.835 | -0.411*** | -0.188*** |
| PS2 | 1.000 | 5.000 | 4.000 | 3.912 | 0.763 | -0.282*** | -0.194*** |
| PS3 | 1.000 | 5.000 | 4.000 | 3.910 | 0.869 | -0.666*** | 0.498*** |
| SV | 1.000 | 5.000 | 4.000 | 3.738 | 0.785 | -0.731*** | 0.203*** |
| SV1 | 1.000 | 5.000 | 4.000 | 3.589 | 1.051 | -0.518*** | -0.225*** |
| SV2 | 1.000 | 5.000 | 4.000 | 3.710 | 0.924 | -0.651*** | 0.281*** |
| SV3 | 1.000 | 5.000 | 4.000 | 3.916 | 0.945 | -0.873*** | 0.665*** |

Note: *** is significant level at $p < 0.01$.

Table 9: Descriptive Statistic of Six Servicescape's Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, and Three Dimensions of Behavioral Intention (Continued)

| Construct | Min | Max | Median | \bar{X} | S.D. | Skewness | Kurtosis |
|-----------|--------------|--------------|--------------|--------------|--------------|------------------|------------------|
| SC | 1.000 | 5.000 | 4.000 | 4.137 | 0.670 | -0.886*** | 1.532*** |
| SC1 | 1.000 | 5.000 | 4.000 | 4.043 | 0.863 | -0.819*** | 0.538*** |
| SC2 | 1.000 | 5.000 | 4.000 | 4.224 | 0.736 | -0.833*** | 1.182*** |
| SC3 | 1.000 | 5.000 | 4.000 | 4.144 | 0.742 | -0.707*** | 0.788*** |
| HE | 2.000 | 5.000 | 4.333 | 4.226 | 0.624 | -0.702*** | 0.138*** |
| HE1 | 2.000 | 5.000 | 4.000 | 4.288 | 0.689 | -0.585*** | -0.219*** |
| HE2 | 2.000 | 5.000 | 4.000 | 4.245 | 0.738 | -0.592*** | -0.386*** |
| HE3 | 2.000 | 5.000 | 4.000 | 4.144 | 0.684 | -0.402*** | -0.067*** |
| CE | 2.000 | 5.000 | 4.000 | 4.087 | 0.614 | -0.716*** | 0.748*** |
| CE1 | 1.000 | 5.000 | 4.000 | 4.204 | 0.680 | -0.600*** | 0.711*** |
| CE2 | 2.000 | 5.000 | 4.000 | 4.148 | 0.734 | -0.467*** | -0.302*** |
| CE3 | 2.000 | 5.000 | 4.000 | 3.998 | 0.761 | -0.356*** | -0.323*** |
| CE4 | 1.000 | 5.000 | 4.000 | 3.998 | 0.820 | -0.590*** | 0.141*** |
| CS | 2.000 | 5.000 | 4.000 | 4.095 | 0.605 | -0.454*** | -0.284*** |
| CS1 | 2.000 | 5.000 | 4.000 | 4.118 | 0.724 | -0.331*** | -0.564*** |
| CS2 | 2.000 | 5.000 | 4.000 | 4.140 | 0.717 | -0.275*** | -0.819*** |
| CS3 | 2.000 | 5.000 | 4.000 | 4.007 | 0.727 | -0.217*** | -0.523*** |
| CS4 | 2.000 | 5.000 | 4.000 | 4.114 | 0.706 | -0.325*** | -0.424*** |
| RI | 2.000 | 5.000 | 4.000 | 4.193 | 0.637 | -0.665*** | -0.052*** |
| RI1 | 2.000 | 5.000 | 4.000 | 4.256 | 0.719 | -0.516*** | -0.601*** |
| RI2 | 2.000 | 5.000 | 4.000 | 4.206 | 0.756 | -0.648*** | -0.098*** |
| RI3 | 1.000 | 5.000 | 4.000 | 4.118 | 0.721 | -0.481*** | 0.144*** |
| WM | 2.000 | 5.000 | 4.000 | 4.245 | 0.617 | -0.570*** | -0.037*** |
| WM1 | 2.000 | 5.000 | 4.000 | 4.250 | 0.727 | -0.629*** | -0.171*** |
| WM2 | 2.000 | 5.000 | 4.000 | 4.239 | 0.647 | -0.359*** | -0.322*** |
| EW | 1.000 | 5.000 | 4.000 | 4.243 | 0.614 | -0.838*** | 1.305*** |
| EW1 | 1.000 | 5.000 | 4.000 | 4.284 | 0.712 | -0.755*** | 0.490*** |
| EW2 | 1.000 | 5.000 | 4.000 | 4.202 | 0.673 | -0.450*** | 0.177*** |

Note: ***is significance level at $p < 0.01$.

Moreover, constructs are robust and are not impacted by a non-normal distribution. An estimating parameter in SEM via Maximum likelihood estimation (ML) is convergence and has proper solutions when the sample size is large enough (Boomsma & Hoogland, 2001). Therefore, in this study even though the sample data shows some signs of non-normality, no remedy for non-normality is necessary and all the data have proceeded to structural equation modeling technique.

Correlation Analysis

The Pearson correlation for bivariate analysis of each variable pair is conducted in this research. The correlation analysis results show a multicollinearity problem and explore the relationships among the variable. Correlation matrices of all observed variables of all latent variables are shown in Table 10 and correlation matrices of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention framework are shown in Table 11. A correlation matrix displays the correlations among twelve constructs which indicate the relative strength and direction of a linear relationship among constructs in a correlation matrix. This study, show correlation matrix separate constructs. Table 11 also demonstrates a mean (\bar{X}) and standard deviation (S.D.) of twelve constructs in this research. The bivariate correlation procedure is subject to a two-tailed test of statistical significance level at 0.01 and 0.05.

Therefore, the correlation matrix can prove the correlation between the two variables and verify the multicollinearity problems by the inter-correlations among the independent variables. The results indicate no multicollinearity problems in this study because the correlation coefficient (r) of all variables is lower at 0.80 (Hair et al., 2006). Accordingly, the evidence suggests that there are significant relationships among observed variable ($r = 0.096$ to 0.781 , $p < 0.05$) and among construct, namely the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention ($r = 0.366$ to 0.720 , $p < 0.01$).

Table 10: Correlation Matrix of All Observed Variables

| | AC1 | AC2 | AC3 | AC4 | AC5 | AA1 | AA2 | AA3 | SF1 | SF2 |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| AC1 | 1.000 | | | | | | | | | |
| AC2 | 0.375** | 1.000 | | | | | | | | |
| AC3 | 0.392** | 0.448** | 1.000 | | | | | | | |
| AC4 | 0.401** | 0.290** | 0.457** | 1.000 | | | | | | |
| AC5 | 0.255** | 0.398** | 0.464** | 0.315** | 1.000 | | | | | |
| AA1 | 0.261** | 0.359** | 0.366** | 0.206** | 0.315** | 1.000 | | | | |
| AA2 | 0.310** | 0.286** | 0.357** | 0.198** | 0.229** | 0.526** | 1.000 | | | |
| AA3 | 0.281** | 0.306** | 0.408** | 0.177** | 0.292** | 0.487** | 0.760** | 1.000 | | |
| SF1 | 0.234** | 0.310** | 0.373** | 0.178** | 0.313** | 0.276** | 0.404** | 0.510** | 1.000 | |
| SF2 | 0.207** | 0.349** | 0.319** | 0.138** | 0.295** | 0.259** | 0.308** | 0.426** | 0.561** | 1.000 |
| SF3 | 0.265** | 0.329** | 0.429** | 0.197** | 0.325** | 0.318** | 0.464** | 0.539** | 0.616** | 0.652** |
| SF4 | 0.236** | 0.349** | 0.348** | 0.169** | 0.382** | 0.330** | 0.408** | 0.501** | 0.513** | 0.531** |
| PS1 | 0.298** | 0.272** | 0.314** | 0.219** | 0.366** | 0.370** | 0.459** | 0.432** | 0.388** | 0.400** |
| PS2 | 0.280** | 0.295** | 0.356** | 0.203** | 0.376** | 0.275** | 0.380** | 0.429** | 0.416** | 0.375** |
| PS3 | 0.268** | 0.340** | 0.425** | 0.261** | 0.411** | 0.454** | 0.512** | 0.541** | 0.454** | 0.470** |
| SV1 | 0.299** | 0.233** | 0.330** | 0.187** | 0.253** | 0.377** | 0.550** | 0.560** | 0.404** | 0.350** |
| SV2 | 0.280** | 0.208** | 0.346** | 0.180** | 0.332** | 0.377** | 0.501** | 0.534** | 0.409** | 0.441** |
| SV3 | 0.208** | 0.298** | 0.364** | 0.332** | 0.314** | 0.368** | 0.341** | 0.355** | 0.304** | 0.322** |
| SC1 | 0.289** | 0.258** | 0.372** | 0.232** | 0.348** | 0.409** | 0.491** | 0.546** | 0.421** | 0.399** |
| SC2 | 0.243** | 0.260** | 0.302** | 0.243** | 0.325** | 0.323** | 0.273** | 0.306** | 0.313** | 0.398** |
| SC3 | 0.300** | 0.321** | 0.358** | 0.216** | 0.423** | 0.429** | 0.357** | 0.416** | 0.345** | 0.445** |
| HE1 | 0.216** | 0.328** | 0.319** | 0.192** | 0.342** | 0.491** | 0.423** | 0.356** | 0.308** | 0.350** |
| HE2 | 0.202** | 0.332** | 0.260** | 0.151** | 0.305** | 0.466** | 0.354** | 0.286** | 0.247** | 0.331** |
| HE3 | 0.178** | 0.328** | 0.293** | 0.131** | 0.378** | 0.310** | 0.221** | 0.281** | 0.299** | 0.362** |
| CE1 | 0.264** | 0.289** | 0.272** | 0.110* | 0.327** | 0.313** | 0.216** | 0.317** | 0.391** | 0.460** |
| CE2 | 0.229** | 0.273** | 0.312** | 0.120** | 0.327** | 0.339** | 0.321** | 0.361** | 0.367** | 0.366** |
| CE3 | 0.304** | 0.359** | 0.306** | 0.155** | 0.333** | 0.347** | 0.384** | 0.471** | 0.378** | 0.383** |
| CE4 | 0.303** | 0.350** | 0.397** | 0.254** | 0.290** | 0.445** | 0.420** | 0.461** | 0.435** | 0.414** |
| CS1 | 0.279** | 0.401** | 0.371** | 0.200** | 0.360** | 0.485** | 0.421** | 0.407** | 0.417** | 0.444** |
| CS2 | 0.243** | 0.362** | 0.364** | 0.196** | 0.384** | 0.499** | 0.413** | 0.429** | 0.386** | 0.457** |
| CS3 | 0.231** | 0.343** | 0.323** | 0.212** | 0.357** | 0.445** | 0.359** | 0.447** | 0.322** | 0.389** |
| CS4 | 0.200** | 0.351** | 0.304** | 0.160** | 0.404** | 0.388** | 0.300** | 0.334** | 0.387** | 0.418** |
| RI1 | 0.292** | 0.364** | 0.338** | 0.183** | 0.332** | 0.529** | 0.473** | 0.429** | 0.322** | 0.364** |
| RI2 | 0.284** | 0.398** | 0.334** | 0.208** | 0.379** | 0.471** | 0.459** | 0.389** | 0.335** | 0.336** |
| RI3 | 0.225** | 0.299** | 0.346** | 0.209** | 0.383** | 0.262** | 0.286** | 0.371** | 0.383** | 0.357** |
| WM1 | 0.263** | 0.371** | 0.280** | 0.164** | 0.326** | 0.387** | 0.325** | 0.332** | 0.322** | 0.393** |
| WM2 | 0.231** | 0.315** | 0.300** | 0.171** | 0.390** | 0.285** | 0.238** | 0.300** | 0.385** | 0.386** |
| EW1 | 0.256** | 0.320** | 0.227** | 0.130** | 0.310** | 0.313** | 0.333** | 0.324** | 0.355** | 0.373** |
| EW2 | 0.210** | 0.306** | 0.240** | 0.096* | 0.295** | 0.245** | 0.296** | 0.299** | 0.258** | 0.288** |

Note: ** significate level at 0.01, * significate level at 0.05.

Table 10: Correlation Matrix of All Observed Variables (Continued)

| | SF3 | SF4 | PS1 | PS2 | PS3 | SV1 | SV2 | SV3 | SC1 | SC2 |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| SF3 | 1.000 | | | | | | | | | |
| SF4 | 0.612** | 1.000 | | | | | | | | |
| PS1 | 0.415** | 0.406** | 1.000 | | | | | | | |
| PS2 | 0.419** | 0.385** | 0.528** | 1.000 | | | | | | |
| PS3 | 0.502** | 0.455** | 0.561** | 0.541** | 1.000 | | | | | |
| SV1 | 0.499** | 0.425** | 0.489** | 0.508** | 0.523** | 1.000 | | | | |
| SV2 | 0.508** | 0.471** | 0.481** | 0.498** | 0.527** | 0.654** | 1.000 | | | |
| SV3 | 0.316** | 0.303** | 0.369** | 0.371** | 0.399** | 0.376** | 0.384** | 1.000 | | |
| SC1 | 0.449** | 0.400** | 0.507** | 0.432** | 0.579** | 0.476** | 0.532** | 0.388** | 1.000 | |
| SC2 | 0.387** | 0.358** | 0.353** | 0.315** | 0.421** | 0.304** | 0.297** | 0.331** | 0.524** | 1.000 |
| SC3 | 0.383** | 0.414** | 0.525** | 0.363** | 0.528** | 0.357** | 0.424** | 0.399** | 0.657** | 0.641** |
| HE1 | 0.333** | 0.340** | 0.385** | 0.362** | 0.428** | 0.368** | 0.378** | 0.362** | 0.442** | 0.452** |
| HE2 | 0.284** | 0.316** | 0.332** | 0.251** | 0.347** | 0.263** | 0.291** | 0.338** | 0.345** | 0.423** |
| HE3 | 0.351** | 0.372** | 0.268** | 0.268** | 0.302** | 0.252** | 0.273** | 0.305** | 0.329** | 0.449** |
| CE1 | 0.375** | 0.420** | 0.407** | 0.323** | 0.405** | 0.291** | 0.342** | 0.269** | 0.476** | 0.511** |
| CE2 | 0.325** | 0.419** | 0.351** | 0.358** | 0.391** | 0.288** | 0.342** | 0.272** | 0.436** | 0.417** |
| CE3 | 0.422** | 0.391** | 0.362** | 0.393** | 0.413** | 0.336** | 0.377** | 0.338** | 0.473** | 0.409** |
| CE4 | 0.401** | 0.439** | 0.415** | 0.437** | 0.407** | 0.440** | 0.442** | 0.437** | 0.434** | 0.429** |
| CS1 | 0.415** | 0.438** | 0.403** | 0.334** | 0.425** | 0.386** | 0.393** | 0.395** | 0.424** | 0.485** |
| CS2 | 0.440** | 0.456** | 0.430** | 0.334** | 0.435** | 0.375** | 0.468** | 0.368** | 0.438** | 0.473** |
| CS3 | 0.380** | 0.420** | 0.297** | 0.305** | 0.413** | 0.352** | 0.374** | 0.421** | 0.405** | 0.389** |
| CS4 | 0.411** | 0.420** | 0.349** | 0.335** | 0.468** | 0.311** | 0.338** | 0.362** | 0.410** | 0.448** |
| RI1 | 0.432** | 0.405** | 0.401** | 0.393** | 0.474** | 0.437** | 0.436** | 0.387** | 0.411** | 0.451** |
| RI2 | 0.415** | 0.410** | 0.425** | 0.385** | 0.489** | 0.434** | 0.479** | 0.336** | 0.468** | 0.405** |
| RI3 | 0.383** | 0.436** | 0.345** | 0.421** | 0.378** | 0.400** | 0.383** | 0.358** | 0.398** | 0.395** |
| WM1 | 0.430** | 0.417** | 0.418** | 0.316** | 0.409** | 0.356** | 0.373** | 0.311** | 0.415** | 0.413** |
| WM2 | 0.387** | 0.427** | 0.347** | 0.339** | 0.318** | 0.272** | 0.288** | 0.299** | 0.377** | 0.454** |
| EW1 | 0.380** | 0.399** | 0.354** | 0.291** | 0.362** | 0.279** | 0.307** | 0.294** | 0.397** | 0.382** |
| EW2 | 0.324** | 0.357** | 0.247** | 0.239** | 0.332** | 0.274** | 0.284** | 0.133** | 0.294** | 0.404** |

Note: ** significate level at 0.01, * significate level at 0.05.

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Table 10: Correlation Matrix of All Observed Variables (Continued)

| | SC3 | HE1 | HE2 | HE3 | CE1 | CE2 | CE3 | CE4 | CS1 | CS2 |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| SC3 | 1.000 | | | | | | | | | |
| HE1 | 0.501** | 1.000 | | | | | | | | |
| HE2 | 0.507** | 0.781** | 1.000 | | | | | | | |
| HE3 | 0.513** | 0.599** | 0.646** | 1.000 | | | | | | |
| CE1 | 0.562** | 0.494** | 0.475** | 0.497** | 1.000 | | | | | |
| CE2 | 0.491** | 0.494** | 0.511** | 0.502** | 0.638** | 1.000 | | | | |
| CE3 | 0.525** | 0.455** | 0.484** | 0.468** | 0.519** | 0.521** | 1.000 | | | |
| CE4 | 0.515** | 0.521** | 0.502** | 0.511** | 0.528** | 0.598** | 0.579** | 1.000 | | |
| CS1 | 0.485** | 0.525** | 0.503** | 0.499** | 0.496** | 0.447** | 0.436** | 0.597** | 1.000 | |
| CS2 | 0.529** | 0.543** | 0.579** | 0.486** | 0.514** | 0.431** | 0.440** | 0.561** | 0.730** | 1.000 |
| CS3 | 0.446** | 0.530** | 0.517** | 0.521** | 0.429** | 0.493** | 0.464** | 0.553** | 0.568** | 0.573** |
| CS4 | 0.480** | 0.560** | 0.568** | 0.590** | 0.428** | 0.532** | 0.454** | 0.525** | 0.575** | 0.605** |
| RI1 | 0.465** | 0.626** | 0.584** | 0.431** | 0.418** | 0.464** | 0.439** | 0.544** | 0.532** | 0.562** |
| RI2 | 0.488** | 0.594** | 0.584** | 0.435** | 0.450** | 0.475** | 0.456** | 0.493** | 0.472** | 0.572** |
| RI3 | 0.465** | 0.373** | 0.322** | 0.436** | 0.417** | 0.449** | 0.441** | 0.472** | 0.390** | 0.428** |
| WM1 | 0.506** | 0.495** | 0.520** | 0.439** | 0.450** | 0.401** | 0.407** | 0.475** | 0.488** | 0.561** |
| WM2 | 0.537** | 0.379** | 0.379** | 0.527** | 0.464** | 0.435** | 0.382** | 0.481** | 0.484** | 0.485** |
| EW1 | 0.454** | 0.417** | 0.448** | 0.431** | 0.406** | 0.414** | 0.426** | 0.456** | 0.422** | 0.435** |
| EW2 | 0.354** | 0.391** | 0.383** | 0.445** | 0.360** | 0.451** | 0.300** | 0.364** | 0.312** | 0.380** |

Note: ** significant level at 0.01, * significant level at 0.05.

Table 10: Correlation Matrix of All Observed Variables (Continued)

| | CS3 | CS4 | RI1 | RI2 | RI3 | WM1 | WM2 | EW1 | EW2 |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| CS3 | 1.000 | | | | | | | | |
| CS4 | 0.630** | 1.000 | | | | | | | |
| RI1 | 0.581** | 0.551** | 1.000 | | | | | | |
| RI2 | 0.529** | 0.559** | 0.775** | 1.000 | | | | | |
| RI3 | 0.545** | 0.511** | 0.556** | 0.570** | 1.000 | | | | |
| WM1 | 0.496** | 0.506** | 0.619** | 0.642** | 0.558** | 1.000 | | | |
| WM2 | 0.454** | 0.469** | 0.476** | 0.462** | 0.606** | 0.613** | 1.000 | | |
| EW1 | 0.455** | 0.442** | 0.505** | 0.562** | 0.471** | 0.629** | 0.572** | 1.000 | |
| EW2 | 0.437** | 0.428** | 0.446** | 0.499** | 0.460** | 0.478** | 0.534** | 0.571** | 1.000 |

Note: ** significant level at 0.01, * significant level at 0.05.

Table 11: Correlation Matrix of All Constructs

| | AC | AA | SF | PS | SV | SC | HE | CE | CS | RI | WM | EW |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------|
| AC | 1.000 | | | | | | | | | | | |
| AA | 0.468** | 1.000 | | | | | | | | | | |
| SF | 0.476** | 0.564** | 1.000 | | | | | | | | | |
| PS | 0.519** | 0.607** | 0.615** | 1.000 | | | | | | | | |
| SV | 0.481** | 0.644** | 0.595** | 0.691** | 1.000 | | | | | | | |
| SC | 0.484** | 0.542** | 0.554** | 0.632** | 0.568** | 1.000 | | | | | | |
| HE | 0.404** | 0.463** | 0.441** | 0.444** | 0.439** | 0.573** | 1.000 | | | | | |
| CE | 0.470** | 0.526** | 0.587** | 0.570** | 0.530** | 0.668** | 0.678** | 1.000 | | | | |
| CS | 0.490** | 0.566** | 0.590** | 0.540** | 0.556** | 0.621** | 0.717** | 0.708** | 1.000 | | | |
| RI | 0.482** | 0.547** | 0.530** | 0.570** | 0.580** | 0.586** | 0.634** | 0.647** | 0.709** | 1.000 | | |
| WM | 0.427** | 0.405** | 0.529** | 0.480** | 0.439** | 0.580** | 0.576** | 0.593** | 0.653** | 0.720** | 1.000 | |
| EW | 0.366** | 0.399** | 0.467** | 0.414** | 0.368** | 0.499** | 0.534** | 0.548** | 0.555** | 0.638** | 0.696** | 1.000 |
| \bar{X} | 4.081 | 3.994 | 3.978 | 3.925 | 3.738 | 4.137 | 4.226 | 4.087 | 4.095 | 4.193 | 4.245 | 4.243 |
| S.D. | 0.574 | 0.705 | 0.612 | 0.687 | 0.785 | 0.670 | 0.624 | 0.614 | 0.605 | 0.637 | 0.617 | 0.614 |

Note: ** significate level at 0.01.

Comparing Mean Difference of Each Construct

According to discussed in Chapter 3, a review of the literature found that gender, age, and educational level influence the emotional stages and behavioral intention (e.g., Bryant & Cha, 1996; Danaher, 1988; Jobst & Boerner, 2015; Johnson & Fornell, 1991; Mittal & Kamakura, 2001; Varela-Neira et al., 2010). This section presented testing the mean differences of three variables which are gender, age, and level of education by using a t-test and analysis of variance (ANOVA). The objective of testing the mean difference is to determine whether these three variables should be added to the model as control variables. If the finding has no difference in the mean of all constructs (i.e., ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention), the three variables will not be added as control variables in the conceptual framework.

1) Differences of Gender

This study tested the mean differences between each construct and gender by using independent samples t-test. Gender here has two groups including 1) male and 2) female. A basic assumption of the t-test that variances must be equal across groups. The mean differences among the two groups are tested and the findings are presented in Table 12. The finding showed that Levene's test (F) is not significant in all twelve constructs at a level of significance 0.05, which represents pooled variance. The results of the t-value presented that twelve constructs do not have mean differences among two groups of gender at a level of significance 0.05. Therefore, gender is not considered as a control variable in the model.

Table 12: Mean Difference among Gender

| Construct | Levene's Test (F) | p-value | t | p-value (2-tailed) |
|-----------|-------------------|---------|---------|--------------------|
| AC | 0.901 | 0.343 | - 0.804 | 0.422 |
| AA | 1.795 | 0.081 | - 0.963 | 0.336 |
| SF | 1.795 | 0.181 | 0.968 | 0.333 |
| PS | 0.009 | 0.925 | - 0.316 | 0.752 |
| SV | 0.037 | 0.847 | - 0.820 | 0.413 |
| SC | 0.038 | 0.845 | - 0.113 | 0.910 |
| HE | 0.056 | 0.812 | - 0.980 | 0.327 |
| CE | 1.814 | 0.179 | - 0.971 | 0.332 |
| CS | 1.052 | 0.305 | - 0.467 | 0.641 |
| RI | 0.462 | 0.497 | - 1.397 | 0.163 |
| WM | 2.893 | 0.090 | - 0.098 | 0.922 |
| EW | 0.000 | 0.986 | - 0.231 | 0.818 |

2) Differences in Age

This section tested the mean differences between each construct and age by using a one-way analysis of variance (One-Way ANOVA). According to Gray et al. (2016) separated age groups, five groups is divided according to the generation of Thai people including 1) 15-19 years old (Generation Z), 2) 20 - 37 years old (Generation Y), 3) 38 - 52 years old (Generation X), 4) 53 - 71 years old (Baby Boomer), and 5) more than 71 years old (Greater Generation). The mean differences among the five groups are tested and the findings are presented in Table 13.

Table 13: Mean Difference among Age

| Construct | Levene's test | p-value | F | p-value |
|-----------|----------------|--------------|----------------|---------|
| AC | 3.017** | 0.018 | 1.008 | 0.403 |
| AA | 1.245 | 0.291 | 2.576** | 0.037 |
| SF | 1.275 | 0.297 | 2.340 | 0.054 |
| PS | 2.074 | 0.083 | 0.897 | 0.465 |
| SV | 1.533 | 0.191 | 3.270** | 0.012 |
| SC | 1.231 | 0.296 | 1.885 | 0.112 |
| HE | 3.282** | 0.011 | 3.037** | 0.017 |
| CE | 3.342** | 0.010 | 0.845 | 0.497 |
| CS | 1.895 | 0.110 | 1.270 | 0.281 |
| RI | 1.331 | 0.257 | 1.275 | 0.279 |
| WM | 1.276 | 0.278 | 0.241 | 0.915 |
| EW | 1.325 | 0.259 | 0.465 | 0.761 |

Note: ** significate level at 0.05.

A basic assumption of ANOVA states that each group of data has a normal distribution and variances must be equal across groups (Rao, 1992). The finding of Levene's test in Table 13 shown that three constructs – i.e., AA, HE, and CE - have unequal variances across groups at a level of significance of 0.05. In addition, when observing the descriptive statistics in Table 9 and testing the normal distribution with

the Kolmogorov-Smirnov test, the data was non-normal distribution. Therefore, it is a violation of the basic assumption of ANOVA and cannot continue to investigate the mean difference between the groups with F-test. The author then switched to the Kruskal-Wallis one-way analysis of variance test, which is testing nonparametric statistics to analyzes the data that is a free distribution and unequal variance (Kruskal & Wallis, 1952). The mean differences among five groups and each construct are tested by used Kruskal-Wallis one-way ANOVA and the findings are presented in Table 14. The results of mean differences show that three constructs – i.e., AA, SV, and HE - have a mean difference at least one group of age because they are significant levels less than 0.05. Another nine constructs do not have mean differences among five generations at a level of significance 0.05, which is considered more than half of all constructs. Therefore, it can be concluded from the analysis that age does not have an impact on the analysis of the model. Thus, this variable will not be added as a control variable in the model.

Table 14: Testing of Mean Difference among Age by Kruskal-Wallis Test

| Construct | Chi-Square | df | Asymp. Sig. |
|-----------|------------|----|--------------|
| AC | 4.416 | 4 | 0.353 |
| AA | 12.996 | 4 | 0.011 |
| SF | 8.944 | 4 | 0.063 |
| PS | 3.402 | 4 | 0.493 |
| SV | 12.553 | 4 | 0.014 |
| SC | 8.251 | 4 | 0.083 |
| HE | 18.520 | 4 | 0.001 |
| CE | 7.843 | 4 | 0.098 |
| CS | 6.235 | 4 | 0.182 |
| RI | 8.038 | 4 | 0.090 |
| WM | 2.201 | 4 | 0.699 |
| EW | 3.315 | 4 | 0.507 |

Note: df is the degrees of freedom, Asymp. Sig. is asymptotic significance or p-value.

3) Differences of Level of Education

This section tested the mean differences between each construct and level of education by using a one-way analysis of variance (One-Way ANOVA). The level of education has three groups including 1) lower than Bachelor degree, 2) Bachelor degree, 3) higher than Bachelor degree. The mean differences among the three groups are tested and the findings are presented in Table 15.

Table 15: Mean Difference among Level of Education

| Construct | Levene test | p-value | F | p-value |
|-----------|------------------|--------------|----------|---------|
| AC | 0.548 | 0.578 | 2.825 | 0.060 |
| AA | 1.085 | 0.339 | 7.433*** | 0.001 |
| SF | 5.053*** | 0.007 | 1.171 | 0.311 |
| PS | 3.314** | 0.037 | 4.511** | 0.011 |
| SV | 2.216 | 0.110 | 7.379*** | 0.001 |
| SC | 10.358*** | 0.000 | 0.889 | 0.412 |
| HE | 1.100 | 0.334 | 0.416 | 0.660 |
| CE | 3.459** | 0.032 | 2.113 | 0.122 |
| CS | 1.324 | 0.267 | 1.791 | 0.168 |
| RI | 1.226 | 0.294 | 4.906*** | 0.008 |
| WM | 6.297*** | 0.002 | 2.918 | 0.055 |
| EW | 8.450*** | 0.000 | 0.775 | 0.461 |

Note: ** significate level at 0.05, *** significate level at 0.01.

A basic assumption of ANOVA states that each group of data has a normal distribution and variances must be equal across groups (Rao, 1992). The finding of Levene's test in Table 15 shown that six constructs – i.e., SF, PS, SC, CE, WM, and EW - have unequal variances across groups at a level of significance of 0.05. Additionally, when observing the descriptive statistics in Table 9 and testing the normal distribution with the Kolmogorov-Smirnov test, the data was non-normal distribution. Therefore, it is a violation of the basic assumption of ANOVA and

cannot continue to investigate the mean difference between the groups with F-test. The author then switched to the Kruskal-Wallis one-way analysis of variance test, which is testing nonparametric statistics to analyzes the data that is a free distribution and unequal variance (Kruskal & Wallis, 1952). The mean differences among the three groups and each construct are tested by used Kruskal-Wallis one-way ANOVA and the findings are presented in Table 16. The results of mean differences show that four constructs – i.e., AA, PS, SV, and RI – have a mean difference at least one group of age because they are significant levels less than 0.05. Another eight constructs do not have mean differences among three education levels at a level of significance 0.05, which is considered more than half of all constructs. Therefore, it can be concluded from the analysis that the level of education does not have an impact on the analysis of the model. Thus, this variable will not be added as a control variable in the model.

Table 16: Testing of Mean Difference among Education Level by Kruskal-Wallis Test

| Construct | Chi-Square | df | Asymp. Sig. |
|-----------|------------|----|--------------|
| AC | 5.716 | 2 | 0.057 |
| AA | 12.854 | 2 | 0.002 |
| SF | 1.813 | 2 | 0.404 |
| PS | 8.554 | 2 | 0.014 |
| SV | 15.834 | 2 | 0.000 |
| SC | 1.398 | 2 | 0.497 |
| HE | 0.521 | 2 | 0.771 |
| CE | 2.848 | 2 | 0.241 |
| CS | 3.861 | 2 | 0.145 |
| RI | 6.668 | 2 | 0.036 |
| WM | 3.837 | 2 | 0.147 |
| EW | 0.587 | 2 | 0.746 |

Note: df is the degrees of freedom, Asymp. Sig. is asymptotic significance or p-value.

Confirmatory Factor Analysis (CFA)

In this section, the study shows the correlation matrix, means (\bar{X}), standard deviation (S.D.), and confirmatory factor analysis (CFA) of each construct base on the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention conceptual frameworks.

The author uses a statistical package to analyzes the correlation coefficient, means (\bar{X}), standard deviation (S.D.). Then, using AMOS 22 for confirmatory factor analysis (CFA) evaluates the validity of observed variables by using a Maximum Likelihood (ML) method to estimates parameters. Even though the results of normal distribution testing found the non-normality of the data (Table 9), the findings of correlation coefficient (Table 10 and Table 11) showed that no multicollinearity problem and sample in this study moreover 500. Therefore, the ML method, which can be able to violate the preliminary agreement in term of the normal distribution when the research has a large sample size (Bollen, 1989; Chou & Bentler, 1995; Iacobucci, 2010; West, Finch & Curran, 1995), can be used in this test.

1) Ambient Condition

The ambient condition (AC) construct is measured by five observed variables (AC1 - AC5). The correlation matrix, means, and standard deviation are shown in Table 17. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.255 which is the correlation between AC1 and AC5, and the highest correlation is 0.464 which is the correlation between AC3 and AC5. It can be concluded that a correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus the study could proceed to perform the next step in data analysis.

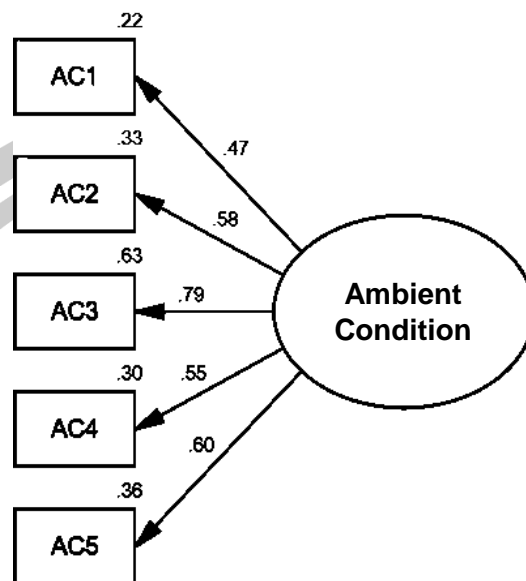
Table 17: Show Correlation Matrix, Means, and Standard Deviation
of Ambient Condition Construct

| Variables | AC1 | AC2 | AC3 | AC4 | AC5 |
|-------------|--------------|--------------|--------------|--------------|--------------|
| AC1 | 1.000 | | | | |
| AC2 | 0.375*** | 1.000 | | | |
| AC3 | 0.392*** | 0.448*** | 1.000 | | |
| AC4 | 0.401*** | 0.290*** | 0.457*** | 1.000 | |
| AC5 | 0.255*** | 0.398*** | 0.464*** | 0.315*** | 1.000 |
| \bar{X} | 4.015 | 4.342 | 3.996 | 3.927 | 4.127 |
| S.D. | 0.891 | 0.674 | 0.805 | 0.952 | 0.718 |

Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 9 and Table 18. In Figure 9, this study fixed parameter AC1 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of the magnitude of highest reliability between observed variables in the model. Table 18 shown that Chi-Square test is not significant at a level 0.05 ($\chi^2 = 7.358$, $df = 3$, $p = 0.061$) (Bollen, 1989). In a group of absolute fit measures, the relative Chi-Square (χ^2/df) is 2.453, root mean square error of approximation (RMSEA) is 0.052, and goodness of fit index (GFI) is 0.994. Besides, in a group of relative fit indices, the comparative fit index (CFI) is 0.992. If GFI and CFI are higher than 0.95, show that the model has a good level of fit (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and the estimated model.

Figure 9: The Results of CFA of Ambient Condition



Chi-square = 7.358, df = 3, p = 0.061

$\chi^2/df = 2.453$, gfi = 0.994, rmsea = 0.052, cfi = 0.992

Table 18: Standardized Factor Loading, t-value, and R² of Ambient Condition

| Variables | Factor Loading | | | R ² |
|-----------|-----------------------------|-------|-----------------|----------------|
| | Standardized Factor Loading | S.E. | t | |
| AC1 | 0.472 | - | - | 0.223 |
| AC2 | 0.579 | 0.104 | 8.912*** | 0.335 |
| AC3 | 0.794 | 0.177 | 8.562*** | 0.631 |
| AC4 | 0.552 | 0.139 | 8.948*** | 0.305 |
| AC5 | 0.597 | 0.123 | 8.251*** | 0.356 |

$\chi^2/df = 2.453$ p = 0.061 GFI = 0.994 RMSEA = 0.052 CFI = 0.992

Note: *** significance level at 0.01.

2) Aesthetic Appeal

The aesthetic appeal (AA) construct is measured by three observed variables (AA1 - AA3). The correlation matrix, means, and standard deviation are shown in Table 19. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.487 which is the correlation between AA1 and AA3, and the highest correlation is 0.760 which is the correlation between AA2 and AC3. It can be concluded that a correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus the study could proceed to perform the next step in data analysis.

Table 19: Show Correlation Matrix, Means, and Standard Deviation of Aesthetic Appeal Construct

| Variables | AA1 | AA2 | AA3 |
|------------------|--------------|--------------|--------------|
| AA1 | 1.000 | | |
| AA2 | 0.526*** | 1.000 | |
| AA3 | 0.487*** | 0.760*** | 1.000 |
| \bar{X} | 4.275 | 3.936 | 3.770 |
| S.D. | 0.740 | 0.891 | 0.835 |

Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 10 and Table 20. In Figure 10, this study fixed parameter AA3 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of the magnitude of highest reliability between observed variables in the model. Figure 10 and Table 20 shows Chi-square (χ^2) is 0.000 and the degree of freedom (df) is 0. The zero degrees of freedom is due to having the number of equations calculated equal the number of unknown parameters in the model, which presents a just-identified model. Thus, this model might lead to a saturated model or perfectly fits the data (Diamantopoulos & Siguaw, 2000). Moreover, the goodness of fit index (GFI) and comparative fit index

(CFI) is 1.000. It can be implied that there is a goodness of fit between observed data and the estimated model.

Standardized factor loading of each observed variable has ranged from 0.581 (AA1) to 0.907 (AA2), which all the factor loadings exceeded 0.4 (Hair et al., 2010). All standardized factor loadings have a significant impact at a level of significance of 0.01. Squared multiple correlation (R^2) is the percentage of the variance of construct explained by an observed variable. R^2 has ranged from 0.337 (AA1) to 0.822 (AA2). When the correlations between the observed variables are not greater than 0.8 and their R^2 not exceeded 0.9, these show that all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of aesthetic appeal construct should be included in the further analysis.

Figure 10: The Results of CFA of Aesthetic Appeal

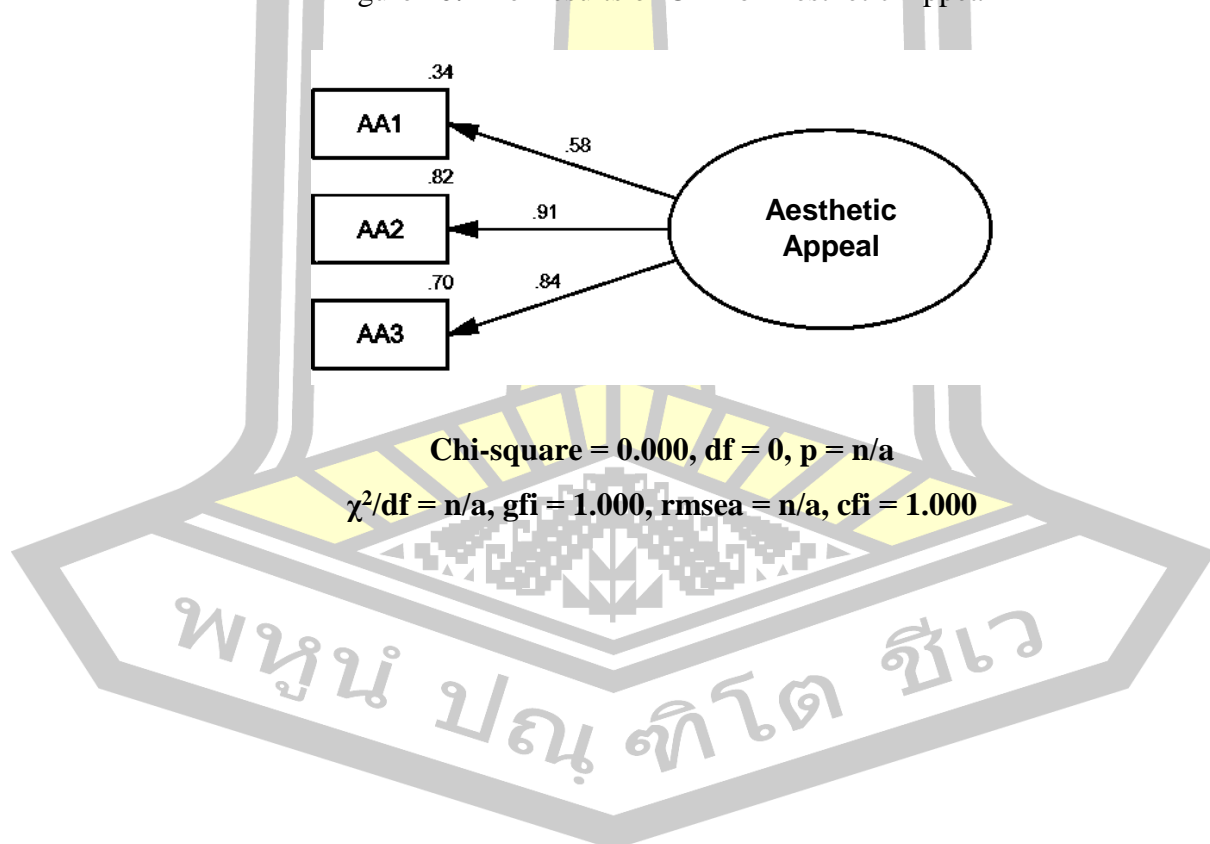


Table 20: Standardized Factor Loading, t-value, and R² of Aesthetic Appeal

| Variables | Factor Loading | | | R ² |
|-----------|-----------------------------|-------|------------------|----------------|
| | Standardized Factor Loading | S.E. | t | |
| AA1 | 0.581 | 0.045 | 13.554*** | 0.337 |
| AA2 | 0.907 | 0.069 | 16.789*** | 0.822 |
| AA3 | 0.839 | - | - | 0.703 |

$\chi^2/df = n/a$ $p = n/a$ GFI = 1.000 RMSEA = n/a CFI = 1.000

Note: *** significant level at 0.01.

3) Space and Function

The educational experience (SF) construct is measured by four observed variables (SF1 – SF4). The correlation matrix, means, and standard deviation are shown in Table 21. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.513 which the correlation of SF1 with SF4 and SF4 with SF4 have equal values, and the highest correlation is 0.652 which is the correlation between SF2 and SF3. It can be concluded that the correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus the study could proceed to perform the next step in data analysis.

The finding of confirmatory factor analysis (CFA) is shown in Figure 11 and Table 22. In Figure 11, this study fixed parameter SF1 to 1 as a reference indicator of the model. The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 0.601$, $df = 2$, $p = 0.740$) ((Bollen, 1989). The relative Chi-Square (χ^2/df) is 0.301, root mean square error of approximation (RMSEA) is 0.000, the goodness of fit index (GFI) is 0.999, and comparative fit index (CFI) is 1.000. If χ^2/df less than 2.00, RMSEA less than 0.05, and GFI and CFI are higher than 0.95, show that the model has a good fit level (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and the estimated model.

Table 21: Show Correlation Matrix, Means, and Standard Deviation of Space and Function Construct

| Variables | SF1 | SF2 | SF3 | SF4 |
|-------------|--------------|--------------|--------------|--------------|
| SF1 | 1.000 | | | |
| SF2 | 0.561*** | 1.000 | | |
| SF3 | 0.616*** | 0.652*** | 1.000 | |
| SF4 | 0.513*** | 0.531*** | 0.612*** | 1.000 |
| \bar{X} | 3.976 | 4.045 | 3.901 | 3.989 |
| S.D. | 0.730 | 0.707 | 0.769 | 0.749 |

Note: *** significate level at 0.01.

Standardized factor loading of each observed variable has ranged from 0.709 (SF4) to 0.857 (SF3), which all the factor loadings exceeded 0.4 (Hair et al., 2010). All standardized factor loadings have a significant impact at a level of significance of 0.01. Squared multiple correlation (R^2) is the percentage of the variance of construct explained by an observed variable. R^2 has ranged from 0.502 (SF4) to 0.734 (SF3). When the correlations between the observed variables are not greater than 0.8 and their R^2 not exceeded 0.9, these show that all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of the aesthetic appeal construct should be included in the further analysis.

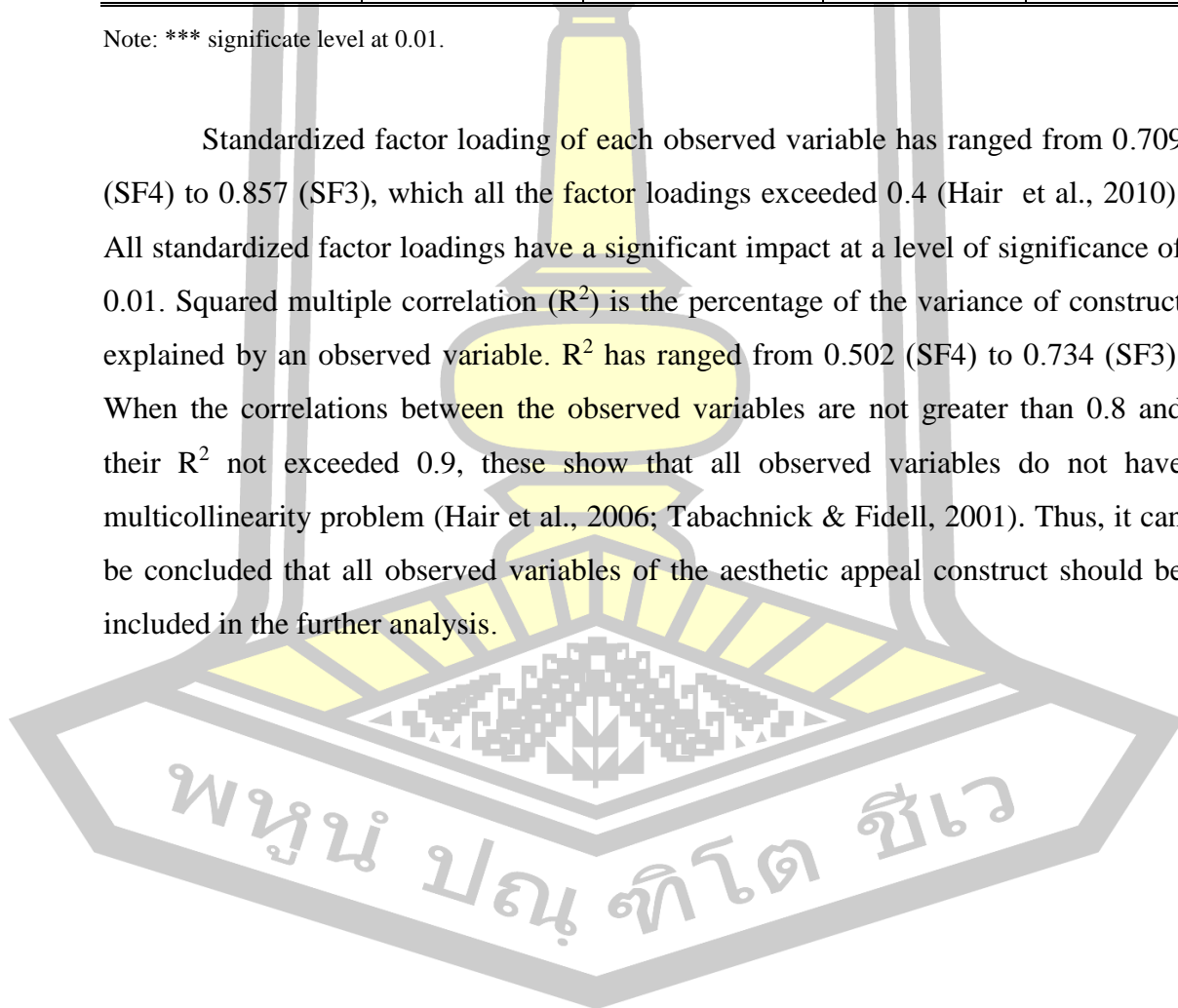
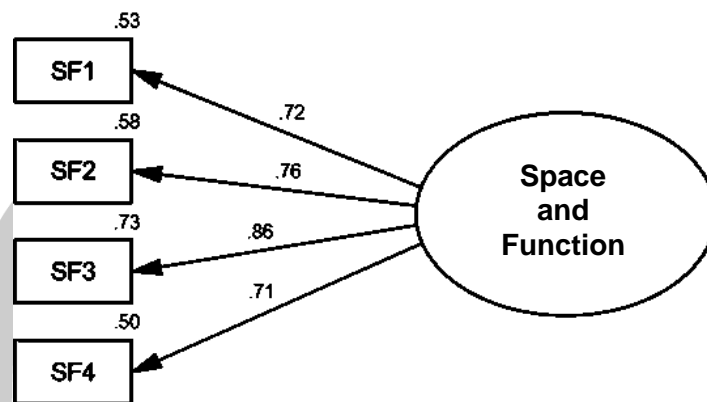


Figure 11: The Results of CFA of Space and Function



Chi-square = 0.601, df = 2, p = 0.740

$\chi^2/df = 0.301$, gfi = 0.999, rmsea = 0.000, cfi = 1.000

Table 22: Standardized Factor Loading, t-value, and R² of Space and Function

| Variables | Factor Loading | | | R ² |
|-----------|-----------------------------|-------|------------------|----------------|
| | Standardized Factor Loading | S.E. | t | |
| SF1 | 0.725 | - | - | 0.525 |
| SF2 | 0.762 | 0.063 | 16.108*** | 0.580 |
| SF3 | 0.857 | 0.072 | 17.395*** | 0.734 |
| SF4 | 0.709 | 0.067 | 15.062*** | 0.502 |

$\chi^2/df = 0.301$ p = 0.740 GFI = 0.999 RMSEA = 0.000 CFI = 1.000

Note: *** significance level at 0.01.

4) Physical Signal

The physical signal (PS) construct is measured by three observed variables (PS1 – PS3). The correlation matrix, means, and standard deviation are shown in Table 23. The results show that correlations of all pairs of observed are different from zero at significance level of 0.01. The lowest correlation is 0.528 which is the correlation between PS1 and PS2, and the highest correlation is 0.561 which is the

correlation between PS1 and PS3. It can be concluded that the correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus the study could proceed to perform the next step in data analysis.

Table 23: Show Correlation Matrix, Means, and Standard Deviation of Physical Signal Construct

| Variables | PS1 | PS2 | PS3 |
|------------------|--------------|--------------|--------------|
| PS1 | 1.000 | | |
| PS2 | 0.528*** | 1.000 | |
| PS3 | 0.561*** | 0.541*** | 1.000 |
| \bar{X} | 3.951 | 3.912 | 3.910 |
| S.D. | 0.835 | 0.763 | 0.869 |

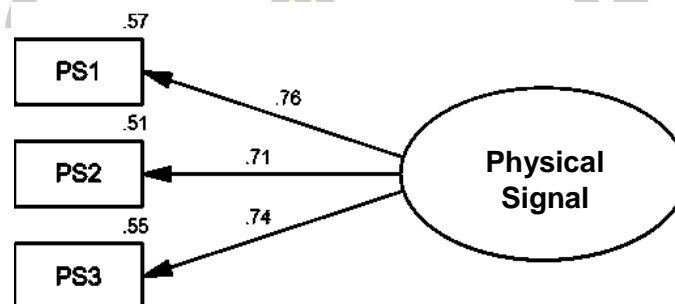
Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 12 and Table 24. In Figure 12, this study fixed parameter PS1 and PS3 to 1 as a reference indicator of the model so that the degrees of freedom are greater than zero to be an over-identified model (Schumacker & Lomax, 2010). The Chi-Square test is not significant at a level of 0.05 ($\chi^2 = 0.734$, $df = 1$, $p = 0.392$) (Bollen, 1989). The relative Chi-Square (χ^2/df) is 0.734, root mean square error of approximation (RMSEA) is 0.000, the goodness of fit index (GFI) is 0.999, and the comparative fit index (CFI) is 1.000. If χ^2/df less than 2.00, RMSEA less than 0.05, and GFI and CFI are higher than 0.95, means the model has a good fit level (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and the estimated model.

Standardized factor loading of each observed variable has ranged from 0.714 (PS2) to 0.757 (PS1). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of the variance of construct explained by an observed variable. R^2 has ranged from 0.509 (PS2) to 0.573 (PS3). When the correlations between the observed variables are not

greater than 0.8 and their R^2 not exceeded 0.9, these show that all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of the physical signal construct should be included in the further analysis.

Figure 12: The Results of CFA of Physical Signal



Chi-square = 0.734, df = 1, p = 0.392

$\chi^2/df = 0.734$, gfi = 0.999, rmsea = 0.000, cfi = 1.000

Table 24: Standardized Factor Loading, t-value, and R^2 of Physical Signal

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| PS1 | 0.757 | - | - | 0.549 |
| PS2 | 0.714 | 0.057 | 15.076*** | 0.509 |
| PS3 | 0.741 | - | - | 0.573 |

$\chi^2/df = 0.734$ p = 0.392 GFI = 0.999 RMSEA = 0.000 CFI = 1.000

Note: *** significance level at 0.01.

5) Surveillance

The surveillance (SV) construct is measured by three observed variables (SV1- SV3). The correlation matrix, means, and standard deviation are shown in Table 25. The results show that correlations of all pairs of observed are different from zero at significance level of 0.01. The lowest correlation is 0.376 which is the correlation between SV1 and SV3, and the highest correlation is 0.654 which is the correlation between SV1 and SV2. It can be concluded that the correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus the study could proceed to perform the next step in data analysis.

Table 25: Show Correlation Matrix, Means, and Standard Deviation of Surveillance Construct

| Variables | SV1 | SV2 | SV3 |
|-----------------------------|--------------|--------------|--------------|
| SV1 | 1.000 | | |
| SV2 | 0.654*** | 1.000 | |
| SV3 | 0.376*** | 0.384*** | 1.000 |
| \bar{X} | 3.589 | 3.710 | 3.916 |
| S.D. | 1.051 | 0.924 | 0.945 |

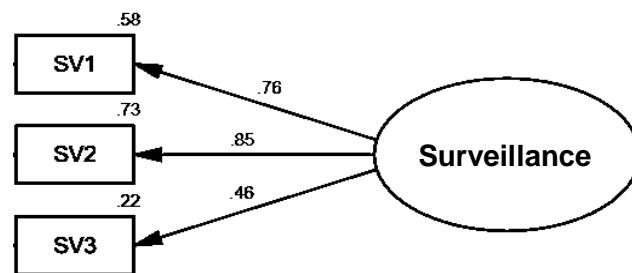
Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 13 and Table 26. In Figure 13, this study fixed parameter SV1 and SV3 to 1 as a reference indicator of the model so that degrees of freedom are greater than zero to be an over-identified model (Schumacker & Lomax, 2010). The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 1.287$, $df = 1$, $p = 0.257$) (Bollen, 1989). The relative Chi-Square (χ^2/df) is 1.287, root mean square error of approximation (RMSEA) is 0.023, the goodness of fit index (GFI) is 0.998, and comparative fit index (CFI) is 0.999. If χ^2/df is less than 2.00, RMSEA is less than 0.05, and GFI and CFI are higher than 0.95, mean that the model has a good fit level (Diamantopoulos & Siguaw, 2000;

Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and the estimated model.

Standardized factor loading of each observed variable has ranged from 0.464 (PS2) to 0.854 (PS1). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct which is explained by an observed variable. R^2 has ranged from 0.215 (PS2) to 0.730 (PS3). When the correlations between the observed variables are not greater than 0.8 and their R^2 not exceeded 0.9, these show that all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of surveillance construct should be included in the further analysis.

Figure 13: The Results of CFA of Surveillance



Chi-square = 1.287, df = 1, p = 0.257

$\chi^2/df = 1.287$, gfi = 0.998, rmsea = 0.023, cfi = 0.999

Table 26: Standardized Factor Loading, t-value, and R^2 of Surveillance

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| SV1 | 0.763 | - | - | 0.582 |
| SV2 | 0.854 | - | - | 0.730 |
| SV3 | 0.464 | 0.054 | 10.194*** | 0.215 |

$\chi^2/df = 1.287$ p = 0.257 GFI = 0.998 RMSEA = 0.023 CFI = 0.999

Note: *** is significant level at $p < 0.01$.

6) Social and Cultural Appeal

The social and cultural appeal (SC) construct is measured by three observed variables (SC1 – SC3). The correlation matrix, means, and standard deviation are shown in Table 27. The results show that correlations of all pairs of observed are different from zero at significance level of 0.01. The lowest correlation is 0.524 which is the correlation between SC1 and SC2, and the highest correlation is 0.657 which is the correlation between SC1 and SC3. It can be concluded that the correlation matrix is considered correlated and the correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 27: Show Correlation Matrix, Means, and Standard Deviation of Social and Cultural Appeal Construct

| Variables | SC1 | SC2 | SC3 |
|------------------|--------------|--------------|--------------|
| SC1 | 1.000 | | |
| SC2 | 0.524*** | 1.000 | |
| SC3 | 0.657*** | 0.641*** | 1.000 |
| \bar{X} | 4.043 | 4.224 | 4.144 |
| S.D. | 0.863 | 0.736 | 0.742 |

Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 14 and Table 28. In Figure 14, this study fixed parameter SC1 and SC3 to 1 as a reference indicator of the model so that degrees of freedom are greater than zero to be over-identified model (Schumacker & Lomax, 2010). The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 0.602$, $df = 1$, $p = 0.438$). The relative Chi-Square (χ^2/df) is 0.602, root mean square error of approximation (RMSEA) is 0.000, the goodness of fit index (GFI) is 0.999, and comparative fit index (CFI) is 1.000. If χ^2/df is less than 2.00, RMSEA is less than 0.05, and GFI and CFI are higher than 0.95, mean that the model has a good fit level (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and the estimated model.

Standardized factor loading of each observed variable has ranged from 0.719 (SC2) to 0.884 (SC3). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct which is explained by an observed variable. R^2 has ranged from 0.517 (SC2) to 0.782 (SC3). When the correlations between the observed variables are not greater than 0.8 and their R^2 not exceeded 0.9, these show that all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of the social and cultural appeal construct should be included in the further analysis.

Figure 14: The Results of CFA of Social and Cultural Appeal

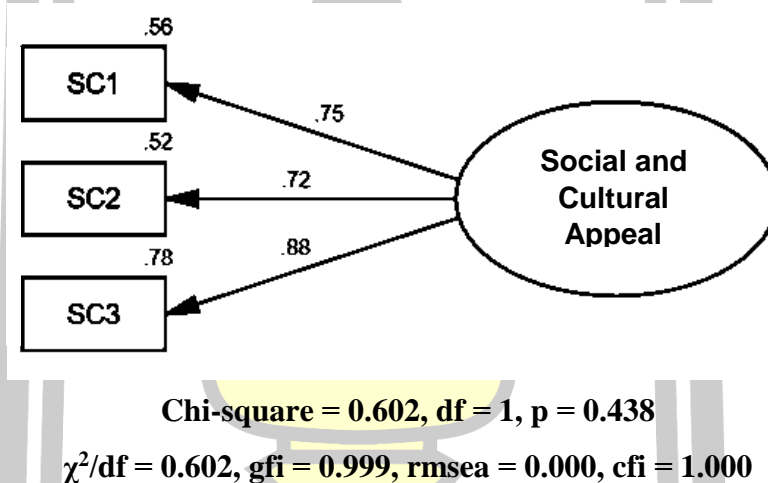


Table 28: Standardized Factor Loading, t-value, and R^2 of Social and Cultural Appeal

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| SC1 | 0.748 | - | - | 0.560 |
| SC2 | 0.719 | 0.045 | 17.890*** | 0.517 |
| SC3 | 0.884 | - | - | 0.782 |

$\chi^2/df = 0.602$ p = 0.438 GFI = 0.999 RMSEA = 0.000 CFI = 1.000

Note: *** significate level at 0.01.

7) Hedonic Experience

The hedonic experience (HE) construct is measured by three observed variables (HE1 – HE3). The correlation matrix, means, and standard deviation are shown in Table 24. The results show that correlations of all pairs of observed are different from zero at significance level of 0.01. The lowest correlation is 0.599 which is the correlation between HE1 and HE3, and the highest correlation is 0.781 which is the correlation between HE1 and HE2. It can be concluded that the correlation matrix is considered correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 29: Show Correlation Matrix, Means, and Standard Deviation of Hedonic Experience Construct

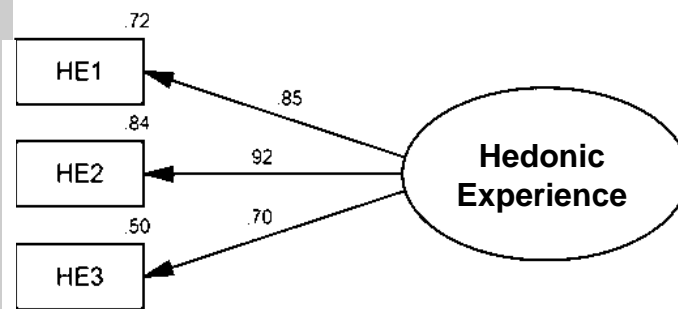
| Variables | HE1 | HE2 | HE3 |
|------------------|--------------|--------------|--------------|
| HE1 | 1.000 | | |
| HE2 | 0.781*** | 1.000 | |
| HE3 | 0.599*** | 0.646*** | 1.000 |
| \bar{X} | 4.288 | 4.245 | 4.144 |
| S.D. | 0.689 | 0.738 | 0.684 |

Note: *** significate level at 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 15 and Table 30. In Figure 15, this study fixed parameter HE2 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The Chi-square (χ^2) is 0.000 and the degree of freedom (df) is 0. The zero degrees of freedom presents a just-identified model. Thus, this model might lead to a saturated model or perfectly fits the data (Diamantopoulos & Siguaw, 2000). Moreover, the goodness of fit index (GFI) and comparative fit index (CFI) are 1.000. It can be implied that there is a goodness of fit between observed data and the estimated model.

Standardized factor loading of each observed variable has ranged from 0.704 (HE3) to 0.918 (HE2), which all the factor loadings exceeded 0.4 (Hair et al., 2010). All standardized factor loadings have a significant impact at a level of significance of 0.01. Squared multiple correlation (R^2) is the percentage of the variance of construct explained by an observed variable. R^2 has ranged from 0.495 (HE3) to 0.842 (HE2). When the correlations between the observed variables are not greater than 0.8 and their R^2 did not exceed 0.9, these showed that all observed variables did not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). Thus, it can be concluded that all observed variables of the hedonic experience construct should be included in the further analysis.

Figure 15: The Results of CFA of Hedonic Experience



Chi-square = 0.000, df = 0, p = n/a

$\chi^2/df = n/a$, gfi = 1.000, rmsea = n/a, cfi = 1.000

Table 30: Standardized Factor Loading, t-value, and R^2 of Hedonic Experience

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| HE1 | 0.851 | 0.040 | 21.602*** | 0.725 |
| HE2 | 0.918 | - | - | 0.842 |
| HE3 | 0.704 | 0.040 | 17.909*** | 0.495 |

$\chi^2/df = n/a$ p = n/a GFI = 1.000 RMSEA = n/a CFI = 1.000

Note: *** significance level at 0.01.

8) Customer Experience

The customer experience (CE) construct was measured by four observed variables (CE1 – CE4). The correlation matrix, means, and standard deviation are shown in Table 31. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.519 which is the correlation between CE1 and CE3, and the highest correlation is 0.638 which is the correlation between CE1 and CE2. It can be concluded that a correlation matrix is considered correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 31: Show Correlation Matrix, Means, and Standard Deviation of Customer Experience Construct

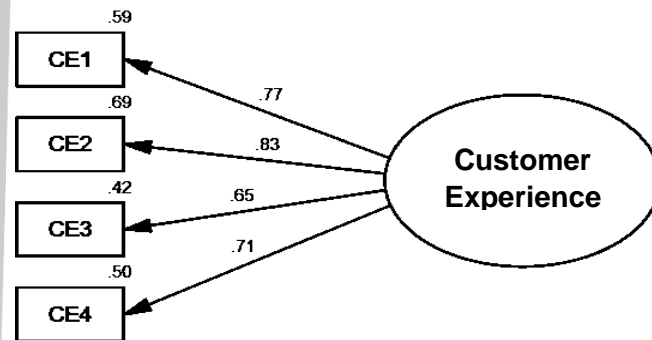
| Variables | CE1 | CE2 | CE3 | CE4 |
|-----------------------------|--------------|--------------|--------------|--------------|
| CE1 | 1.000 | | | |
| CE2 | 0.638*** | 1.000 | | |
| CE3 | 0.519*** | 0.521*** | 1.000 | |
| CE4 | 0.528*** | 0.598*** | 0.579*** | 1.000 |
| \bar{X} | 4.204 | 4.148 | 3.998 | 3.998 |
| S.D. | 0.680 | 0.734 | 0.761 | 0.820 |

Note: *** is significant level at $p < 0.01$.

The finding of confirmatory factor analysis (CFA) shows in Figure 16 and Table 32. In Figure 9, this study fixed parameter CE1 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 3.684$, $df = 1$, $p = 0.055$) (Bollen, 1989). The relative Chi-Square (χ^2/df) is 3.684, RMSEA is 0.071 and GFI is 0.997. Besides, CFI is 0.997. If GFI and CFI are higher than 0.95, means that the model has a good level of fit (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and estimated model.

The standardized factor loading of each observed variable has ranged from 0.646 (CE3) to 0.830 (CE2). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct which is explained by an observed variable. R^2 has ranged from 0.417 (CE3) to 0.689 (CE2). The results show correlations between the observed variables that are not greater than 0.8 and their R^2 does not exceed 0.9, thus all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). This can be concluded that all observed variables of customer experience construct should be included in the further analysis.

Figure 16: The Results of CFA of Customer Experience



Chi-square = 3.684, df = 1, p = 0.055

$\chi^2/df = 3.684$, $gfi = 0.997$, $rmsea = 0.071$, $cfi = 0.997$

Table 32: Standardized Factor Loading, t-value, and R^2 of Customer Experience

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|------------------|-------|
| | Standardized Factor Loading | S.E. | t | |
| CE1 | 0.769 | - | - | 0.591 |
| CE2 | 0.830 | 0.071 | 16.517*** | 0.689 |
| CE3 | 0.646 | 0.069 | 13.546*** | 0.417 |
| CE4 | 0.707 | 0.074 | 14.909*** | 0.501 |

$\chi^2/df = 3.684$ p = 0.055 GFI = 0.997 RMSEA = 0.071 CFI = 0.997

Note: *** significate level at 0.01.

9) Customer Satisfaction

The customer satisfaction (CS) construct was measured by four observed variables (CS1 – CS4). The correlation matrix, means, and standard deviation shows in Table 33. The results show that correlations of all pairs of observed are different from zero at significance level of 0.01. The lowest correlation is 0.568 which is the correlation between CS1 and CS3, and the highest correlation is 0.730 which is the correlation between CS1 and CS2. It can be concluded that a correlation matrix is considered correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 33: Show Correlation Matrix, Means, and Standard Deviation of Customer Satisfaction Construct

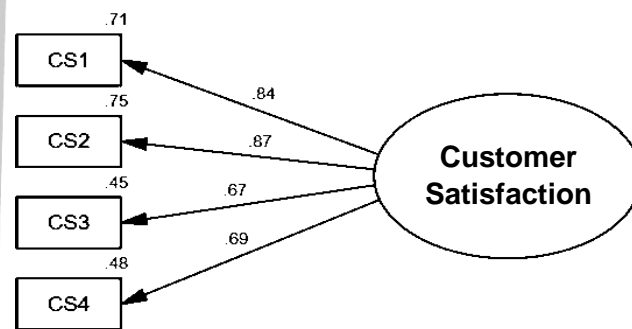
| Variables | CS1 | CS2 | CS3 | CS4 |
|-----------------------------|--------------|--------------|--------------|--------------|
| CS1 | 1.000 | | | |
| CS2 | 0.730*** | 1.000 | | |
| CS3 | 0.568*** | 0.573*** | 1.000 | |
| CS4 | 0.575*** | 0.605*** | 0.630*** | 1.000 |
| \bar{X} | 4.118 | 4.140 | 4.007 | 4.114 |
| S.D. | 0.724 | 0.717 | 0.727 | 0.706 |

Note: *** significate level at 0.01.

The finding of the confirmatory factor analysis (CFA) shows in Figure 17 and Table 34. In Figure 17, this study fixed parameter CS1 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 0.790$, $df = 1$, $p = 0.374$). The χ^2/df is 0.790, RMSEA is 0.000, GFI is 0.999, and CFI is 1.000. If χ^2/df less than 2.00, RMSEA less than 0.05, and GFI and CFI are higher than 0.95, means that the model has a good fit level (Diamantopoulos & Sigauw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and estimated model.

The standardized factor loading of each observed variable has ranged from 0.667 (CS3) to 0.868 (CS2). All standardized factor loadings have a significant impact at a level of significance 0.01. The Squared Multiple Correlation (R^2) of each observed variable has ranged from 0.445 (CS3) to 0.753 (CS2). The results show correlations between the observed variables which are not greater than 0.8 and their R^2 does not exceed 0.9, thus all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). This can be concluded that all observed variables of customer satisfaction construct should be included in the further analysis.

Figure 17: The Results of CFA of Customer Satisfaction



Chi-square = 0.790, df = 1, p = 0.374

$\chi^2/df = 0.790$, gfi = 0.999, rmsea = 0.000, cfi = 1.000

Table 34: Standardized Factor Loading, t-value, and R^2 of Customer Satisfaction

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| CS1 | 0.841 | - | - | 0.707 |
| CS2 | 0.868 | 0.051 | 20.196*** | 0.753 |
| CS3 | 0.667 | 0.050 | 15.813*** | 0.445 |
| CS4 | 0.691 | 0.049 | 16.530*** | 0.478 |

$\chi^2/df = 0.790$ p = 0.374 GFI = 0.999 RMSEA = 0.000 CFI = 1.000

Note: *** significant level at 0.01.

10) Revisiting Intention

The revisiting intention (RI) construct was measured by three observed variables (RI1 – RI3). The correlation matrix, means, and standard deviation show in Table 35. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.556 which is the correlation between RI1 and RI3, and the highest correlation is 0.775 which is the correlation between RI1 and RI2. It can be concluded that a correlation matrix is considered correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 35: Show Correlation Matrix, Means, and Standard Deviation of Revisiting Intention Construct

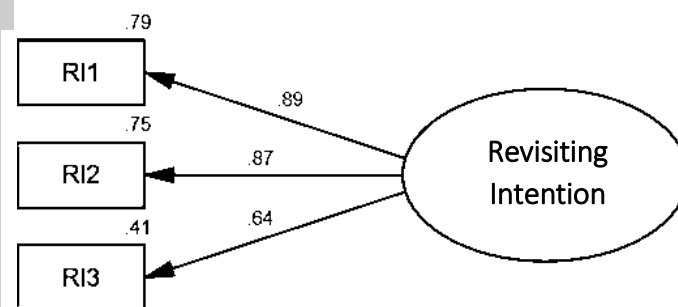
| Variables | RI1 | RI2 | RI3 |
|-----------|----------|----------|-------|
| RI1 | 1.000 | | |
| RI2 | 0.775*** | 1.000 | |
| RI3 | 0.556*** | 0.570*** | 1.000 |
| \bar{X} | 4.256 | 4.206 | 4.118 |
| S.D. | 0.719 | 0.756 | 0.721 |

Note: *** significate level at 0.01.

The finding of the confirmatory factor analysis (CFA) shows in Figure 18 and Table 36. In Figure 18, this study fixed parameter RI1 and RI2 to 1 as a reference indicator of the model so that degrees of freedom are greater than zero to be over-identified model (Schumacker & Lomax, 2010). The Chi-Square test is not significant at a level 0.05 ($\chi^2 = 2.172$, $df = 1$, $p = 0.141$). The χ^2/df is 2.172, RMSEA is 0.047, GFI is 0.997, and CFI is 0.998. If RMSEA less than 0.05, and GFI and CFI are higher than 0.95, mean that the model has a good fit level (Diamantopoulos & Siguaw, 2000; Schumacker & Lomax, 2010). Therefore, it can be implied that there is a goodness of fit between observed data and estimated model.

The standardized factor loading of each observed variable has ranged from 0.639 (RI3) to 0.891 (RI1). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) of each observed variable has ranged from 0.408 (RI3) to 0.794 (RI2). The results show correlations between the observed variables which are not greater than 0.8 and their R^2 does not exceed 0.9, thus all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). This can be concluded that all observed variables of revisiting intention construct should be included in the further analysis.

Figure 18: The Results of CFA of Revisiting Intention



Chi-square = 2.172, df = 1, p = 0.141

$\chi^2/df = 2.172$, gfi = 0.997, rmsea = 0.047, cfi = 0.998

Table 36: Standardized Factor Loading, t-value, and R^2 of Revisiting Intention

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|-------|-----------|-------|
| | Standardized Factor Loading | S.E. | t | |
| RI1 | 0.891 | - | - | 0.794 |
| RI2 | 0.868 | - | - | 0.753 |
| RI3 | 0.639 | 0.042 | 16.776*** | 0.408 |

$\chi^2/df = 2.172$ p = 0.141 GFI = 0.997 RMSEA = 0.047 CFI = 0.998

Note: *** significance level at 0.01.

11) WOM Intention

The WOM Intention (WM) construct was measured by two observed variables (WM1 – WM2). The correlation matrix, means, and standard deviation show in Table 37. The results show that the correlation between WM1 and WM2 is 0.613 and significance level at 0.01. It can be concluded that a correlation matrix is considered correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 37: Show Correlation Matrix, Means, and Standard Deviation of WOM Intention Construct

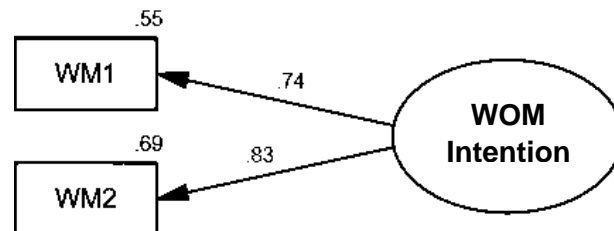
| Variables | WM1 | WM2 |
|------------------|--------------|--------------|
| WM1 | 1.000 | |
| WM2 | 0.613*** | 1.000 |
| \bar{X} | 4.250 | 4.239 |
| S.D. | 0.727 | 0.647 |

Note: *** significate level at 0.01.

According to Hair et al. (2010) proposed condition for determining the minimum sample size of more than seven latent variables, they mentioned that each latent variable can be measured by three less or more observed variables. For this reason, the author defined two observed variables which are covered by the definition of WOM intention. When testing CFA, found that the degree of freedom (df) is -1, which represented under-identified model. This test therefore assigned a constant for the parameters of the two observed variables so that was a goodness of fit between observed data and estimated model which can be analyzed by just-identified model (df = 0) (MacCallum et al., 1993). Thus, Figure 19 and Table 38 show the Chi-square (χ^2) is 0.000 and the degree of freedom (df) is 0, this model might lead to a saturated model or perfectly fits the data (Diamantopoulos & Siguaw, 2000). Moreover, the goodness of fit index (GFI) and comparative fit index (CFI) are 1.000. It can be implied that there is a goodness of fit between observed data and estimated model.

The standardized factor loading of each observed variable has ranged from 0.738 (WM1) to 0.830 (WM2). Squared Multiple Correlation (R^2) has ranged from 0.545 (WM1) to 0.689 (WM2). The results show correlations between the observed variables which are not greater than 0.8 and their R^2 does not exceed 0.9, thus all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). This can be concluded that all observed variables of WOM intention construct should be included in the further analysis.

Figure 19: The Results of CFA of WOM Intention



Chi-square = 0.000, df = 0, p = n/a

$\chi^2/df = n/a$, gfi = 1.000, rmsea = n/a, cfi = 1.000

Table 38: Standardized Factor Loading, t-value, and R^2 of WOM Intention

| Variables | Factor Loading | | | R^2 |
|-----------|-----------------------------|------|---|-------|
| | Standardized Factor Loading | S.E. | t | |
| WM1 | 0.738 | - | - | 0.545 |
| WM2 | 0.830 | - | - | 0.689 |

$\chi^2/df = n/a$ p = n/a GFI = 1.000 RMSEA = n/a CFI = 1.000

12) eWOM Intention

The eWOM intention (EW) construct was measured by two observed variables (EW1 – EW2). The correlation matrix, means, and standard deviation show in Table 39. The results show that the correlation between EW1 and EW2 is 0.571 and significance level at 0.01. It can be concluded that a correlation matrix is considered

correlated and correlation coefficient (r) of all variables are lower at 0.80 (Hair et al., 2006), thus it could proceed to perform the next step in data analysis.

Table 39: Show Correlation Matrix, Means, and Standard Deviation of eWOM Intention Construct

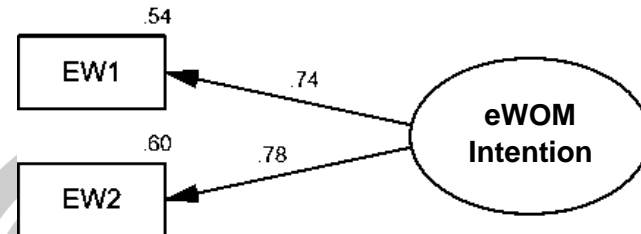
| Variables | EM1 | EM2 |
|------------------|--------------|--------------|
| EW1 | 1.000 | |
| EW2 | 0.571*** | 1.000 |
| \bar{X} | 4.284 | 4.202 |
| S.D. | 0.712 | 0.673 |

Note: *** significate level at 0.01.

According to Hair et al. (2010) proposed condition for determining the minimum sample size of more than seven latent variables, the author defined two observed variables which are covered by the definition of eWOM intention. When testing CFA, found that the degree of freedom (df) is -1, which represented under-identified model. This test therefore assigned a constant for the parameters of the two observed variables so there is a goodness of fit between observed data and estimated model can be analyzed by just-identified model (df = 0) (MacCallum et al., 1993). Thus, Figure 20 and Table 40 show the Chi-square (χ^2) is 0.000 and the degree of freedom (df) is 0, which this model might lead to a saturated model or perfectly fits the data (Diamantopoulos & Sigauw, 2000). Moreover, GFI CFI are 1.000. It can be implied that there is a goodness of fit between observed data and estimated model.

The standardized factor loading of each observed variable has ranged from 0.735 (EW1) to 0.777 (EW2). Squared Multiple Correlation (R^2) is the percentage of variance of construct which is explained by an observed variable. R^2 has ranged from 0.540 (EW1) to 0.604 (EW2). The results show correlations between the observed variables which are not greater than 0.8 and their R^2 does not exceed 0.9, thus all observed variables do not have multicollinearity problem (Hair et al., 2006; Tabachnick & Fidell, 2001). This can be concluded that all observed variables of the eWOM intention construct should be included in the further analysis.

Figure 20: The Results of CFA of eWOM Intention



Chi-square = 0.000, df = 0, p = n/a

$\chi^2/df = n/a$, gfi = 1.000, rmsea = n/a, cfi = 1.000

Table 40: Standardized Factor Loading, t-value, and R² of eWOM Intention

| Variables | Factor Loading | | | R ² |
|-----------|-----------------------------|------|---|----------------|
| | Standardized Factor Loading | S.E. | t | |
| EW1 | 0.735 | - | - | 0.540 |
| EW2 | 0.777 | - | - | 0.604 |

$\chi^2/df = n/a$ p = n/a GFI = 1.000 RMSEA = n/a CFI = 1.000

Zero Chi-square and zero degrees of freedom implied that the model is saturated and, therefore, perfect fit. This might not be realistic because the model in reality is not always fit perfectly (Diamantopoulos & Siguaaw, 2000). For the four constructs - i.e., aesthetic appeal, hedonic experience, WOM intention, and eWOM intention - which show zero Chi-square (χ^2) and zero degrees of freedom (df), due to the incomplete path diagrams from the lacking of other measurement models in measuring. Especially, WOM intention and eWOM intention show under-identified model which can occur when a model has more than seven latent variables and each latent variable can be measured by three less observed variables (Hair et al., 2010). Therefore, in the next part, the author will present the measurement model assessment of all constructs to achieve the complete path diagrams.

Measurement Model Assessment

This section tested the measurement model of the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention. The confirmatory factor analysis (CFA) was conducted to assess the acceptable fit of the measurement model. The objective of measurement model assessment is to evaluate the reliability, validity, and model fit indices to assess fitting well with the data, lead to increase the quality of input of a structural model.

Reliability Test

Reliability measures the internal consistency of a set of variables of a latent construct. The higher reliability of a construct demonstrates the higher opportunity of all variables in a construct to measure the same thing (Hair et al., 2006). The reliability has a value between 0 and 1. Reliability of all constructs in this study is tested by using the Cronbach's alpha (α) (Cronbach, 1951). The rule of thumb is that Cronbach's alpha should be higher than 0.7 for enough internal consistency (Nunnally & Bernstein, 1994). Besides the Cronbach's alpha together with composite reliability (CR) (Bagozzi & Yi, 2012) which verified the internal consistency of the factors were used to evaluate the reliability of the measurement model. The results of testing reliability of all variables and constructs are shown in Table 41 and Table 42. All twelve constructs – i.e., the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention - shown Cronbach's alpha value and CR are above 0.7, indicating the reliability of the constructs (Hair et al., 2010; Nunnally & Bernstein, 1994). For reliability indices range, all constructs have Cronbach's alpha range from 0.726 to 0.864 and CR range from 0.734 to 0.869. Thus, it can conclude that the measurement model of all constructs has reliability.

Table 41: Reliability of All Constructs

| Construct | Number of variables | Cronbach's alpha |
|---|----------------------------|-------------------------|
| Exogenous | | |
| Ambient Condition (AC) | 5 Items | 0.747 |
| Aesthetic Appeal (AA) | 3 Items | 0.815 |
| Space and Function (SF) | 4 Items | 0.847 |
| Physical Signal (PS) | 3 Items | 0.780 |
| Surveillance (SV) | 3 Items | 0.728 |
| Social and Cultural Appeal (SC) | 3 Items | 0.819 |
| Endogenous | | |
| Hedonic Experience (HE) | 3 Items | 0.862 |
| Customer Experience (CE) | 4 Items | 0.836 |
| Customer Satisfaction (CS) | 4 Items | 0.864 |
| Revisiting Intention (RI) | 3 Items | 0.839 |
| Word of Mouth Intention (WM) | 2 Items | 0.757 |
| Electronic Word of Mouth Intention (EW) | 2 Items | 0.726 |

Validity Test

In terms of validity testing, this study used a construct validity assessment which is often used with questionnaires, actually test the hypothesis or theory in social sciences and psychology. The aim of applying CFA is to test how well the construct validity developed from prior research (Carlo & Randall, 2002). The resulting of factor loading is important for determining the construct validity of a measurement model. Moreover, Nunnally and Bernstein (1994) suggested that all constructs should have factor loading that is great than 0.40. Construct validity consists of two fundamental aspects: 1) convergent validity and 2) discriminant validity.

1) Convergent validity test

The convergent validity is used to measure the level of correlation of multiple measure items or observed variables in the same construct, which should be highly correlated. The factor loading of the measure items, the average variance extracted (AVE), and composite reliability (CR) were used to consider convergent validity (Hair et al., 2014). The standardized factor loading of each observable variable should be above 0.40 (Nunnally & Bernstein, 1994). Table 42 and Figure 21 show the convergent validity of the measurement model. The findings show all observed variables have a factor loading of more than 0.40 by have ranged from 0.468 to 0.885.

Squaring the factor loadings (variance extracted) indicates the variance observed by the observed variable is described by the latent variable. When the variance extracted of the observed variable within the same latent variable is averaged, average variance extracted (AVE) is obtained. If the AVE value is greater than 0.50, demonstrates that a measurement model has a good convergent validity (Fornell & Larcker, 1981). In Table 42, the finding shows AVE of all constructs is greater than 0.50 by have ranged from 0.510 to 0.691, except only ambient condition construct that AVE is 0.374. The composite reliability (CR) uses factor loading and error variance to calculate, which all constructs should have CR that is great than 0.70 (Hair et al., 2010). As Table 42, the results found that CR of all constructs is greater than 0.70 by having a range from 0.734 to 0.869. Although the AVE of the ambient condition construct is less than 0.50, CR is higher than 0.6, thus, the convergent validity of the construct is still adequate (Fornell & Larcker, 1981). Which, the factor loading and CR of ambient condition passed the required criteria. Overall, it can conclude that the measurement model of all constructs has convergent validity.

2) Discriminant validity test

Discriminant validity was used to measure different construct that should not be highly correlated but should be highly correlated only with the indicators themselves. The correlation between the construct and its indicator is found from the square root of the average variance extracted (\sqrt{AVE}). For assessing discriminant validity, this study used Fornell-Lacker criterion (Fornell & Larcker, 1981).

Following Fornell-Lacker criterion table, if the square root of each construct's AVE value in the main diagonal surpasses the correlations with other constructs (off-diagonal) in the relevant rows and columns, shows the construct has discriminant validity.

Table 42: Standardized Factor Loading, AVE, and CR of Measurement Model of All Construct

| Constructs/ Measurement items | Factor loading | AVE | CR |
|----------------------------------|----------------|--------------|--------------|
| AC | | 0.374 | 0.745 |
| 1. AC1 | 0.549 | | |
| 2. AC2 | 0.631 | | |
| 3. AC3 | 0.718 | | |
| 4. AC4 | 0.468 | | |
| 5. AC5 | 0.660 | | |
| AA | | 0.632 | 0.835 |
| 1. AA1 | 0.649 | | |
| 2. AA2 | 0.833 | | |
| 3. AA3 | 0.883 | | |
| SF | | 0.586 | 0.849 |
| 1. SF1 | 0.730 | | |
| 2. SF2 | 0.757 | | |
| 3. SF3 | 0.836 | | |
| 4. SF4 | 0.734 | | |
| PS | | 0.543 | 0.781 |
| 1. PS1 | 0.750 | | |
| 2. PS2 | 0.693 | | |
| 3. PS3 | 0.766 | | |
| SV | | 0.510 | 0.752 |
| 1. SV1 | 0.763 | | |
| 2. SV2 | 0.816 | | |
| 3. SV3 | 0.531 | | |

Note: AVE is average variance extracted, CR is composite reliability.

Table 42: Standardized Factor Loading, AVE, and CR of Measurement Model of All Construct (Continued)

| Constructs/ Measurement items | Factor loading | AVE | CR |
|----------------------------------|----------------|--------------|--------------|
| SC | | 0.612 | 0.824 |
| 1. SC1 | 0.753 | | |
| 2. SC2 | 0.711 | | |
| 3. SC3 | 0.873 | | |
| HE | | 0.691 | 0.869 |
| 1. HE1 | 0.865 | | |
| 2. HE2 | 0.885 | | |
| 3. HE3 | 0.735 | | |
| CE | | 0.561 | 0.836 |
| 1. CE1 | 0.738 | | |
| 2. CE2 | 0.735 | | |
| 3. CE3 | 0.719 | | |
| 4. CE4 | 0.802 | | |
| CS | | 0.592 | 0.853 |
| 1. CS1 | 0.751 | | |
| 2. CS2 | 0.784 | | |
| 3. CS3 | 0.762 | | |
| 4. CS4 | 0.780 | | |
| RI | | 0.659 | 0.852 |
| 1. RI1 | 0.868 | | |
| 2. RI2 | 0.864 | | |
| 3. RI3 | 0.691 | | |
| WM | | 0.601 | 0.750 |
| 1. WM1 | 0.771 | | |
| 2. WM2 | 0.779 | | |
| EW | | 0.580 | 0.734 |
| 1. EW1 | 0.768 | | |
| 2. EW2 | 0.755 | | |

Note: AVE is average variance extracted, CR is composite reliability.

Table 43 shows inter-construct correlations to test discriminant validity. The findings show the \sqrt{AVE} of each construct exceed the correlations with the other relevant constructs in both rows and columns. Overall, discriminant validity can be accepted for the measurement model of all constructs.

Therefore, from the finding in Table 42 and Table 43, there can summarize that the measurement model of all constructs is accepted in construct validity.

Table 43: Discriminant Validity Testing by Fornell-Larcker Criterion.

| Construct | AC | AA | SF | PS | SV | SC | HE | CE | CS | RI | WM | EW |
|-----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| AC | 0.612 | | | | | | | | | | | |
| AA | 0.468 | 0.795 | | | | | | | | | | |
| SF | 0.476 | 0.564 | 0.765 | | | | | | | | | |
| PS | 0.519 | 0.607 | 0.615 | 0.737 | | | | | | | | |
| SV | 0.481 | 0.644 | 0.595 | 0.691 | 0.714 | | | | | | | |
| SC | 0.484 | 0.542 | 0.554 | 0.632 | 0.568 | 0.782 | | | | | | |
| HE | 0.404 | 0.463 | 0.441 | 0.444 | 0.439 | 0.573 | 0.831 | | | | | |
| CE | 0.470 | 0.526 | 0.587 | 0.570 | 0.530 | 0.668 | 0.678 | 0.749 | | | | |
| CS | 0.490 | 0.566 | 0.590 | 0.540 | 0.556 | 0.621 | 0.717 | 0.708 | 0.769 | | | |
| RI | 0.482 | 0.547 | 0.530 | 0.570 | 0.580 | 0.586 | 0.634 | 0.647 | 0.709 | 0.812 | | |
| WM | 0.427 | 0.405 | 0.529 | 0.480 | 0.439 | 0.580 | 0.576 | 0.593 | 0.653 | 0.720 | 0.775 | |
| EW | 0.366 | 0.399 | 0.467 | 0.414 | 0.368 | 0.499 | 0.534 | 0.548 | 0.555 | 0.638 | 0.696 | 0.762 |

Note: Values shown in main diagonal represent the square root of AVE.

Goodness of Fit Indices

In this section, the author tested the validity of the measurement model by analyzing the goodness of fit indices. Table 44 shows multiple goodness-of-fit indices, acceptable criteria, and measurement model's result value. The data analysis for the measurement model's fit Indices in Table 44 and Figure 21 found that the chi-square (χ^2) was 1817.644, the statistical significance level (p-value) was 0.000 at the degrees of freedom (df) of 644. The p-value of Chi-square should be more than 0.05 to reject the null hypothesis (Schermelleh-Engel, Moosbrugger, & Müller, 2003), which the result has the p-value below the criteria for consideration at 0.05. The use of chi-square as a statistical value to measure model's fit depends on the sample. If the sample is large (sample > 500), the chi-square value is so high that it can lead to

inaccurate conclusions (Kline, 2005; Schumacker & Lomax, 2010) and may be considered a measure of badness-of-fit (Schumacker & Lomax, 2010). This study has sample more than 500, therefore, testing should consider other fit indices (e.g., RMSEA, NFI, CFI, and IFI) rather than p-value to evaluate a goodness-of-fit between the observed data and estimated model when the sample is large size (Fornell & Larcker, 1981).

Alternative fit indices were used to assess model fit (Hair et al., 2010). In a group of absolute fit indices, Relative Chi-Square (χ^2/df), sometimes called "normed chi-square", should have lower than 2.00 is a good fit (Bollen, 1989) or between 2.00 to 5.00 is an acceptance of fit (Diamantopoulos & Siguaw, 2000; Steiger, 2007). For the group of relative fit indices, also called the incremental fit indices, The Incremental Fit Index (IFI) of Bollen (1989) indexed that adjusts the normed fit index (NFI) of Bentler and Bonett (1980) for the sample size and degrees of freedom. The acceptable IFI values should be greater than 0.90 (Hair et al., 2006). Furthermore, in the group of noncentrality-based indices, the author would like to explain two indexes, i.e., the Root Mean Square Error of Approximation (RMSEA) and Comparative Fit Index (CFI). The RMSEA index which is based on the non-centrality parameter, represents the mean of discrepancies per degree of freedom, so a good fit model RMSEA should have approach zero (Browne & Cudeck, 1993). Garson (2012) recommended that RMSEA lower than 0.08 is an acceptable fit. Besides, RMSEA values less than .05 can be considered as a good fit (Browne & Cudeck, 1993; Diamantopoulos & Siguaw, 2000) and values between 0.05 and 0.10 as an adequate fit (Diamantopoulos & Siguaw, 2000; Steiger, 2007). Comparative fit index (CFI) is an index adjusted from Bentler and Bonett (1980) NFI index. The CFI index is normed, giving it a value between 0 and 1, where the complexity of the model does not affect the CFI index. The CFI value of 0.90 and above indicates that the model is an adequate fit (Diamantopoulos & Siguaw, 2000; Kaplan, 2000).

As Table 44, the measurement model of the ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention have the Relative Chi-Square (χ^2/df) equal

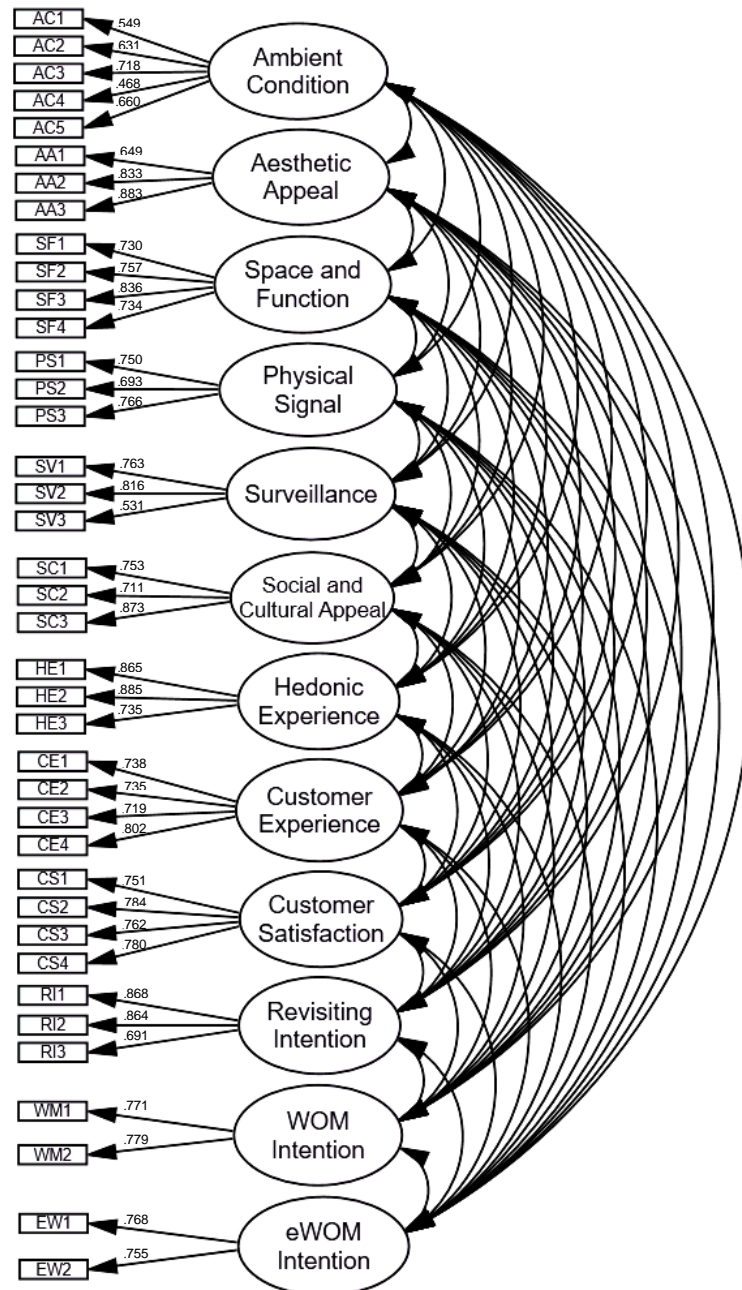
2.904 which is between 2.00 to 5.00, represents acceptable of fit (Diamantopoulos & Siguaw, 2000; Steiger, 2007). The RMSEA of a measurement model is 0.060 which is between 0.05 and 0.10 and lower than 0.08, presents an adequate fit (Diamantopoulos & Siguaw, 2000; Garson, 2012; Steiger, 2007). In addition, the results show the CFI is 0.908 and IFI is 0.909, which they are above a cut-off value at 0.90, as an acceptable fit (Diamantopoulos & Siguaw, 2000; Hair et al., 2006; Kaplan, 2000). Based on the analysis, this study concludes that a measurement model of the six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention framework has validity and a reasonable fit with the data.

Table 44: Fit Indices for Testing Measurement Model of All construct

| Goodness-of-Fit Indices | | Acceptable Criteria | Result |
|---|---------------|---------------------|----------|
| Chi-Square | χ^2 | | 1817.644 |
| Degrees of freedom | d.f. | | 644 |
| Level of statistical significance | p-value | > 0.05 | 0.000 |
| Relative Chi-Square | $\chi^2/d.f.$ | < 5.00 | 2.904 |
| Root Mean Square Error of Approximation | RMSEA | < 0.08 | 0.060 |
| Comparative fit index | CFI | > 0.90 | 0.908 |
| Incremental Fit Index | IFI | > 0.90 | 0.909 |

Conclusively, according to the test for reliability (Table 41), validity (Table 42, Table 43, and Figure 21), and goodness-of-fit (Table 44 and Figure 21) of the measurement model, the results can conclude that all data and variables are suitable for verification in the structural model, which will be in the next section.

Figure 21: Measurement Model of Six Servicescape's Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, and Three Dimensions of Behavioral Intention Constructs



Chi-square = 1817.644, df = 644, p = 0.000

$\chi^2/df = 2.904$, rmsea = 0.060, cfi = 0.908, ifi = 0.909

Structural Model Assessment

After the results of testing reliability and validity of the measures and model fit assessment of measurement model for the six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention are satisfied, assessing the fit of the structural model is performed. Based on the analysis, the purpose of this study is to test the structural model of the six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention framework consistently fits the empirical data.

For assessing the goodness-of-fit of the model, there are several fit indices and criteria. About Chi-Square statistics (χ^2), it is a widely used index to verify the overall goodness-of-fit between the model and the empirical data. This index has a criterion of a fit model, is the low chi-square model, and not statistically significant (p-value > 0.05) to reject the null hypothesis (Bollen, 1989; Kelloway, 1998; Schermelleh-Engel et al., 2003). On the other hand, using of chi-square to measure the model's fit depends on the sample size. If the sample is large (sample > 500), the chi-square value is so high that it can lead to inaccurate conclusions (Kline, 2005; Schumacker & Lomax, 2010). and may be considered a measure of badness-of-fit (Schumacker & Lomax, 2010). This study has a sample of more than 500, which found that the Chi-square (χ^2) was 1895.571, the p-value was 0.000 at the degrees of freedom (df) of 611. Therefore, testing should consider other fit indices (e.g., RMSEA, NFI, CFI, and IFI) rather than the p-value of Chi-square to evaluate a goodness-of-fit between the observed data and estimated model when the sample is a large size (Fornell & Larcker, 1981).

As previously mentioned, alternative fit indices were used to assess model fit (Hair et al., 2010). The author considered three groups of fit indices including absolute fit indices, relative fit indices, and noncentrality-based indices for evaluation. In a group of absolute fit measures, the Relative Chi-Square (χ^2/df), sometimes called "normed chi-square", should have lower than 2.00 is a good fit (Bollen, 1989) or between 2.00 to 5.00 is an acceptance of fit (Diamantopoulos & Siguaw, 2000; Steiger, 2007). In the group of relative fit indices, Incremental Fit Index (IFI) should

be greater than 0.90 as an acceptable fit (Hair et al., 2006). For the group of noncentrality-based indices, the Root Mean Square Error of Approximation (RMSEA) should be close zero and values is less than .05 can be considered as a good fit (Browne & Cudeck, 1993). Furthermore, RMSEA was recommended that should have values between 0.05 and 0.10 (Diamantopoulos & Siguaw, 2000; Steiger, 2007) or lower than 0.08, represent an adequate fit (Garson, 2012). Another indice in this group, Comparative Fit Index (CFI), should have values of 0.90 and above to indicates the model is an adequate fit (Diamantopoulos & Siguaw, 2000; Kaplan, 2000).

The results of the model fit assessment of the six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention framework are summarized in Table 45. The findings show that χ^2/df is 3.102, which between 2.00 to 5.00 (Diamantopoulos & Siguaw, 2000; Steiger, 2007), thus, indicate an acceptance fit of the model. The RMSEA of the model is 0.063 which is between 0.05 and 0.10 (Diamantopoulos & Siguaw, 2000; Steiger, 2007) and lower than 0.08 (Garson, 2012), which represents an adequate fit. Moreover, the results show the CFI is 0.901 and IFI is 0.902, which are above a cut-off values at 0.90, as an acceptable fit (Diamantopoulos & Siguaw, 2000; Hair et al., 2006; Kaplan, 2000). Overall, these results demonstrate fitting between the model and the empirical data.

Table 45: Testing Goodness-of-Fit Indices for the Structural Model

| Goodness-of-Fit Indices | | Acceptable Criteria | Result |
|---|---------------|---------------------|----------|
| Chi-Square | χ^2 | | 1895.571 |
| Degrees of freedom | d.f. | | 611 |
| Level of statistical significance | p-value | > 0.05 | 0.000 |
| Relative Chi-Square | $\chi^2/d.f.$ | < 5.00 | 3.102 |
| Root Mean Square Error of Approximation | RMSEA | < 0.08 | 0.063 |
| Comparative fit index | CFI | > 0.90 | 0.901 |
| Incremental Fit Index | IFI | > 0.90 | 0.902 |

Hypothesis Testing

This section presents the results of testing thirty-five hypotheses of the proposed frameworks for six servicescape's dimensions (i.e., ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal), hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention (i.e., revisiting intention, WOM intention, and eWOM intention). The coefficient of determinations and the total effect of endogenous variables are revealed. Additionally, nested models within frameworks are investigated.

To consider the effects of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention. This study tests H1a-H1f, H2a-H2f, H3, H4, H5a-H5c, H6a-H6f, H7a-H7f, and H8a-H8f that proposed in Chapter 2. The findings are shown in Figure 22, Table 46, and Table 47. H1a-H1f predicted that ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal positively influence the hedonic experience. The results show that the direct effect of aesthetic appeal ($\gamma = 0.517$, $p = 0.000$), physical signal ($\gamma = 0.675$, $p = 0.000$), and social and cultural appeal ($\gamma = 0.982$, $p = 0.000$) on the hedonic experience which are significant and positive while the effect of ambient condition ($\gamma = -0.435$, $p = 0.010$), space and function ($\gamma = -0.242$, $p = 0.037$), and surveillance ($\gamma = -0.511$, $p = 0.001$) on the hedonic experience are significant but negative. Thus, H1b, H1d, and H1f are supported.

H2a-H2f proposed that ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal positive influence customer experience. The findings show that the direct effect of aesthetic appeal ($\gamma = 0.372$, $p = 0.000$), physical signal ($\gamma = 0.607$, $p = 0.000$), and social and cultural appeal ($\gamma = 0.926$, $p = 0.000$) on customer experience are significant and positive while the effect of ambient condition ($\gamma = -0.313$, $p = 0.024$) and surveillance ($\gamma = -0.372$, $p = 0.005$) on customer experience are significant but negative. However,

H2c is not significant ($\gamma = 0.063$, $p = 0.505$), so, no direct effect for space and function on customer experience. Therefore, H2b, H2d, and H2f are supported.

In the relationship among the consequences of servicescape, H3 and H4 assumed that when customer have a positive hedonic experience and customer experience will have a positive effect on customer satisfaction. The results show that the direct effect of hedonic experience ($\gamma = 0.343$, $p = 0.000$) and customer experience ($\gamma = 0.626$, $p = 0.000$) on customer satisfaction are significant and positive, thus, both H3 and H4 are supported. In addition, H5a-H5c propose that all three dimensions of behavioral intention – i.e., revisiting intention, WOM intention, and eWOM intention - will be positively influenced by customer satisfaction. The significant path coefficients for the structural model demonstrated strong positive direct effect of customer satisfaction on revisiting intention ($\gamma = 0.858$, $p = 0.000$), WOM intention ($\gamma = 0.816$, $p = 0.000$), and eWOM intention ($\gamma = 0.759$, $p = 0.000$). Accordingly, H5a-H5c are supported.

In the relationship between the six dimensions of servicescape and customer satisfaction, the author assumed that the hedonic experience and customer experience are mediators. H6a-H6f predict that hedonic experience mediates the relationship between customer satisfaction and ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal. Moreover, H7a-H7f propose that customer experience mediates the relationship between customer satisfaction and ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal. The path coefficients for the structural model confirm that the indirect effects of ambient condition, aesthetic appeal, physical signal, surveillance, and social and cultural appeal on customer satisfaction are significant (indirect effects are -0.345, 0.410, 0.612, -0.408, and 0.917 respectively) by passed hedonic experience and customer experience as mediating variables. Thus, H6a, H6b, H6d, H6e, H6f, H7a, H7b, H7d, H7e and H7f are supported. While the path coefficients for the structural model verify that the direct effect of space and function on hedonic experience is significant and negative ($\gamma = -0.242$, $p = 0.037$), no direct effect for space and function on customer experience ($\gamma = 0.063$, $p = 0.505$). Hence, the results assert that the indirect effect of space and

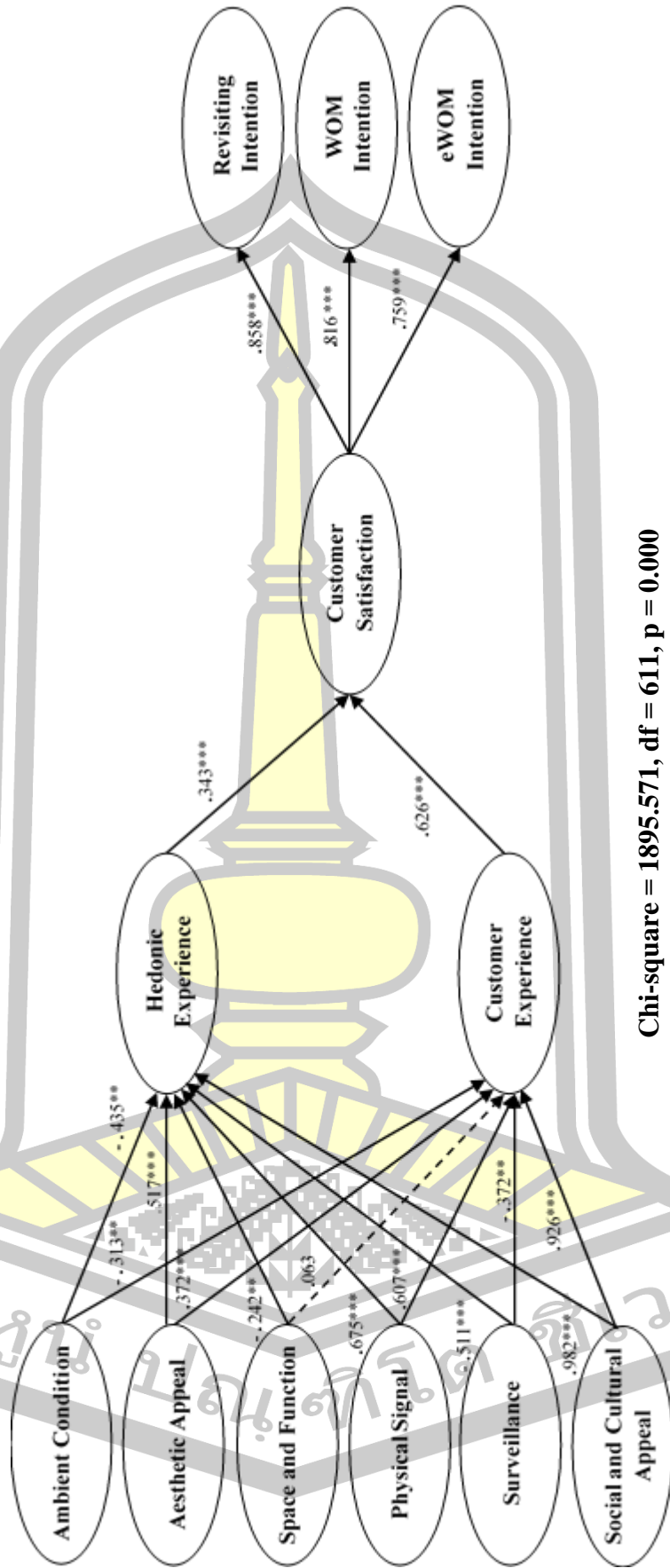
function on customer satisfaction is significant and negative (indirect effect = -0.083) by only passed hedonic experience as mediator, H6c is supported. However, the findings show no direct effect between space and function and customer experience, thereby, no indirect effect for space and function on customer satisfaction passed customer experience, H7c is rejected.

In the relationship between the hedonic experience and the three dimensions of behavioral intention (i.e., revisiting intention, WOM intention, and eWOM intention), the author predicted that customer satisfaction is mediating variable. H8a-H8c propose that customer satisfaction mediates the relationship of the hedonic experience with revisiting intention, WOM intention, and eWOM intention. The path coefficients for the structural model affirm that the indirect effects of hedonic experience on revisiting intention, WOM intention, and eWOM intention are significant (indirect effects are 0.294, 0.280, and 0.260 respectively) by passed customer satisfaction as mediator. Therefore, H8a-H8c are supported.

Finally, in the relationship of customer experience with revisiting intention, WOM intention, and eWOM intention, which are three dimensions of behavioral intention, the author assumed that customer satisfaction is a mediator. H8d-H8f predicted that customer satisfaction mediates the relationship between customer experience and revisiting intention, WOM intention, and eWOM intention. The results which show the path coefficients for the structural model, confirm that the indirect effects of customer experience on revisiting intention, WOM intention, and eWOM intention are significant and strong (indirect effects are 0.537, 0.511, and 0.475 respectively) by passed mediating variable is customer satisfaction. Consequently, H8d-H8f are supported.

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Figure 22: Structural Model of Six Servicescape's Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, Revisiting Intention, WOM Intention, eWOM Intention and Three Dimensions of Behavioral Intention Framework with Standardized Parameter Estimates and Statistical Significance



Chi-square = 1895.571, df = 611, p = 0.000
 $\chi^2/df = 3.102$, rmsea = 0.063, cfi = 0.901, ifi = 0.902

Note: ** is p < 0.05, *** is p < 0.01, -----▶ is not significant.

Table 46: Standardized Structural Parameter Estimates and t-value of Six Servicescape’s Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, and Three Dimensions of Behavioral Intention Framework

| | Hedonic Experience | | Customer Experience | | Customer Satisfaction | | Revisiting Intention | | WOM Intention | | eWOM Intention | |
|-----------------------------|--------------------|-----------|---------------------|-----------|-----------------------|----------|----------------------|-----------|---------------|-----------|----------------|-----------|
| | γ | t-value | γ | t-value | γ | t-value | γ | t-value | γ | t-value | γ | t-value |
| Exogenous Construct | | | | | | | | | | | | |
| Ambient Condition | -0.435 | -2.587** | -0.313 | -2.264 | - | - | - | - | - | - | - | - |
| Aesthetic Appeal | 0.517 | 3.885*** | 0.372 | 3.477*** | - | - | - | - | - | - | - | - |
| Space and Function | -0.242 | -2.091** | 0.063 | 0.667 | - | - | - | - | - | - | - | - |
| Physical Signal | 0.675 | 4.858*** | 0.607 | 5.295*** | - | - | - | - | - | - | - | - |
| Surveillance | -0.511 | -3.214*** | -0.372 | -2.822*** | - | - | - | - | - | - | - | - |
| Social and Cultural Appeal | 0.982 | 7.125*** | 0.926 | 7.830*** | - | - | - | - | - | - | - | - |
| Endogenous Construct | | | | | | | | | | | | |
| Hedonic Experience | - | - | - | - | 0.343 | 6.017*** | - | - | - | - | - | - |
| Customer Experience | - | - | - | - | 0.626 | 9.564*** | - | - | - | - | - | - |
| Customer Satisfaction | - | - | - | - | - | - | 0.858 | 17.014*** | 0.816 | 14.877*** | 0.759 | 13.604*** |

Note: ** is significant level at $p < 0.05$.

*** is significant level at $p < 0.01$.

γ is a standardized parameter estimate from exogenous to endogenous construct.

\square is a standardized parameter estimate from endogenous to endogenous construct.

Table 47: The Analysis of Effects between Constructs

| Constructs | Effects | Endogenous Constructs | | | | | |
|------------|-----------------|-----------------------|--------|--------|--------|--------|--------|
| | | HE | CE | CS | RI | WM | EW |
| AC | Direct effect | -0.435 | -0.313 | - | - | - | - |
| | Indirect effect | - | - | -0.345 | -0.296 | -0.282 | -0.262 |
| | Total effect | -0.435 | -0.313 | -0.345 | -0.296 | -0.282 | -0.262 |
| AA | Direct effect | 0.517 | 0.372 | - | - | - | - |
| | Indirect effect | - | - | 0.410 | 0.352 | 0.335 | 0.311 |
| | Total effect | 0.517 | 0.372 | 0.041 | 0.035 | 0.034 | 0.031 |
| SF | Direct effect | -0.242 | - | - | - | - | - |
| | Indirect effect | - | - | -0.083 | -0.071 | -0.068 | -0.063 |
| | Total effect | -0.242 | - | -0.083 | -0.071 | -0.068 | -0.063 |
| PS | Direct effect | 0.675 | 0.607 | - | - | - | - |
| | Indirect effect | - | - | 0.612 | 0.525 | 0.499 | 0.464 |
| | Total effect | 0.675 | 0.607 | 0.612 | 0.525 | 0.499 | 0.464 |
| SV | Direct effect | -0.511 | -0.372 | - | - | - | - |
| | Indirect effect | - | - | -0.408 | -0.350 | -0.333 | -0.310 |
| | Total effect | -0.511 | -0.372 | -0.408 | -0.350 | -0.333 | -0.310 |
| SC | Direct effect | 0.982 | 0.926 | - | - | - | - |
| | Indirect effect | - | - | 0.917 | 0.786 | 0.748 | 0.696 |
| | Total effect | 0.982 | 0.926 | 0.917 | 0.786 | 0.748 | 0.696 |
| HE | Direct effect | - | - | 0.343 | - | - | - |
| | Indirect effect | - | - | - | 0.294 | 0.280 | 0.260 |
| | Total effect | - | - | 0.343 | 0.294 | 0.280 | 0.260 |
| CE | Direct effect | - | - | 0.626 | - | - | - |
| | Indirect effect | - | - | - | 0.537 | 0.511 | 0.475 |
| | Total effect | - | - | 0.626 | 0.537 | 0.511 | 0.475 |
| CS | Direct effect | - | - | - | 0.858 | 0.816 | 0.759 |
| | Indirect effect | - | - | - | - | - | - |
| | Total effect | - | - | - | 0.858 | 0.816 | 0.759 |

Note: Table was reported only statistically significant paths with standardized parameter estimates.

The coefficient of determination (R^2) for the Structural Equation Model (SEM) can be obtained from the Squared Multiple Correlation. SEM provides R^2 values for each endogenous variable same as for each equation in the regression. R^2 is the proportion of the variance in the endogenous variables that is predictable from the exogenous variables, which should not be lower than 0.25 (Hair, Risher, Sarstedt & Ringle, 2019). The results showed 64.0 percent of hedonic experience and 91.2 percent of customer experience are explained by six dimensions of servicescape. For customer satisfaction, 82.3 percent is described by hedonic experience, customer experience, and six dimensions of servicescape. Furthermore, 73.6 percent of revisiting intention, 66.6 percent of WOM intention, and 57.6 percent of eWOM intention are described by customer satisfaction, hedonic experience, customer experience, and six dimensions of servicescape. Overall, the results of all R^2 of endogenous constructs in Table 48 are 0.576 to 0.912, showing moderate to high explanation.

Table 48: Coefficient of Determinations of Endogenous Constructs of Six Servicescape's Dimensions, Hedonic Experience, Customer Experience, Customer Satisfaction, and Three Dimensions of Behavioral Intention Framework

| Constructs | R^2 |
|-----------------------|-------|
| Hedonic Experience | 0.640 |
| Customer Experience | 0.912 |
| Customer Satisfaction | 0.823 |
| Revisiting Intention | 0.736 |
| WOM Intention | 0.666 |
| eWOM Intention | 0.576 |

Note: R^2 is squared multiple correlations.

Summary

This chapter presents the result of data analysis of ambient condition, aesthetic appeal, space and function, physical signal, surveillance, social and cultural appeal, hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention. The results of all thirty-five hypotheses are tested. For the critical participant characteristics, characteristics of homestay's customer are described. Then, the results demonstrate in testing observed variables in the conceptual framework. The first step of testing observed variables including normality test, correlation analysis, comparing the mean difference of each variable and test control variable, and confirmatory factor analysis to each variable were examined. Second, the reliability, validity, and goodness-of-fit indices of measurement model were investigated. Next, the structural model was tested in model fit with empirical data. The results showed the model has reliable, valid, and fit. Furthermore, the findings of hypothesis testing for six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention are revealed. Table 49 presents the summary of hypothesized relationships.

The next chapter presents the discussions, conclusions of the research, theoretical and managerial contributions, limitations, and research directions for further study.

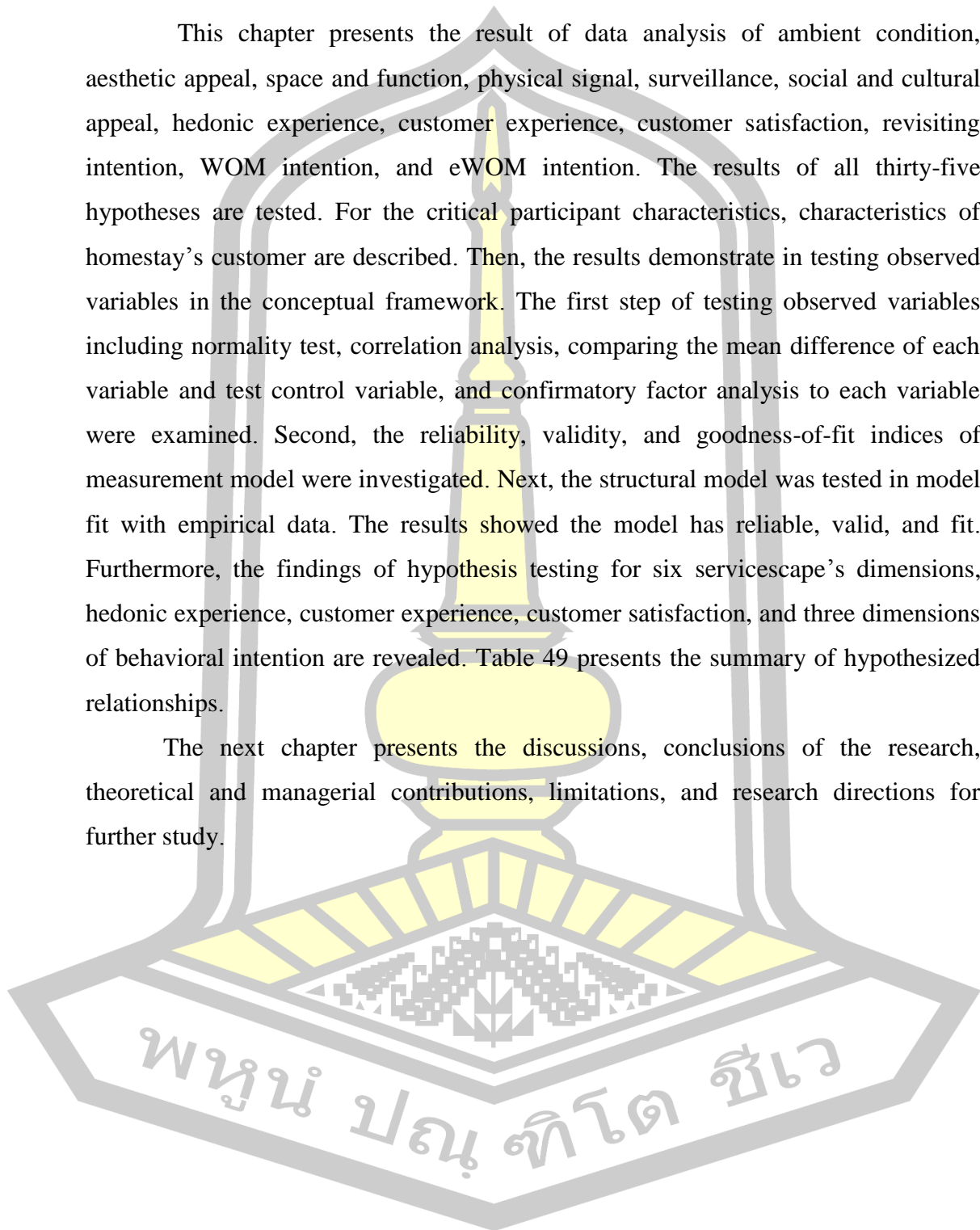


Table 49: Summary of Hypothesized Relationships

| Hypothesis | Description of Hypothesized Relationships | Results |
|------------|---|------------------|
| H1a | Ambient condition positive influences hedonic experience. | Not Supported |
| H1b | Aesthetic appeal positive influences hedonic experience. | Supported |
| H1c | Space and function positive influences hedonic experience. | Not Supported |
| H1d | Physical signal positive influences hedonic experience. | Supported |
| H1e | Surveillance positive influences hedonic experience. | Not Supported |
| H1f | Social and cultural appeal positive influences hedonic experience. | Supported |
| H2a | Ambient condition positive influences customer experience. | Not Supported |
| H2b | Aesthetic appeal positive influences customer experience. | Supported |
| H2c | Space and function positive influences customer experience. | Not Supported |
| H2d | Physical signal positive influences customer experience. | Supported |
| H2e | Surveillance positive influences customer experience. | Not Supported |
| H2f | Social and cultural appeal positive influences customer experience. | Supported |

Table 49: Summary of Hypothesized Relationships (Continued)

| Hypothesis | Description of Hypothesized Relationships | Results |
|-------------------|---|-----------------------|
| H3 | The customer who has a positive hedonic experience will have a positive effect on customer satisfaction. | Supported |
| H4 | The customer who has a positive customer experience will have a positive effect on customer satisfaction. | Supported |
| H5a | Revisiting intention will be positively influenced by customer satisfaction. | Supported |
| H5b | WOM intention will be positively influenced by customer satisfaction. | Supported |
| H5c | eWOM intention will be positively influenced by customer satisfaction. | Supported |
| H6a | Hedonic experience mediates the relationship between ambient condition and customer satisfaction. | - Supported |
| H6b | Hedonic experience mediates the relationship between aesthetic appeal and customer satisfaction. | + Supported |
| H6c | Hedonic experience mediates the relationship between space and function and customer satisfaction. | - Supported |
| H6d | Hedonic experience mediates the relationship between physical signal and customer satisfaction. | + Supported |

Table 49: Summary of Hypothesized Relationships (Continued)

| Hypothesis | Description of Hypothesized Relationships | Results |
|-------------------|---|-----------------------|
| H6e | Hedonic experience mediates the relationship between surveillance and customer satisfaction. | - Supported |
| H6f | Hedonic experience mediates the relationship between social and cultural appeal and customer satisfaction | + Supported |
| H7a | Customer experience mediates the relationship between ambient condition and customer satisfaction. | - Supported |
| H7b | Customer experience mediates the relationship between aesthetic appeal and customer satisfaction. | + Supported |
| H7c | Customer experience mediates the relationship between space and function and customer satisfaction. | Not Supported |
| H7d | Customer experience mediates the relationship between physical signal and customer satisfaction. | + Supported |
| H7e | Customer experience mediates the relationship between surveillance and customer satisfaction. | - Supported |
| H7f | Customer experience mediates the relationship between social and cultural appeal and customer satisfaction. | + Supported |

Table 49: Summary of Hypothesized Relationships (Continued)

| Hypothesis | Description of Hypothesized Relationships | Results |
|-------------------|---|-----------------------|
| H8a | Customer satisfaction mediates the relationship between hedonic experience and revisiting intention. | + Supported |
| H8b | Customer satisfaction mediates the relationship between hedonic experience and WOM intention. | + Supported |
| H8c | Customer satisfaction mediates the relationship between hedonic experience and eWOM intention. | + Supported |
| H8d | Customer satisfaction mediates the relationship between customer experience and revisiting intention. | + Supported |
| H8e | Customer satisfaction mediates the relationship between customer experience and WOM intention. | + Supported |
| H8f | Customer satisfaction mediates the relationship between customer experience and eWOM intention. | + Supported |

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CHAPTER V

DISCUSSIONS AND CONCLUSIONS

The previous chapter describes the respondent and firm characteristics, reliability, validity, descriptive statistic, correlation matrix, measurement model, structural model assessment, and hypothesis testing. Therefore, this chapter provides conclusions and discussions of the research findings. Recommendations for academicians and practitioners who can apply theoretical and managerial contributions are described. Finally, limitations of the study and future research are suggested.

The effect of six servicescape dimensions, hedonic experience, customer experience, customer satisfaction, and three dimensions of behavioral intention in the case of the homestay industry in Thailand are examined in this study. In terms of theoretical study, this study investigated that servicescape, as a stimulus, influence emotional stages (organism) comprise hedonic experience and customer experience, by this effect forward to customer satisfaction and cause behavioral intentions (response) - i.e., revisiting intention, WOM intention, and eWOM intention - according to the S-O-R framework of Mehrabian and Russell model or M-R model (Mehrabian & Russell, 1974). Moreover, this research also studied the relationship of hedonic experience, customer experience, customer satisfaction, and behavioral intentions, namely, revisiting intention, WOM intention, and eWOM intention that adheres to the self-regulation process theory (Bagozzi, 1992). All of this will be summarized in the conclusions and theoretical and managerial contributions.

The data that was collected from tourists who have visited homestay in Thailand that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019), lead the way the conclusions of the analysis by the Structural Equation Model (SEM). The hypothesis testing follows the objectives and the key research questions. Three specific research questions are as follows: 1) How does each dimension of servicescape affect to consequences of servicescape (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral

intention)? 2) How do the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) are important for the relationship between servicescape and behavioral intention (i.e., revisiting intention, word of mouth (WOM) intention, or electronic word-of-mouth (eWOM) intention)? 3) Does each dimension of servicescape have different significance to its consequences (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral intention)? All of these will be presented in the areas of conclusions, discussion of the results, presentation of theoretical and managerial contributions, and future research recommendations.

Conclusions

The population in this study is tourists or customers of the homestay in Thailand that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019). All mail questionnaires were sent to 1,000 packages mailed. Furthermore, the online questionnaires were sent to 292 individual homestay customers via Facebook inbox. From 1,292 forms, there were 579 responses. Due to ten found incomplete and with response errors, they were deducted from further analysis. Of the surveys completed and received, only 535 were usable or response rate is 41.41 percent. The analytical tools to simultaneously investigate the impacts among constructs on the six servicescape dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention framework are Structural Equation Modeling (SEM) testing by AMOS 22 and a statistical package (SPSS 22) for descriptive statistic analyses.

For preliminary analysis to look at the suitability of the data, it was found that although the distribution of the data was not normal, the study included large samples (over 200) which were able to reduce the effects of non-normality (Hair et al., 2006). In verifying the multicollinearity problem, both the correlation coefficient (r) and the Squared Multiple Correlation (R^2) of all variables were analyzed. The results showed the correlations between observed variables are not greater than 0.8 and their R^2 not exceeded 0.9, thus all variables do not have multicollinearity problem (Hair et al.,

2006; Tabachnick & Fidell, 2001). Moreover, in the analyzing the variables considered to be control variables from the literature review, this study tested mean differences of three variables which are gender, age, and the level of education by using the t-test, analysis of variance (ANOVA), and Kruskal-Wallis one-way ANOVA, found overall results of three variables do not have an impact the analysis of the model, thus, these variables not be concluded as a control variable in the model.

After checking preliminary analysis, the confirmatory factor analysis (CFA) was conducted to assess the acceptable fit of the measurement model. The results verified that the measurement model has reliability (i.e., all constructs have Cronbach's alpha and CR are above 0.70) and construct validity, which has convergent validity (i.e., all factor loadings above 0.40, the AVE of overall constructs are greater than 0.50, and CR of all constructs are above 0.70) and discriminant validity (i.e., overall of $\sqrt{\text{AVE}}$ values surpass the correlations with other constructs). Besides the reliability and the construct validity, the findings of goodness-of-fit indices of the measurement model shows that the model fit with the data ($\chi^2/\text{df} = 2.904$; RMSEA = 0.060; CFI = 0.908, IFI = 0.909), lead to an increase in the quality of input of a structural model. When structural model assessment found that the results demonstrate fitting between the model and the empirical data ($\chi^2/\text{df} = 3.102$; RMSEA = 0.063; CFI = 0.901, IFI = 0.902).

The first objective of this study is to examine the relationship among the dimensions of servicescape (i.e., ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal), hedonic experience, customer experience, customer satisfaction, and behavioral intention (i.e., revisiting intention, WOM intention, and eWOM intention) that the relationships are based on M-R model and the self-regulation process theory. Therefore, the hypotheses were tested to answer the first research question: How does each dimension of servicescape affect to consequences of servicescape (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral intention)? The research shows that the results are in accordance with the theory, although in the context of a homestay, some of servicescape dimensions - i.e., ambient condition, space and function, and surveillance - do not positively affect the emotional and psychological

of customers. The results of the hypothesis testing of the six servicescape dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention are revealed as follows.

In the relationship of between the six servicescape's dimensions and hedonic experience, which represent the effect of stimulus on organism in M-R model (Mehrabian & Russell, 1974), the results showed the direct effect of aesthetic appeal ($\Upsilon = 0.517, p < 0.01$), physical signal ($\Upsilon = 0.675, p < 0.01$), and social and cultural appeal ($\Upsilon = 0.982, p < 0.01$) on the hedonic experience were significant and positive while the effect of ambient condition ($\Upsilon = -0.435, p < 0.05$), space and function ($\Upsilon = -0.242, p < 0.05$), and surveillance ($\Upsilon = -0.511, p < 0.01$) on the hedonic experience were also significant but negative. In the same way, the relationship of between the six servicescape dimensions and customer experience, the findings showed the direct effect of aesthetic appeal ($\Upsilon = 0.372, < 0.01$), physical signal ($\Upsilon = 0.607, < 0.01$), and social and cultural appeal ($\Upsilon = 0.926, < 0.01$) on customer experience were significant and positive while the effect of ambient condition ($\Upsilon = -0.313, < 0.05$) and surveillance ($\Upsilon = -0.372, p = < 0.01$) on customer experience were also significant but negative, however, no direct effect of space and function on customer experience ($\Upsilon = 0.063, p > 0.05$).

According to the self-regulation process theory (Bagozzi, 1992), the results found that both hedonic experience and customer experience, as the appraisal processes, have significantly directly effect in positive to customer satisfaction, which, being the emotional reactions ($\Upsilon = 0.343, p < 0.01$ and $\Upsilon = 0.626, p < 0.01$, respectively). In addition, the results showed that the customer satisfaction, on behalf of the emotional reactions follow description of Bagozzi (1992), has significantly directly effect in positive to all three dimensions of behavioral intention – i.e., revisiting intention ($\Upsilon = 0.858, p < 0.01$), WOM intention ($\Upsilon = 0.816, p < 0.01$), and eWOM intention ($\Upsilon = 0.759, p < 0.01$) - which are the coping responses process.

From the above results, it was found that the hedonic experience and customer experience, were associated with customer satisfaction, all of which were organisms in the M-R model. In addition, customer satisfaction influences revisiting intention, WOM intention, and eWOM intention, which indicates the organism affects the

response in the M-R model. Therefore, when the six dimensions of servicescape, as a stimulus, affects the hedonic experience and customer experience, these impacts will be passed on to customer satisfaction, leading to behavioral intention. It can be concluded that the results of this study are based on the M-R model and the self-regulation process theory.

The second objective of this study is to investigate the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) that are important for the relationship between each servicescape and behavioral intention (i.e., revisiting, word of mouth (WOM) or electronic word-of-mouth (eWOM)). Thus, the hypotheses were tested to answer the first research question: How do the mediating variables (i.e., hedonic experience, customer experience, and customer satisfaction) are important for the relationship between each servicescape and behavioral intention (i.e., revisiting intention, word of mouth (WOM) or electronic word-of-mouth (eWOM))? The results of the hypothesis testing of mediating variables expose finding are as follows.

The hedonic experience and customer experience have significantly mediated the relationship between servicescapes and customer satisfaction. Furthermore, the results showed both positive and negative relationships. The three servicescapes – i.e., aesthetic appeal, physical signal, and social and cultural appeal – have a significant indirect effect on customer satisfaction in positive (indirect effects are 0.410, 0.612, and 0.917 respectively), by passing the hedonic experience and customer experience. On the other hand, the ambient condition and surveillance have a significant indirect effect on customer satisfaction in negative (indirect effects are -0.345 and -0.408 respectively), by having the hedonic experience and customer experience as mediators. However, although space and function have a significant indirect effect on customer satisfaction in negative by passing the hedonic experience (indirect effect = -0.083), it does not indirectly affect on customer satisfaction pass customer experience. Thus, from the results shown with the path coefficients of the structural model, it can be concluded that both hedonic experience and customer experience as the mediating variables of relationship between servicescapes and customer

satisfaction, except customer experience that does not mediate only the relationship between space and function and customer satisfaction.

In the role of customer satisfaction as a mediator, the findings presented that the hedonic experience has a significant indirect affect on all three dimensions of behavioral intention – i.e., revisiting intention, WOM intention, and eWOM intention - in positive (indirect effects are 0.294, 0.280, and 0.260 respectively) by passing customer satisfaction. In addition, the results showed customer experience has a significantly positively indirect effect on the triple behavioral intentions, consist revisiting intention, WOM intention, and eWOM intention (indirect effects are 0.537, 0.511, and 0.475 respectively), by having customer satisfaction as a mediating variable. Therefore, it can be concluded that customer satisfaction is the mediator for relationship between the both experiences - namely, the hedonic experience and customer experience - and all three of behavioral intentions - i.e., revisiting intention, WOM intention, and eWOM intention.

The third objective of this study is to test how each dimension of servicescape is of different importance to be used in investment decisions. Consequently, the hypotheses were examined to answer the third research question: Is each dimension of servicescape has different significance to its consequences (i.e., hedonic experience, customer experience, customer satisfaction, and behavioral intention)? The results showed that the social and cultural appeal has the most significantly positively influences on the hedonic experience ($\gamma = 0.982, p < 0.01$) same with its influence on customer experience ($\gamma = 0.926, p < 0.01$), physical signal has second significantly positively influences on the hedonic experience ($\gamma = 0.675, p < 0.01$) and on customer experience ($\gamma = 0.607, p < 0.01$), and the aesthetic appeal has third significantly positively influences on hedonic experience ($\gamma = 0.517, p < 0.01$) and its influence on customer experience ($\gamma = 0.372, p < 0.01$) as well.

On the other hand, the results demonstrated that surveillance has the most significantly negatively influences on the hedonic experience ($\gamma = -0.511, p < 0.01$) same with its influence on customer experience ($\gamma = -0.372, p < 0.01$), the ambient condition has second significantly negatively influences on the hedonic experience ($\gamma = -0.435, p < 0.05$) and its influence on customer experience ($\gamma = -0.313, p < 0.05$)

as well, and the space and function has least significantly influences on the hedonic experience in negative ($\gamma = -0.242, p < 0.05$), but it is not significant on customer experience ($\gamma = 0.063, p > 0.05$). The results found that surveillance, ambient condition, and space and function had a negative effect on the hedonic experience, which was a psychological emotion, rather than customer experience.

As a result, it is possible to answer the question that each servicescape has a different significance which will affect the consequences, consist of the hedonic experience, customer experience, customer satisfaction, revisiting intention, WOM intention, and eWOM intention in the same direction. This means that whenever servicescape has a positive effect on the hedonic experience and customer experience, all consequences which are customer satisfaction, revisiting intention, WOM intention, and eWOM intention will be positive. However, whenever servicescape has a negative impact on the hedonic experience and customer experience, all of these consequences are negative. Consequently, it can be concluded that the servicescape that needs to be most prioritized for investment purposes is the social and cultural appeal, and the one that needs to be most vigilant about its consequences is surveillance. The summary of all hypothesis is shown in Figures 23 below.

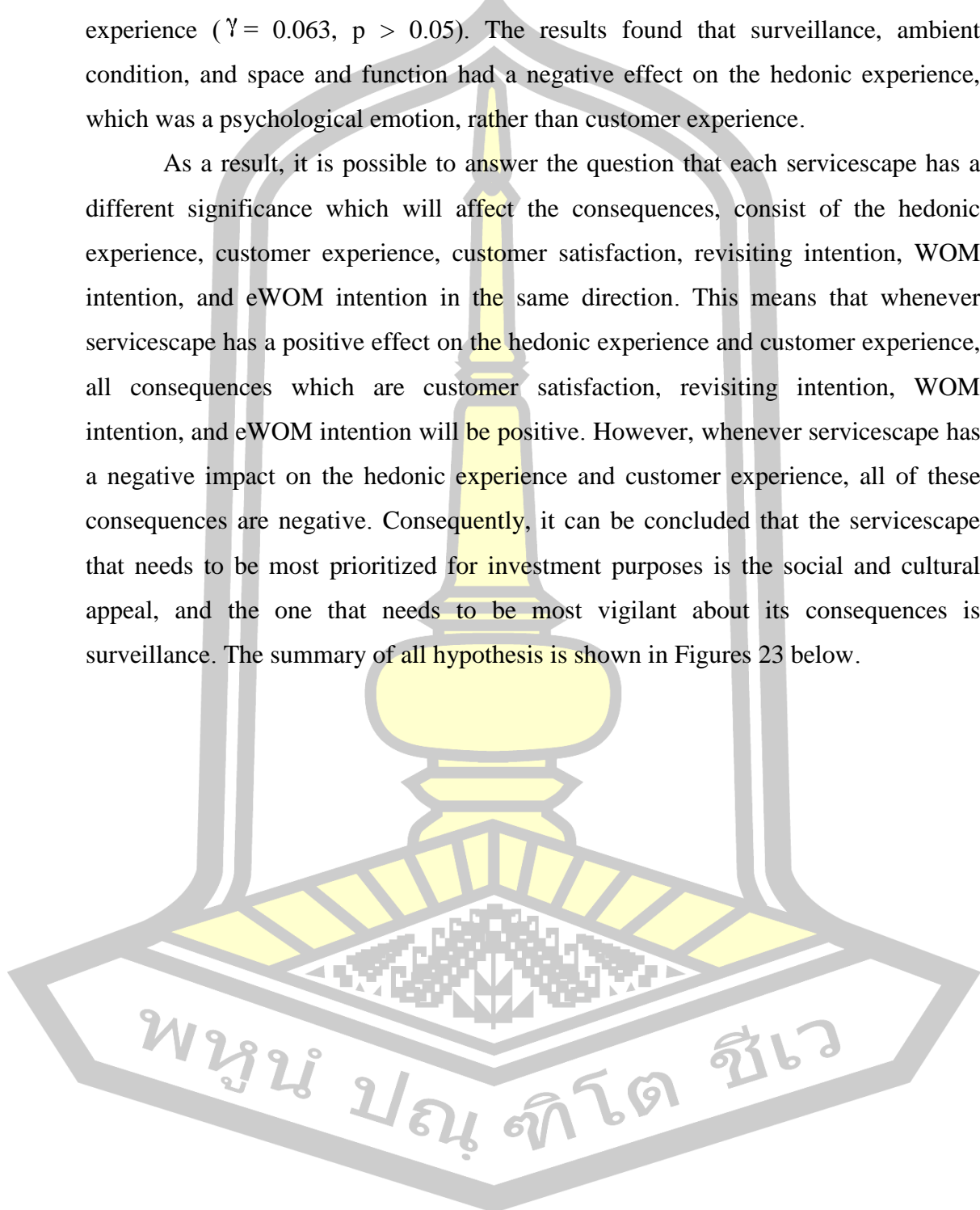
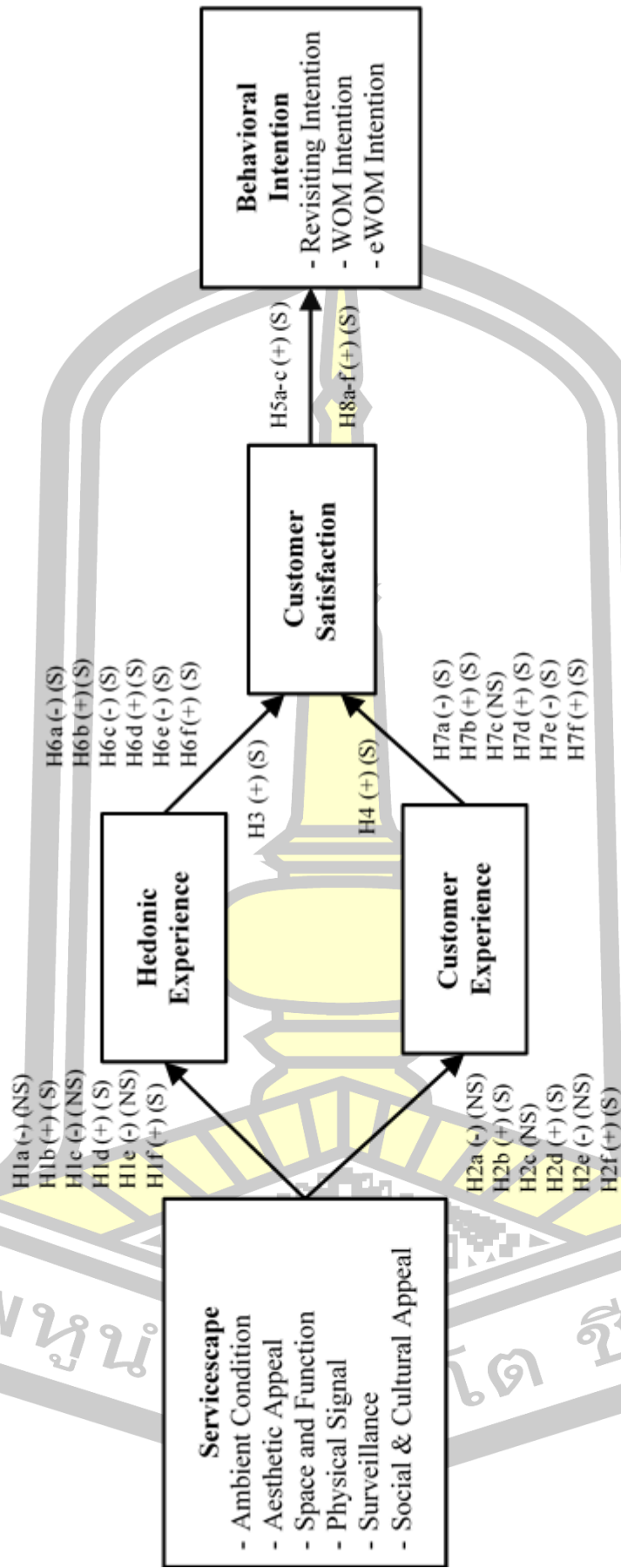


Figure 23: Summary of the Supported Hypotheses



Notes: (+) = Positive significant.
 (-) = Negative significant.
 (S) = Hypotheses supported.
 (NS) = Hypotheses not supported.

Discussions

This study presents the conceptual framework of the six servicescape dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention. The results from the hypothesis testing demonstrate many interesting points which can be discussed in the details as follows.

1) The Relationship of Servicescape Dimensions, Hedonic Experience and Customer Experience

The respondents in this study are customers or tourists who have visited the homestay in Thailand that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019). The results from opinion of these customers shows that the three dimensions of servicescape are the aesthetic appeal, physical signal, and social and cultural appeal have significantly positively influenced both hedonic experience and customer experience, which the hypotheses are supported. It can be described as follows.

Aesthetic Appeal

In addition to the findings that keeping with the previous researches as discussed in the literature review - i.e., the aesthetic appeal positively affects the hedonic experience (Dedeoglu et al., 2018; Han et al., 2018; Heide & Gronhaug, 2006; Loureiro et al., 2013; Thapa, 2007) and customer experience (Dong & Siu, 2013; Wakefield & Blodgett, 1999), the Tourism Authority of Thailand (TAT) has studied the behavior of Thai tourists and addressed this matter. The results of the study of TAT on factors influencing destination selection ranked according to the most important factors, found that the first order was scenic or natural beauty, followed by the second was arts and culture and unique architecture (Tourism Authority of Thailand, 2018), which is in the same way with the results of this research. Furthermore, when considered from the standardized parameter estimate values and statistical significance, the aesthetic appeal ranks third in importance after the social and cultural appeal that positively impact to both experiences - hedonic experience and customer experience -for the Thai homestay businesses.

Physical Signal

The second dimension of servicescape, physical signal, the results have shown that it has a positive impact on the hedonic experience and customer experience, according to previous literature reviews (Dedeoglu et al., 2018; Dong & Siu, 2013; Heide & Gronhaug, 2006; Lim, 2014; Thapa, 2007; Walls et al., 2011). For examples of literature that be in line with this result, Dedeoglu et al. (2018) and Lim (2014) discussed in detail of servicescape items that signs and artifacts can generate positive emotions in the customers by affecting their pleasure emotion and feeling in the hedonic experience. In addition, this finding similar to the Dong and Siu's (2013) research that confirmed physical signal relates to customer experience in positive. Furthermore, there are researches in the Thai consumer context addressed that physical signal characteristics such as color, size, or description can cause hedonism and customer experience (Sawaengsuk, 2017; Waijittragum, 2009), which can further confirm the research results. In this study, when considered from standardized parameter estimate values and statistical significance, the physical signal also ranks second in importance after social and cultural appeal that positively impact to both experiences for the Thai homestay businesses.

Social and Cultural Appeal

For the third dimension of servicescape, social and cultural appeal, the results supported hypotheses and the literature review that social and cultural appeal has a positive influence on the hedonic experience (Chiu et al., 2014) and customer experience (Miettinen, 2007; Suwaryono et al., 2014; Wanhill, 2000; Zehrer, 2009). In addition, TAT's study of the behavior of Thai tourists on the activities that do in tourist time and the desired style of tourism, it found that most of the answer was tourism visiting community lifestyle / learning history / living stories of the community (Tourism Authority of Thailand, 2018), this is another reason confirms why the social and cultural appeal is so important. Moreover, according to the survey, most respondents address the main purpose of visiting and staying at a homestay - is to learn about the life of local community and culture - increasingly confirms that the social and cultural appeal are the ultimate significant servicescape for creating hedonic experience and customer experience in the Thai homestay businesses.

The remaining three dimensions of servicescape in which the results are not supported hypotheses are ambient condition, space and function, and surveillance. According to the reviewed literature, all three dimensions were assumed to be a positive influence on hedonic experience (Dedeoglu et al., 2018; Han et al., 2018; Heide & Gronhaug, 2006; Lim, 2014; Ryu & Jang, 2007; Stelmaszewska et al., 2004) and customer experience (Bonfanti, 2016; Dong & Siu, 2013; Hyun & Kang, 2014; Wakefield & Blodgett, 1999; Walls et al., 2011). On the other hand, it has been mentioned about tourist experiences that the results of personal experiences are highly relevant to emotions; thus, some studies show that not all emotions of experience are always positive (e.g., Knobloch et al., 2014, 2017). In addition, Sheng et al. (2016) noted that not all servicescape features contribute to the well-being of visitors to the attraction. Therefore, based on an analysis of related researches and different research contexts, the probable reasons why the findings did not meet the hypothesis are discussed in the following.

Ambient Condition

Walls et al.'s (2011) research suggested that ambiance is very important to the stay experience. It showed the reason that most people mentioned hotels as "home away from home" and as a place to recess and relax, which ambiance is the one of attraction to stay. The intention of the Department of Tourism similar to the research of Walls et al. (2011) is to make tourists feel like they are staying at home while staying at Thai homestay. However, the results show that the ambient condition negatively affects both hedonic experience and customer experience in the context of Thai homestay stays.

There is a point that Turley and Milliman (2000, p.194) stated, "the physical environment interacts with the characteristics of individuals to determine their response". This statement matches the results of Walls et al.'s (2011) study that the physical environment is not capable of anything, but experiences are created when individuals respond to the environment through their unique perspective, which is interpreted through individual characteristics that are unique and associated factors. Hence, this may be one reason that the ambient condition of Thai homestays does not match the unique view of most guests.

In addition to mentioned above, considering the factors about Generation, research of Lerspipatthananon (2018) found that the highest level of motivation in travel among Thais Generation Y is the physical and mental needs, especially the need for rest and relaxation. Additionally, when considered Lerspipatthananon's (2018) research together with Walls et al.'s (2011) research suggesting that ambience is one of the factors in which guests rested and relaxed, this study may evaluate that the results - ambient condition negative impacts to both the hedonic experience and customer experience - came from the ambient condition within the homestay not meeting the needs of the most customer, which the most of customers or respondents were on Generation Y.

When analyzing in-depth each item of the ambient condition may find the cause of the results did not as hypothesize. The first item “the homestay is near sightseeing”, is one of the Thai homestay standards (Department of Tourism, 2012). In fact, from the survey and observation of the various public relations media of each homestay, most homestays are not close enough to major tourist attractions, with most homestays seeing the beautiful surrounding atmosphere, as aesthetic appeal, more than is near tourist attractions (see example opinion of the respondent in APPENDIX F). This may be one of the reasons where the ambient condition does not meet expectations and negatively affects the hedonic experience and customer experience.

The second item, the air quality in homestays is good. As noted by Teeters, Jones, and Boatman (1995), hospitality place managers often only deal with air quality issues that are directly related to guest complaints or inconveniences, where air quality may not meet the expectations of customers who have not complained. In addition, Kuo, Chiang, and Chiang (2008) identified indoor air quality issues, especially hotel rooms, in key areas related to ventilation, air conditioning system, and air filtration. Based on these points, it could be the reason that the ambient condition does not meet expectations and creates a negative hedonic experience and customer experience.

The third item, the homestay has a pleasant odor, such as aroma, food odor, and flower odor. There are generally indicated to pleasant odor influences people's mood (Bonini, Graffeo, Hadjichristidis & Perrotta, 2015; Harris & Ezeh, 2008) and help increase the level of enjoyment which is the hedonic experience, while the

unpleasant scents will make a worse emotional state (Ehrlichman & Bastone, 1992). Bouzaabia (2014) confirmed these and also mentioned, in the case of an unpleasant odor, the effect on customers will last longer. Moreover, Zemke and Shoemaker (2007) found that the signature odor of a hotel has a great and positive influence on persuading customers to recall their memories of good experiences stayed at the hotel. For all of the foregoing reasons, the odor in a homestay can be unpleasant or not an identity to create recognition, causing ambient condition to have a negative impact on the hedonic experience and customer experience.

The fourth item, the homestays have acceptable levels of sound, such as noise, music sound, and natural sound. Kryter (1985) discussed that loudness is the one factor of negative stimulus on experience, particularly when sound is unexpectedly generated or unwanted. He also identified that excessive loud sounds or overmuch silence can also cause problems such as reduced concentration and increased stress. When analyzing most of the respondents in this study, who are in Generation Y, Kumlangphaet (2016) described that Generation Y behaviors have addicted to friends and getting noisy. According to characteristics of homestay's customer behaviors in this study (Table 7), the majority of respondents stayed at the homestays with friends. In addition, when analyzing the rules of stay in the homestays, found that there are signs announcing the rules of stay that do not let guests make noises to disturb others (see APPENDIX E for example). In all of the above, it is possible that ambient condition negatively affects the hedonic experience and customer experience due to the fact that customers are not relaxed with too loud noises (see example opinion of respondent in APPENDIX F), or they are forbidden from making noises, so they cannot get enjoyable experience of staying with friends in the homestays.

The final item, the homestays have overall atmosphere cleanliness. Wakefield and Blodgett (1996) indicated that servicescape cleanliness is the one indicator of service quality and experience in different leisure services. In terms of the shopping environment, an uncleanliness has been found as one of the most negative influences on business practices (d'Astous, 2000). Additionally, a study by Hoffman, Kelley, and Chung (2003) showed that the perception that rooms and other areas are dirty is the cause of most hotel service failures. Moreover, Vilnai-Yavetz and Gilboa (2010)

concluded that when cleanliness creates a positive experience, expectations are confirmed and that generates basic satisfactions. On the other hand, if cleanliness is lower than expected, the consequences of which are negative emotional stages and negative reactions. Therefore, cleanliness in a homestay can be a factor of ambient condition that negatively impacts on the hedonic experience and customer experience.

Space and Function

The previous studies mentioned that an optimal space and function stimulates the positive pleasure stage of customers (Dedeoglu et al., 2018; Han et al., 2018; Hyun & Kang, 2014; Lim, 2014; Ryu & Jang, 2008; Thapa, 2007). However, this study yielded the opposite result: space and function negatively influence the hedonic experience. When considered studies in other contexts and the real environment of Thai homestays, it can be analyzed as follows.

For the homestay of Thailand, the Ministry of Tourism and Sports intends to create an image and brand for homestays through various promotional medias to let tourists perceive that a visit to a homestay will make them feel a part of a family member of the homeowner, thus, "welcoming setting aimed at creating familiarity" is set as one of the Thai homestay standards (Department of Tourism, 2012). In a study of Detmit and Srisuwan (2017), Generation Y tourists' attention and need for hostel accommodation in Thailand are discussed. They addressed that the most important thing about a hostel is to create a warm and welcoming atmosphere in the mind of this group of customers, which means that the customers could do activities together in the hostel's area and felt as part of as a family member. According to Detmit and Srisuwan (2017), this section closes to the Thai homestay standards. But in fact, many homestays in Thailand have a separating accommodation for tourists from homeowners (see example opinion of respondent in APPENDIX F), it can make guests feel that there is too much private space and does not meet to expectation, which can negatively affect the the hedonic experience.

The remainder of the items of space and function - layout, furnishings, and equipment, Kamau (2017) confirmed that unsuitable spatial layout - i.e., layout, furnishings, and material or equipment - affect negative emotional responses such as uncomfortableness or feelings of discarded. In addition, since most literature reviewed

are in the context of hotels or leisure activities, while homestays are just ordinary home, then, the results of this study may not be like with literature review, which in reality, the customers may not see the amenities they expected, such as lacking of a water heater (see the figure in APPENDIX E and opinion of the respondent in APPENDIX F, are an example). Furthermore, Pareigis et al. (2012) stated that when servicescape resources encourage the identification, contribute sensation, and facilitate use, customers are highly connected to their positive experiences. Therefore, another reason why space and function have a negative influence on hedonic experience in the context of Thai homestays maybe because it cannot meet customer needs in three areas, according to Pareigis et al. (2012).

For the relationship between space and function and customer experience, the results found that it does not have significance. Although several pieces of research confirmed that space and function have significant impacts on arousal or customer experience in positive (e.g., Dong & Siu, 2013; Hyun & Kang, 2014; Wakefield & Blodgett, 1999; Walls et al., 2011), there are some researches mentioned that it does not have significance to arousal or a certain element of customer experience (Grappi & Montanari, 2011; Triantafillidou et al., 2017). Grappi and Montanari (2011) indicated that facilities environments were detached from a festival, which as historical and cultural sites, and do not affect emotions or the customer experience.

Regarding layout, Triantafillidou et al.'s (2017) research mentioned store managers were considered that their experiential performance was rated moderate to low in the creation of the leisure experience. Their results show that the store layout does not have a significant affect on escapism, which as one of elements in customer experience. In addition, about the hostel business, it is addressed that the hostel is another type of accommodation that is popular overseas that meets the needs of tourists who love to travel to gain experience (Ariyakula, 2016). Ariyakula (2016) mentions that this group of travelers did not need a lot of furniture and convenient equipments, and was willing to share the space with other travelers. Of all of the foregoing, it might be the reason why space and function - i.e., layout, furnishings, equipment, and private space - do not resulted in customer experience in the context of Thai homestay.

Surveillance

The hypothesis of this study is based on Stelmaszewska et al. (2004) and Han et al. (2018), which noted surveillance helps reducing stress and to make good feeling which positively affects on the hedonic experience. Bonfanti (2016) also studied the majority of customers who expect a secure service environment and the right to privacy, as surveillance, for a positive customer experience in servicescape. However, the study found that surveillance - containing elements safety, security, and privacy - has a negative influence on both hedonic experience and customer experience.

Although the safety and security standards often described the physical features and organizational planning systems (Enz, 2009), management's thinking and customer perceptions about surveillance are not the same always (Chan & Lam, 2013). According to Koistinen and Järvinen (2016), one customer can feel safe in an unsafe environment, while another customer may be aware of multiple threats in a safe environment. In terms of accommodation businesses, there are hotel guests' opinions about surveillance from customer interviews in Walls et al.'s (2011) research, for example, hotel guests staying for leisure purposes want to know if their accommodation is safe or not, or female travelers who feel very comfortable knowing that hotels are physically designed to create feeling security in the public area and have elevator floor-key for secure access to each floor, although there is no a lot of security staff.

For Thai homestays, from the actual survey of the area and the recommendations of the respondents (see example opinion of the respondent in APPENDIX F), found most of the homestays do not have adequate security systems, such as there is no lighting for the entrance to the homestay, no surveillance camera or Closed-circuit television (CCTV) system, and no fire extinguishing equipment, etc. When asking the homestay owners about those issue, the answer was that there has never been any threat in the homestay, and the villagers in the community can trust and help ensure the safety of tourists. Nevertheless, with the feeling of unsafe, insecure, and no privacy, people can be imaginary to a danger (Bruun, 2016). In the relationship between surveillance dimensions and customer experience, some research indicated that consumers have different preferences for surveillance practices (Kajalo & Lindblom, 2016). Whenever an organization neglects or ignores the management of

surveillance, customers negatively judge the quality and experience even if the core services are effectively delivered (Bonfanti, 2016). Therefore, all of the above could be the reason that surveillance has a negative impact on both hedonic experience and customer experience in the context of Thai homestays.

2) The Relationship among the Consequences of Servicescape

In the relationship between the hedonic experience and customer satisfaction, according to the previous literature in many contexts, describe pleasure emotions and hedonic values that generate satisfaction (Babin et al., 1994; Chang et al., 2004; Ha & Jang, 2010; Sim et al., 2006). In addition, there are researches affirmed that consumers who meeting positive hedonic experience will positively affect their satisfaction, whether in a tourism context, such as a festival (Grappi & Montanari, 2011) or a hospitality service (Lim, 2014). The results of this study as well, confirms that hedonic experience, which means enjoyable, delightful, and pleasurable experience, positively affects customer satisfaction in the context of Thai homestay. This means that the more hedonic experience a customer has, the more likely their satisfaction will be.

For the relationship between customer experience and customer satisfaction, as Fornell (1992) stated that it is a supportive relationship, and Caruana (2002) suggested that customer satisfaction is the result of the customer experience, there are also studies that have supported this relationship (e.g., F. Ali et al., 2014; Grace & O’Cass, 2004; Hosany & Witham, 2010; Khan et al., 2015; Kim, 2018; Mehmetoglu & Engen, 2011; Ren et al., 2016). According to the literature review, researches across a wide range of hospitality businesses suggested that customer experience positively influences customer satisfaction, such as banking (Grace & O’Cass, 2004) and hotel and tourism (Khan et al., 2015; Kim, 2018; Ren et al., 2016). This study referred to the meaning of the customer experience in the Thai homestay context based on the four realms of Pine and Gilmore (1998), which contain entertainment, education, esthetic and escapism, and the results show that customer experience has a positive effect on customer satisfaction, like many studies referring Pine and Gilmore's (1998) four realms and this relation (F. Ali et al., 2014; Hosany & Witham, 2010; Mehmetoglu & Engen, 2011).

In testing direct effect among consequences of a servicescape that is the examination a relationship between customer satisfaction and behavioral intentions, according to previous literature (e.g., Ali, 2015; Chang, 2016; Chen & Chen, 2010; Chen & Lin, 2015; Grappi & Montanari, 2011; Hutchinson et al., 2009; Jang & Feng, 2007; Jang & Namkung, 2009; Jani & Han, 2011; Lim, 2014; Lucas, 2003). This study investigated the relationship of customer satisfaction with three dimensions of behavioral intention, which are revisiting intention, WOM intention, and eWOM intention. For revisiting intention, this study shows that customer satisfaction has a positive influence on revisiting intention, in line with several literature indicated that tourist satisfaction has a positive influence on their intention to revisit the tourism destination (Alegre & Cladera, 2009; Assaker & Hallak, 2013; Chen & Chen, 2010; Chin et al., 2018; Grappi & Montanari, 2011; Khasawneh & Alfandi, 2019; Petrick et al., 2001). In addition, about the servicescape, the results also consistent with researches suggested satisfaction influenced by servicescape has a positive effect on revisiting intention (Berry et al., 2006; Fernandes & Neves, 2014; Le Bel, 2005).

On the second dimension of behavioral intention, this research demonstrates that customer satisfaction has a positive effect on WOM intention, which is conformed with previous studies in the hospitality and tourism industries showing the same relationship (e.g., Babin et al., 2005; Grappi & Montanari, 2011; Ha & Im, 2012; Lim, 2014; Tripathi, 2017; Wang et al., 2018). The third dimension of behavioral intention, eWOM intention, is a very common behavior today. From the survey, the characteristics of respondent (Table 5) found that most respondents had their own online medias for communication, where they used Facebook the most, in line with the research of the Tourism Authority of Thailand (2018) explored behaviors of Thai tourists and found that the majority of tourists (84.8%) shared their travel experiences after the trip by sharing via Facebook the greatest. Although, few researches indicate its relationship with customer satisfaction directly (e.g., Finn et al., 2009; Yang, 2017), this study further confirms that customer satisfaction has a positive influence on eWOM intention in the context of Thai homestay. Finally, this study found that customer satisfaction had a strong impact on all three behavioral intentions, meaning that the more satisfied customers were, the more positive effect on revisiting intention, WOM intention, and eWOM intention were.

3) The Mediating Role of Hedonic Experience, Customer Experience, and Customer Satisfaction

As for hedonic experience in the role of mediating variable, the results show that it is the driving in linking the relations between servicescape and customer satisfaction, according to the previous literature (Lim, 2014; Rayburn & Voss, 2013; Reimer & Kuehn, 2005), however, it may deliver inverse effect from some dimensions of servicescape to customer satisfaction. In detail, the three dimensions of servicescape - aesthetic appeal, physical signal, and social and cultural appeal - present positive indirect effect on customer satisfaction passed hedonic experience, while another three dimensions - ambient condition, space and function, and surveillance - submit negative indirect effect, through hedonic experience, on customer satisfaction.

According to Grace and O’Cass (2004) pointed out, servicescape is crucial to the banking customer experience, and this customer experience will have a significant impact on customer satisfaction. The results of this study are in line with them. However, customer experience in the homestay context does not link the relations between all servicescape dimensions to customer satisfaction, space and function as one of the exceptions in the mediator role of customer experience. For this reason, this result is also not in accordance with Yoshida and James (2010) indicated that satisfaction and space and function of sporting events, is connected by customer experience. In addition, two other dimensions of servicescape that will make customer experience connect negatively with customer satisfaction are ambient condition and surveillance. In particular, surveillance in this study, has the most indirect negative impact on customer satisfaction through customer experience, as Bonfanti (2016) mentioned, customers are satisfied only when the surveillance dimension of servicescape is presented customer acceptable experience.

For acting as a mediator of customer satisfaction in the relationship between two types of experience – namely, hedonic experience and customer experience - and the three dimensions of behavioral intention comprised of revisiting intention, WOM intention, and eWOM intention, this study found that customer satisfaction can perform functions strongly. According to Reimer and Kuehn (2005), tourist satisfaction from hedonic experience in leisure servicescape lead to revisiting

intention, alike Babin et al. (2005) identified the same connection in the context of restaurants, but the result is WOM replace revisiting intention. Additionally, there are pieces of literature that referred to customer satisfaction links a positive relationship between hedonic experience and both revisiting intention and WOM intention (Dedeoglu et al., 2018; Ha & Jang, 2010; Lim, 2014). In detail, this study confirms the results from the previously mentioned literature that hedonic experience, which was influenced by servicescape of homestay, has a positive indirect effect on revisiting intention and WOM intention, further with eWOM intention, with customer satisfaction as an intermediary.

For customer experience, as well as the hedonic experience, research shows that customer satisfaction is the mediating variable leading to all three of behavioral intention. This study, therefore, is consistent with the literatures reviewed in a wide variety of service businesses (Babin et al., 2005; Chang & Wang, 2011; Chen & Chen, 2010; Chen & Lin, 2015; Grappi & Montanari, 2011; Hennig-Thurau et al., 2002; Hosany & Witham, 2010; Khan et al., 2015; Kim & Moon, 2009; Lee et al., 2008; Lucas, 2003; Russell & Snodgrass, 1987; Voss & Zomerdijk, 2007; Yoshida & James, 2010), and the results also shows that customer experience indirectly influences on revisiting intention, WOM intention, and eWOM intention through customer satisfaction rather than hedonic experience. Finally, in this study, for the relationship between the two experiences and the three behavioral intentions linked the relationship through customer satisfaction, it is confirmed that this relationship is in line with the self-regulation process theory (Bagozzi, 1992).

Theoretical and Managerial Contributions

Theoretical Contribution

The study has four key contributions to the theory about servicescape and consumer behavior. First, the results confirmed that the six dimensions of servicescape - i.e., ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal - are stimulus in the M-R model (Mehrabian & Russell, 1974) that influence to an organism (emotional states) according to mentioned in previous researches (Bitner, 1992; Durna et al., 2015; Jang

& Namkung, 2009; Kim & Moon, 2009; Rafaeli & Vilnai-Yavetz, 2004; Risitano et al., 2017). For servicescape consequences are organism (O) or the customer's emotions in this study composed the hedonic experience, customer experience, and customer satisfaction, in which the results show the effect to response (R), namely, revisiting intention, WOM intention, and eWOM intention of the customer. Accordingly, this research follows the stimulus-organism-response (S-O-R) framework in the M-R model (Mehrabian & Russell, 1974) in the context of a Thai homestay, even though space and function do not impact the customer experience. Furthermore, surveillance and social and cultural appeal are a relatively rare servicescape in the earlier studies to prove to be a stimulus in the M-R model, thus, this result is as newness in theory.

Second, this research examines the understanding of organism (O) in the M-R model that emotional states can be divided into two emotional processes by applying the self-regulation process theory of Bagozzi (1992) to clarify. According to the self-regulation process theory, the first emotional process is the emotion appraisal process (e.g. experiencing a pleasant / unpleasant event) which leads to the second emotional process which is emotional reactions (e.g. satisfaction or dissatisfaction), which this research presents the hedonic experience and customer experience as the emotion appraisal process, and customer satisfaction is in the emotional reactions. In addition, the final process of the self-regulation process theory is coping responses, which is explained by three behavioral intentions in this research: revisiting intention, WOM intention, and eWOM intention. The results show that both hedonic experience and customer experience (emotion appraisal processes) have a positive indirect influence on the three behavioral intentions (coping responses), by customer satisfaction (emotional reactions) mediated the connections, thus, strongly confirms the relationship along the lines of the self-regulation process theory. Although previous researches have addressed the service businesses' physical environment in connection with the self-regulation process theory (e.g., Babin & Darden, 1995; Chang & Wang, 2011; Miao, 2014; Orth & Wirtz, 2014; Orth et al., 2016), this research analyzes Bagozzi's (1992) theoretical aspects to describe these relationships regarding servicescape in M-R model. Therefore, integration of the two theories, namely, the

M-R model and the self-regulation process theory, can completely explain the phenomenon in this research and encourage the servicescape strategy, as well.

Third, the previous literature has showed servicescape in the M-R model as a stimulus (S) that positively affects an organism (O) (e.g., Bitner, 1992; Durna et al., 2015; Jang & Namkung, 2009; Kim & Moon, 2009; Rafaeli & Vilnai-Yavetz, 2004; Risitano et al., 2017), but this research shows three dimensions of servicescape - ambient condition, space and function, and surveillance - have a negative effect on both emotion states, namely, the hedonic experience and customer experience, only excluded space and function do not influence customer experience. When considered at the association of the results about organism (O) and response (R) following the M-R model in the point of view of the self-regulation process theory (Bagozzi, 1992) between the two experiences consist of the hedonic experience and customer experience (emotion appraisal processes), customer satisfaction (emotional reactions), and the three behavioral intentions (coping responses) - namely, revisiting intention, WOM intention, and eWOM intention - were found to have a positive influence on each other. Accordingly, whenever the stimuli - ambient condition and surveillance - have a negative influence on the hedonic experience and customer experience, both experiences will negatively affect customer satisfaction, and this effect will continually have a negative impact on revisiting intention, WOM intention, and eWOM intention. The space and function that negatively affects the customer experience, the downstream effects of organism (O) on response (R) are arise, thus, this effect is the same as ambient condition and surveillance. This is an emerging theoretical result of servicescape and the M-R model.

Finally, despite marketing scholars have studied the dimensions of servicescape in various service industries (e.g., Ardley et al., 2012; Arnould et al., 1998; Bitner, 1992; Chang, 2016; Edwards & Gustafsson, 2008; Kim & Moon, 2009; Lucas, 2003; Lyu et al., 2017; Newman, 2007; Rosenbaum, 2005; Rosenbaum & Massiah, 2011; Ryu & Jang, 2007; Simpeh et al., 2011; Wakefield & Blodgett, 1994, 1996, 1999), the studies of servicescape's dimensions in the context of a homestay industry has been rarely found. Consequently, the extension of servicescape for homestay: ambient condition, aesthetic appeal, space and function, physical signal, surveillance, and social and cultural appeal, which may be called homestayscape, was

shown in this study, although the three dimensions - ambient condition, space and function, and surveillance - are things to be aware of the consequences.

Managerial Contribution

This study besides extended the theory of servicescape and consumer behavior, also escalates and further studies from the previous researches on servicescape in service businesses of Thailand, such as servicescape and service quality perception in the context of boutique hotels (Watcharapreeda, Ngamsutthi & Sirisom, 2013), the perception of the utility of servicescape and loyalty impact for premium coffee shops (Pattarasinsoontorn, 2014), the impact of servicescape perception on loyalty in the context of seafood restaurants (Raphitphan, 2014) and shopping centers (Unapamnak, 2016), and the study of servicescape impacting the retro market road tourism experiences (Kruawang & Phungbangkruay, 2018). The research is useful for the accommodation industry, especially the homestay business, and tourism industry to create the right servicescape dimensions that will lead to customer's hedonic experience, customer experience, customer satisfaction, and behavioral intentions. The contributions of this research are available in four areas: 1) the servicescape dimension that positively affects the outcomes that businesses need for investment decisions; 2) the servicescape dimension that negatively affects businesses that have to decide whether to invest in favor of positive business outcomes increasing; 3) the importance of servicescape consequences that businesses should pay attention to; 4) the key to success in formulating a marketing strategy with servicescape. It can be described in detail as follows.

First, from the objective of the study to find out how each dimension of servicescape has different significance for investment decisions, the results found that social and cultural appeal is the most important dimension. Since it has the greatest positive influence on both experiences, namely, hedonic experience and customer experience, it is worth investing in the homestay business. The findings are in line with the Tourism Authority of Thailand study in issue "the activities that do in tourist time and the desired style of tourism" that the atmosphere of local society, lifestyle and culture are the attraction of the tourist destination (Tourism Authority of Thailand, 2018). Therefore, preserving the local atmosphere, which is what the

customer really wants (see example opinion of the respondent in APPENDIX F), or rebuilding it by replicating the traditional local atmosphere in three subjects: (1) ethnic symbols, such as signs or symbols communicated in the local language and local attire, (2) local lifestyle atmosphere and, (3) atmosphere of local culture from decorations or customers can see real traditions and cultures while staying. These are what managers, group president or homestay owner, and government who are involved with homestay industry should invest in social and cultural appeal.

The physical signal is the second significant servicescape dimension. The purpose of this dimension is to communicate with the customer in the essential information of the facility, such as information needed to stay, local identity, history, nearby attractions, conform with Wajitragum (2009) referring to the design a sign for tourism that represents the key information and province identity, is important. Therefore, homestays should invest in (1) clear visible signs and symbols, such as house name signs and directional signs, (2) the signs that explain the rules of the stay should be clearly detailed and easily understood, and (3) the artifacts showing identities such as history pictures, unique decorations, and photography spots.

Aesthetic appeal is remaining important toward building customer behavioral intentions, although it becomes the third significant dimension of servicescape. The results found that it has influences on hedonic experience rather than customer experience, showing it emphasizes the creating positive psychological emotions of the customer. According to the study of Thai tourist behavior of the Tourism Authority of Thailand (TAT), it was found that aesthetic appeal is the most important factor influencing the choice of destinations (Tourism Authority of Thailand, 2018). Therefore, as the findings, coupled with confirmation in previous literature (Dedeoglu et al., 2018; Dong & Siu, 2013; Han et al., 2018; Heide & Gronhaug, 2006; Thapa, 2007; Wakefield & Blodgett, 1999; Walls et al., 2011) and TAT study (Tourism Authority of Thailand, 2018), represented that those involved in the homestay industry still need to take an interest to this dimension in investment decisions. Subject to more investment in or still maintain is (1) the beautiful landscape surrounding the homestay, (2) the unique exterior architecture such as the style of the house, and (3) the unique interior design.

Second, it is a contribution to decide whether to invest, modify or supplement, in a servicescape dimension that negatively affects the emotional stages and responses of the customer. Despite there may be managements who only consider the positive findings for their investment decisions, the author has the opinion of the negative results may harm their businesses. In this study, the results showed that surveillance and the ambient condition worsened both experiences, leading to a negative impact on customer satisfaction and behavioral intentions. In particular, these two dimensions of servicescape have a more negative effect on hedonic experience than customer experience, indicating that surveillance and ambient condition of homestay influence the psyche of the customer.

Regarding surveillance, the most negatively impactful dimension, there is research has addressed this dimension in the client's viewpoint of accommodation businesses that they value the "feels like home", are feeling relieved represents hedonic experience, and "away from home feelings" (escape), are one customer experience, at the same time, therefore they tend to be less vigilant if the environment provides a safe atmosphere (e.g., Feickert, Verma, Plaschka & Dev, 2006; Finkelstein & Lynch, 2001). According to studies (e.g., Höykinpuro, 2018; Lemon & Verhoef, 2016; Patrício, de Pinho, Teixeira & Fisk, 2018), a focus on surveillance with a concentration on the design of accommodation services is something that researchers and practitioners should do. Additionally, there is a research outlining a sense of surveillance measures can be detrimental to a feel of hospitality, thus, it is important to balance or improve both of these feelings (Chan & Lam, 2013; Höykinpuro, 2018). Accordingly, the findings suggest that the management that involved in investment decisions of homestay should be concerned with their visitors' feelings of security and trust in order to create more positive experience, whether it is using safety technology such as surveillance cameras (based on respondent feedback, see in APPENDIX F) or someone monitors security, the installation of standardized emergency security facilities such as a first aid equipment and a fire extinguishing equipment, design of a layout that does not create a mysterious atmosphere, making customers feel privacy, such as the absence of CCTV cameras in private areas or not violate their personal information, and exploring further with visitors in what will please them in

surveillance measures because perceptions of this issue for the management and guest are not always the same (Chan & Lam, 2013).

According to the study shows, ambient condition negatively affects both experiences that lead to customer behavioral intentions that adverse business, it is important for the management to consider whether to invest for changing the perceptions of the customer or not. The recommend of respondents that comment about noise in the homestay (see example in APPENDIX F) combine with Walls et al. (2011) and Lerspipatthananon (2018) pointed out that the ambient condition is one of the factors in which guests rested and relaxed, therefore, the noise problem is the primary decision for the management to resolve for ambient condition. For example, asking guests for cooperation in reducing their sound from disturbing other guests by a notification from the homestay owner other than with the stay rule sign, and there may also be a corner or room for guests who come in groups of friends if they want to socialize.

In the issue of ambient condition where most homestays are not close enough to tourist attractions (as opinion of respondent, see example in APPENDIX F), homestay executives or the government who are involved with homestay industry should instead use other selling points of the homestay, to communicate by public relation changing the customer's view of the homestay as one tourist destination. As for ambient condition, in terms of odor, according to Bouzaabia (2014), unpleasant odors will affect customers to remember longer than pleasant odor, which is not a positive effect on staying experience in the homestay. Zemke and Shoemaker (2007) also recommend that the accommodation's signature scents persuade guests to recall their experiences while staying. Wherefore, those involved decisions in homestay management should be wary of unpleasant odors such as stinking from stagnant water or garbage and should create a unique scent for each homestay to change the customer's negative attitude towards the ambient condition to positive experiences.

In terms of air quality, most homestays are outside the city where there is no pollution problem, thereby it should be a collaboration of local people to look after this ambient condition from the burning of garbage or crops. Cleanliness, the last aspect of the ambient condition in this study, it is what every homestay should do

their best, since it is the only ambient condition that the customer can visually assess. Maintaining cleanliness is the responsibility of the homestay management to create a positive experience for the visitors. Consequently, if people involved in the homestay business manage all the ambient conditions as suggested by the researcher, it may improve customer feelings that will have a positive effect on the hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention.

Space and function, although it is one dimension of servicescape that does not have an influence on customer experience and have the least impact on the hedonic experience, is considered to have a negative impact on the consequences that businesses need to concern. Based on the results, layout and private space should be one of concerns to the real needs of the client in psychology. The main purpose of the customers who choose to stay at homestays is because they want a friendly welcome atmosphere (see example opinion of respondent in APPENDIX F) and feel that they are part of the host family members (Department of Tourism, 2012; Detmit & Srisuwan, 2017), but many Thai homestays, especially the large homestays, do not allow visitors to stay in the same house as the host (see example figure in APPENDIX E). Hence, the layout should be designed to enhance the interaction between the customer (Triantafillidou et al., 2017) and the householder, in order to make a psychological difference making them feel different from other accommodation types that value personal space, and in accordance with the public relation of Department of Tourism. Furthermore, for the facilities, equipments, and furnishings, customers might expect to be as absolute as other accommodation kind, such as hotels or resorts, those who are involved in homestay's marketing or public relations should draw on the rural mood-lifestyle to communicate with consumer, reducing their expectations about comfort.

Third, the findings present that the consequences of servicescape are the hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention - i.e., revisiting intention, WOM intention, and eWOM intention - have a good relationship with each other. Customer satisfaction, in particular, has a strong positive influence on revisiting intention, WOM intention, and eWOM intention. Satisfaction affects the willingness to revisit or repurchase, and

when a revisiting occurred, a positive relationship will be established between the customer and the vendor or the service provider, and if sustainable relationship arises, customer loyalty will be enhanced (Chen & Lin, 2015; Dacin & Smith, 1994). The same truth of WOM intention, if it becomes a positive WOM will affect the buying attitudes and behaviors (Brown & Reingen, 1987; Herr, Kardes & Kim, 1991), that is, when acquiring an interpersonal WOM, trust and positive attitude towards the service business will be higher (Meuter et al., 2013). Moreover, if eWOM intention becomes eWOM behavior, customer-to-customer communication will not be just one-to-one, but it will extend to many-to-one and many-to-many communication (Mangold & Faulds, 2009), and if eWOM is positive, it increases benefit for businesses (Weisfeld-Spolter, Sussan & Gould, 2014). Therefore, the management of homestay should create a positive hedonic experience and customer experience in order to achieve customer satisfaction.

Finally, this research shows that if servicescape is one of the keys to formulate a marketing strategy, it may be able to make a business succeed through customer satisfaction that has a strong influence on the positive customer behavioral intentions. According to the results, customer experience has more influence on customer satisfaction than the hedonic experience. On the other hand, each dimension of servicescape has a greater impact on hedonic experience than customer experience. Accordingly, the first thing that marketers or people in charge of marketing for each homestay should focus on is building servicescape to have more positive influence on customer experience. Homestay businesses may follow Pareigis et al. (2012) suggested that when servicescape encourages identity of homestay, contributes sensation of customer, and facilitates use, they are linked to a powerful value of customer experience. Additionally, the managements may create a marketing strategy using the experiential marketing from servicescape based on Pine and Gilmore's (1998) four experience area to increase customer sensory and emotional stimulation (IŞÇI & YUKSEL, 2017; Yuan & Wu, 2008). For example, creating an atmosphere that promotes education, entertainment and allows customers to immerse themselves in a culture different from the use of physical signals, such as making local knowledge-based photographic spots, and setting social and cultural appeal, such as a cultural stage (e.g., Koc, AR & Aydin, 2017; Yuan & Wu, 2008). The ambient

conditions are also mentioned in terms of creating an aesthetic and escapist experience, such as the use of sound that creates customer recognition while resting, showing of environmental protection (e.g. Yuan & Wu, 2008), and the use of different music and colors for each room or special occasion (e.g. Pine & Gilmore, 2011).

In conclusion, the study extends business understanding of how servicescape design and management affect customer emotion and behavior, leading to producing the relationship of service organizations and clients, especially the homestays, as the context in this study. However, when consumers found that servicescape did not meet their experience expectations, the feeling of satisfaction quickly disappeared. Therefore, consistency is that servicescape is fully compatible with the overall image of the service provider (Baker, 1998). In addition to homestay executives making practical use of the results of this research, the Department of Tourism may bring to use supporting investment decision or designed a guidebook to further spread to the homestay community.

Limitations and Future Research Directions

Limitations

There are three limitations in this research that should be addressed. Firstly, the collection of data from the Ministry of Tourism and Sports is quite limited. There is no timely update of homestay information, such as address, contact phone number, homestay responsible person's name, and no information on which homestays went out of business. In addition, the most homestays' publicity and public relation through media such as the internet and Facebook fanpage is rarely updated. The aforementioned limitation prevented the researcher from being able to contact all the 175 homestays that are accredited to the Thai homestay standards of the year 2019 from the Department of Tourism (2019) as intended by the researcher. However, the total of 535 questionnaires that used in statistical analysis were met acceptable scale according to literature review.

Secondly, the data obtained from the respondents may non-normal distribution of the data from the researcher sampling unknown population, because the type of tourists who have visited homestays in Thailand could not be selected. Therefore,

there is a large concentration of the data of the respondents in the age range corresponding to Generation Y and bachelor's degree education. As a result, the findings may focus on the opinions of these respondents. Nevertheless, the results could benefit the Thai homestay and tourism industry in order to be more or less adapted to marketing and investment.

Finally, as this research hypothesis was predicted from previous literature reviews of servicescape in several types of service businesses, not homestays, and most of those researches was foreigner opinions. Accordingly, each dimension of servicescape impacts on psychological and emotions (i.e., hedonic experience, customer experience, and customer satisfaction) and behavioral intentions (i.e., revisiting intention, WOM intention, and eWOM intention) may be differ from previous literature. However, the findings can be adapted to the development of homestays and alternative tourism businesses that can impress Thai tourists.

Future Research Directions

First, future research should try to study the dimensions of servicescape that are negative or not impactful in this research, namely the ambient condition, surveillance, and space and function. It may be compared with other forms of accommodation business whether these three dimensions are still a servicescape that creates problems for the accommodation and tourism business in Thais context. For example, a researcher might compare these three dimensions between homestays and Air Bed and Breakfast (Airbnb), a new type of accommodation in Thailand that offers homes and customer experiences.

Second, from using ANOVA to test control variables, found that age variables divided into five generations and education variables differed between groups in some constructs, so it will be interesting to further study these two variables as moderating variables. This further test provides an understanding of the servicescape needs of each generation and education level customer.

Third, according to this research which focuses on the opinions of Thai tourists about the six dimensions of servicescape that influence psychological and emotional experiences, which influence satisfaction and lead to all three dimensions of behavioral intention. Therefore, the interesting respondents for further research are

foreign tourists. However, not all homestays in Thailand that foreign tourists would like to experience, so researchers need to study the data that should be collected from homestays in which regions of Thailand are popular to foreign tourists, in order to use the results to develop the homestay industry increasing the demand of foreign tourists.

Fourth, it is interesting to compare the results of the pre-stay and post-stay studies of clients in further research, to compare their emotions, perceptions, and expectations in a servicescape from their visual versus when they actually staying. However, as this method requires collecting the same sample, which may disturb respondents who have to complete questionnaires many times of, researchers must study the incentives by rewarding them or finding ways to reduce their negative feelings.

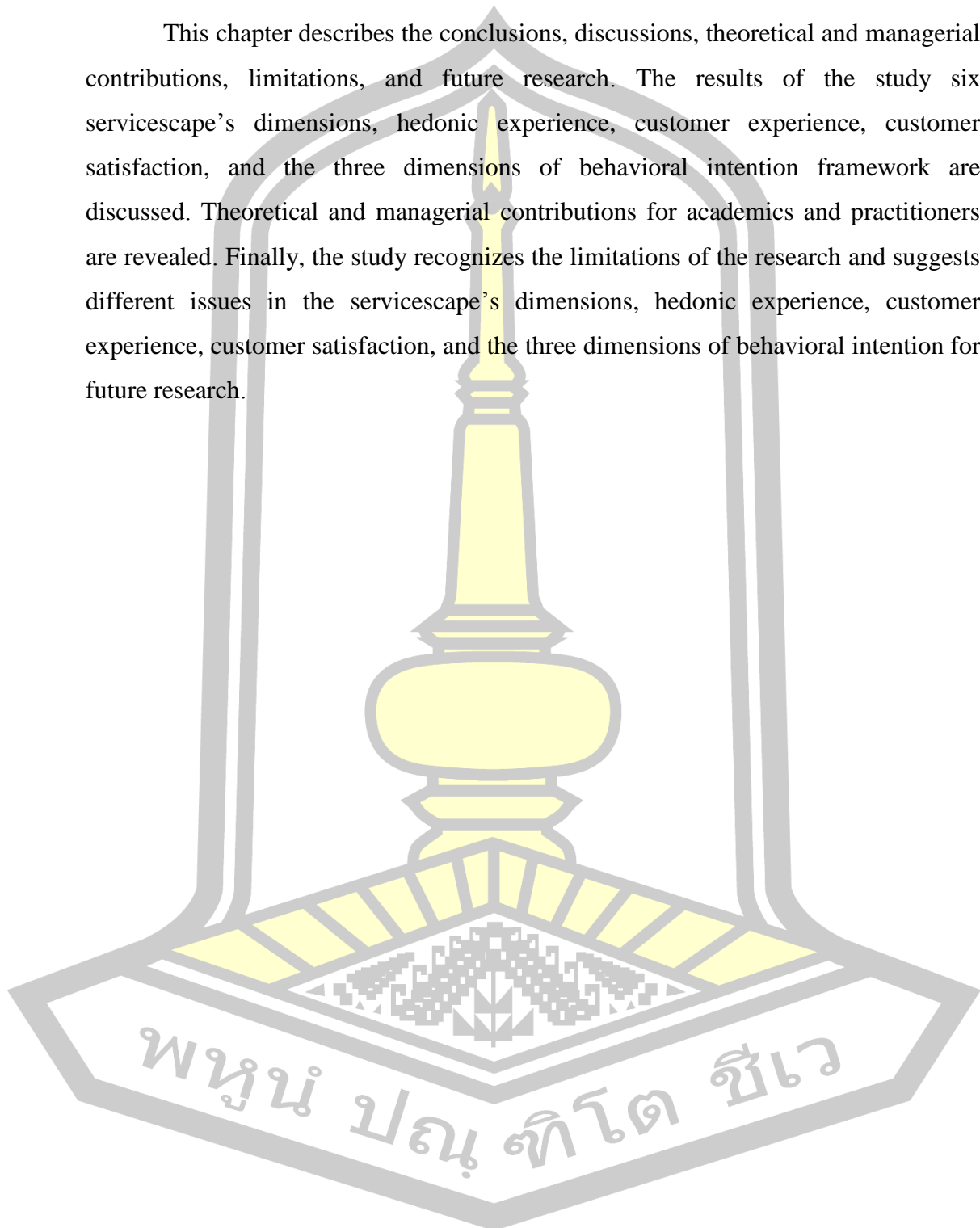
Fifth, future research should seek to lead all six dimensions of servicescape to test the impact on results based on consumer behavior theories other than the MR model (Mehrabian & Russell, 1974) and the self-regulation process theory (Bagozzi, 1992). In addition, the study of servicescape that is a physical environment in conjunction with an activity servicescape to test results based on marketing theory or other marketing strategies, such as value co-creation (Grönroos, 2011), is an interesting research in the future.

Sixth, interested researchers and analysts may extend their studies into the future by bringing the servicescape model of this research into a conceptual framework for education in other service businesses such as restaurants, bakeries, or coffee stores focused on local identity or retro selling points, and overseas homestay businesses, to differentiate findings.

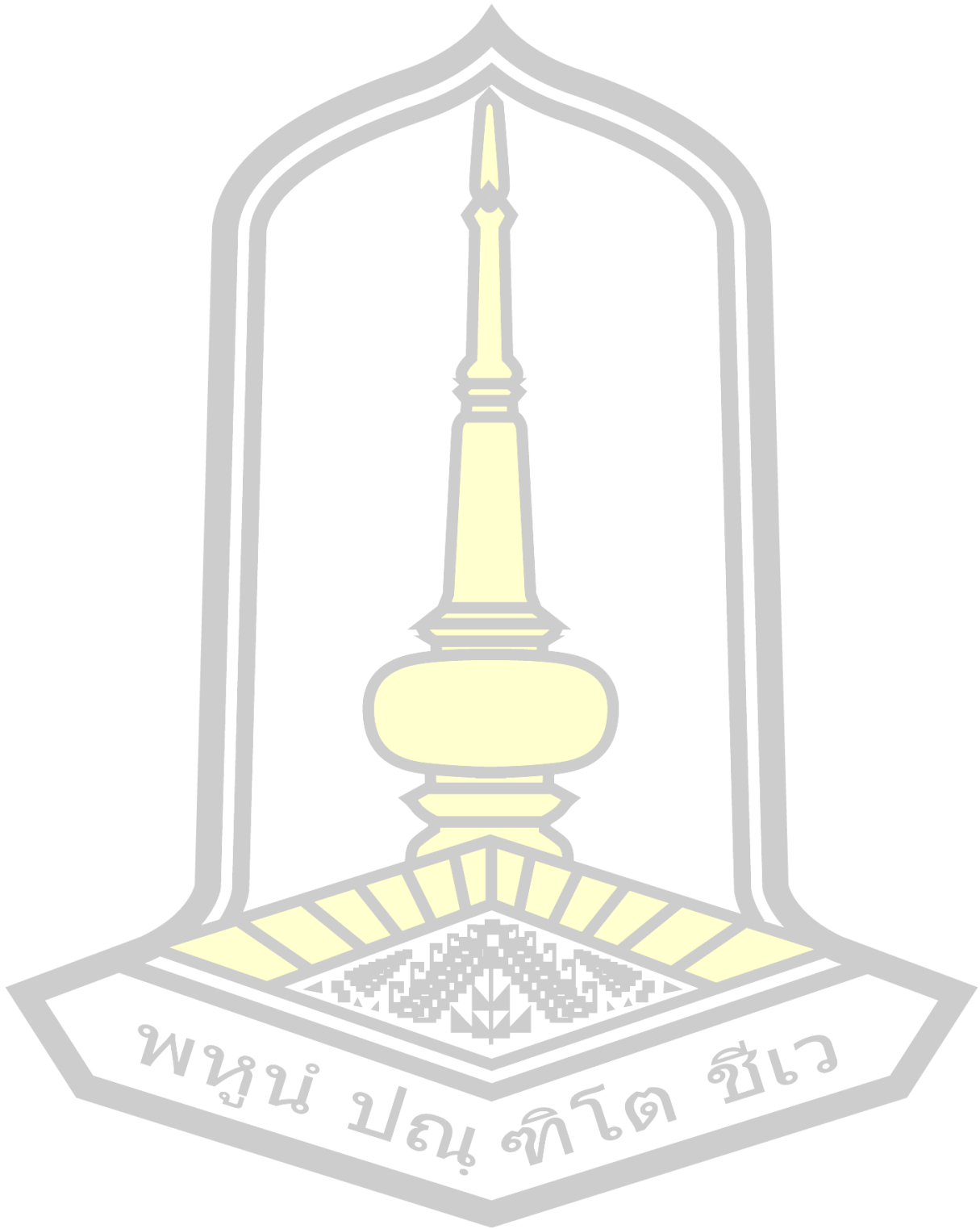
Finally, long-term research to study the outcomes that businesses want, such as financial and marketing performance, can be challenging to find out how before improving or investing in servicescape and after improving investment has different results. It is benefits for the Ministry of Tourism and Sports and the homestay business can use the results as a model for future policy planning.

Summary

This chapter describes the conclusions, discussions, theoretical and managerial contributions, limitations, and future research. The results of the study six servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention framework are discussed. Theoretical and managerial contributions for academics and practitioners are revealed. Finally, the study recognizes the limitations of the research and suggests different issues in the servicescape's dimensions, hedonic experience, customer experience, customer satisfaction, and the three dimensions of behavioral intention for future research.



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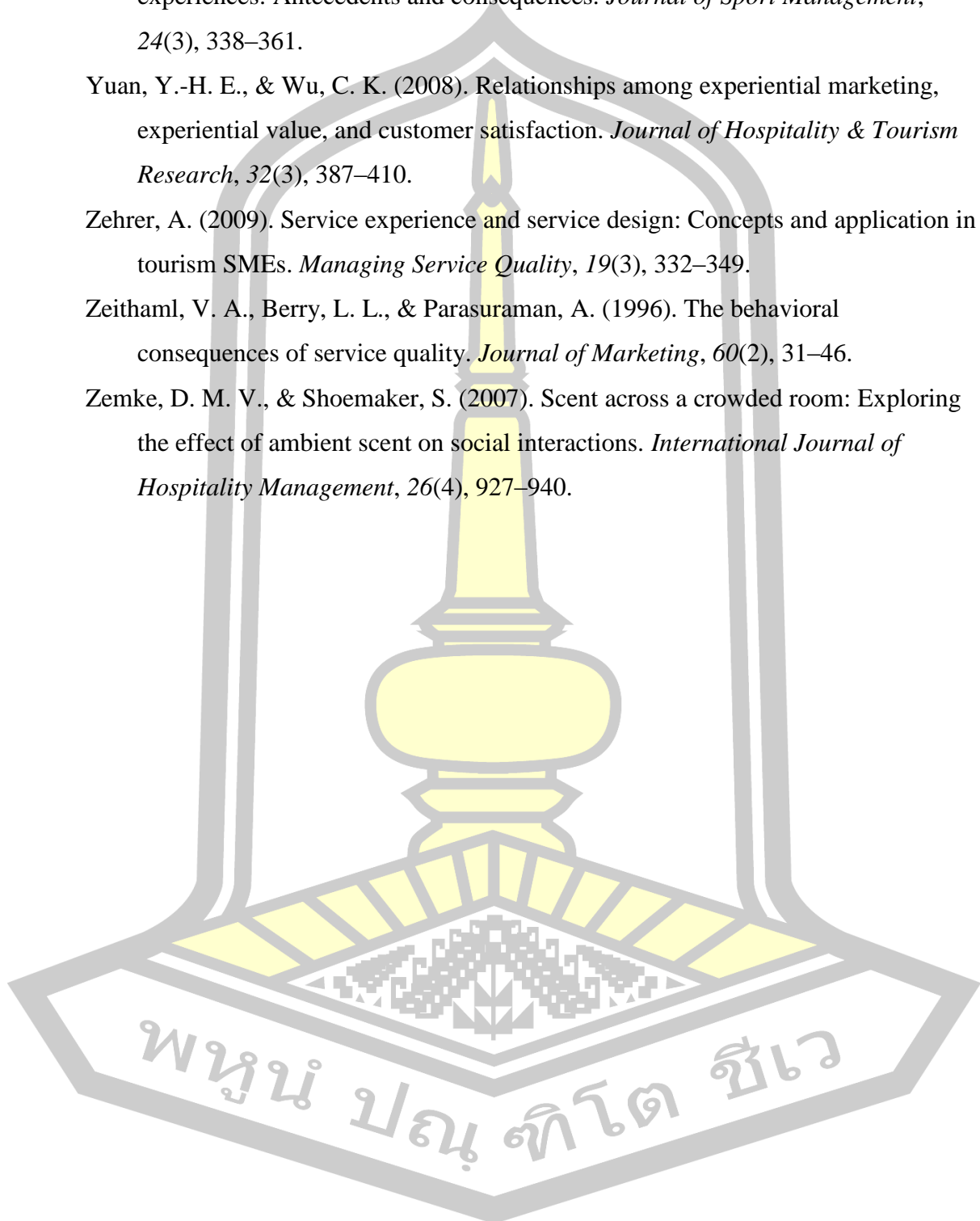
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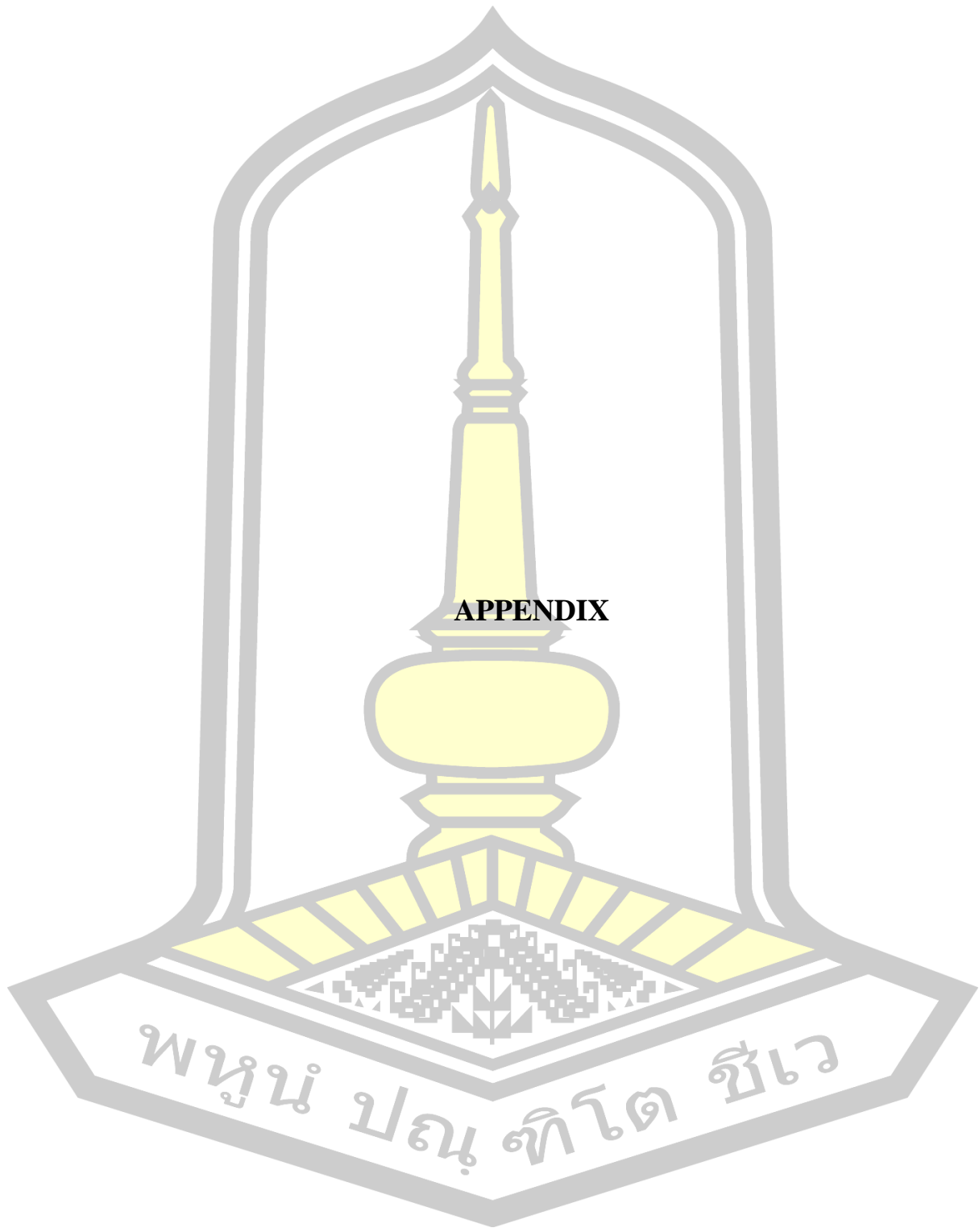
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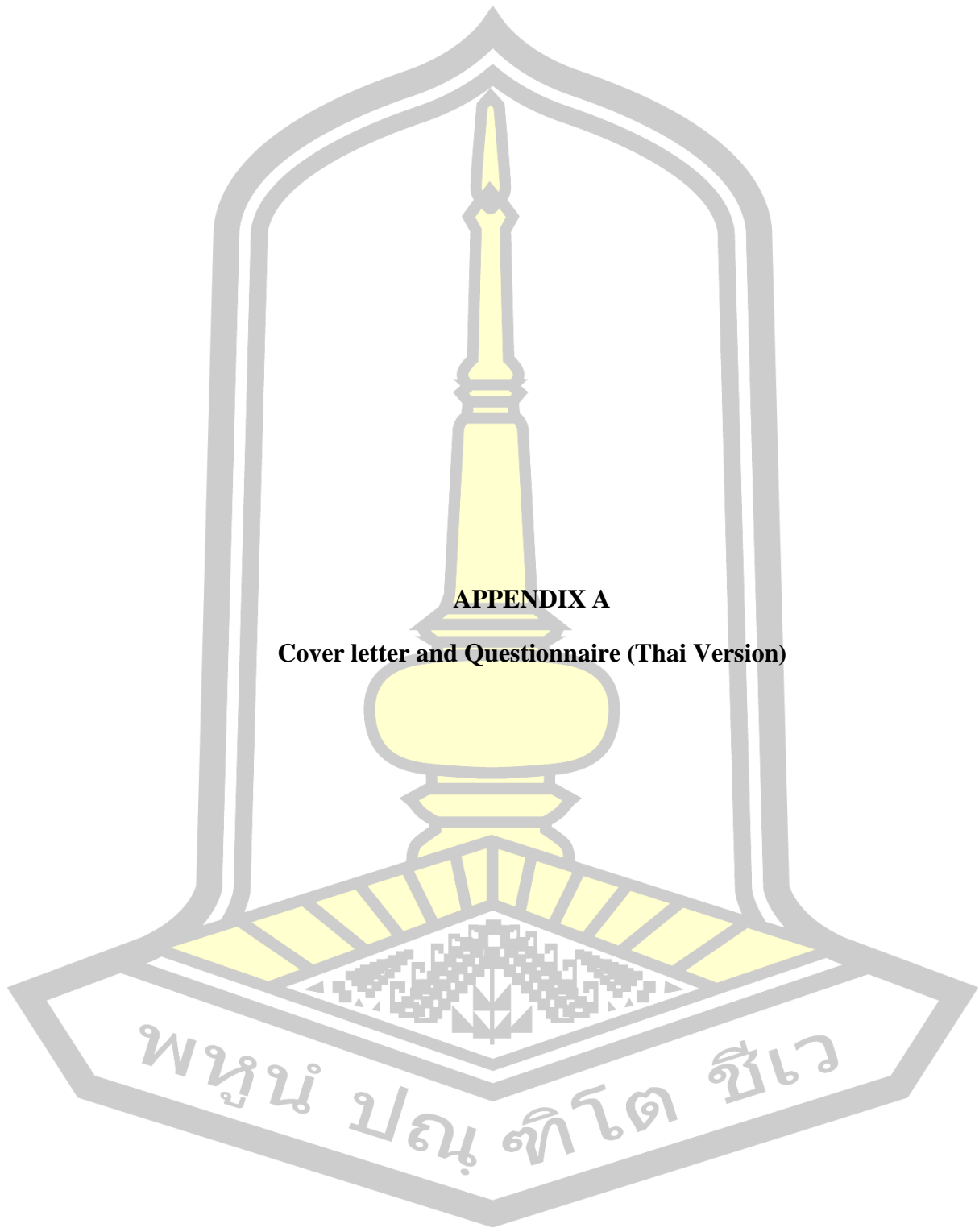
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APPENDIX

พหุณฺ์ ปณฺุ ทิโต ชีเว



APPENDIX A

Cover letter and Questionnaire (Thai Version)

พหุณฺ์ ปณฺุ ทิโต ชีเว



ที่ อว 0605.10/ ๒๕๖๒

คณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม
44150

3 กันยายน 2562

เรื่อง ขอบความอนุเคราะห์เก็บแบบสอบถาม

เรียน ประธานกลุ่มชุมชนโฮมสเตย์/เจ้าของโฮมสเตย์

ด้วย นางสาวทัศนีย์ สวนฉิมพลี รหัสนิติ 59010962001 นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการจัดการการตลาด คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง "ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม: กรณีของอุตสาหกรรมโฮมสเตย์ในประเทศไทย" ซึ่งเป็นส่วนหนึ่งของการทำวิทยานิพนธ์ หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) และการศึกษาในครั้งนี้ได้เน้นให้นักศึกษาข้อมูลด้วยตนเอง ดังนั้น เพื่อให้การจัดทำวิทยานิพนธ์เป็นไปด้วยความเรียบร้อยและบรรลุวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ให้ นางสาวทัศนีย์ สวนฉิมพลี ศึกษาและเก็บรวบรวมในรายละเอียดตามแบบสอบถามที่แนบมาพร้อมนี้

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการให้ข้อมูลในครั้งนี้เป็นอย่างยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ สังศรีโรจน์)

คณบดีคณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม

ฝ่ายวิชาการระดับบัณฑิตศึกษา
คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม
โทรศัพท์ 0-4375-4333 ต่อ 3431
โทรสาร 0-4375-4422



แบบสอบถามเพื่อการวิจัย
เรื่อง ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม:
กรณีของอุตสาหกรรมโฮมสเตย์ในประเทศไทย

คำชี้แจง

โครงการวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาวิจัยเรื่อง “ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม: กรณีของอุตสาหกรรมโฮมสเตย์ในประเทศไทย” เพื่อใช้เป็นข้อมูลในการจัดทำวิทยานิพนธ์ในระดับปริญญาเอกของผู้วิจัย ในหลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการจัดการการตลาด คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333

โดยรายละเอียดของแบบสอบถามประกอบด้วยส่วนคำถาม 9 ตอน ดังนี้

- ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม (ลูกค้าโฮมสเตย์)
- ตอนที่ 2 ข้อมูลเกี่ยวกับโฮมสเตย์
- ตอนที่ 3 ข้อมูลเกี่ยวกับพฤติกรรมของลูกค้าผู้เข้าพักในโฮมสเตย์
- ตอนที่ 4 ความคิดเห็นเกี่ยวกับภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์
- ตอนที่ 5 ความคิดเห็นเกี่ยวกับประสบการณ์ความสุขที่ได้รับจากภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์
- ตอนที่ 6 ความคิดเห็นเกี่ยวกับประสบการณ์ลูกค้าที่ได้รับจากภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์
- ตอนที่ 7 ความคิดเห็นเกี่ยวกับความพึงพอใจของลูกค้าที่มีต่อภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์
- ตอนที่ 8 ความคิดเห็นเกี่ยวกับความตั้งใจเชิงพฤติกรรมของลูกค้าหลังจากเข้าพักในโฮมสเตย์
- ตอนที่ 9 ข้อคิดเห็น และข้อเสนอแนะอื่นๆ ที่เกี่ยวข้องกัภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์

คำตอบของท่านจะถูกเก็บรักษาเป็นความลับ และจะไม่มีการใช้ข้อมูลใดๆ ที่เปิดเผยเกี่ยวกับตัวท่านในการรายงานข้อมูล รวมทั้งจะไม่มีการร่วมใช้ข้อมูลดังกล่าวกับบุคคลภายนอกอื่นใดโดยไม่ได้รับอนุญาตจากท่าน

ผู้วิจัยขอขอบพระคุณที่ท่านได้กรุณาเสียสละเวลาในการตอบแบบสอบถามชุดนี้อย่างถูกต้องครบถ้วนตามความเป็นจริง และหวังเป็นอย่างยิ่งว่าข้อมูลที่ได้รับจากท่านจะเป็นประโยชน์อย่างยิ่งต่อการวิจัยในครั้งนี้ และขอขอบพระคุณอย่างสูงมา ณ โอกาสนี้

(นางสาวทัศนีย์ สวนฉิมพลี)

นิสิตปริญญาเอก สาขาการจัดการการตลาด
คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม (ลูกค้าโฮมสเตย์)

- เพศ

| | |
|------------------------------|-------------------------------|
| <input type="checkbox"/> ชาย | <input type="checkbox"/> หญิง |
|------------------------------|-------------------------------|
- อายุ

| | | |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> 15 - 19 ปี | <input type="checkbox"/> 20 - 37 ปี | <input type="checkbox"/> 38 - 52 ปี |
| <input type="checkbox"/> 53 - 71 ปี | <input type="checkbox"/> มากกว่า 71 ปี | |
- สถานภาพ

| | |
|------------------------------|-------------------------------|
| <input type="checkbox"/> โสด | <input type="checkbox"/> สมรส |
|------------------------------|-------------------------------|
- ระดับการศึกษา

| | | |
|---|------------------------------------|---|
| <input type="checkbox"/> ต่ำกว่าปริญญาตรี | <input type="checkbox"/> ปริญญาตรี | <input type="checkbox"/> สูงกว่าปริญญาตรี |
|---|------------------------------------|---|
- อาชีพ

| | | |
|---|--|--|
| <input type="checkbox"/> รับราชการ/รัฐวิสาหกิจ | <input type="checkbox"/> พนักงานบริษัทเอกชน | <input type="checkbox"/> นักเรียน/นักศึกษา |
| <input type="checkbox"/> ประกอบอาชีพอิสระ | <input type="checkbox"/> ค้าขาย/ประกอบธุรกิจ | <input type="checkbox"/> เกษตรกร |
| <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... | | |
- รายได้เฉลี่ยต่อเดือน

| | | |
|--|--|--|
| <input type="checkbox"/> ต่ำกว่า 5,000 บาท | <input type="checkbox"/> 5,000 – 15,000 บาท | <input type="checkbox"/> 15,001 – 25,000 บาท |
| <input type="checkbox"/> 25,001 – 35,000 บาท | <input type="checkbox"/> 35,001 – 45,000 บาท | <input type="checkbox"/> มากกว่า 45,000 บาท |
- สื่อออนไลน์ชนิดใดที่ท่านใช้งานอยู่ในปัจจุบัน (ตอบได้มากกว่า 1 ข้อ)

| | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> เฟซบุ๊ก (Facebook) | <input type="checkbox"/> อินสตาแกรม (Instagram) | <input type="checkbox"/> ไลน์ (Line) |
| <input type="checkbox"/> ทวิตเตอร์ (Twitter) | <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... | |

ตอนที่ 2 ข้อมูลเกี่ยวกับโฮมสเตย์

- โฮมสเตย์ที่ท่านพักอยู่ขณะนี้อยู่ในภาคใด

| | | |
|--|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> ภาคกลาง | <input type="checkbox"/> ภาคเหนือ | <input type="checkbox"/> ภาคตะวันออก |
| <input type="checkbox"/> ภาคตะวันออกเฉียงเหนือ | <input type="checkbox"/> ภาคตะวันตก | <input type="checkbox"/> ภาคใต้ |
- รูปแบบเรือนที่พักอาศัยของโฮมสเตย์ที่ท่านพักอยู่ขณะนี้มีลักษณะเป็นแบบใด

| | |
|---|--|
| <input type="checkbox"/> เรือนที่พักรูปทรงที่คงเอกลักษณ์ของท้องถิ่น | <input type="checkbox"/> เรือนที่พักรูปทรงสมัยใหม่แปลกตา |
| <input type="checkbox"/> เรือนที่พักรูปทรงธรรมดาเหมือนบ้านทั่วไป | |

ตอนที่ 3 ข้อมูลเกี่ยวกับพฤติกรรมของลูกค้าผู้เข้าพักในโฮมสเตย์

- ท่านเคยใช้บริการที่พักรูปแบบโฮมสเตย์ก่อนหน้านี้หรือไม่

| | |
|------------------------------|---------------------------------|
| <input type="checkbox"/> เคย | <input type="checkbox"/> ไม่เคย |
|------------------------------|---------------------------------|
- วัตถุประสงค์หลักที่ท่านเลือกที่พักแบบโฮมสเตย์ (ตอบได้มากกว่า 1 ข้อ)

| | |
|---|--|
| <input type="checkbox"/> เพื่อพักผ่อนหย่อนใจ | <input type="checkbox"/> เพื่อเรียนรู้วิถีชุมชนและวัฒนธรรมท้องถิ่น |
| <input type="checkbox"/> เพื่อหาประสบการณ์ | <input type="checkbox"/> เพื่อเป็นที่พักสำหรับการท่องเที่ยว |
| <input type="checkbox"/> เพื่อประหยัดค่าใช้จ่ายด้านที่พัก | |
| <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... | |
- การเดินทางมาเข้าพักที่โฮมสเตย์ในครั้งนี้ ท่านมากับใคร

| | | |
|----------------------------------|---|-----------------------------------|
| <input type="checkbox"/> คนเดียว | <input type="checkbox"/> คนรัก | <input type="checkbox"/> ครอบครัว |
| <input type="checkbox"/> เพื่อน | <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... | |

4. วิธีการเดินทางมาพักที่โฮมสเตย์ในครั้งนี้ของท่านเป็นแบบใด
- รถส่วนตัว รถโดยสารประจำทาง
- บริษัทนำเที่ยว อื่น ๆ (โปรดระบุ).....
5. ค่าใช้จ่ายโดยรวมสำหรับการเข้าพักในโฮมสเตย์ครั้งนี้ (เฉลี่ยต่อ 1 คน)
- ไม่เกิน 1,000 บาท 1,000 – 2,000 บาท
- 2,001 – 3,000 บาท มากกว่า 3,000 บาท
6. จำนวนวันที่ท่านเข้าพักในโฮมสเตย์ครั้งนี้
- 1 คืน 2 คืน 3 คืน มากกว่า 3 คืน

ตอนที่ 4 ความคิดเห็นเกี่ยวกับภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์

| ภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพ (Servicescape) | ระดับความคิดเห็น | | | | |
|---|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| สภาพแวดล้อมโดยรอบ (Ambient Conditions) | | | | | |
| 1. โฮมสเตย์ตั้งอยู่ไม่ไกลจากสถานที่ท่องเที่ยวอื่น ๆ | | | | | |
| 2. โฮมสเตย์มีคุณภาพอากาศที่ดี | | | | | |
| 3. โฮมสเตย์มีกลิ่นต่าง ๆ เป็นที่น่าพอใจ เช่น กลิ่นหอมในอากาศ กลิ่นอาหาร กลิ่นดอกไม้ | | | | | |
| 4. โฮมสเตย์มีระดับเสียงต่าง ๆ เป็นที่ยอมรับได้ เช่น เสียงรบกวน เสียงเพลง เสียงธรรมชาติ | | | | | |
| 5. โฮมสเตย์มีบรรยากาศโดยรวมที่สะอาดและถูกสุขลักษณะ | | | | | |
| สุนทรียศาสตร์ที่ดึงดูดใจ (Aesthetic Appeal) | | | | | |
| 1. โฮมสเตย์มีทัศนียภาพหรือภูมิทัศน์อันสวยงามรอบ ๆ | | | | | |
| 2. โฮมสเตย์มีการออกแบบสถาปัตยกรรมภายนอกที่เป็นเอกลักษณ์ | | | | | |
| 3. โฮมสเตย์มีการออกแบบตกแต่งภายในที่เป็นเอกลักษณ์ | | | | | |
| พื้นที่และการทำหน้าที่ (Space and Function) | | | | | |
| 1. โฮมสเตย์มีการวางแบบผังการใช้งานของพื้นที่ให้มีความสะดวก | | | | | |
| 2. โฮมสเตย์มีการจัดพื้นที่ส่วนตัวสำหรับลูกค้า | | | | | |
| 3. โฮมสเตย์มีการจัดวางตกแต่งสิ่งของและเฟอร์นิเจอร์ที่เหมาะสม | | | | | |
| 4. โฮมสเตย์มีการดูแลอุปกรณ์และสิ่งอำนวยความสะดวก | | | | | |
| สัญญาณทางกายภาพ (Physical Signal) | | | | | |
| 1. โฮมสเตย์มีป้ายและสัญลักษณ์ต่าง ๆ ที่สามารถมองเห็นได้อย่างชัดเจน เช่น ป้ายชื่อ ป้ายบอกทาง | | | | | |
| 2. โฮมสเตย์มีป้ายอธิบายกฎกติกาต่าง ๆ ของการเข้าพักได้ชัดเจนและเข้าใจได้ง่าย | | | | | |
| 3. โฮมสเตย์มีของประดับตกแต่งที่บ่งบอกความเป็นเอกลักษณ์ เช่น รูปภาพ จดถ่ายภาพ | | | | | |

ตอนที่ 4 (ต่อ)

| ภูมิภาคหรือสิ่งแวดล้อมทางกายภาพ (Servicescape) | ระดับความคิดเห็น | | | | |
|--|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| การเฝ้าระวัง (Surveillance) | | | | | |
| 1. โคมสเตอร์มีการใช้เทคโนโลยีด้านความปลอดภัย เช่น กล้องวงจรปิด หรือมองเห็นว่ามีเจ้าหน้าที่รักษาความปลอดภัย | | | | | |
| 2. โคมสเตอร์มีสิ่งอำนวยความสะดวกยามฉุกเฉินที่มีมาตรฐาน เช่น ตู้ยา อุปกรณ์ปฐมพยาบาลเบื้องต้น อุปกรณ์ดับเพลิง | | | | | |
| 3. โคมสเตอร์ทำให้ไม่รู้สึกว่าถูกจับตามองตลอดเวลา ไม่มีกล้องวงจรปิดในพื้นที่ส่วนตัว หรือถูกละเมิดข้อมูลส่วนตัว | | | | | |
| การดึงดูดทางสังคมและวัฒนธรรม (Social and Cultural Appeal) | | | | | |
| 1. โคมสเตอร์มีสัญลักษณ์ต่าง ๆ แสดงถึงเอกลักษณ์ประจำท้องถิ่น เช่น ป้ายสัญลักษณ์ที่ใช้ภาษาท้องถิ่น การแต่งกายประจำท้องถิ่น | | | | | |
| 2. โคมสเตอร์มีบรรยากาศแห่งการดำเนินวิถีชีวิตของคนท้องถิ่นรอบ ๆ พื้นที่ | | | | | |
| 3. โคมสเตอร์มีกลิ่นอายของวัฒนธรรมท้องถิ่นจากของตกแต่ง หรือเห็นประเพณีและวัฒนธรรมจริงขณะที่พัก | | | | | |

ตอนที่ 5 ความคิดเห็นเกี่ยวกับประสบการณ์ความสุขที่ได้รับจากภูมิภาคหรือสิ่งแวดล้อมทางกายภาพของโคมสเตอร์

| ประสบการณ์ความสุข (Hedonic Experience) | ระดับความคิดเห็น | | | | |
|--|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| 1. โคมสเตอร์ทำให้รู้สึกสนุกสนานเพลิดเพลินกับการได้สัมผัสสิ่งแวดล้อมทางกายภาพ | | | | | |
| 2. โคมสเตอร์ทำให้ได้รับประสบการณ์ที่สุขใจกับการได้สัมผัสสิ่งแวดล้อมทางกายภาพ | | | | | |
| 3. โคมสเตอร์ทำให้ได้รับประสบการณ์ที่ถูกต้องกับการได้สัมผัสสิ่งแวดล้อมทางกายภาพ | | | | | |

ตอนที่ 6 ความคิดเห็นเกี่ยวกับประสบการณ์ลูกค้าที่ได้รับจากภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์

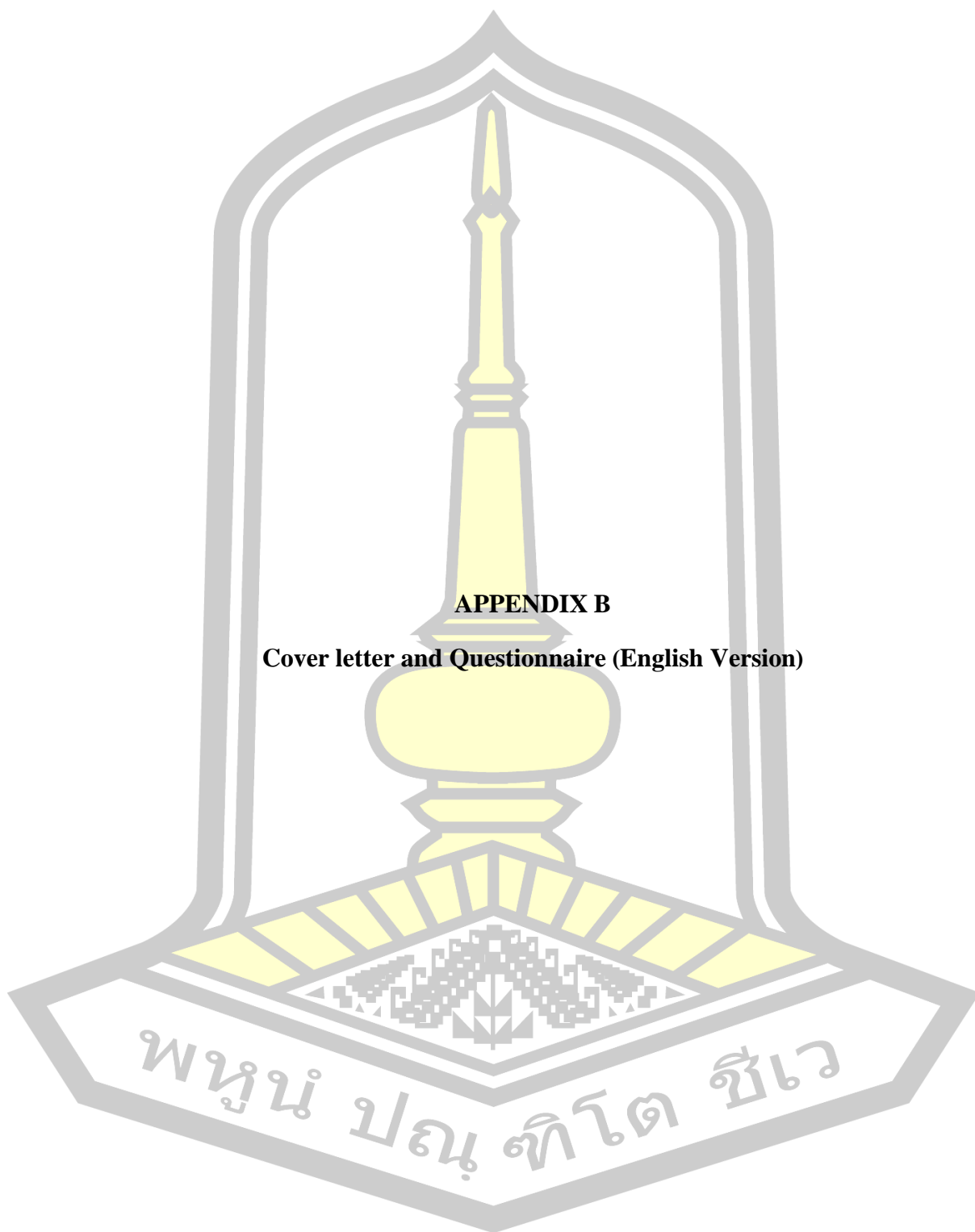
| ประสบการณ์ลูกค้า (Customer Experience) | ระดับความคิดเห็น | | | | |
|---|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| 1. การได้สัมผัสสิ่งแวดล้อมทางกายภาพของโฮมสเตย์ทำให้มีความรู้ในวิถีชุมชนและวัฒนธรรมมากขึ้น | | | | | |
| 2. บรรยากาศของโฮมสเตย์มีเสน่ห์ที่ดึงดูดใจให้เข้าไปดู เข้าไปสัมผัสและเข้าร่วมกิจกรรมกับชุมชน | | | | | |
| 3. โฮมสเตย์แสดงถึงความน่าสนใจในรายละเอียดการออกแบบและจัดวางสิ่งแวดล้อมทางกายภาพ | | | | | |
| 4. สิ่งแวดล้อมทางกายภาพของโฮมสเตย์ทำให้สัมผัสกิจกรรมประจำวันไปโดยสิ้นเชิง | | | | | |

ตอนที่ 7 ความคิดเห็นเกี่ยวกับความพึงพอใจของลูกค้าที่มีต่อภูมิทัศน์หรือสิ่งแวดล้อมทางกายภาพของโฮมสเตย์

| ความพึงพอใจของลูกค้า (Customer Satisfaction) | ระดับความคิดเห็น | | | | |
|--|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| 1. สิ่งแวดล้อมทางกายภาพของโฮมสเตย์เป็นไปตามความคาดหวัง | | | | | |
| 2. สิ่งแวดล้อมทางกายภาพของโฮมสเตย์ทำให้รู้สึกว่าการมาพักที่โฮมสเตย์เป็นการตัดสินใจที่ถูกต้อง | | | | | |
| 3. สิ่งแวดล้อมทางกายภาพของโฮมสเตย์เป็นสิ่งที่ต้องการและกำลังมองหา | | | | | |
| 4. สิ่งแวดล้อมทางกายภาพของโฮมสเตย์สร้างความพึงพอใจ | | | | | |

ตอนที่ 8 ความคิดเห็นเกี่ยวกับความตั้งใจเชิงพฤติกรรมของลูกค้าหลังจากเข้าพักในโฮมสเตย์

| ความตั้งใจเชิงพฤติกรรม (Behavioral Intention) | ระดับความคิดเห็น | | | | |
|---|------------------|-----|---------|------|------------|
| | มากที่สุด | มาก | ปานกลาง | น้อย | น้อยที่สุด |
| ความตั้งใจกลับมาเยี่ยมชม (Revisiting Intention) | | | | | |
| 1. อยากจะกลับมาใช้บริการโฮมสเตย์แห่งนี้หรือโฮมสเตย์อื่น ๆ ในอนาคต | | | | | |
| 2. มีความตั้งใจอย่างยิงที่จะพาครอบครัวและเพื่อน ๆ มาเยี่ยมชมโฮมสเตย์แห่งนี้หรือโฮมสเตย์อื่น ๆ | | | | | |
| 3. ถ้าจะเลือกที่พักในอนาคต จะเลือกที่พักแบบโฮมสเตย์ | | | | | |



APPENDIX B

Cover letter and Questionnaire (English Version)



Survey Questionnaire

For a Research about “The Impact of Servicescape on Customer Satisfaction and Behavioral Intention: The Case of Homestay Industry in Thailand”

Explanation:

This research aims to study regarding the impact of servicescape on customer satisfaction and behavioral intention in the case of homestay industry in Thailand. The research is the part of Thesis of Ph.D. program in Marketing Management, Maharakham Business School, Maharakham University, Thailand. The phone number is 043-754-333.

The questionnaire would like to ask for your favor in doing in which consists of 9 sections:

- Section 1: General information about respondents (Homestay customer)
- Section 2: Information about the homestay
- Section 3: Information about the behavior of guests staying in the homestay
- Section 4: Opinions about the servicescape of the homestay
- Section 5: Opinions about the hedonic experiences gained from the servicescape of the homestay
- Section 6: Opinions about the customer experiences gained from the servicescape of the homestay
- Section 7: Opinions about customer satisfaction with the homestay servicescape
- Section 8: Opinions about the behavioral intentions of customer after your stay at the homestay
- Section 9: Other comments and suggestions related to the homestay servicescape

Your responses will be confidential and will not be used to expose your identity in any reports. Additionally, your information will not be shared with anyone without your permission.

The researcher would like to thank you for taking the time to complete this survey questionnaire and hope that your information will be beneficial for this research. Your responses are highly appreciated.

(Ms. Tassanee Suanchimplee)

Ph.D. Student, Marketing Management Program
Maharakham Business School, Maharakham University

Section 1: General information about respondents (Homestay customer)

1. Gender

| | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|
2. Age

| | | |
|--|---|--|
| <input type="checkbox"/> 15 - 19 years old | <input type="checkbox"/> 20 - 37 years old | <input type="checkbox"/> 38 - 52 years old |
| <input type="checkbox"/> 53 - 71 years old | <input type="checkbox"/> More than 71 years old | |
3. Marital Status

| | |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
|---------------------------------|----------------------------------|
4. Education Levels

| | |
|--|--|
| <input type="checkbox"/> Lower than Bachelor's degree | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Higher than Bachelor's degree | |
5. Occupation

| | |
|---|---|
| <input type="checkbox"/> Government/State Enterprise Employee | <input type="checkbox"/> Company Employee |
| <input type="checkbox"/> Student | <input type="checkbox"/> Self Employed |
| <input type="checkbox"/> Merchant/Businessman | <input type="checkbox"/> Agriculturist |
| <input type="checkbox"/> Other (please specify)..... | |
6. Average Monthly Income (Baht)

| | | |
|--|--|---|
| <input type="checkbox"/> Less than 5,000 | <input type="checkbox"/> 5,000 – 15,000 | <input type="checkbox"/> 15,001 – 25,000 |
| <input type="checkbox"/> 25,001 – 35,000 | <input type="checkbox"/> 35,001 – 45,000 | <input type="checkbox"/> More than 45,000 |
7. What kind of online media are you currently using? (Can answer more than 1 option)

| | | |
|-----------------------------------|--|-------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> Line |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Other (please specify)..... | |

Section 2: Information about the homestay

1. In which region is the homestay you currently stay in?

| | | |
|--|--|--|
| <input type="checkbox"/> Central region | <input type="checkbox"/> Northern region | <input type="checkbox"/> Eastern region |
| <input type="checkbox"/> Northeastern region | <input type="checkbox"/> Western region | <input type="checkbox"/> Southern region |
2. What is the style of the homestay architecture you currently stay in?

| |
|---|
| <input type="checkbox"/> The house has an architecture that maintains the local identity. |
| <input type="checkbox"/> The house has an unusual modern architecture. |
| <input type="checkbox"/> The house has a simple architecture like a typical house. |

Section 3: Information about the behavior of guests staying in the homestay

1. Have you ever used homestay accommodation before?

| | |
|--|---|
| <input type="checkbox"/> Ever used service | <input type="checkbox"/> Never used service |
|--|---|
2. What is the main objective that you choose to stay in a homestay? (Can answer more than 1 option)

| | |
|---|--|
| <input type="checkbox"/> To relaxation | <input type="checkbox"/> To learn community life and culture |
| <input type="checkbox"/> To find experience | <input type="checkbox"/> To as accommodation for tourism |
| <input type="checkbox"/> To save on accommodation costs | <input type="checkbox"/> Other (please specify)..... |
3. Who do you come with on your trip to stay at this homestay?

| | | |
|---------------------------------|--|---------------------------------|
| <input type="checkbox"/> Alone | <input type="checkbox"/> Lover | <input type="checkbox"/> Family |
| <input type="checkbox"/> Friend | <input type="checkbox"/> Other (please specify)..... | |
4. What is your method of traveling to stayed at this homestay?

| | |
|---|--|
| <input type="checkbox"/> Private vehicles | <input type="checkbox"/> Public transportation |
| <input type="checkbox"/> Travel agents | <input type="checkbox"/> Other (please specify)..... |
5. How many the average cost per person for this homestay stay? (Baht)

| | |
|--|--|
| <input type="checkbox"/> Less than 1,000 | <input type="checkbox"/> 1,000 – 2,000 |
| <input type="checkbox"/> 2,001 – 3,000 | <input type="checkbox"/> More than 3,000 |
6. How many days do you stay in this homestay?

| | | | |
|---------------------------------|---------------------------------|---------------------------------|---|
| <input type="checkbox"/> 1 days | <input type="checkbox"/> 2 days | <input type="checkbox"/> 3 days | <input type="checkbox"/> More than 3 days |
|---------------------------------|---------------------------------|---------------------------------|---|

Section 4: Opinions about the servicescape of the homestay

| Servicescape | Level of Opinion | | | | |
|---|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| Ambient Condition | | | | | |
| 1. The homestay is not far from other tourist attractions. | | | | | |
| 2. The homestay has good air quality. | | | | | |
| 3. The homestay has pleasant odors, such as air aroma, food scent, flower scent. | | | | | |
| 4. The homestay has acceptable levels of sound, such as noise, music, nature sound. | | | | | |
| 5. The homestay has a cleanliness and hygiene. | | | | | |
| Aesthetic Appeal | | | | | |
| 1. The homestay has a natural or beautiful scenery around. | | | | | |
| 2. The homestay has a unique exterior architectural design. | | | | | |
| 3. The homestay has a unique interior design. | | | | | |
| Space and Function | | | | | |
| 1. The homestay has a layout of the area is easy to walk and use. | | | | | |
| 2. The homestay provides private space for the customers. | | | | | |
| 3. The homestay has an appropriate furnishing. | | | | | |
| 4. The equipment and facilities of the homestay are maintained well. | | | | | |
| Physical Signal | | | | | |
| 1. The homestay has clearly visible signs and symbols, such as house name signs, directional signs. | | | | | |
| 2. The homestay has clearly and easy to understand signs explaining the rules of stay. | | | | | |
| 3. The homestay has decorations that indicate uniqueness, such as pictures, photography spots. | | | | | |

Section 4: Opinions about the servicescape of the homestay (Continued)

| Servicescape | Level of Opinion | | | | |
|--|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| Surveillance | | | | | |
| 1. The homestay uses safety technology, such as surveillance cameras or someone is monitoring security. | | | | | |
| 2. The homestay has standard emergency facilities, such as first aid equipment, fire extinguishing equipment. | | | | | |
| 3. The homestay provides privacy for the customers, such as not CCTV cameras in private areas, not violating personal information. | | | | | |
| Social and Cultural Appeal | | | | | |
| 1. The homestay has ethnic symbol representing the local identity, such as signs using local language or local clothing. | | | | | |
| 2. The area around of the homestay has an atmosphere of local lifestyle. | | | | | |
| 3. The homestay has a cultural atmospherics from the decorations or seeing real traditions and cultures while staying. | | | | | |

Section 5: Opinions about the hedonic experiences gained from the servicescape of the homestay

| Hedonic Experience | Level of Opinion | | | | |
|---|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| 1. The homestay makes me feel enjoy the servicescape. | | | | | |
| 2. The homestay provides a delightful experience with the servicescape. | | | | | |
| 3. The homestay provides a pleasurable experience of being exposed to the servicescape. | | | | | |

Section 6: Opinions about the customer experiences gained from the servicescape of the homestay

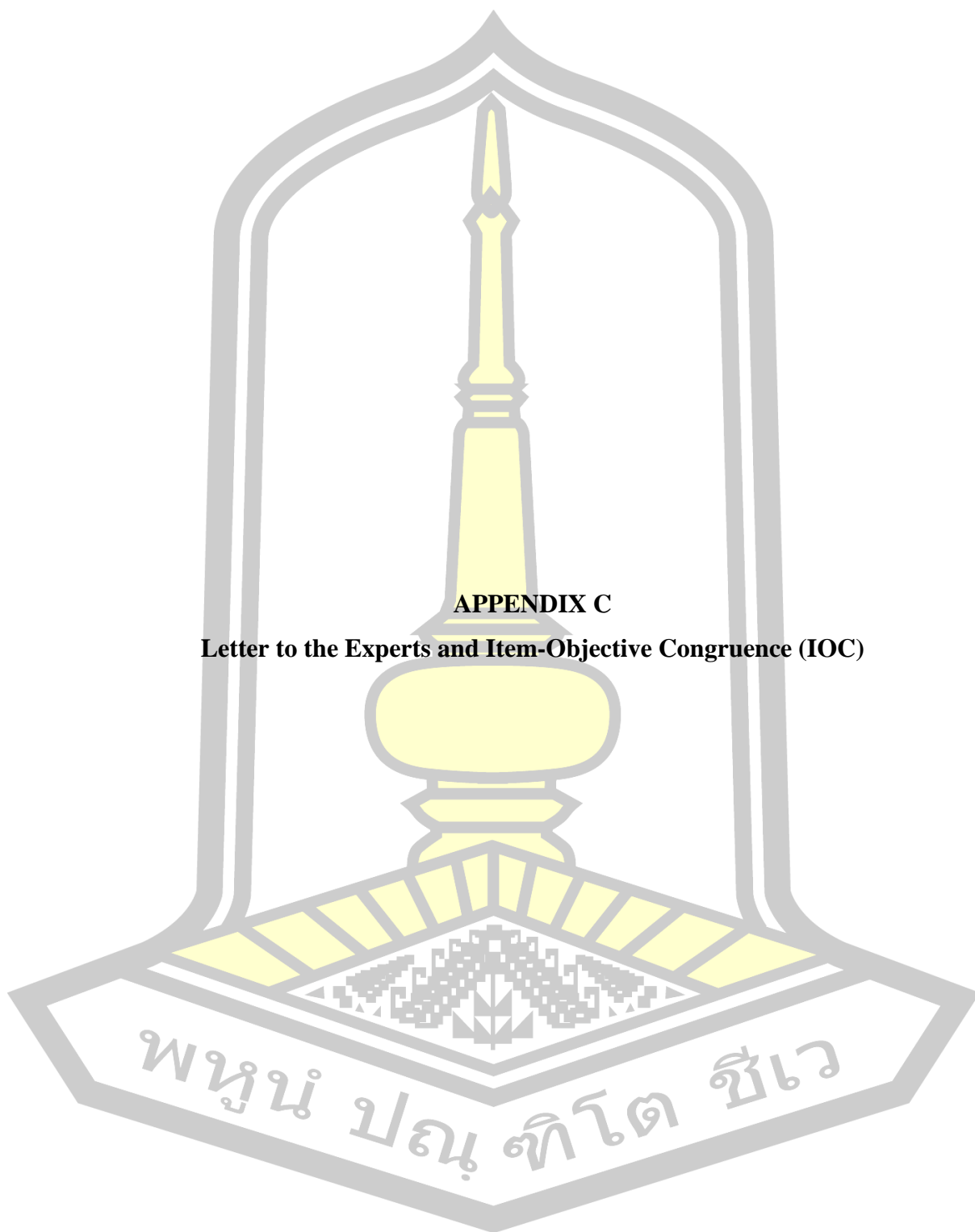
| Customer Experience | Level of Opinion | | | | |
|--|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| 1. Exposure to the servicescape of the homestay increases the knowledge of the community life and culture. | | | | | |
| 2. The atmosphere of the homestay was captivating to watch and attend in community activities. | | | | | |
| 3. The homestay represents an interesting the design detail of the servicescape. | | | | | |
| 4. The servicescape of the homestay caused me to completely forget daily routine. | | | | | |

Section 7: Opinions about customer satisfaction with the homestay servicescape

| Customer Satisfaction | Level of Opinion | | | | |
|--|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| 1. The servicescape of homestay met me expectations. | | | | | |
| 2. The servicescape makes me feel staying at the homestay was the right decisions. | | | | | |
| 3. The servicescape that provided by homestay exactly what I needed and looking for. | | | | | |
| 4. I satisfied with the servicescape of homestay. | | | | | |

Section 8: Opinions about the behavioral intentions of customer after your stay at the homestay

| Behavioral Intention | Level of Opinion | | | | |
|---|------------------|------|----------|-----|--------|
| | Highest | High | Moderate | Low | Lowest |
| Revisiting Intention | | | | | |
| 1. I would like to come back to this homestay or other homestay in the future. | | | | | |
| 2. I intent to bring family and friends to visit this homestay or other homestay. | | | | | |
| 3. If I have to choose accommodation in the future, I will choose a homestay accommodation. | | | | | |



APPENDIX C

Letter to the Experts and Item-Objective Congruence (IOC)



ที่ อว 0605.10/494

คณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม
44150

19 สิงหาคม 2562

เรื่อง ขอบความอนุเคราะห์เป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน ผู้ช่วยศาสตราจารย์ ดร.ตฤพล หุ่นโสภณ

ด้วย นางสาวทัศนีย์ สอนฉิมพลี รหัสนิสิต 59010962001 นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี ระบบในเวลาราชการ คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม: กรณีของอุตสาหกรรมโฮมสแตย์ในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อยและบรรลุตามวัตถุประสงค์ คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะเพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามแบบสอบถามที่แนบมาพร้อมนี้

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านด้วยดี และขอขอบคุณมา ณ โอกาสนี้ด้วย

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ สังศรีโรจน์)

คณบดีคณะกรรมการบัญชีและการจัดการ

มหาวิทยาลัยมหาสารคาม

งานวิชาการระดับบัณฑิตศึกษา

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

โทรศัพท์ 0-4375-4333 ต่อ 3431

โทรสาร 0-4375-4422



บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422
 ที่ อว 0605.10/ วันที่ 19 สิงหาคม 2562
 เรื่อง ขอเรียนเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

เรียน ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ ส่งศรีโรจน์

ด้วย นางสาวทัศนีย์ สอนฉิมพลี รหัสนิสิต 59010962001 นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี ระบบในเวลาราชการ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม: กรณีของอุตสาหกรรมโฮมสเตย์ในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อยและบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะเพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามแบบสอบถามที่แนบมาพร้อมนี้

จึงเรียนมาเพื่อโปรดพิจารณา

(รองศาสตราจารย์ ดร.สุวรรณ หวังเจริญเดช)
 รองคณบดีฝ่ายวิชาการ

- คำสั่ง
- ทราบ
 - ตามเสนอ
 - อนุญาต
 - อนุมัติ
 - ลงนามแล้ว
 - อื่นๆ.....

(ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ ส่งศรีโรจน์)
 คณบดีคณะการบัญชีและการจัดการ
 มหาวิทยาลัยมหาสารคาม

21 ส.ค. 2562

๗



บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422
 ที่ อว 0605.10/ ๒๖๖๖ วันที่ 19 สิงหาคม 2562
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เรียน ผู้ช่วยศาสตราจารย์ ดร.อารีรัตน์ ปานศุภวัชร

ด้วย นางสาวทัศนีย์ สวนฉิมพลี รหัสนิสิต 59010962001 นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการบัญชี ระบบในเวลาราชการ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจของลูกค้าและความตั้งใจเชิงพฤติกรรม: กรณีของอุตสาหกรรมโฮมสเตย์ในประเทศไทย” ซึ่งเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปรัชญาดุษฎีบัณฑิต ดังนั้น เพื่อให้การดำเนินการเป็นไปด้วยความเรียบร้อยและบรรลุตามวัตถุประสงค์ คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ท่านเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัยและข้อเสนอแนะเพื่อนำข้อมูลที่ได้ไปดำเนินการทำวิทยานิพนธ์ต่อไป ตามแบบสอบถามที่แนบมาพร้อมนี้

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(ผู้ช่วยศาสตราจารย์ ดร.นิตพงษ์ สงครีโรจน์)
 คณบดีคณะการบัญชีและการจัดการ



บันทึกข้อความ

หน่วยงาน คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333-3431 Fax 043- 754422
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คณบดีคณะการบัญชีและการจัดการ



บันทึกข้อความ

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ที่ อว 0605.10/ ๖๖๖

วันที่ 19 สิงหาคม 2562

เรื่อง ขอร้องเรียนเชิญเป็นผู้เชี่ยวชาญตรวจสอบเครื่องมือวิจัย

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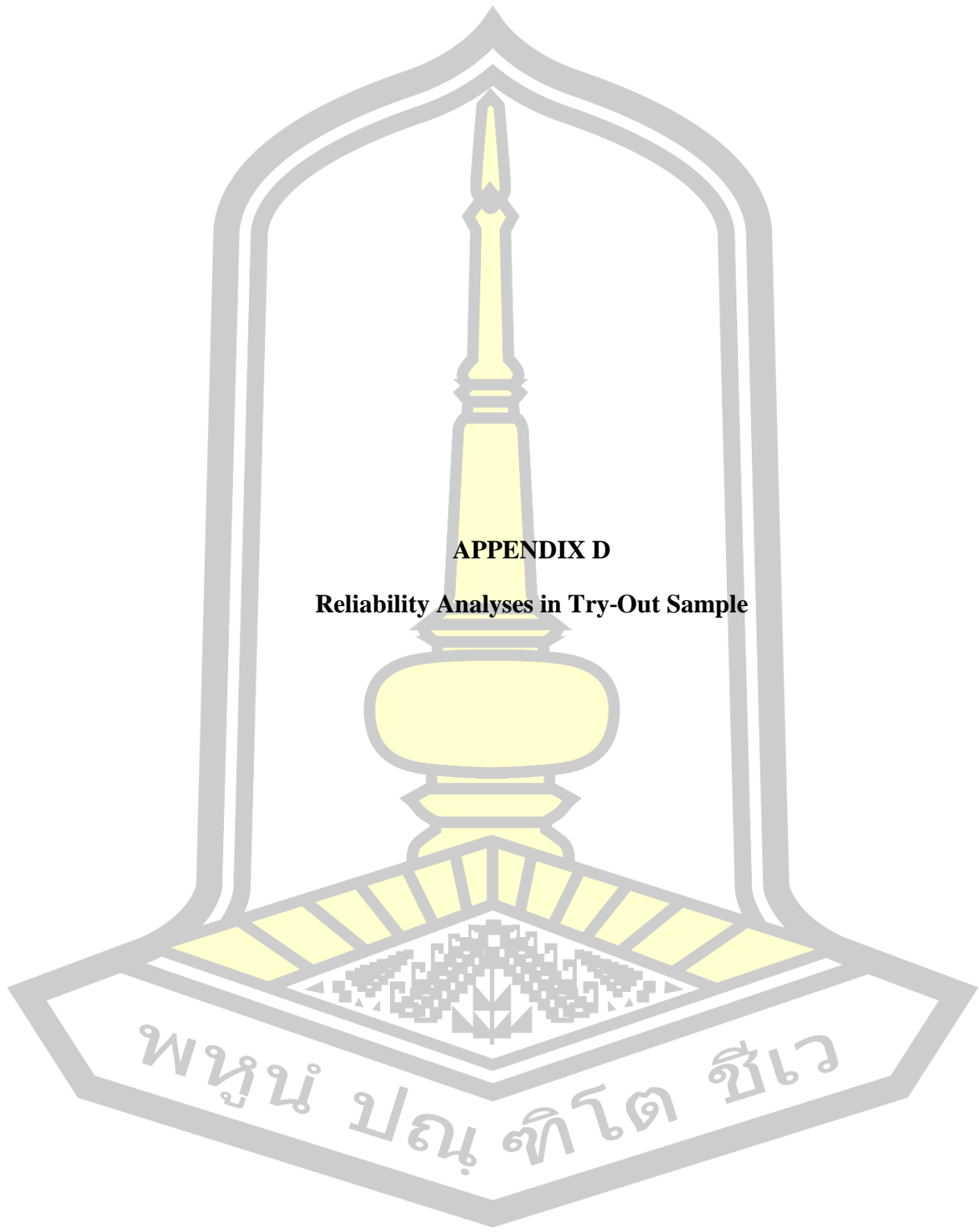
จึงเรียนมาเพื่อโปรดพิจารณา

(ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ ส่งศรีโรจน์)

คณบดีคณะการบัญชีและการจัดการ

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|---|---------|---------|------|----------------|
| AC1 | 5 | 1 | 1 | 1.00 | .000 |
| AC2 | 5 | 1 | 1 | 1.00 | .000 |
| AC3 | 5 | 1 | 1 | 1.00 | .000 |
| AC4 | 5 | 0 | 1 | .80 | .447 |
| AC5 | 5 | 1 | 1 | 1.00 | .000 |
| AA1 | 5 | 1 | 1 | 1.00 | .000 |
| AA2 | 5 | 0 | 1 | .80 | .447 |
| AA3 | 5 | 0 | 1 | .80 | .447 |
| SF1 | 5 | 0 | 1 | .60 | .548 |
| SF2 | 5 | 1 | 1 | 1.00 | .000 |
| SF3 | 5 | 0 | 1 | .80 | .447 |
| SF4 | 5 | 1 | 1 | 1.00 | .000 |
| PS1 | 5 | 1 | 1 | 1.00 | .000 |
| PS2 | 5 | 0 | 1 | .80 | .447 |
| PS3 | 5 | 0 | 1 | .60 | .548 |
| SV1 | 5 | 1 | 1 | 1.00 | .000 |
| SV2 | 5 | 1 | 1 | 1.00 | .000 |
| SV3 | 5 | 0 | 1 | .60 | .548 |
| SC1 | 5 | 0 | 1 | .80 | .447 |
| SC2 | 5 | 1 | 1 | 1.00 | .000 |
| SC3 | 5 | 1 | 1 | 1.00 | .000 |
| HE1 | 5 | 1 | 1 | 1.00 | .000 |
| HE2 | 5 | 1 | 1 | 1.00 | .000 |
| HE3 | 5 | 0 | 1 | .80 | .447 |
| CE1 | 5 | 1 | 1 | 1.00 | .000 |
| CE2 | 5 | 1 | 1 | 1.00 | .000 |
| CE3 | 5 | 1 | 1 | 1.00 | .000 |
| CE4 | 5 | 0 | 1 | .60 | .548 |
| CS1 | 5 | 1 | 1 | 1.00 | .000 |
| CS2 | 5 | -1 | 1 | .60 | .894 |
| CS3 | 5 | 0 | 1 | .80 | .447 |
| CS4 | 5 | -1 | 1 | .60 | .894 |
| RI1 | 5 | 1 | 1 | 1.00 | .000 |
| RI2 | 5 | 1 | 1 | 1.00 | .000 |
| RI3 | 5 | 0 | 1 | .60 | .548 |
| WM1 | 5 | 1 | 1 | 1.00 | .000 |
| WM2 | 5 | 1 | 1 | 1.00 | .000 |
| EW1 | 5 | 1 | 1 | 1.00 | .000 |
| EW2 | 5 | 1 | 1 | 1.00 | .000 |
| Valid N (listwise) | 5 | | | | |



APPENDIX D

Reliability Analyses in Try-Out Sample

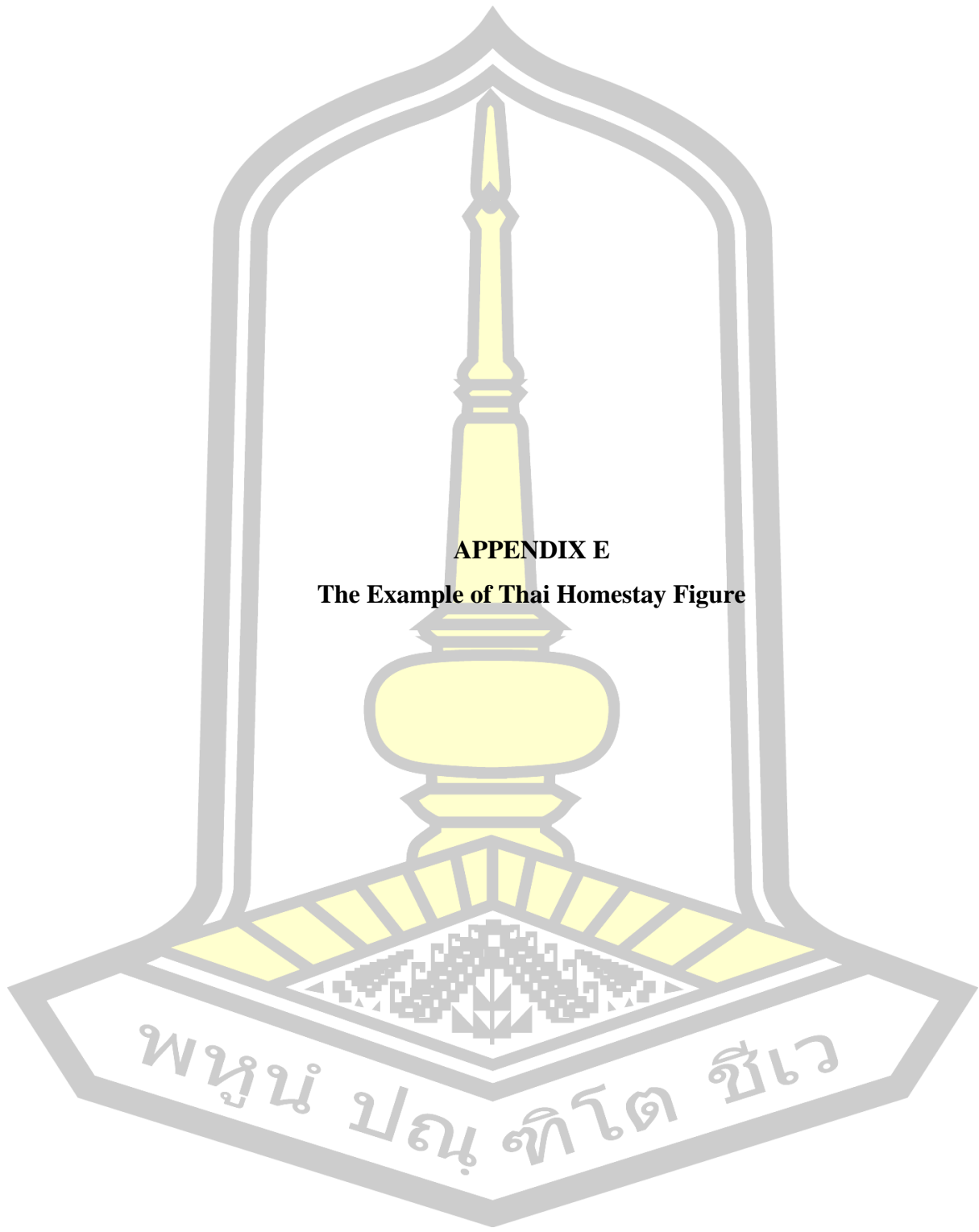
Table D1: Reliability Analyses in Try-Out Sample

| Variable | Reliability Items (Alpha) | Reliability constructs (Alpha) |
|--|--------------------------------------|---|
| Ambient Condition (AC) | | 0.738 |
| 1. AC1 | 0.717 | |
| 2. AC2 | 0.413 | |
| 3. AC3 | 0.643 | |
| 4. AC4 | 0.442 | |
| 5. AC5 | 0.413 | |
| Aesthetic Appeal (AA) | | 0.814 |
| 1. AA1 | 0.521 | |
| 2. AA2 | 0.752 | |
| 3. AA3 | 0.748 | |
| Space And Function (SF) | | 0.831 |
| 1. SF1 | 0.601 | |
| 2. SF2 | 0.686 | |
| 3. SF3 | 0.666 | |
| 4. SF4 | 0.688 | |
| Physical Signal (PS) | | 0.721 |
| 1. PS1 | 0.528 | |
| 2. PS2 | 0.577 | |
| 3. PS3 | 0.521 | |
| Surveillance (SV) | | 0.750 |
| 1. SV1 | 0.730 | |
| 2. SV2 | 0.715 | |
| 3. SV3 | 0.466 | |
| Socially And Cultural Appeal (SC) | | 0.788 |
| 1. SC1 | 0.669 | |
| 2. SC2 | 0.578 | |
| 3. SC3 | 0.677 | |
| Hedonic Experience (HE) | | 0.840 |
| 1. HE1 | 0.802 | |
| 2. HE2 | 0.718 | |
| 3. HE3 | 0.617 | |

Table D1: Reliability Analyses in Try-Out Sample (Continued)

| Variable | Reliability Items (Alpha) | Reliability constructs (Alpha) |
|-----------------------------------|---------------------------|--------------------------------|
| Customer Experience (CE) | | 0.855 |
| 1. CE1 | 0.733 | |
| 2. CE2 | 0.739 | |
| 3. CE3 | 0.713 | |
| 4. CE4 | 0.685 | |
| Customer Satisfaction (CS) | | 0.890 |
| 1. CS1 | 0.793 | |
| 2. CS2 | 0.851 | |
| 3. CS3 | 0.643 | |
| 4. CS4 | 0.760 | |
| Revisiting Intention (RI) | | 0.801 |
| 1. RI 1 | 0.715 | |
| 2. RI 2 | 0.700 | |
| 3. RI 3 | 0.543 | |
| WOM intention (WM) | | 0.761 |
| 1. WM1 | 0.617 | |
| 2. WM2 | 0.617 | |
| eWOM intention (EW) | | 0.857 |
| 1. EW1 | 0.754 | |
| 2. EW2 | 0.754 | |





APPENDIX E

The Example of Thai Homestay Figure

พหุณฺ์ ปณฺุ ทึโตะ สึเว

Ambient Condition



Aesthetic Appeal



Aesthetic Appeal (Continued)



Aesthetic Appeal (Continued)



Space and Function



Space and Function (Continued)



Physical Signal



Physical Signal (Continued)



Physical Signal (Continued)



Social and Cultural Appeal



Social and Cultural Appeal (Continued)

การทำน้ำตาลมะพร้าว
Coconut Sugar Making

1. เก็บน้ำตาลมะพร้าวจากมะพร้าว
Collection coconut sugar from coconut flower
2. กรองเศษไม้และขี้เถ้าจากน้ำตาลมะพร้าว
Filter dust and wood scraps
3. ตั้งน้ำตาลให้เดือด
Heat coconut sugar until boiled
4. จับฟองที่ลอยขึ้นออกให้หมด
Clear all spume from coconut sugar
5. ตั้งน้ำตาลจนกว่าจะงวด ประมาณ 1 ชั่วโมง
Heat coconut sugar until dry about 1 hour
6. กระทุ้งน้ำตาลที่เคี่ยวจนงวดได้ที่แล้ว เพื่อเป็นทรงหลอดทุกที
Tamp the coconut sugar to reduce temperature
7. หยัดน้ำตาลมะพร้าวให้ได้ตามรูปที่ต้องการ
Fill coconut sugar into the block wait until it coagulate

วิสาหกิจชุมชนบ้านรัตนคลองไธสง
สนับสนุนโดย สำนักงานเกษตรจังหวัดสุพรรณบุรี กรมส่งเสริมการค้าระหว่างประเทศ

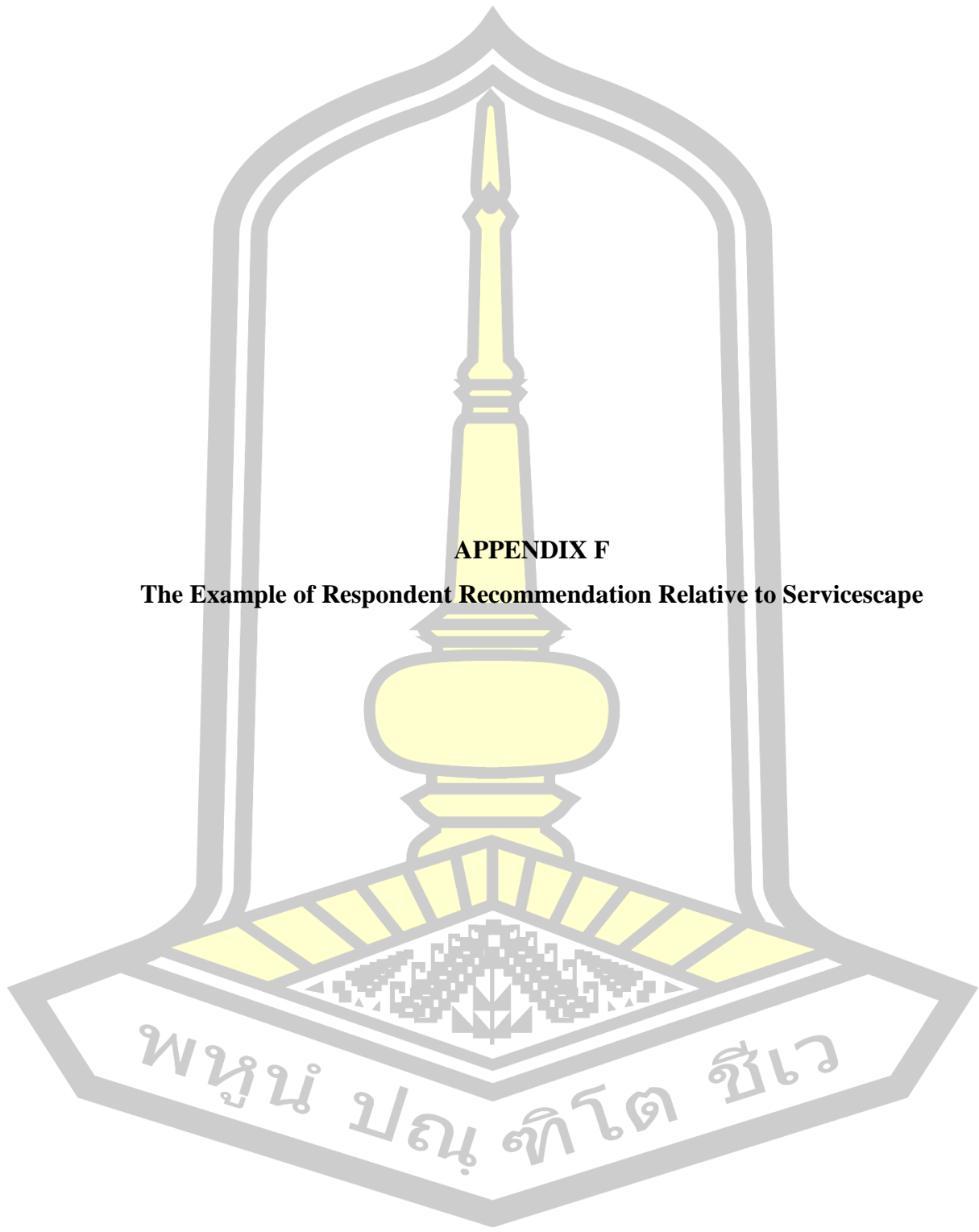


Social and Cultural Appeal (Continued)



Social and Cultural Appeal (Continued)





APPENDIX F

The Example of Respondent Recommendation Relative to Servicescape

Space and Function

My Drive - Google Drive แบบสอบถามเพื่อการวิจัยเรื่อง ผลกระทบ: X

docs.google.com/spreadsheets/d/1u68tDMHq0gBcGXafxnp6qZExzE9Bw3hvS0GzXevRmc0/edit#gid=1508641231

แบบสอบถามเพื่อการวิจัยเรื่อง ผลกระทบของภูมิทัศน์บริการที่มีต่อความพึงพอใจเชิงพฤติกรรม: กร...

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fx โจมสเดย์หลายแห่งทำหลายภูมิทัศน์หรือสิ่งแวดล้อม เพื่อจะสร้างพื้นที่ที่อาศัยขึ้นมา และสร้างสิ่งแวดล้อมใหม่ขึ้นมาแทน ซึ่งทำให้ไม่มีความเป็นโคมสเดย์อีกต่อไป โจมสเดย์ที่ดีควรจะมีรูปแบบที่อาศัยแบบดั้งเดิม (ภายนอก) แต่ควรเพิ่มสิ่ง

| | BD | BE | BF | BG | BH | BI | BJ | BK |
|---|---|--|----|----|----|----|----|----|
| 1 | ความตั้งใจใช้คำพูดบอกแบบอิเล็กทรอนิกส์(Electronic Word of Mouth Intention) [2. จงระบุเรื่องดี ๆ เกี่ยวกับโจมสเดย์แห่งนี้ผ่านช่องทางอินเทอร์เน็ตหรือสื่อออนไลน์] | | | | | | | |
| 2 | มาก | | | | | | | |
| 3 | มาก | | | | | | | |
| 4 | มาก | | | | | | | |
| 5 | มากที่สุด | | | | | | | |
| 6 | มาก | โจมสเดย์หลายแห่งทำหลายภูมิทัศน์หรือสิ่งแวดล้อม เพื่อจะสร้างพื้นที่ที่อาศัยขึ้นมา และสร้างสิ่งแวดล้อมใหม่ขึ้นมาแทน ซึ่งทำให้ไม่มีความเป็นโคมสเดย์อีกต่อไป โจมสเดย์ที่ดีควรจะมีรูปแบบที่อาศัยแบบดั้งเดิม (ภายนอก) แต่ควรเพิ่มสิ่งอำนวยความสะดวกภายใน และควรจะมีกิจกรรมที่เป็นวิถีชุมชนให้ได้เรียนรู้ | | | | | | |
| 7 | มากที่สุด | | | | | | | |

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| 41 | มากที่สุด | | | | | | | |
| 42 | มากที่สุด | การเดินทางต้องไม่ลำบากมาก ค่ารถไม่แพง มีจุดเด่นของชุมชน | | | | | | |
| 43 | มากที่สุด | ทางเดินขึ้นคอนข้างลาดชัน ผู้สูงอายุจะเดินลำบาก ควรจัดทำราวให้จับเพื่อความสะดวกแก่แบบลอคคีย์ | | | | | | |
| 44 | มากที่สุด | โจมสเดย์แห่งนี้ มีภูมิทัศน์ที่สวยงาม อากาศสดชื่น บริการดี เหมือนเป็นคนในครอบครัว ปรุงอาหารอร่อย ขวนให้มาพักผ่อนอีกและบอกต่อเพื่อน ๆ ให้มาพัก | | | | | | |

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| 93 | มากที่สุด | การนำความเป็นท้องถิ่นเน้นมาปรับใช้ในการตกแต่งและนำเสนอภาพลักษณ์ของโจมสเดย์ให้มากขึ้น |
| 94 | มาก | เพิ่มสิ่งอำนวยความสะดวกอีกนิด |
| 113 | มากที่สุด | เน้นเรื่องสุขลักษณะให้ดียิ่ง |
| 114 | มาก | |
| 115 | ปานกลาง | |
| 116 | ปานกลาง | |
| 117 | ปานกลาง | ชุมชนควรจะเน้นนำเสนอเอกลักษณ์วิถีวัฒนธรรมท้องถิ่น เรื่องเล่าความเป็นมาของชุมชน ความเชื่อประเพณีทางศาสนามากกว่า การนำเสนอรูปแบบหรือการจัดตกแต่งภูมิทัศน์ของโจมสเดย์ ให้มีสภาพแวดล้อมสวยงาม การมีส่วนร่วมในวิถีชีวิตของผู้ใช้ที่ตรงกับชุมชนหรือเจ้าของโจมสเดย์ยิ่งดีว่ามีการแลกเปลี่ยนอย่างมาก |
| 118 | มาก | |

Surveillance

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แบบสอบถามเพื่อการวิจัยเรื่อง ผลกระทบ
← → ↻ docs.google.com/spreadsheets/d/1u68tDMHq0gBcGXAfXnp6qZEXzE9Bw3hvSO6zXevRmc0/edit#gid=1508641231

 **แบบสอบถามเพื่อการวิจัยเรื่อง ผลกระทบของกฎหมายที่คุ้มครองความเป็นส่วนตัวและความตั้งใจเชิงพฤติกรรม**
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| | BD | BE | BF | BG | BH | BI |
|----|--|----|----|----|----|----|
| 1 | ความตั้งใจใช้คำพูดปากต่อปากแบบอิเล็กทรอนิกส์(Electronic Word of Mouth Intention) [2. จะพูดเรื่องดี ๆ เกี่ยวกับโสมสเดย์แห่งนี้ผ่านช่องทางอินเทอร์เน็ตหรือ | | | | | |
| 68 | ป้ายบอกทางควรชัดเจน ทางเดิน บันได ควรเน้นความปลอดภัยให้มาก | | | | | |
| 69 | ขอบโสมสเดย์ที่โสมสเดย์ที่มีเพราะมีบรรยากาศที่น่า พื้นที่สีเขียว และรู้สึกเข้าถึงธรรมชาติ ได้เป็นอย่างดีนอกจากนี้โสมสเดย์ช่วยให้ช่วยแยกโซนชุมชน : | | | | | |
| 77 | คงความเป็นเอกลักษณ์แบบนี้เป็นเรื่องเพราะดีอยู่แล้ว | | | | | |
| 78 | โสมสเดย์บ้านโคกเมือง ที่พิกน่าจะมียกสิ่งของจริงได้ไว้ด้วย แต่รวมๆแล้วโสมสเดย์หลายๆโสมสเดย์จะ ประทับใจสุดๆ | | | | | |
| 79 | ไม่มีข้อเสนอใดๆ | | | | | |

BIOGRAPHY

| | |
|------------------------|--|
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พหุบัณฑิต ชีวะ