**THE FACTORS AFFECTING CUSTOMER REPURCHASE
INTENTION OF ECONOMIC HOTELS IN KUNMING**

JINRUI HU

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
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Author   Jinrui HU
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Advisor   Dr. Pharatt Run

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of the Requirements for the Master's degree

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ABSTRACT

This research studies the influence of demographics, marketing mix (7Ps), and sustainability on customer repurchase intentions at an economic hotel in Kunming. The researcher used the questionnaire as the research tool and collected data from sample customers who had stayed at the Economic Hotel in Kunming. The data was analyzed using statistical techniques, including T-tests, one-way ANOVAs, and multiple linear regression analyses to test the influence of demographics, marketing mix (7Ps), and sustainability on customer repurchase intentions. The first hypothesis was tested, and the results found that the differences in education, occupation, and income significantly affected different repurchase intentions of economic hotels. For the second hypothesis tested, the results found that physical evidence, process, price, and people (staff) significantly influence customer repurchase intention. For the last hypothesis tested, the results also found that efficiency, planet, and people (sustainability) significantly influence customer repurchase intention. The results show that demographics, marketing mix (7Ps), and sustainability have influenced customer repurchase intentions in the economic hotel industry. This research provides valuable insights into the economic hotels, other stakeholders, and especially top managers who can use these results to apply their marketing strategies to increase customer repurchase intentions in Kunming or other provinces in China.

Keywords: repurchase intention, economic hotel, marketing mix 7Ps, sustainability

ACKNOWLEDGEMENTS

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CHAPTER I
INTRODUCTION

1.1 Background and Statement of the Problem

With the rapid development of tourism and the increase in people's demand for comfortable accommodation, economic hotels have become the first choice of many tourists and business people. The number of economic hotels in Kunming has increased, and the service quality has also improved. As the economic hotel market continues to expand, it faces the challenge of fierce market competition (Sanchez-Perez et al., 2020).

The repurchase intention of hotel customers is an important research field in hotel marketing. It can reflect the hotel's competitiveness and market position and predict its future revenue and market share. Therefore, it will play an essential role in promoting the operation and development of the hotel by studying the repurchase intention of hotel customers, exploring its influencing factors, and formulating corresponding strategies (Majeed et al., 2022).

Traditionally, the marketing mix includes the "4Ps": product, price, place, and promotion. However, in the economic hotel industry, where the nature of service is unique, and consumer expectations for experiences and service quality are constantly rising, these traditional marketing theories are no longer fully applicable to the current market environment. As a result, researchers have started exploring broader marketing theories such as the "7Ps" model, which includes product, price, place, promotion, people (staff), process, and physical evidence (Chana et al., 2021).

Furthermore, with increasing societal attention to sustainability issues, economic hotels face challenges driving sustainable development. Customers are placing greater importance on environmental friendliness and corporate social responsibility. They tend to choose companies that demonstrate good, sustainable

practices. Therefore, the hotel industry should focus more on sustainability to enhance customer satisfaction, repurchase rates, and overall market competitiveness (Putri et al., 2023). Exploring the relationship between such behavior and sustainable development is crucial in studying customer repurchase behavior in economic hotels.

In order to maintain competitiveness and obtain more repurchase intentions, economic hotels need to continuously improve their own strengths and flexibly respond to market changes. Understanding the influencing factors of customers' repurchase intentions in economic hotels can better meet market demand and provide services that meet customer expectations.

There is currently a lack of in-depth research on the influence of demographics, marketing mix (7Ps), and sustainability on customer repurchase intentions. Thus, the researcher decided to research the factors that affect customer repurchase intention at economic hotels in Kunming.

1.2 Research Questions

1) How do the demographic factors influence customers' repurchase intention in economic hotels?

2) How does the marketing mix of 7Ps influence customers' repurchase intention in economic hotels?

3) How does sustainability influence customers' repurchase intention in economic hotels?

1.3 Research Hypotheses

H_1: There are significant differences in economic hotels' customer repurchase intention based on demographics.

H_2: Marketing mix 7Ps influences customer repurchase intention.

H_3: Sustainability influences customers' intention to repurchase.

1.4 Research Objectives

1). To study the difference in repurchase intention of economic hotels based on demographics.

2). To study the influence of marketing mix (7Ps) on customer repurchase intention in economic hotels in Kunming, China.

3). To study the influence of sustainability on customer repurchase intention in economic hotels in Kunming, China.

1.5 The Scope and Limitation of the Study

1.5.1 Content

This study investigates customer repurchase intention in the context of economic hotels in Kunming, China. The research variables include both dependent variables and independent variables. The dependent variable in this study is repurchase intention. The independent variables are demographics, marketing mix (7Ps), and sustainability. A questionnaire survey was used in this study.

1.5.2 Area of Study

This study selected three different economic hotels in Kunming for research. The names of these three hotels are Qian Lvchen Hotel, Feihu Hotel, and Junjin Hotel.

1.5.3 Population and Sample

The population of this study consists of three different economic hotels in Kunming as the representative hotels. The three hotels chosen are Qian Lvchen Hotel, Feihu Hotel, and Junjin Hotel. The customers who have stayed in these 3 hotels are

counted as the population, which is unlimited.

The sample was selected from three hotels. Then, each hotel selected 140 customers to answer the questionnaires. Therefore, the total sample size for this research was 420.

1.5.4 Sampling Method

Multi-stage Sampling Method

Stage 1: The quota sampling method will be used to select three economic hotels.

Stage 2: Apply Fixed-Sample -Size by each hotel 140 customers

Stage 3: Convenience Sampling Method

1.5.5 Duration

The research plan is approximately 8 months, from 1 March 2023 to 30 October 2023.

1.6 Research Framework

Figure A shows this article includes four main variables: demographic factor, marketing mix 7Ps factor, sustainability factor, and repurchase intention. Demographic factor, marketing mix 7Ps factor, and sustainability factor are the independent variables, while repurchase intention is a dependent variable. The marketing mix 7ps image has 7 dimensions: product, price, place, promotion, people, process, and physical evidence.
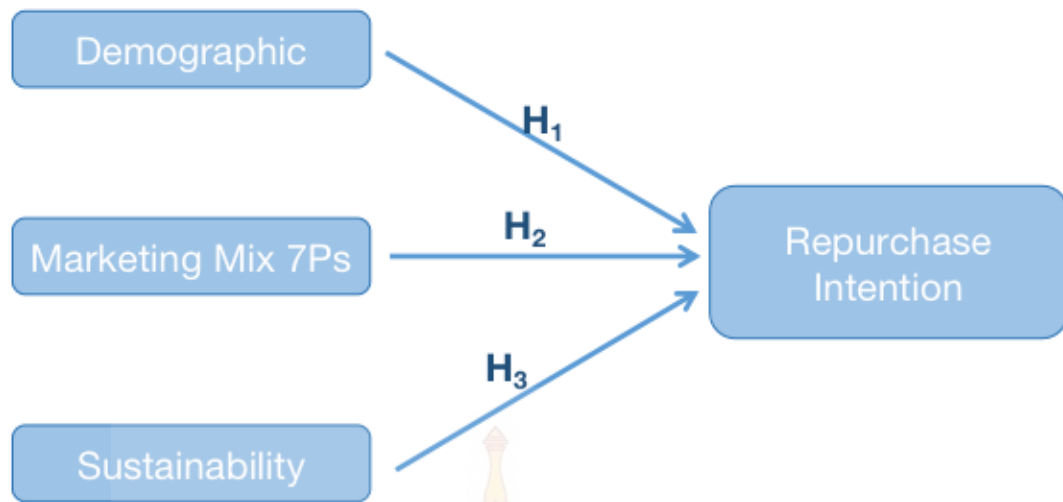
Figure 1.1 Research Framework

1.7 Definition of Key Terms

1. The economic hotels in this study are Qian Lvchen Hotel, Feihu Hotel, and Junjin Hotel in Kunming, China.

2. Customers in this study are defined as the customers who stay in these 3 different economic hotels in Kunming, China.

3. Customer repurchase intention means the tendency and willingness of customers to continue to purchase a specific product or choose the same service provider. In this study, the customer stays at the hotel repeatedly.

4. Marketing mix The 7Ps in this study refer to product, price, place, promotion, people (staff), process, and physical evidence.

5. Sustainability in this study, according to the World Travel & Tourism Council Hotel, sustainability basics are divided into three components: efficiency, the planet, and the people.

1.8 Benefit of the Study

This research can help economic hotels improve customer satisfaction and service quality, market positioning, and differentiation by identifying and focusing on critical factors that affect customers' willingness to repurchase and enhance the hotel's competitiveness and long-term profitability.

CHAPTER II
LITERATURE REVIEW

2.1 Economic Hotels

Economic hotels, also known as limited-service hotels, first appeared in the United States in the 1950s (Rogerson, 2011) and later spread to Europe. Therefore, the research on budget hotels in Europe and the Americas was earlier and more in-depth. Most people understand economics as cheap, affordable, simple, and convenient. Fiorention (1995) defined economic hotels as providing cost-effective accommodations and services for tourists. These can be understood as cheap room rates and limited basic service facilities. For example, provide a small number of restaurants, entertainment venues, gymnasiums, parking lots, and other facilities. Chi et al. (2020) pointed out that economic hotels combine some of the advantages of hotels to reduce costs and create greater profits through enterprise management, business models, and cost-effective market prices. The most prominent features are its good service and low price, and its service model is mainly "providing rooms".

According to the characteristics of economic hotels together with China's actual situation, China's definition of economic hotels is: "The main target customers are mass tourists and low-end business people, the only or main product is room accommodation, and the price is relatively low standards (B, 2011)." Lower-grade hotels with low investment, simple functions, convenient management, and a certain level of service quality, with cheap room rates and high-quality services as the most significant selling point, are positioned at mass consumers.

2.2 Repurchase Intention

According to Wu et al. (2020) and Trivedi and Yadav (2020), repurchase intention is the assessed possibility that a client (i.e., an existing customer) would continue to acquire goods from the same online seller or would make another purchase from the same business for the same good or service. From a buyer relationship viewpoint, prior studies examined potential determinants of consumers' likelihood to repurchase and identified trust and happiness as crucial indicators (Wu et al., 2020). Positive influences may result from successful purchases, persuading customers to leave favorable evaluations (Zhang et al., 2018). Repurchase is required and preferred due to the high expense of gaining new customers and the economic value of dependable, devoted clients. Maintaining existing customers is five times more expensive than acquiring new ones and conducting business with them. High levels of e-satisfaction are necessary to maintain strong customer connections because they encourage consumer trust and repurchase intent (as well as lower switching costs) (Wu et al., 2020).

Bahri-Ammari et al. (2016) discovered that customers who show attachment to a particular product or brand are more likely to have higher repurchase intentions and recommendation intents. This suggests that emotional connections formed between consumers and products/brands play a significant role in influencing their future purchasing decisions. Repurchase is necessary and desirable due to the exorbitant cost associated with acquiring new customers and the economic value that trusted and loyal customers bring. It is estimated that acquiring new customers and initiating transactions with them is higher than retaining existing customers. Therefore, maintaining a positive customer relationship becomes crucial, which can be achieved through high e-satisfaction. This fosters customer trust and increases their intention to repurchase while reducing switching costs (Wu et al., 2020). This discovery is especially significant for the hotel and tourist sectors. According to studies, building

enduring relationships with clients is essential in this industry (Hyun and Han, 2015). Hotels, for instance, work hard to win over guests since happy guests are more likely to "stick" with the same brand in the future (Tsai, 2014). By fostering positive emotions and creating memorable guest experiences, hotels can increase customer satisfaction and enhance their repurchase intentions.

2.3 Demographics

Age, gender, income level, education, and employment are just a few of the demographic variables that Pai et al. (2022) discovered to impact consumers' decisions when choosing hotels and other associated goods and services. These variables are essential because they are reasonable compared to other variables influencing customer behavior. Dash et al. (2022) studied Assessing Repurchase Intention of Learning Apps during COVID-19. The results found that demographic factors, including age, education, gender, income, and occupation, significantly affect repurchase intention.

Gender: Males and females may have different criteria for choosing and evaluating hotels, so gender may affect the repurchase rate (Pai et al., 2022).

Age: The repurchase rates of young, middle-aged, and older people may differ because of their different needs and consumption habits (Pai et al., 2022).

Educational level: Educational level may also affect the repurchase rate, as those with higher education may be more conscious about choosing high-quality hotels and services, while those with less education may place less emphasis on these factors (Dash et al., 2022).

Occupation: Customers of different professions also have different needs for hotels. For example, business people pay more attention to hotel conference facilities and business services, while tourists pay more attention to the hotel landscape and tourism services (Dash et al., 2022).

Income: High-income groups may be more willing to spend money to enjoy high-end hotels, while low-income groups may be more inclined to choose affordable hotels. Therefore, income level can affect the repurchase rate (Pai et al., 2022).

2.4 Marketing Mix 7Ps

The marketing mix refers to the set of marketing tools and strategies that a company uses to influence customer perceptions and achieve its marketing goals. It consists of various elements that a company can control and manipulate to produce a favorable market response (Constantinides, 2006). Jerome McCarthy first discussed the 4Ps marketing mix in his book "Basic Marketing: A Management Approach," which became known as 7Ps marketing. It describes the thoughtfully put-together set of tactics and techniques a corporation employs to promote its products and increase sales. Products, prices, locations, and promotions make up these aspects.   Based on the original 4Ps, Booms and Bitmer added three more elements according to changes in the external marketing environment. These three elements are people, process, and physical evidence. Kusumawati et al. (2021) studied the influence of the 7Ps on consumers' purchase intention and purchase decisions. They found that product characteristics, price, and service quality are essential factors affecting consumers' repurchase behavior. Elgarhy (2022) profoundly understands the service marketing mix strategies necessary to maintain long-term connections between business executives and customers. It has been suggested that some influence be exerted on business managers to achieve customer loyalty and thus guarantee the profitability of their companies. Client repurchases are one way to gauge client loyalty, and the customer rate depends on various variables. Jasin and Firmansyah (2023) studied the role of service quality and

marketing mix on customer satisfaction and repurchase intention of SME products; the results found that the marketing mix variable significantly affects repurchase intention.

Product: A product refers to the product or service that a company provides to satisfy customer wants and needs. It involves decisions related to product design, functionality, quality, packaging, branding, and product variants. Products encompass anything that can be presented to attract attention, generate demand, and fulfill wants or needs (Rahmawati, 2019). Products are not limited to physical goods but include services or a combination. The primary objective of products is to meet consumers' needs and desires. Consumers do not solely purchase products to fulfill their basic needs; they also seek to satisfy their desires (Christian & Dharmayanti, 2013).

Here, product refers to the core products of the hotel, including room facilities, hotel infrastructure, and services provided to customers.

Price: The price of a product or service is the monetary value put on it. All other marketing initiatives are costs; this is the sole operating income component in the mix. An essential point: Businesses should consider their earnings when determining prices and the cost of their items. According to Silva et al. (2012), price significantly impacts buyers' choice of products. It is often regarded as a signal of quality, embodying the age-old adage that "you get what you pay for" (Erickson and Johansson, 1985). Zeithaml (1988) studied Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence; the results found that price significantly affects repurchase intention. Whether the price is low or high, it directly impacts consumers' willingness to repurchase.

Here, price is the hotel's pricing strategy, which involves room rates, discounts, and special offers.

Place: A location is the distribution channel and place where a product or service is delivered to a customer. These channels include physical stores, websites, and apps. It encompasses decisions related to supply chain management, distribution

networks, warehousing, transportation, and retail or online business. Effective location decisions ensure products can easily reach target markets (Awinasi et al., 2018). Loo and Leung (2018) presented that place and location are the same. A good location refers to a place that is easily accessible and convenient for customers to visit, which plays a crucial role in enhancing customer repurchase intention.

Here, Place refers to the hotel's physical location and the distribution channels provided to customers, such as through travel agencies, website bookings, or direct offline in-store bookings.

Promotion: Promotion includes communication tactics and actions to spread knowledge, spark interest, and convince clients to buy a good or service. Promotion refers to effectively communicating a product's advantages and benefits to the intended target consumers, intending to persuade them to purchase (Kotler & Armstrong, 2016).

Here, promotion refers to various marketing and promotional activities, such as advertising, social media, and direct marketing, to increase awareness and attract customers.

People (staff): A person is an individual or employee who delivers a product or service to a customer. In the service marketing mix, people refer to the employees directly involved in the production and delivery of services. They were crucial in establishing effective customer communication and interaction (Magatef, 2015). Additionally, Loo and Leung (2018) emphasized that people also encompass the attitudes and skills of employees. Booms and Bitner (1981) describe people as active participants in the service process. Magatef (2015) conducted a study on the hotel business and found that the success of service offerings relies heavily on the quality and efficiency of workers who provide excellent service to customers.

Moreover, this factor becomes even more critical in satisfying customer groups. Mucai et al. (2013) studied Extended Marketing Mix and Customer Satisfaction

in Classified Non-Star Hotels in Meru Municipality, Kenya. The results found that employee service quality significantly impacts overall customer repurchase intentions within hotels, emphasizing the importance for owners to enhance staff quality to address this issue effectively.

Here, People refers to hotel staff who interact with customers, including front desk staff, restaurant staff, and customer service staff, whose professionalism, courtesy, and service skills are key factors in customer satisfaction.

Process: A process is any steps, methods, or activities to deliver a good or service. From first contact through post-purchase support, the customer journey is covered. Efficient and customer-centric processes help create a seamless experience, minimize customer workload, and increase satisfaction (Matura et al., 2021).

Here, process refers to the procedures and operating systems a hotel implements to ensure a smooth guest experience, such as the booking process, check-in or check-out process, and complaint resolution process.

Physical Evidence: When a client interacts with a business and its products, physical evidence refers to the observable elements they come into contact with. It can also be seen as the actual display of products and services, meaning that the products being marketed are closer to the clients. The significance of physical display is that clients can use it to discern palpable cues about the caliber of service one offers (Mucai et al., 2013). The service marketing mix is the environment where the company delivers its service and interacts with the customers, including any other tangible components that facilitate the performance and communication of the services (Booms & Bitner, 1981).

Physical evidence refers to the tangible elements customers encounter when interacting with a hotel. This includes the hotel's exterior and interior design, cleanliness, comfort, the decor of the service setting, and overall ambiance.

2.5 Sustainability

Sustainable development is one of the essential challenges faced by the world, and it concerns the future of human society. Sustainable development is significant because it meets the current generation's needs through balanced development in society, economy, and environment without compromising the development capabilities of future generations. In order to achieve the goal of sustainable development, all industries worldwide have joined the ranks of sustainable development. As an essential part of the tourism industry, the hotel industry also plays a vital role in sustainable development (WTTC, n.d.).

Acampora et al. (2022) found that hotel environmental practices have a positive impact on guest loyalty toward the hotel, as well as towards green hotels. This suggests that guests are more likely to be loyal to hotels that prioritize and implement sustainable practices. Consumer satisfaction is one of the main aims of the firms, as it is pivotal in maintaining their competitiveness and increasing their market performance and financial success. Putri et al. (2023) studied *How Do Websites with a Sustainability Concept Affect Consumers' Repurchase Intentions?* The result found that sustainable consumers positively influenced repeat customer purchases.

A hotel's sustainability is closely related to the decision of customers to choose the hotel. This means that if the hotel can achieve sustainability, it can meet customers' needs and encourage customers to make repurchases. An environmentally friendly hotel can attract more environmentally friendly travelers, thereby increasing the repeat purchase rate of hotel customers (Anuwichanont et al., 2011).

According to the World Travel and Tourism Council Hotel, sustainability basics are divided into three components.

1. Efficiency: Energy, water resources, and environmental protection are critical issues facing today's world. To address these issues, hotels must take a robust

approach to measuring and reducing energy and water consumption, waste, and carbon emissions.

2. Planet: Protecting the environment is the responsibility of every individual and organization. To be sustainable and reduce their negative impact on the planet, hotels need to take some basic actions to protect the environment. The waste generated in the hotel operation process is also an essential factor influencing the environment. Among them, the food service business of hotels generates a tremendous amount of waste.

3. People: As an organization or business, it is important to contribute positively to the community in which one operates. By participating in community development and giving back, we can build great relationships and contribute to the sustainable development of our communities. As an essential part of the tourism industry, the hotel's awareness of social responsibility is also fundamental.

2.6 Related Studies

2.6.1 Rasaily et al. (2023) studied the relationship between service quality and customer repurchase intention in a Kathmandu Valley, Nepal cafe. A descriptive research approach used the cross-sectional data gathered from 160 respondents. To analyze the data using SPSS, we performed descriptive statistics and correlation analysis. According to the results, 80% of the respondents have a high intention of repurchasing from Kathmandu cafes. Demographic factors such as age, marital status, employment status, annual income, and the number of years visited in cafes create differences in customer repurchase intention.

2.6.2 Zhu (2019) studied the impact of demographics on the repurchase intention of the hotel industry. There are 200 samples after questionnaire distribution and collection. The data was analyzed with SPSS. The results found the influence of

demographic characteristics, including education, occupation, and income, on the consumption and repurchase intentions of the hotel industry in China.

      2.6.3 Indiani et al. (2020) studied the influence of hotel marketing mix on tourists' revisit intention case study at Kumala Pantai Hotel, Seminyak, Bali. By performing a case study at one of the hotels in Seminyak, the Kumala Pantai Hotel, this study attempts to investigate the connection between marketing strategy—in this case, marketing mix strategy—and tourists' intention to return. Questionnaires were used as part of a survey to obtain the data. The impact of independent variables on the dependent variable was examined using multiple linear regression analysis. The results showed that the marketing mix, which consists of product quality, price, promotion, and place, strongly influences visitors' intentions to return to Kumala Pantai Hotel.

      2.6.4 Susanto et al. (2021) studied The Effect of Service Quality and Price on Customer Satisfaction and Repurchase Intention (Case Study at Crown Prince Hotel Surabaya). This study's goal is to examine how price affects repurchase intention. This study is quantitative; 86 respondents received the population and samples—ways of collecting data via a questionnaire. Convergent validity, discriminant validity, reliability, and Average Variance Extracted (AVE) are the data analysis techniques used. The study's findings demonstrate that the price variable has a sizable impact when the repurchase intention variable is set to 0.000. The results found that the price variable is significant with the repurchase intention.

      2.6.5 Muthi and Utama (2023) studied the effect of price, brand Image, and promotion on easy shopping customer repurchase intention mediated by customer satisfaction. With customer satisfaction acting as a mediating variable, this study examines the impact of price, brand image, and promotion on customers' intention to repurchase easy shopping. Customers of Easy Shopping make up the population, and there are 170 samples. The SEM analytical technique was used in this investigation, and Partial Least Squares (PLS) were used for data analysis. Respondents are given

Google Form questionnaires to complete in order to collect primary data. The findings demonstrate that price significantly affects customer satisfaction, which affects customers' intention to repurchase.

      2.6.6 Worsfold et al. (2016) studied satisfaction value and intention to return to hotels. This research investigates employee and guest satisfaction, guests' perceptions of value, and their intention to return. It is considered how hotel employees' job satisfaction affects visitors' happiness with the hotel's physical qualities and the level of service they receive, as well as how these factors influence perceived value and intent to return. Data from a significant international hotel chain are examined using structural equation modeling. The study's main conclusions are that customer happiness with a hotel's physical characteristics has a much stronger correlation with customers' intention to return than customer satisfaction with the quality of the service. Customers' happiness with the service they received and their intention to return are strongly correlated with the work satisfaction of the staff. The influence of the visitors' pleasure with the hotel's physical characteristics was the greatest of all the elements directly influencing their intentions to return.

      2.6.7 Hu (2018) studied the influence of consistency between hotel corporate image and placed image on consumers' intention to repurchase. After questionnaire distribution and collection, SPSS 22.0 was used to analyze the data. The analysis shows that the higher the consistency between hotel image and place image, the stronger the repurchase intention of hotel consumers.

      2.6.8 Shinegi and Widjaja (2022) studied the influence of hotel interior, hotel customer process, and hotel design on repurchase intentions mediated by customer satisfaction of Islamic hotel customers. This study is a quantitative study that aims to test the influence of independent variables on dependent variables. The sample in this study was carried out by simple random sampling. The research data was obtained by disseminating questionnaires to Sharia Hotel customers. Based on the test

results, it is known that all instruments have been declared valid and flexible. Hotel Interior, Hotel Customer Process, and Hotel Design affect customer satisfaction by 94.0%, while Hotel Customer Process and Hotel Design affect customer satisfaction, and customer satisfaction affects repurchase intention by 96.1%. The results of hypothesis testing show that the hotel customer process, hotel interior, and hotel design influenced repurchase intention.

2.6.9 Larasati et al. (2023) studied pengaruh physical evidence terhadap repurchase intention Di Whiz Prime Hotel Padang. The background of this research is due to problems with repurchase intention at Whiz Prime Hotel Padang, one of which is suspected to be the failure to achieve the repeater visitor target at Whiz Prime Hotel Padang, which was obtained in 2022. The data from 99 respondents were selected using a purposive sampling technique and have been thoroughly checked for validity and reliability. The results of this study show that 38.8% of respondents stated that physical evidence at the Whiz Prime Hotel in Padang was of a very high standard and that 33.3% of respondents had a very high level of repurchase intention. The second variable in question was then examined, and the results showed a significant 10.4% correlation between physical evidence and repurchase intention.

2.6.10 Berezan et al. (2013) studied sustainable hotel practices and nationality: the impact on guest satisfaction and guest intention to return. This study aims to determine how sustainable hotel practices affect the contentment and propensity of guests from various countries to return. In a well-known tourist location in Mexico, hotel guests filled out surveys. The hypotheses were tested using multinomial logistic regression and multiple regression. The findings of this study corroborated the research hypotheses that suggest that on the whole, green practices do have a favorable association with customers' satisfaction levels and return intention for Mexicans, Americans, and other countries.

2.6.11 Kim et al. (2022) studied threat-induced sustainability: How COVID-19 has affected sustainable behavioral intention and sustainable hotel brand choice. This study aimed to investigate how the COVID-19 pandemic affected consumers' sustainable consumption habits. It looked into whether the perception of COVID-19 danger affected people's decisions to stay with a sustainable hotel brand. It explored how the perceived value of supporting sustainable businesses and environmental awareness influenced the relationship between the perception of COVID-19 as a danger and the intention to act sustainably. The findings indicate that the association between the perceived danger of COVID-19 and the intention to behave sustainably was mediated by environmental concern and the perceived value of supporting sustainable businesses. Another significant finding was that people preferred sustainable hotel brands over non-sustainable ones even when the cost was higher.
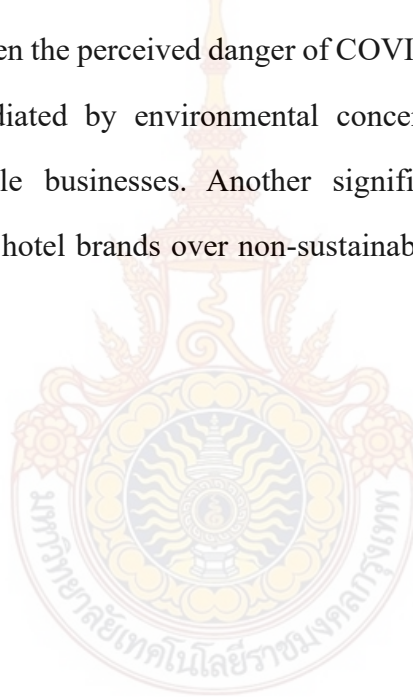
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

The research design adopts quantitative methods and questionnaire research. Questionnaire research collects data by sending questionnaires to samples to obtain their opinions, perceptions, and experiences. This study investigates customer repurchases in the context of economic hotels in Kunming, China. The research variables include both dependent variables and independent variables. The dependent variable in this study is repurchase intention. In contrast, the independent variables are demographic, marketing mix 7Ps, and sustainability factors.

3.2 Samples and Sample Size

3.2.1 Population

This study chooses three different economic hotels in the Kunming area as the representative hotels. These three hotels are listed: Qian Lvchen Hotel, Feihu Hotel, and Junjin Hotel.

Qian Lvchen Hotel is a well-known economic hotel in Kunming. It has a prime geographic location in the middle of the city, making travel easy. The hotel is distinguished by offering a straightforward, convenient, and comfortable lodging experience. The cost is quite reasonable, making it appropriate for various types of travelers, including those on business trips, vacations, and leisure travel.

Feihu Hotel is a small economic hotel in Kunming. The hotel is distinguished by offering an inexpensive lodging option for short-term visits, vacations for fun, and business travel.

Junjin Hotel is one of the leading hotels in the economic hotel market in Kunming. With the core concept of being "simple, comfortable, and cost-effective", this hotel, located in a business district with convenient transportation and passenger travel, is committed to providing travelers with affordable accommodation options.

As far as the customers are concerned, the one who has stayed in these 3 hotels is the target population, which is difficult to quantify or can be said to be unlimited.

3.2.2 Samples

The Yamane Sampling Sample Size Scale is a standard statistical method used to determine the sample size required in research (Samar, 2017). According to the Taro Yamane Sample Size Table, the population is unlimited, the probability of error is 0.05 or 5 % (at a 95 % confidence level), and the sample size is at least 400. The researchers prepared to distribute 450 questionnaires because there may be specific errors in the distribution process, and some questionnaires could not be returned. To ensure fairness, we distributed these questionnaires equally to three recognized economic hotels, each with 150 questionnaires. However, only 140 complete questionnaires are required.

Economic Hotel	Sampling Size
Qian Lvchen hotel	140
Feihu hotel	140
Junjin hotel	140
Total	420

3.2.3 Sampling Methods

A Multi-stage Sampling Method is used in this study.

1.   Stage 1: The quota sampling method selected three economic hotels.

2.   Stage 2: Apply Fixed-Sample -Size by each hotel 140 customers

3.   Stage 3: Convenience Sampling Method

First, determine the relative proportions of each hotel within the entire sample based on factors such as its scale and number of customers. As the number of customers in each hotel was relatively similar, a quota sampling approach was used to select three economic hotels. Second, determine the appropriate sample size for each hotel by applying the Fixed-Sample -Size to 140 customers. Last, the convenient sampling method is introduced within each hotel to gather data.

3.3 Data Collection

1. Make an appointment with the hotel staff in advance and conduct an on-site questionnaire survey in the hotel lobby.

2. Place the questionnaire link QR code at the hotel's front desk, and customers can complete the questionnaire online.

3.4 Research Instrument

Part 1: Demographic Factors

This part consisted of 5 close-ended questions. It is collecting data related to the demographic information of the respondents. This basic information will provide insight into the background characteristics of the respondents.

Part 2: Marketing Mix 7Ps

This part consisted of 21 questions under the Likert Scale that included product 3 questions, price 3 questions, place 3 questions, promotion 3 questions, people 3 questions, process 3 questions, and physical evidence 3 questions. It is to assess the perception and satisfaction of the respondents with the 7Ps of marketing (product, price,

channel, promotion, people, process, and physical evidence). Respondents will select the rating that best reflects their opinions and feelings based on the statements provided to evaluate economic hotel performance in these areas.

Part 3: Sustainability

This part consisted of nine questions under the Likert scale, including Efficiency, which has three questions; Planet, which has three questions; and People (sustainability), which gets three questions. It evaluates the respondents' sustainability with the hotel. Through the evaluation, the degree of sustainability of the respondents to economic hotels can be understood.

Part 4: Repurchase Intention

This part consisted of three questions under the Likert Scale. It evaluates the respondents' intention to repurchase from the hotel. Through the evaluation, the degree of loyalty of the respondents to economic hotels can be understood.

3.5 Content Validity and Reliability

3.5.1. Content Validity

Content validity with the Item Objective Congruence Index (IOC). Three experts with expertise in research tool creation evaluated the content and measurement of the questions to address and resolve the research concerns. These experts rated the questionnaires based on predefined criteria.

-1 This question is not aligned with the content of the measurement objective.

0 It is uncertain whether this question is aligned with the content of the measurement objective.

+1 This question is aligned with the content of the measurement objective.

Questions with an IOC index of 0.5 or higher were selected. Suppose any

question falls below the 0.5 criteria but is deemed necessary to cover the required measurement. In that case, it will be revised based on expert recommendations.

Table 3.1 IOC on Likert Scale

	IOC on Marketing Mix 7Ps	Expert 1	Expert 2	Expert 3	IOC Index
PRODUCT	6. The reception facilities are perfect, and the experience is very good. (e.g., reception, restaurant, fitness room， meeting room)	+1	+1	0	0.67
	7. The hotel provides complete supporting services (business center, train ticket booking, travel consultation)	+1	+1	+1	1
	8. The basic facilities of the hotel are in good working condition (air conditioning, internet, bathroom, parking lot, elevator).	+1	+1	+1	1
PRICE	9. Do you think the rates are reasonable Compared to other hotels in the area?	+1	+1	+1	1
	10. You believe the hotel offers good value for the price paid.	+1	+1	+1	1
	11. The hotel does not provide any additional charges or fees that are unexpected or not clearly stated.	+1	+1	+1	1
PLACE	12. There are tourist attractions near the hotel, and it is easy to get around.	+1	+1	+1	1
	13. There are many shops in the surrounding environment, which makes you feel convenient.	+1	+1	+1	1
	14. You are very satisfied with the hotel's location, which can help you travel a lot.	0	+1	+1	0.67
PROMOTION	15. Hotel advertisements are very attractive for your attention and interest.	+1	+1	+1	1
	16. You selected the hotel through the hotel's personalized promotional offers or discounts.	+1	0	+1	0.67
	17 . You are satisfied with the hotel's online advertising and visibility on various platforms such as websites, social media, and review sites.	+1	+1	0	0.67

		Expert 1	Expert 2	Expert 3	IOC Index
PEOPLE	18. The hotel staff can promptly respond to the customer's request, and the service can satisfy you.	+1	+1	+1	1
	19. The staff is always hospitable and courteous.	+1	+1	+1	1
	20. The staff have sufficient knowledge of public service information (provide the surrounding environment, tourism, catering, transportation, and other service information).	+1	+1	+1	1
PROCESS	21. The hotel provides clear and accurate information about its policies and procedures (e.g., cancellation policy, amenities, check-in/check-out times).	+1	+1	+1	1
	22. You are satisfied with the convenience of booking a room in this hotel.	+1	+1	+1	1
	23. You are satisfied with the speed and efficiency of check-in at this hotel.	+1	+1	+1	1
PHYSICAL EVIDENCE	24. The room is quiet, clean, and good smell.	+1	+1	+1	1
	25. The room is comfortably decorated without broken furniture.	+1	0	+1	0.67
	26. The appearance and atmosphere of the hotel meet your expectations.	+1	+1	+1	1
	IOC on Sustainability	Expert 1	Expert 2	Expert 3	IOC Index
Efficiency	27. You will repeatedly stay in an economic hotel with energy-saving features and low carbon emissions.	+1	+1	+1	1
	28. The economic hotel has electrical installations that use renewable energy (such as solar, wind, hydro, and geothermal) to generate electricity.	+1	+1	+1	1
	29. The economic hotel has policies and measures to save water.	+1	+1	+1	1
Planet	30. You will prefer an economic hotel that uses green cleaning products.	+1	+1	+1	1
	31. You prefer the economic hotel with No plastic straws or stirrers.	+1	0	+1	0.67

		Expert 1	Expert 2	Expert 3	IOC Index
	32. The outer packaging of room supplies is made of environmentally friendly and degradable materials.	+1	+1	+1	1
People (sustainability)	33. Economic hotels use the local products.	+1	+1	+1	1
	34. The economic hotel employs local staff.	+1	+1	+1	1
	35. The economic hotel has reduced inequalities in policy or environmental projects.	+1	+1	0	0.67
	IOC on Repurchase Intention	Expert 1	Expert 2	Expert 3	IOC Index
Repurchase Intention	36. You would like to book the economic hotel again.	0	+1	+1	0.67
	37. You would like to recommend this economic hotel to others.	+1	+1	+1	1
	38. You would like to visit an economic hotel in other provinces.	+1	+1	+1	1

From Table 3.1, three experts with expertise in research tool creation evaluated the content and measurement of the questions to address and resolve the research concerns. The IOC index of all questions is more significant than 0.67.

3.5.2. Reliability

In order to assess the reliability of the tools used in this research, a pre-test of the questionnaire was conducted with a group of 30 qualified participants. This pre-test aims to evaluate their comprehension of the questions and measure the internal consistency using Cronbach's alpha coefficient α. A value of 0.7 or higher is considered acceptable for the internal consistency of the questionnaire, indicating that the tool can be used to collect data for further research.

Table 3.2 Reliability Analysis of Questionnaires

Reliability analysis on marketing mix 7PS				
		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
PRODUCT	6. The reception facilities are perfect, and the experience is very good. (e.g., Reception, restaurant, fitness room，meeting room)	0.656	0.769	0.819
	7. The hotel provides complete supporting services (business center, train ticket booking, travel consultation)	0.603	0.821	
	8. The basic facilities of the hotel are in good working condition (air conditioning, Internet, bathroom, parking lot, elevator).	0.767	0.649	
PRICE	9. Compared to other hotels in the area, do you think the rates are a good deal	0.641	0.803	0.827
	10. You believe the hotel offers good value for the price paid.	0.774	0.682	
	11. The hotel does not provide any additional charges or fees that are unexpected or not clearly stated.	0.651	0.8	
PLACE	12. There are tourist attractions near the hotel, and it is easy to get around.	0.785	0.714	0.846
	13. There are many shops in the surrounding environment, which makes you feel convenient.	0.64	0.852	
	14. You are very satisfied with the hotel's location, which can help you travel a lot.	0.722	0.778	

PROMOTION	15. Hotel advertisements are very attractive for your attention and interest.	0.568	0.716	
	16. You selected the hotel through the hotel's personalized promotional offers or discounts.	0.66	0.612	0.759
	17. You are satisfied with the hotel's online advertising and visibility on various platforms such as websites, social media, and review sites.	0.56	0.709	
PEOPLE	18. The hotel staff can promptly respond to the customer's request, and the service can satisfy you.	0.683	0.749	
	19. The staff is always hospitable and courteous.	0.679	0.778	0.818
	20. The staff have sufficient knowledge of public service information (provide the surrounding environment, tourism, catering, transportation, and other service information).	0.71	0.71	
PROCESS	21. The hotel provides clear and accurate information about its policies and procedures (e.g., cancellation policy, amenities, check-in/check-out times).	0.702	0.774	
	22. You are satisfied with the convenience of booking a room in this hotel.	0.653	0.818	0.837
	23. You are satisfied with the speed and efficiency of check-in at this hotel.	0.754	0.72	
PHYSICAL EVIDENCE	24. The room is quiet, clean, and good smell.	0.672	0.758	
	25. The room is comfortably decorated without broken furniture.	0.682	0.739	0.818

		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	
	26. The appearance and atmosphere of the hotel meet your expectations.	0.674	0.753	

Reliability Analysis on Sustainability

		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Efficiency	27. You will repeatedly stay in an economic hotel with energy saving and low carbon emissions.	0.71	0.713	0.82
	28. The economic hotel has electrical installations that use renewable energy (such as solar, wind, hydro, and geothermal) to generate electricity.	0.648	0.777	
	29. The economic hotel has policies and measures to save water.	0.662	0.763	
Planet	30. You will prefer an economic hotel that uses green cleaning products.	0.694	0.779	0.831
	31. You prefer the economic hotel with no plastic straws or stirrers.	0.742	0.718	
	32. The outer packaging of room supplies is made of environmentally friendly and degradable materials.	0.665	0.792	
People (sustainability)	33. The economic hotel uses local products.	0.642	0.719	0.793
	34. The economic hotel employs local staff.	0.688	0.66	
	35. The economic hotel has reduced inequalities in policy or environmental projects.	0.6	0.764	

Reliability Analysis on Repurchase Intention

		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Based on Standardized Items
Repurchase Intention	36. You would like to book the economic hotel again.	0.702	0.744	
	37. You would like to recommend this economic hotel to others.	0.637	0.814	0.828
	38. You would like to visit an economic hotel in other provinces.	0.739	0.71	
Total				0.851

From Table 3.2, the result shows that the values for marketing mix 7Ps, sustainability, and repurchase intention are 0.847, 0.865, and 0.828. Total value is 0.851.

3.6 Data Analysis

3.6.1 Descriptive Statistics

Utilizing descriptive statistics, we analyzed respondent demographics such as gender, age, education level, occupation, and monthly income with the hotel customer. The data were analyzed using frequency and percentage. The mean and standard deviation are applied for the marketing mix 7Ps factor, sustainability factor, and repurchase intention.

3.6.2 Inferential Statistics

Inferential statistics are employed to test the hypotheses at a statistical significance level 0.05. The analysis evaluated the relationship between a dependent variable and multiple independent variables under the following hypotheses:

H_1: There are significant differences in economic hotels' repurchase intention based on demographic factors. (used T-test and the One-way ANOVA for testing)

H$_2$: Marketing mix 7Ps factor influences customer repurchase intention. (used multiple linear regression analysis for testing)

H$_3$: The sustainability factor influences customer repurchase intention. (used multiple linear regression analysis for testing)

Evaluative criteria for the question items with positive meaning, the interval for breaking the range in measuring each is calculated by

$$N \ (\text{Width of the range}) = \frac{Maximum - Minimum}{Level}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

The researcher analyzed the opinion level of customer repurchase intention of economic hotels in Kunming by calculating the mean scores in the following ranges (Kooharatanachai, 1999)

4.21 – 5.00 are considered as very agree

3.41 – 4.20 are considered as agreed

2.61 – 3.40 are considered as neutral

1.81 – 2.60 are considered to disagree

1.00 – 1.80 are considered as very disagree

CHAPTER IV
ANALYSIS RESULT

The research on the factors affecting customer repurchase intention of economic Hotels in Kunming used statistical analysis to analyze 420 samples from three economic hotels. In this research, the researcher focuses on the influence of demographics， marketing mix 7Ps, and sustainability on repurchase intention in the economic hotel of Kunming. The researcher targeted the economic hotel customers. This paper describes 3 independent variables: demographic, marketing mix 7Ps, and sustainability, and their influence on the dependent variable repurchase intention.

4.1 Research Finding

This part is divided into two parts according to the research objectives.

Part I: The analysis results of respondents' demographic factors data.

Part II: The analysis results of the range of judgment on marketing mix 7Ps, sustainability factors, and repurchase intention.

Part I: The analysis results of respondents' demographic factors data

Table 4.1. Show the Frequency and Percentage of the Respondents

		Frequency	Percent
Gender	Male	206	49
	Female	214	51
Age	18-24 years old	128	30.5
	25-44 years old	165	39.3
	more than 44 years old	127	30.2
Educational	Less than Bachelor	49	11.7

	Bachelor	286	68.1
	Higher than Bachelor	85	20.2
Occupation	No work/housewife	13	3.1
	Student	123	29.3
	Company worker	237	56.4
	Government Officer	36	8.6
	Business Owner	8	1.9
	Other	3	0.7
Monthly Income	Less than 4,000	35	8.3
	4,000 - 7,000	204	48.6
	7,001 - 10,000	147	35
	More than 10,000	34	8.1
	Total	420	100

From Table 4.1, the description of economic hotel customers is as follows: 420 respondents consist of 206 males (49%) and 214 females (51%). About age most of the respondents were between 25 and 44 years old, accounting for 39.3%. Fewer respondents are more than 44 years old, accounting for 30.2%. The highest educational level of the respondents was a bachelor's, as high as 68.1%, and the least had less than a bachelor's, accounting for 11.7%. About occupation, most of the respondents were company workers, accounting for 56.4%. Fewer respondents are business owners, with accounting for 1.9%. The highest monthly income level of the respondents is 4,000 - 7,000 yuan, as high as 48.6%, and the lowest is more than 10,000, accounting for 8.1%.

Part II: The analysis results of the range of judgment on marketing mix 7Ps, sustainability factors, and repurchase intention

Table 4.2 The Descriptive Statistics of Marketing Mix 7Ps, Sustainability, and Repurchase Intention

| level of opinion (percent) | | | | | | | | |
	Very disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Ranking
Product	1.7	14	27.4	40.7	16.2	3.55	0.977	Agree	7
Price	1	14.5	28.1	40.5	16	3.56	0.957	Agree	6
Place	0	6.9	25.5	51.4	16.2	3.77	0.87	Agree	3
Promotion	0.7	6.4	23.3	51.2	18.3	3.8	0.837	Agree	2
People(staff)	0.7	5.7	16	54.8	22.9	3.93	0.823	Agree	1
Process	1	6.4	33.1	46	13.6	3.65	0.829	Agree	4
Physical Evidence	1	11.4	24.8	50.7	12.1	3.62	0.876	Agree	5
Marketing mix 7Ps	**0.5**	**0.7**	**33.6**	**61.7**	**3.6**	**3.67**	**0.579**	**Agree**	
Efficiency	1	5.5	35.2	42.9	15.5	3.66	0.837	Agree	1
Planet	0.7	10	30.5	45.2	13.6	3.61	0.868	Agree	2
People (sustainability)	0.7	17.4	27.4	36.2	18.3	3.54	1.004	Agree	3
Sustainability	**0**	**7.6**	**33.1**	**50**	**9.3**	**3.61**	**0.76**	**Agree**	
Repurchase Intention	**1**	**7.1**	**21.2**	**52.6**	**18.1**	**3.8**	**0.852**	**Agree**	**1**

From Table 4.2，for marketing mix 7Ps factors，people (staff) is the essential variable with a mean value of 3.93, and the last one is a product with a mean value of 3.55. The most critical sustainability factor is efficiency, with a mean value of 3.66, followed by planet and people (sustainability), respectively, with mean values of 3.61 and 3.54; all variables are in the Agree level.

4.2 Hypothesis Testing Result

Inferential statistics was used to test the hypotheses at a statistical significance level 0.05. The analysis evaluated the influence of the dependent variable on independent variables under the following hypotheses.

Part I: difference in repurchase intention of economic hotels based on demographic factors.

Part II: Marketing mix 7Ps and Sustainability factors influencing customer repurchase intention.

Part I: The difference in repurchase intention of economic hotels based on demographic factors.

H_{1a}: The difference in repurchase intention of economic hotels based on gender.

$H_0: \mu_1 = \mu_2$

$H_i: \mu_1 \neq \mu_2$

Table 4.3 The Analysis Results on Gender Difference Influence on Repurchase Intention

	Gender	N	Mean	Std. Deviation	t-value	df	Sig.
	Male	206	3.75	0.856			
Repurchase Intention	Female	214	3.84	0.846	-1.067	418	0.837

From Table 4.3, The analysis results on gender differences' influence on repurchase intention used a T-test significance level of 0.05. This study found that gender (t(418) = -1.067, p = 0.83) had no significant difference in repurchase intention.

H_{1b}: The difference in repurchase intention of economic hotels based on age.

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_i: \mu_i \neq \mu_j$ at last one Pair

Table 4.4 The Analysis Results on Age Difference Influence on Repurchase Intention

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.162	2	0.581	0.801	0.450
Within Groups	302.635	417	0.726		
Total	303.798	419			

From Table 4.4, The analysis of age differences' influence on repurchase intention used a One-way ANOVA significance level of 0.05. This study found that age (F = 0.801, p = 0.0450) had no significant difference in repurchase intention.

H_{1c}: The difference in repurchase intention of economic hotels based on education.

H_0: $\mu_1 = \mu_2 = \mu_3$

H_i: $\mu_i \neq \mu_j$ at last one Pair

Table 4.5 The Analysis Results on Educational Difference Influence on Repurchase Intention

Educational

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.643	2	16.322	25.101	0.000
Within Groups	271.154	417	0.65		
Total	303.798	419			

From Table 4.5, The analysis of educational differences' influence on repurchase intention used a one-way ANOVA with a significance level of 0.05. This study found that educational factors (F = 25.101, p = 0.000) significantly influence repurchasing intention.

Table 4.6. Differences in Educational Multiple Comparisons

Mean Difference (I-J)				
educational	Group J			
	$\overline{X}$	Less than Bachelor	Bachelor	Higher than Bachelor
Group I		3.653	3.976	3.282
Less than Bachelor	3.653	-	-.32246 (0.01*)	.37071 (0.011*)
Bachelor	3.976		-	.69317 (0.000*)
Higher than Bachelor	3.282			-

The mean difference is significant at the 0.05 level.
Dependent Variable: Repurchase Intention

From Table 4.6, the results show that respondents with a bachelor's degree have a higher mean than those with an educational level of less than a bachelor's and higher than a bachelor's, with significant values at 0.01 and 0.011. The respondents with an educational level of less than a bachelor's have a higher mean than those with an educational level of higher than a bachelor's.

H1d: The difference in repurchase intention of economic hotels based on occupation.

$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5 = \mu_6$

$H_i: \mu_i \neq \mu_j$ at last one Pair

Table 4.7 The Analysis Results on Occupation Difference Influence on Repurchase Intention

Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.335	5	6.467	9.863	0.000
Within Groups	271.462	414	0.656		
Total	303.798	419			

From Table 4.7, The analysis of occupation differences' influence on repurchase intention used a One-way ANOVA significance level of 0.05. This study found that occupation (F = 9.863, p = 0.000) significantly influences the Repurchase Intention.

Table 4.8. Difference in Occupation Multiple Comparisons

Mean Difference (I-J)

Occupation	Group $\overline{X}$	No work /housewife	Student	Company worker	Government Officer	Business Owner	Other
Group I		3.385	3.919	3.9	3.111	2.875	3
No work/ housewife	3.385	-	-.5341 (0.024*)	-.5183 (0.025*)	0.2735 (0.297)	0.50962 (0.162)	0.3846 (0.459)
Student	3.919		-	0.01575 (0.861)	.80759 (0.000*)	1.04370 (0.000*)	0.9187 (0.053)
Company worker	3.9			-	.79184 (0.000*)	1.02795 (0.000*)	0.903 (0.056)
Government Officer	3.111				-	0.23611 (0.456)	0.1111 (0.819)
Business Owner	2.875					-	-0.125 (0.82)
Other	3						-

The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchase Intention

From Table 4.8, the results show that no-work/housewife respondents have a lower mean than students and company workers, with significant differences at 0.024 and 0.025. The students have a higher mean than government officers and business owners, with significant differences at 0.000 and 0.000. Company workers have a higher mean than government officers and business owners, with significant differences at 0.000 and 0.000. It means the respondents with students' occupation value repurchase intention more highly than government officers and business owners with statistical significance. Students may have more flexible schedules and opportunities to travel and stay at economic hotels.

H₁e: The difference in repurchase intention of economic hotels based on monthly income.

$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$

$H_i: \mu_i \neq \mu_j$ at last one Pair

Table 4.9 The Analysis Results on Monthly Income Difference Influence on Repurchase Intention

Monthly Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	106.684	3	35.561	75.051	0.000
Within Groups	197.114	416	0.474		
Total	303.798	419			

From Table 4.9, the analysis of monthly income differences influences repurchase intention using a one-way ANOVA with a significance level of 0.05. This study found that monthly income ($F = 75.051$, $p = 0.000$) significantly influenced the intention to repurchase.

Table 4.10. Difference in Monthly Income Multiple Comparisons

Monthly Income	Group J $\overline{X}$	Mean Difference (I-J)			
		Less than 4,000	4,000 - 7,000	7,000 - 10,000	More than 10,000
Group I		2.771	3.995	4.054	2.559
Less than 4,000	2.771	-	-1.22367 (0.000*)	-1.28299 (0.000*)	0.21261 (0.2)
4,000 - 7,000	3.995		-	-0.05932 0.426	1.43627 (0.000*)
7,001 - 10,000	4.054			-	1.49560 (0.000*)
More than 10,000	2.559				-

* The mean difference is significant at the 0.05 level.

Dependent Variable: Repurchase Intention

From Table 4.10, the results show respondents with less than 4,000 have a lower mean than those with incomes of 4,000 - 7,000 and 7,001 - 10,000, with significance at 0.000 and 0.000. Respondents with more than 10,000 have a lower mean than those with an income of 4,000 - 7,000 and 7,001 - 10,000, with significant differences at 0.000 and 0.000. It means that the respondents with income of 7,001 - 10,000 value repurchase intention more highly than more than 10,000 with statistical significance. Respondents with an income of 7001-10000 yuan are likelier to engage in tourism and accommodation activities. They may be more able to pay for multiple hotel stays, increasing repeat purchases.

Part II: Marketing mix 7Ps and Sustainability factors influencing customer repurchase intention

In Hypothesis 2, Y = repurchase intention, $X_1, X_2, X_3, X_4, X_5, X_6, X_7$ are Product, Price, Place, Promotion, People(staff), Process, and Physical evidence

In Hypothesis 3, Y = repurchase intention, X_1, X_2, X_3 are People (sustainability), Efficiency, and Planet.

Table 4.11. Multiple Linear Regression on Marketing Mix 7Ps Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.634	0.227		2.793	0.005
Price (X_2)	0.198	0.039	0.222	5.029	0
Place (X_3)	0.172	0.048	0.161	3.604	0
People(staff) (X_5)	0.153	0.045	0.148	3.443	0.001
Process (X_6)	0.238	0.051	0.232	4.658	0
Physical Evidence (X_7)	0.094	0.048	0.097	1.973	0.049
a: Dependent Variable: Repurchase Intention					

Equation 1:

$$Y = 0.634 + 0.198X_2 + 0.172X_3 + 0.153X_5 + 0.238X_6 + 0.094X_7$$

$$(0.000) \quad (0.000) \quad (0.001) \quad (0.000) \quad (0.049)$$

FOR

Y= repurchase intention

X_1=Product, X_2=Price, X_3=Place, X_4=Promotion, X_5=People(staff), X_6=Process, X_7=Physical evidence

It can be found in Equation 1. The process is the most crucial variable that influences the repurchase intention by the regression coefficient of about 0.232, followed by price, place, people (staff), and physical evidence, respectively, with coefficients of 0.222, 0.161, 0.148, and 0.097. Customers need the smoothness, efficiency, and user-friendliness of the economic hotel in providing services and the ability to create a good experience for customers. All of these factors significantly impact their repeat purchase decisions.

Table 4.12 Multiple Linear Regression on Sustainability Factors

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.962	0.194		10.138	0
Efficiency（X_1）	0.214	0.052	0.21	4.127	0
Planet（X_2）	0.191	0.06	0.195	3.187	0.002
People (sustainability)（X_3）	0.102	0.049	0.121	2.109	0.036

a: Dependent Variable: Repurchase Intention

Equation 2:

$Y=(1.962+0.214X1+0.191X2+0.102X3)$

$\quad\quad\quad$ (0.000) $\quad$ (0.002) $\quad$ (0.036)

FOR

Y=repurchase intention

X_1=People (sustainability), X_2=Efficiency, X_3=Planet

It can be found in Equation 2. Efficiency is the most crucial variable influencing the intention to repurchase, with a regression coefficient of about 0.21, followed by Planet and People (sustainability), respectively, with coefficients of 0.195 and 0.121.

Table 4.13. Summary Result on Hypothesis 1

Demographic	Repurchase Intention
Gender	-
Age	-
Education	√
Occupation	√
Income	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.15, This study found that education (F = 25.101, p = 0.000), occupation (F = 9.863, p = 0.000), and income (F = 75.051, p = 0.000) significantly influence the purchase intention. However, gender (t(418) = -1.067, p = 0.837) and age (F = 0.801, p = 0.0450) were found to have no significant difference effect on repurchase intention.

Table 4.14 Summary Result on Hypothesis 2

Marketing Mix 7Ps	Repurchase Intention
Product	-
Price	√
Place	√
Promotion	-
People(staff)	√
Process	√
Physical evidence	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value less than the level of 0.05.	

From Table 4.14, This study found that Price (Beta = 0.222, Sig. = 0.005), Place (Beta = 0.161, Sig. = 0.000), People (Beta = 0.148, Sig. = 0.000), Process (Beta = 0.232, Sig. = 0.001) and Physical evidence (Beta = 0.097, Sig. = 0.049) significantly influence the repurchase intention. However, product and promotion were found to have no significant difference effect on repurchase intention.

Table 4.15. Summary Result on Hypothesis 3

Sustainability	Repurchase Intention
Efficiency	√
Planet	√
People（sustainability）	√
- The mean difference has a significant value of more than 0.05.	
√ The mean difference has a significant value of less than 0.05.	

From Table 4.15, This study found that Efficiency (Beta = 0.21, Sig. = 0.000), Planet (Beta = 0.195, Sig. = 0.002), People (sustainability) (Beta = 0.121, Sig. = 0.036) significantly influence the repurchase intention.

CHAPTER V
CONCLUSION

This study aims to analyze the factors that affect customers' intention to repurchase economic hotels in Kunming and formulate a recommendation for economic hotels. According to the analysis result from Chapter 4, this chapter is divided into four parts:

Part I: Conclusion

Part II: Discussion

Part III: Recommendation for economic hotels

Part IV: Recommendation for future research

5.1 Conclusion

5.1.1 Demographics

The description of economic hotel customers is as follows: 420 respondents consist of 206 male (49%) and 214 female (51%). About age most of the respondents were between 25 and 44 years old, accounting for 39.3%. The highest educational level of the respondents was a bachelor, as high as 68.1%. About occupation, most of the respondents were company workers, accounting for 56.4%. The highest monthly income level of the respondents is 4,000 - 7,000 yuan, as high as 48.6%.

This study found that educational (F = 25.101, p = 0.000), occupation (F = 9.863, p = 0.000), and income (F = 75.051, p = 0.000) significantly influence the repurchase intention. However, gender (t(418) = -1.067, p = 0.837) and age (F = 0.801, p = 0.0450) were found to have no significant difference effect on repurchase intention.

In order to study the specific impact of education, occupation, and income

as related factors, the LSD method is used.

5.1.2 Marketing Mix

The research results show that the marketing mix includes price, place, people (staff), process, and physical evidence, significantly influencing customer repurchase intention. The process is the essential variable that influences the repurchase intention by the regression coefficient of about 0.232, followed by price, place, people (staff), and physical evidence, respectively, with coefficients of 0.222, 0.161, 0.148, and 0.097.

5.1.3 Sustainability

The research results show that sustainability factors such as efficiency, planet, and people significantly influence customer repurchase intention. Efficiency is the most important variable influencing the intention to repurchase, with a regression coefficient of about 0.21, followed by planet and people (sustainability), respectively, with coefficients of 0.195 and 0.121.

5.2 Discussion

5.2.1 Demographics

The results show that educational, occupation, and income demographic differences significantly affect economic hotel repurchase intention. This result is consistent with Rasaily et al. (2023), who found that demographic factors such as age, marital status, employment status, annual income, and the number of years visited in cafes create differences in customer repurchase intention. Furthermore, Zhu (2019) found that the influence of demographic characteristics, including education, occupation, and income, impacts the consumption repurchase intention of the hotel industry in China.

The education level of a bachelor has a higher mean than those with less

than a bachelor's and higher than a bachelor's. This may be because customers with a bachelor's degree pay more attention to cost-effectiveness and comfort and have higher expectations for economic hotels' service quality and cost-effectiveness. In addition, this group may include more employees who must travel frequently for business or tend to brand loyalty, further motivating them to choose the same hotel for repeated stays. This finding allows hoteliers to dig deeper and meet the needs of bachelor-educated customers, increasing their satisfaction and repurchase intentions.

At the occupation level, company workers have business trips and travel more frequently. Because in China, company workers have travel allowance for only economic hotels. Students may have more flexible schedules and opportunities to travel and stay at economic hotels. Company workers and students often prioritize convenience, affordability, and accessibility when choosing accommodation.

The monthly income level of customers with moderate incomes in the range of 4000-10000 yuan may prioritize affordability when selecting accommodation options. The 4000-10000 yuan range makes them more likely to engage in tourism and accommodation activities. They may be more able to pay for multiple hotel stays, increasing repeat purchases. However, customers with more than 10,000 yuan incomes will choose more luxurious hotels and less economical ones.

5.2.2 Marketing Mix 7Ps

The research results show that the marketing mix includes price, place, people (staff), process, and physical evidence, significantly influencing customer repurchase intention. The process is the most essential variable that influences repurchase intention. This result is consistent with Indiani et al. (2020), who found that the marketing mix strongly influences visitors' intentions to return to Kumala Pantai Hotel, and also consistent with Shinegi and Widjaja (2022) found that the hotel customer process, hotel interior, and hotel design influenced on repurchase intention. The process refers to the procedures and operating systems a hotel implements to ensure

a smooth guest experience, such as the booking process, check-in or check-out process, and complaint resolution process. This means that the economic hotel's smoothness, efficiency, and user-friendliness in providing services and creating a good customer experience have a meaningful impact on its repeat purchase decision.

Place is the second critical variable that influences the intention to repurchase. This result is consistent with Hu (2018) found that the higher the consistency between hotel image and place image, the stronger the repurchase intention of hotel consumers. The place refers to the physical location of the hotel. Economic hotels in convenient areas, close to the city center, transportation hubs, or tourist attractions, are often more popular. Guests prefer choosing these conveniently located hotels because they offer easier access, saving time and effort. Therefore, economic hotels should focus on the geographical location of their place to ensure customer satisfaction during their stay, increasing their likelihood of returning.

People are the third critical variable that influences the repurchase intention. This result is consistent with Indiani et al. (2020), who found that the marketing mix strongly influences visitors' intentions to return to Kumala Pantai Hotel. The people refer to hotel staff who interact with customers. This means that the "people" aspect, represented by hotel employees, is crucial for influencing customer satisfaction and their likelihood to return. The staff's friendly, attentive, and competent behavior dramatically impacts the overall guest experience, creating memorable positive interactions that encourage guests to return. Additionally, proficient staff who can effectively handle and resolve issues and complaints play a vital role in retaining customers because their ability to turn potential negatives into positives helps guests decide to choose the hotel again in the future.

Physical evidence is the fourth important variable that influences the intention to repurchase. This result is consistent with Larasati et al. (2023), who found that physical evidence significantly affects repurchase intention. The physical evidence

refers to the tangible elements that customers encounter when interacting with a hotel. This means that the condition and cleanliness of guest rooms, public areas, and facilities, along with thoughtful design and well-maintained amenities, play a critical role in shaping guests' perceptions of the hotel. For instance, efficient check-in and check-out counters, easily navigable hallways, and comfortable lounging areas contribute to a smoother and more enjoyable stay for guests, influencing their decision to return to the hotel in the future. A pleasing and functional physical environment enhances the overall guest experience. It helps them choose to stay at the hotel again in the future, as it symbolizes the hotel's commitment to quality and guest comfort.

Price is the last important variable that influences the repurchase intention. This result is consistent with Susanto et al. (2021), who found that the price variable is significant with the Repurchase Intention, and consistent with Muthi and Utama (2023), who found that price significantly affects customer satisfaction, which in turn significantly affects customer repurchase intention. In the economic hotel industry, pricing is a crucial factor that strongly influences customer loyalty and repeat bookings. Budget hotels must strike a balance by offering competitive room rates, maintaining pricing transparency, and ensuring guests feel they get value for their money. Additionally, well-planned promotional activities and flexible pricing options can further motivate guests to return. Budget hotels must adopt effective pricing strategies that combine affordability with quality to create a positive guest experience and foster long-term loyalty, just as smooth and efficient processes are essential.

5.2.3 Sustainability

The research results show that sustainability, including Efficiency, Planet, and People, significantly influences customer repurchase intention. Efficiency is the most essential variable that influences the repurchase intention. This result is consistent with Berezan et al. (2013), who found that this study corroborated the research hypotheses that suggest that, on the whole, green practices do have a favorable

association with customers' satisfaction levels and return intention for Mexicans, Americans, and other countries, and also consistent with Kim et al. (2022) found consumers with sustainable has a positive influence on repeat customer purchases. By utilizing Efficiency, hotels reduce their environmental impact and align themselves with the values of environmentally conscious customers. This can lead to increased customer loyalty and repurchase intention. There are specific considerations for using energy and environmental protection in the process of hotel operation. Efficient implementation of sustainability, including efficient use of energy, waste reduction, and renewable energy, significantly attracts repeat stays and improves customer satisfaction. However, hotel waste management and active community involvement are also considered necessary in addition to energy issues. The hotel implements effective waste disposal measures to reduce environmental burdens while actively participating in community activities. These comprehensive measures help to attract customers to repurchase, enhance the hotel's reputation, and contribute to sustainable development.

5.3 Implication for Practice

The researcher studied the factors that affect the customer repurchase intention of economic hotels in Kunming by studying the detail effect factors of customer repurchase intention of economic hotels in Kunming, such as demographics, the marketing mix 7Ps, and sustainability in order to respond to the need for customer of the economic hotel in Kunming. This research has great reference value for economic hotels because it will help them better understand the aspects that impact customers' decisions to make another purchase, which will help them create more successful business plans.

From an inspiring standpoint, the study's findings indicate that economic hotels should focus on customers' needs and experiences and provide attractive and

valuable accommodation environments to increase customers' repurchase intentions. Thus, the researcher would recommend the following:

1. The research results found that the demographic factor of customers of economic hotels in Kunming was that the highest educational level of the respondents was a bachelor's degree. About occupation, most of the respondents were company workers. The monthly income level of the respondents is 4,000 - 7,000 yuan. Thus, the hotel owner or hotel manager should set up the marketing strategy by focusing on a bachelor's degree in service quality and cost-effectiveness in order to attract them to repurchase, the hotel owner or hotel manager should set up the marketing strategy by focus on company workers segmentation by discounting the price in order to attract them to repurchase, and the hotel owner or hotel manager should set up the marketing strategy by focus on 4000-7000 by promotion and accommodation activities in order to attract them to repurchase.

2. The results of the research found that the most crucial factor of the marketing mix 7Ps that affected customer repurchase intention economic hotel in Kunming was process, and the less important factor was physical evidence. So, the hotel owner or hotel manager should take this data to improve and develop the marketing strategy by focusing on processes and improving physical evidence to respond to customers' needs in Kunming and promote the economic hotel for customers.

3. The research results found that the most important factor of sustainability that affected customer repurchase intention for economic hotels in Kunming was efficiency, and the least important factor was people (sustainability). Therefore, the hotel owner or hotel manager should take this data to improve and develop the marketing strategy by focusing on efficiency and improving people (sustainability) to respond to the needs of economic hotels in Kunming and promote the economic hotel for customers.

5.4 Recommendation for Future Research

Future studies could collect data from other provinces and more sample sizes. The researcher should test the factors that influence repurchase intention by adding Product and Promotion in the research model to test the hypotheses in the same model again.

5.5 Limitations of the Study

The study may have a limited sample size, which could affect the generalizability of the findings to the entire population of economic hotel customers in Kunming. The samples may also not be representative of different demographics or customer segments.

The study focuses specifically on economic hotels in Kunming, which may limit its applicability to other cities or regions with different market characteristics and customer preferences.

The research may focus on a specific timeframe, which limits its ability to capture long-term trends and changes in customer repurchase intention over time. A longitudinal analysis could provide more insights into how these factors evolve and impact customer behavior.

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APPENDICES

Questionnaire

Dear Hotel Customer,

I am a UTK ISIC student researching the factors that affect customer repurchase intention of economic hotels in Kunming.

Your participation is essential to this study. We sincerely invite you to take your precious time and fill out the following questionnaire based on your experience and honest thoughts. All information you provide will be confidential and only used for research purposes, not commercial ones. Your responses will be anonymous and will not place any personal burden on you.

Thanks again for your participation and support! Your opinion will have a substantial impact on our research.

Thanks!

Part 1: Demographic Factors

1. Gender   □ 1) Male   □ 2) Female

2. Age   □ 1) 18-24 years old
     □ 2) 25-44 years old   □ 3)＞44 years old

3. Educational
     □ 1) Less than Bachelor
     □ 2) Bachelor
     □ 3) Higher than Bachelor

4. Occupation   □ 1) No work/housewife   □ 2) Student
     □ 3) Company worker   □ 4) Government Officer
     □ 5) Business Owner   □ 6) Other

5. Monthly Income (Chinese Yuan)

☐ 1) Less than 4,000
☐ 2) 4,000 - 7,000
☐ 3) 7,001 - 10,000
☐ 4) More than 10,000

Part 2: Marketing Mix 7Ps

Please choose only one scale in each statement that best describes your opinion and feeling of Marketing mix 7Ps by tick marking (√) in the space next to the statement.

5--Very Agree   4--Agree   3--Neutral

2--Disagree   1--Very disagree

PRODUCT	1	2	3	4	5
6. The reception facilities are perfect, and the experience is very good. (e.g., Reception, restaurant, fitness room，meeting room）					
7. The hotel provides complete supporting services (business center, train ticket booking, travel consultation).					
8. The hotel's basic facilities are in good working condition (air conditioning, Internet, bathroom, parking lot, elevator).					

PRICE	1	2	3	4	5
9. Do you think the rates are a good deal compared to other hotels in the area?					
10. You believe the hotel offers good value for the price paid.					
11. The hotel does not provide any additional charges or fees that are unexpected or not clearly stated.					

PLACE	1	2	3	4	5
12. There are tourist attractions near the hotel, and it is easy to get around.					
13. Many shops are in the surrounding environment, making you feel convenient.					
14. You are very satisfied with the hotel's location, which can greatly help you travel.					

PROMOTION	1	2	3	4	5
15. Hotel advertisements are very attractive for your attention and interest.					

	1	2	3	4	5
16. You selected the hotel through the hotel's personalized promotional offers or discounts.					
17. You are satisfied with the hotel's online advertising and visibility on various platforms such as websites, social media, and review sites.					

PEOPLE	1	2	3	4	5
18. The hotel staff can promptly respond to the customer's request, and the service can satisfy you.					
19. The staff is always hospitable and courteous.					
20. The staff has sufficient knowledge of public service information (provide the surrounding environment, tourism, catering, transportation, and other service information).					

PROCESS	1	2	3	4	5
21. The hotel provides clear and accurate information about its policies and procedures (e.g., cancellation policy, amenities, check-in/check-out times).					
22. You are satisfied with the convenience of booking a room in this hotel.					
23. You are satisfied with the speed and efficiency of check-in at this hotel.					

PHYSICAL EVIDENCE	1	2	3	4	5
24. The room is quiet, clean, and has a good smell.					
25. The room is comfortably decorated without broken furniture.					
26. The appearance and atmosphere of the hotel meet your expectations.					

Part 3: Sustainability

Please choose only one scale in each statement that best describes your opinion of sustainability by tick marking (√) in the space next to the statement.

Efficiency	1	2	3	4	5
27. You will repeatedly stay in an economic hotel with energy saving and low carbon emissions.					
28. The economic hotel has electrical installations that use renewable energy (such as solar, wind, hydro, and geothermal) to					

generate electricity.					
29. The economic hotel has policies and measures to save water.					

Planet	1	2	3	4	5
30. You will prefer an economic hotel that uses green cleaning products.					
31. You prefer the economic hotel with No plastic straws or stirrers.					
32. The outer packaging of room supplies is made of environmentally friendly and degradable materials.					
People (sustainability)	1	2	3	4	5
33. The economic hotel uses local products.					
34. The economic hotel employs local staff.					
35. The economic hotel has reduced the inequalities policy.					

Part 4: Repurchase Intention

Please choose only one scale in each statement that best describes your opinion and feeling of repurchase intention by tick marking (√) in the space next to the statement.

5--Very Agree   4--Agree   3--Neutral
2--Disagree   1--Very disagree

Repurchase Intention	1	2	3	4	5
36. You would like to book the economic hotel again.					
37. You would like to recommend this economic hotel to others.					
38. You would like to stay at an economic hotel in other provinces.					

THANK YOU FOR YOUR COOPERATION

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