



**THE INFLUENTIAL FACTORS OF CHINESE TOURISTS'
INTENTION TO REUSE THAI TRADITIONAL MASSAGE
SERVICE**

CHUANG XU

**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
ACADEMIC YEAR 2023
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INTENTION TO REUSE THAI TRADITIONAL MASSAGE SERVICE

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ABSTRACT

In the context of Thai traditional massage services, Chinese tourists' intention to reuse represents their commitment to reuse the same establishment for future massage experiences during their stay in Thailand or on subsequent visits. Such intention to reuse is vital for Thai traditional massage establishments as it directly impacts their long-term success and profitability. Repeat customers contribute to stable revenue streams and serve as brand advocates, promoting the establishment through positive word-of-mouth and online reviews. Also, loyal customers are more likely to explore the establishment's other services or products, leading to potential cross-selling opportunities. This study aims to comprehensively explore the impact of service quality and cultural image on Chinese tourists' intention to reuse Thai traditional massage services. By delving into the dimensions of service quality, including staff quality, service attitude, and service environment, as well as examining various elements of the cultural image, such as traditional cultural experiences, cultural exchange, and cultural presentations, the research seeks to offer valuable insights into the drivers of customer intention to reuse in this specific context.

Keywords: Thai traditional massage services, service quality, cultural image, intention to reuse

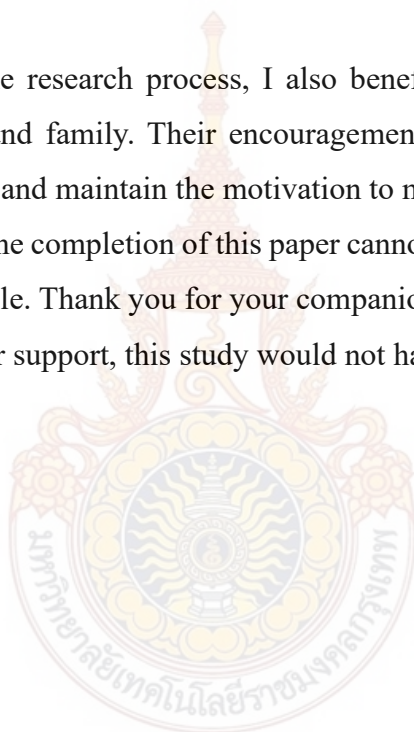
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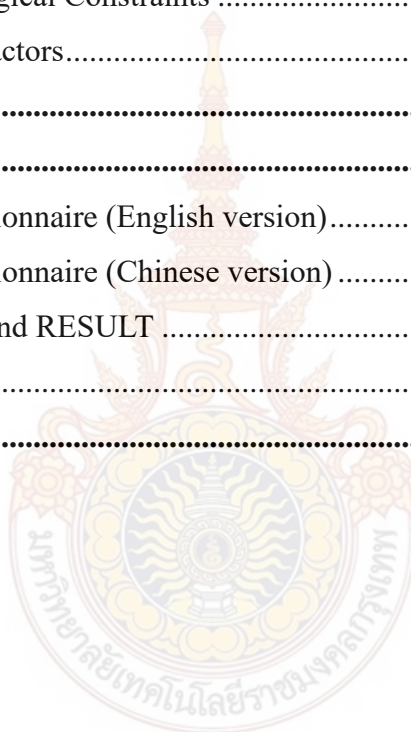
Chuang XU

CONTENTS

APPROVAL PAGE	ii
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURE.....	viii
CHAPTER I INTRODUCTIONS	1
1.1 Background and Statement of the Problem.....	1
1.2 Research Questions	3
1.3 Research Hypotheses	3
1.4 Research Objectives	4
1.5 Research Scope	4
1.6 Research Framework.....	5
1.6.1 Service Quality	6
1.6.2 Cultural Image	6
1.6.3 Intention to Reuse.....	7
1.7 Definition of Key Terms	7
1.7.1 Service Quality	7
1.7.2 Cultural Image	8
1.7.3 Chinese Tourists	9
1.7.4 Tourism Destination	9
1.7.5 Traditional Thai Massage	9
1.7.6. Intention to Reuse.....	10
CHAPTER II LITERATURE REVIEW	11
2.1 Related Theories.....	11
2.1.1 Factors Influencing the Intention to Reuse Thai Traditional Massage Services	11
2.1.2 Service Quality	11
2.1.3 Cultural Image	17

2.1.4 Theoretical Models in Tourism Services	21
2.2 Related Studies.....	21
2.2.1 Tourism Massage.....	21
2.2.2 Service Quality and Intention to Reuse.....	23
2.2.3 Cultural Image and Intention to Reuse.....	24
CHAPTER III RESEARCH METHODOLOGY	26
3.1 Research Design.....	26
3.2 Samples and Sample Size.....	26
3.2.1 Population.....	26
3.2.2 Samples	26
3.2.3 Sampling Methods.....	27
3.3 Data Collection.....	27
3.4 Research Instrument.....	28
3.5 Content Validity and Reliability	29
3.6 Data Analysis	30
3.6.1 Descriptive Statistics	31
3.6.2 Inferential Statistics.....	31
CHAPTER IV ANALYSIS RESULT	34
4.1 Introduction	34
4.2 Descriptive Statistics.....	35
4.2.1 Mean and Standard Deviation of the Independent Variables	35
4.2.2 Mean and Standard Deviation of the Dependent Variables.....	37
4.2.3 Summary of Descriptive Analysis.....	38
4.3 Inferential Statistics.....	39
4.3.1 Multiple Regression Analysis.....	39
4.3.2 Correlation Analysis	41
4.3.3 Statement of Hypotheses	44
4.4 Summary of the Hypothesis Testing Results for the Study.....	44
CHAPTER V CONCLUSION AND DISCUSSION.....	47
5.1 Conclusion	47
5.2 Discussion	49
5.2.1 The Pivotal Role of Culture.....	49

5.2.2 Service Beyond the Physical	50
5.2.3 Strategic Implications.....	51
5.3 Implication for Practice.....	51
5.4 Recommendations for Future Research	52
5.5 Limitations of the Study.....	54
5.5.1 Cross-sectional Nature	54
5.5.2 Geographical Constraints	54
5.5.3 Sample Selection	54
5.5.4 Methodological Constraints	55
5.5.5 External Factors.....	55
REFERENCE.....	56
APPENDICES	62
Appendix 1: Questionnaire (English version).....	62
Appendix 2: Questionnaire (Chinese version)	66
Appendix 3: IOC and RESULT	69
Result	72
BIOGRAPHY	76



LIST OF TABLES

Table	Page
3.1 Score Level and Meaning	29
4.1 Means and Standard Deviations of Independent Variables	35
4.2 Means and Standard Deviations of Dependent Variables	38
4.3 Descriptive Analysis of Independent and Independent Variables.....	38
4.4 Multiple Linear Regression of Service Quality and Cultural Image	39
4.5 Pearson's Coefficients and their P-values for Each Variable	42
4.6 Summary of Hypothesis Testing Results	44



LIST OF FIGURE

Figure	Page
1.1 Conceptual Framework.....	5



CHAPTER I

INTRODUCTIONS

1.1 Background and Statement of the Problem

The tourism industry has experienced remarkable growth on a global scale, with China emerging as one of the largest outbound tourist markets. Among the favored destinations, Thailand is a popular choice for Chinese tourists, renowned for its captivating landscapes and vibrant cultural heritage. As travelers seek authentic and memorable experiences, traditional Thai massage has gained prominence as a sought-after activity, offering relaxation and a glimpse into Thailand's rich cultural traditions (Peleggi, 1996).

Thai traditional massage, known as *Nuad Thai*, is integral to Thailand's rich cultural heritage. This ancient practice, which traces back to around 2,500 years ago, has been an essential element of the local healthcare system, often used to restore balance and harmony in the body. The massage technique, woven into the tapestry of Thai cultural traditions, involves manipulating the body with gentle pressure and stretching techniques to improve general health and well-being. For traditional Thai massage establishments, attracting Chinese tourists is the initial step. The real challenge lies in fostering customer intention to reuse and encouraging repeat visits to ensure their long-term success and competitiveness in the market (Wang, 2019). Customer intention to reuse, often gauged by the intention to reuse services, plays a crucial role in the success and sustainability of businesses in the tourism industry. It signifies the willingness of customers to engage with a particular service provider or establishment repeatedly, demonstrating their preference and trust in the offered products or experiences.

Repeat customers contribute to stable revenue streams and serve as brand advocates, promoting the establishment through positive word-of-mouth and online reviews. Based on Coelho, Bairrada, and Peres (2019), loyal customers are more likely to explore other services or products the establishment offers, leading to potential cross-selling opportunities.

In this context, two key factors have been widely recognized for their significant impact on customer intention to reuse in the tourism industry: service quality and cultural image. Service quality encompasses various elements, such as staff competence, service attitude, and the overall ambiance of the service environment. Purgailis (2012) said these factors collectively contribute to customers' satisfaction with their experience. On the other hand, cultural images represent how Thai traditional massage establishments present and promote their cultural heritage, traditional practices, and artistic expressions to Chinese tourists. Kogiso (2012) added that an authentic and appealing cultural image can evoke positive emotions and enhance the overall perception of the service, further influencing customers' intention to reuse.

Despite acknowledging the importance of service quality and cultural image in shaping customer intention to reuse, there remains a research gap in exploring how these factors influence Chinese tourists' intention to reuse traditional Thai massage services. Understanding the nuanced impact of service quality and cultural image on customer behavior can provide essential insights for service providers and marketers, empowering them to create tailored strategies to enhance retention.

This study aims to comprehensively explore the impact of service quality and cultural image on Chinese tourists' intention to reuse Thai traditional massage services. By delving into the dimensions of service quality, including staff quality, service attitude, and service environment, as well as examining various elements of a cultural image, such as traditional cultural experiences, cultural exchange, and cultural Presentations, the research seeks to offer valuable insights into the drivers of customer intention to reuse in this specific context.

Offer actionable recommendations to Thai traditional massage establishments, fostering customer intention to reuse and satisfaction among Chinese tourists for sustained success and growth in the competitive market.

Despite recognizing the importance of service quality and cultural image in promoting customer intention to reuse within the tourism sector, limited research focuses on these elements' influence on Chinese tourists' intention to reuse traditional Thai massage services. Current literature tends to generalize findings across the broader tourism industry, offering less precise insights into Thai traditional massage establishments. Additionally, a detailed examination of how to effectively present Thai

cultural heritage and the individual components of service quality to the unique Chinese market is lacking. This research gap calls for a focused study to provide valuable, targeted insights for Thai traditional massage establishments, aiding their efforts to cultivate customer intention to reuse and succeed in an increasingly competitive environment.

1.2 Research Questions

This study will focus on exploring the following research questions:

1. How does service quality affect Chinese tourists' intention to reuse traditional Thai massage services?
2. How does cultural image affect Chinese tourists' intention to reuse traditional Thai massage services?

1.3 Research Hypotheses

Hypotheses:

Hypothesis 1 (H1): The impact of **service quality** on Chinese tourists' intention to reuse traditional Thai massage services

(H1a): **Staff quality** in Thai traditional massage establishments influences Chinese tourists' intention to reuse the services.

(H1b): The **staff's service attitude in traditional Thai** massage establishments positively influences Chinese tourists' intention to reuse the services.

(H1c): **Service environment** in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

Hypothesis 2 (H2): The impact of **cultural image on Chinese tourists' intention to reuse traditional Thai** massage services

(H2a): Providing authentic **Traditional Cultural Experiences** in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

(H2b): Cultural Exchange and Interaction between staff and Chinese tourists in Thai traditional massage establishments positively influence Chinese tourists' intention to reuse the services.

(H2c): A Cultural Presentation of Thai cultural elements within the massage establishments positively affects Chinese tourists' intention to reuse the services.

1.4 Research Objectives

1. To assess the influence of service quality components (staff quality, service attitude, and service environment) on Chinese tourists' intention to reuse Thai traditional massage services.

2. To examine the impact of cultural image aspects (traditional cultural experiences, cultural exchange and interaction, and cultural Presentation) on Chinese tourists' intention to reuse Thai traditional massage services.

3. To understand the relationship between service quality, cultural image, and Chinese tourists' intention to reuse traditional Thai massage services.

1.5 Research Scope

This research is designed to examine the intention of Chinese tourists to reuse Thai traditional massage services during their visits to Thailand, with a particular focus on popular Thai traditional massage establishments as case studies. The chosen establishments in renowned tourist destinations will provide a realistic view of customer interactions and experiences. The study aims to gain valuable insights into customer experiences and behaviors by selecting well-known establishments in famous tourist destinations. The research will explore various dimensions of service quality and cultural image associated with Thai traditional massage services.

These variables will be thoroughly analyzed to understand their influence on Chinese tourists' intention to reuse these services. The study targets Chinese tourists who visited Thailand between February 2023 and August 2023, representing a specific population and timeframe. The research aims to achieve a well-rounded and diverse

sample of Chinese tourists who have experienced Thai traditional massage services during their trips to Thailand. A multi-stage stratified sampling method will ensure the sample's representativeness.

The target population of Chinese tourists will be divided into different strata based on relevant characteristics, such as age, gender, travel frequency, and travel purpose. Random samples will be drawn from each stratum to create a comprehensive and representative sample. The research focuses on Chinese tourists who visited Thailand during February and August 2023, indicating the duration of the study's scope. This specific timeframe captures recent tourism trends and behaviors among Chinese tourists.

The research aims to provide valuable insights into the factors influencing Chinese tourists' intention to reuse Thai traditional massage services. By understanding their preferences, perceptions, and experiences, the study will offer targeted and actionable recommendations to service providers in the Thai tourism industry. The ultimate goal is to enhance customer intention to reuse and satisfaction, improving service offerings and overall experiences for Chinese tourists in Thailand.

1.6 Research Framework

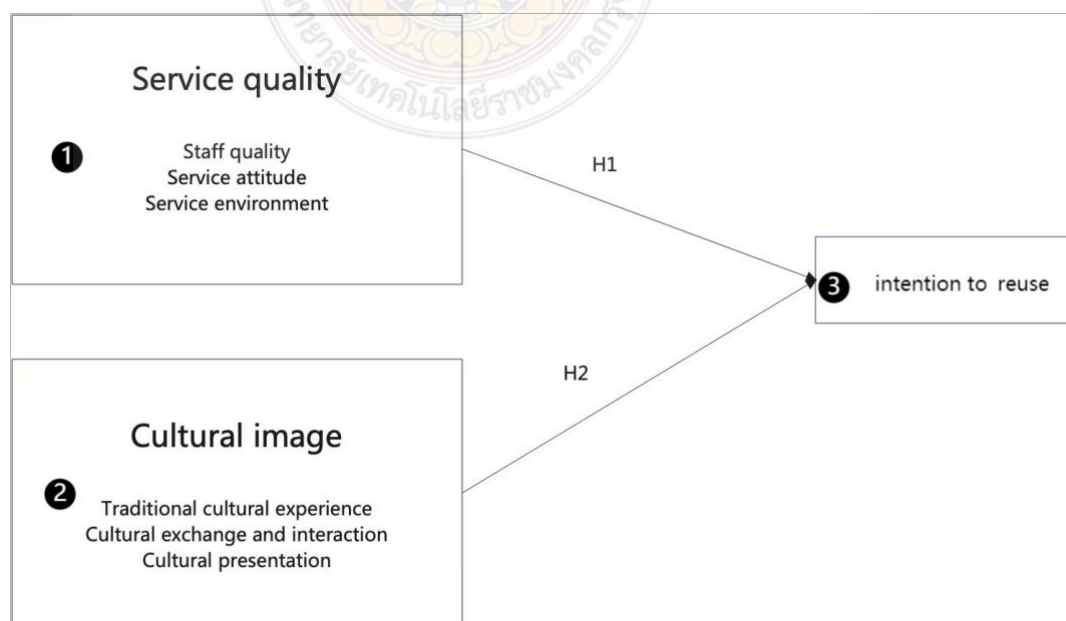


Figure 1.1 Conceptual Framework

The research framework explores the relationships between service quality, cultural image, and Chinese tourists' intention to reuse traditional Thai massage services. The intention to reuse is the dependent variable, influenced by service quality and cultural image, which are the independent variables.

1.6.1 Service Quality

The first independent variable, service quality, comprises three key subcomponents that collectively contribute to customers' overall perception of the massage establishment:

Staff Quality: This subcomponent evaluates the proficiency of massage therapists in terms of their professional skills, service attitude, and friendliness towards Chinese tourists. The level of expertise and how staff members interact with customers can significantly influence their satisfaction with the massage experience.

Service Attitude: The second subcomponent focuses on the staff's service attitude, including warmth, attentiveness, and graciousness. A positive service attitude from staff members can enhance and contribute to their intention to reuse the establishment.

Service Environment: The third subcomponent considers the physical environment of the massage establishment, encompassing aspects such as interior decor, facilities, and hygiene conditions. A comfortable and pleasant service environment can improve customers' satisfaction and increase their willingness to return.

1.6.2 Cultural Image

The second independent variable, cultural image, encompasses three essential subcomponents that shape the establishment's presentation of its cultural heritage to Chinese tourists:

Traditional Cultural Experiences. This subcomponent explores how Thai traditional massage establishments offer traditional cultural elements to Chinese tourists, such as authentic Thai massage techniques, traditional attire, and cultural customs. Providing these experiences can create a sense of cultural immersion and positive impact.

Cultural Exchange and Interaction. The second subcomponent examines how massage establishments facilitate cultural exchange and interaction between staff

and Chinese tourists. Effective communication and personalized cultural interactions can enhance customers' emotional connection with the establishment and contribute to their intention to reuse the services.

Cultural Presentation. The third subcomponent focuses on the establishment's cultural presentation of Thai cultural elements, such as interior decorations and cultural exhibits. A captivating and culturally immersive environment can enhance the overall experience for Chinese tourists and influence their intention to reuse.

1.6.3 Intention to Reuse

In the context of this research, intention to reuse refers to the willingness and commitment of Chinese tourists to reuse Thai traditional massage services during their stay in Thailand or on subsequent visits. It signifies their desire to engage with the same establishment for future massage experiences, demonstrating customer intention to reuse and preference for the service.

The conceptual framework proposes that the combined impact of service quality and cultural image, through their influence on and experience, positively affects Chinese tourists' intention to reuse Thai traditional massage services.

1.7 Definition of Key Terms

1.7.1 Service Quality

In this study, service quality refers to Thai traditional massage establishments' overall capability and performance in providing satisfactory and desirable massage experiences to customers, mainly Chinese tourists. It encompasses various dimensions, including staff quality, service attitude, and service environment, collectively contributing to customers' satisfaction and perception of the service.

Staff Quality

Staff quality pertains to massage therapists' competence, expertise, and professional skills in delivering traditional Thai massage. It also includes their service attitude, friendliness, and customer communication.

Service Attitude

Service attitude denotes staff members' demeanor, approach, and responsiveness toward Chinese tourists during their massage sessions. It includes factors such as warmth, attentiveness, and courteousness.

Service Environment

The service environment encompasses the physical setting and ambiance of the massage establishment, including aspects such as interior decor, facilities, and cleanliness. It refers to the overall atmosphere experienced by customers during their visit.

1.7.2 Cultural Image

Cultural images represent and present Thai cultural heritage and artistic expressions within traditional Thai massage establishments, explicitly targeting Chinese tourists. It includes various elements that create a cultural experience and contribute to customers' perception of the establishment's authenticity and cultural immersion.

Traditional Cultural Experiences

This term pertains to the traditional Thai cultural elements offered and showcased to Chinese tourists during their massage experience. It includes traditional massage techniques, attire, and cultural customs associated with Thai massage.

Cultural Exchange and Interaction

Cultural exchange and interaction involve communication and engagement between staff and Chinese tourists, fostering a cultural understanding and connection. It includes efforts to facilitate language support, cultural explanations, and personalized cultural experiences.

Cultural Presentation

Cultural presentation refers to the creative display and visual representation of Thai cultural elements within the massage establishment. It includes interior decorations, cultural exhibits, and other artistic elements contributing to the establishment's cultural ambiance.

1.7.3 Chinese Tourists

Individuals from China who travel to Thailand for leisure, vacation, or other tourism-related purposes form a significant segment of the international tourist market in Thailand and are a vital target audience for Thai traditional massage establishments.

1.7.4 Tourism Destination

To Thailand as a whole, which is known for its scenic beauty, vibrant culture, and diverse attractions, traditional Thai massage services are a significant component of the tourism experience offered to Chinese tourists within this destination.

1.7.5 Traditional Thai Massage

It refers to an ancient healing and therapeutic practice that originated in Thailand. It involves a combination of acupressure, passive stretching, and energy-balancing techniques conducted by skilled massage therapists.

Traditional Thai massage is an ancient therapeutic practice originating from the teachings of a physician to the Buddha over 2,500 years ago. This technique merges Indian, Chinese, and Southeast Asian medical traditions. It revolves around 'Sen' lines—energy pathways in the body—and aims to clear blockages in these lines.

Differing from Western massages, clients remain clothed, no oils are used, and the session takes place on a padded mat. The therapist employs hands, feet, elbows, and knees to guide clients into yoga-like stretches, progressing from feet to head to encourage energy flow. This massage contrasts with relaxing Western styles because it is known for its energizing and rigorous nature.

Beyond physical therapy, this practice is a holistic wellness approach, harmonizing physical, mental, and spiritual health. It boasts improved flexibility, reduced tension, better circulation, stress relief, and mental clarity. Those with specific health conditions, like severe osteoporosis or high blood pressure, should seek medical advice before a session.

Training standards vary internationally, with the Wat Pho temple serving as a renowned training center in Bangkok. The practice has evolved, and modern styles may incorporate reflexology or herbal compresses.

Globally embraced, traditional Thai massage remains deeply tied to Thai culture and spirituality, often commencing with a prayer by the therapist, underscoring its holistic and spiritual essence.

1.7.6 Intention to Reuse

In the context of this research, intention to reuse refers to the willingness and commitment of Chinese tourists to reuse Thai traditional massage services during their stay in Thailand or on subsequent visits. It signifies their desire to engage with the same establishment for future massage experiences, demonstrating customer intention to reuse and preference for the service.



CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Factors Influencing the Intention to Reuse Thai Traditional Massage Services

This section provides an extensive literature review, delving into the myriad factors that could influence Chinese tourists' intention to reuse Thai traditional massage services. It explores two major domains: service quality and cultural image.

2.1.2 Service Quality

Service Quality refers to the degree to which a service meets or exceeds customer expectations. It is a vital metric for evaluating the level of service provided by service providers. The concept of service quality was initially introduced by American scholars Parasuraman, Zeithaml, and Berry in 1985.

Traditional Thai massage is one of Thailand's cultural traditions and a significant tourism resource. The service quality of traditional Thai massage plays a crucial role in its development and promotion. The Thai government emphasizes the quality of service of traditional Thai massage and has implemented a series of measures to enhance it. The Thai government has established the "Thai Traditional Massage Standard," which standardizes aspects such as massage techniques, the ambiance of the environment, and the service attitude in traditional Thai massage.

Furthermore, the Thai government encourages the traditional Thai massage industry to provide training to improve massage therapists' professional skills and service levels. The Tourism Authority of Thailand actively promotes traditional Thai massage to Chinese tourists, emphasizing the service quality associated with it.

In conclusion, service quality is a crucial factor in the success of traditional Thai massage. The Thai government and the traditional Thai massage industry are working together to enhance service quality, ensuring that more Chinese tourists can enjoy high-quality traditional Thai massage services.

Staff Quality

Staff quality is the overall level of employees' knowledge, skills, attitudes, and performance. In the service industry, staff quality is one of the most important factors influencing the customer experience. Staff quality can impact the customer experience in several ways. First, knowledgeable and skilled staff members can provide customers with the information and assistance they need to make informed decisions and have a positive experience. Second, courteous and friendly staff members can make customers feel valued and respected. Third, trustworthy staff members can build trust with customers and give them confidence that their needs will be met.

High staff quality can lead to several benefits for businesses, including:

1. Increased customer satisfaction and loyalty ((Bitner, et al., 1992; Parasuraman, Zeithaml & Berry 1988; Wakefield & Blodgett, 1996).
2. Improved employee morale and productivity (Zeithaml & Bitner, 2003).
3. Reduced costs associated with customer complaints and turnover (Chen & Hsieh, 2011; Wu & Wei, 2018)
4. Enhanced reputation and brand image (Wang & Hsieh, 2014).

Businesses can improve staff quality in some ways, including:

1. Investing in training and development programs to provide employees with the knowledge and skills they need to perform their jobs effectively
2. Creating a positive and supportive work environment encourages employees to be engaged and motivated (Zeithaml & Bitner, 2003).
3. Implementing performance management systems that track employee progress and provide feedback (Parasuraman, et al., 1988;)
4. Offering competitive salaries and benefits packages (Chen & Hsieh, 2011; Wu & Wei, 2018).

Staff quality plays a critical role in traditional Thai massage. Thai massage is a complex and nuanced practice that requires a deep understanding of human anatomy and physiology and the ability to perform a variety of specialized massage techniques. High-quality Thai massage practitioners have the knowledge, skills, and experience to provide their clients with a safe and effective massage that can help to relieve pain, improve flexibility, and reduce stress (Lu et al., 2019).

In addition to their technical skills, high-quality Thai massage practitioners are compassionate and caring individuals committed to providing their clients with a positive and relaxing experience. They can listen to their client's needs and tailor the message accordingly. They also create a safe and comfortable environment where clients can relax and let go (Choi & Lee, 2017).

Here are some specific ways that staff quality impacts the traditional Thai massage experience:

1. Knowledge and skills: High-quality Thai massage practitioners deeply understand the human body and the various massage techniques that promote healing and relaxation. They can tailor the massage to each client's needs, considering their age, health, and any specific concerns they may have (Zhang et al., 2018).
2. Safety: High-quality Thai massage practitioners are committed to providing their clients with a safe massage experience. They use proper body mechanics and avoid any techniques that could cause pain or injury.
3. Professionalism: High-quality Thai massage practitioners are professional and courteous in their interactions with their clients. They are respectful of their clients' privacy and boundaries.
4. Communication: High-quality Thai massage practitioners can communicate effectively with their clients. They listen to their client's needs and concerns and provide clear instructions throughout the message.
5. Compassion: High-quality Thai massage practitioners are compassionate and caring individuals committed to providing their clients with a positive and relaxing experience. They can create a safe and comfortable environment where clients can let go and enjoy the massage.

Overall, staff quality is critical in the traditional Thai massage experience. High-quality Thai massage practitioners have the knowledge, skills, and expertise to provide their clients with a safe and effective massage that can help promote healing and relaxation. The quality of staff is a critical factor in determining the success of any business. Still, it is crucial in the service industry, where staff members interact directly with customers. In the case of traditional Thai massage, high-quality staff members are essential to providing customers with a safe, effective, and enjoyable experience.

Businesses that offer Thai massage services should invest in training and development programs to ensure that their staff members have the knowledge, skills, and experience necessary to provide high-quality massage services. Businesses should also create a positive and supportive work environment, encouraging employees to be engaged and motivated. By investing in their staff members, businesses can improve the quality of their services and attract and retain customers.

Service Attitude

Service attitude is a critical component of the service environment, which plays a crucial role in shaping the customer's perception of the overall service experience. It encompasses the physical and sensory elements of the location of service delivery and the interpersonal interactions between customers and service personnel (Bitner et al., 1992). Service attitude is evident in the service environment through the physical and sensory elements present and the behavior of service personnel (Zeithaml & Bitner, 2018). For example, a clean and well-maintained environment, friendly and helpful staff, and a welcoming and inviting atmosphere all contribute to a positive service attitude (Wakefield & Blodgett, 1996).

Customers who perceive that they are being treated with respect and courtesy are more likely to be satisfied with the service experience and to return to the business in the future (Turley & Milliman, 2000). A positive service attitude can also increase customer loyalty and word-of-mouth marketing (Kotler, 1973). Here are some ways to create a positive service attitude in the service environment (Baker et al., 1994):

1. Design a service environment that is clean, well-maintained, and inviting. This way includes elements such as the physical layout of the space, the lighting, the décor, and the music.
2. Hire and train service personnel who are friendly, helpful, and knowledgeable. Service personnel should be able to provide customers with the information and assistance they need promptly and efficiently.
3. Empower service personnel to make decisions and resolve customer issues without going through a supervisor. This way demonstrates to customers that the business values their time and satisfaction.
4. Encourage service personnel to be proactive in their interactions with customers. It means anticipating customer needs and meeting them before the customer asks.

5. Create a positive work environment for service personnel. It includes providing personnel with the tools and resources they need to do their jobs effectively and opportunities for training and development.

By taking these steps, businesses can create a positive service attitude that will enhance the customer experience and increase customer satisfaction and loyalty. Here is a specific example of how service attitude can be demonstrated in the service environment:

A customer enters a restaurant and is immediately greeted by a warm and friendly host (Bitner et al., 1992). The host seats the customer at a clean, well-set table in a comfortable and inviting dining area (Zeithaml & Bitner, 2018). The server comes over to introduce themselves and order the customer's drink. The server knows the menu and can answer the customer's questions (Wakefield & Blodgett, 1996). The server takes the customers' food orders and checks in with them throughout the meal to ensure they enjoy their food and drinks (Turley & Milliman, 2000). The server is also attentive to the customer's other needs, such as refilling their water glass and bringing extra napkins. At the end of the meal, the server thanks the customer for their business and invites them to return soon (Kotler, 1973).

In this example, the positive service attitude of the host and server is evident in the following ways:

1. The host and server are both friendly and welcoming.
2. The restaurant environment is clean, well-maintained, and inviting.
3. The server knows the menu and can answer the customer's questions.
4. The server is attentive to customers' needs and ensures they enjoy their meals.
5. The server thanks the customer for their business and invites them to return soon.

This positive service attitude contributes to a positive customer experience and will likely make the customer want to return to the restaurant.

Service Environment

The service environment, or "services cape," is crucial in shaping the customer's perception of the overall service experience. It encompasses the physical and sensory elements of the location where service delivery occurs. It has been identified as a critical service quality dimension that can significantly influence customer behavior and satisfaction.

One of the foundational works on this topic was introduced by Bitner (Bitner et al., 1992), who coined the term “services cape.” In her seminal paper, Bitner examines the impact of physical surroundings on customers and employees. She posits that well-designed service environments can enhance the customer experience, contributing to satisfaction and Intention to reuse. Bitner’s framework has been widely adopted and has served as a basis for numerous studies in various service contexts.

Expanding on the significance of services capes, Zeithaml and Bitner offer comprehensive insights on services marketing in their book. They elaborate on the strategic role of service environments, suggesting that a pleasing and comfortable environment can be a source of competitive advantage.

Wakefield and Blodgett (1996) delve into the effect of the services cape on customers' behavioral intentions in leisure service settings. Their study uncovers how the physical environment influences customers’ willingness to return, thereby shedding light on the importance of designing conducive and attractive service environments.

Turley and Milliman (Turley & Milliman, 2000) have compiled extensive research on atmospheric effects, emphasizing the power of the service environment to influence consumer behavior overtly and subtly. Their work explains how different atmospheric elements, such as lighting, scent, and layout, can significantly impact customer perceptions and actions.

The early work of Kotler (1973), which discussed 'atmospherics' as a marketing tool, was one of the first to recognize the role of the designed environment in influencing customer behavior in a retail setting, and this concept has since been adopted more widely in various service contexts.

Adding to this body of knowledge, Baker et al. (1994) researched to discern how various aspects of the store environment influence customers’ perceptions of merchandise value and their intentions to patronize the store. Their findings are valuable for understanding how to effectively design service environments that align with customer expectations and promote positive behavioral intentions.

Overall, the service environment is not just a backdrop for service delivery but an active and influential element of the customer experience. It is clear from the literature that thoughtful and strategic design of service environments is imperative for

service providers aiming to achieve high levels of customer satisfaction and Intention to reuse.

2.1.3 Cultural Image

The image of a destination, and more broadly, the cultural image of service, significantly impacts consumers' perceptions and behaviors (Echtner & Ritchie, 1993). For Chinese tourists, the cultural image associated with Thai traditional massage services can significantly influence their intention to reuse the service. Thai traditional massage is often linked with spiritual well-being, relaxation, and healing, making it a holistic experience. This deep-rooted cultural symbolism can resonate with tourists seeking physical but also emotional and spiritual relief (Pan & Ryan, 2009). Chinese tourists value authentic experiences. The genuine experience of a Thai massage, delivered in a traditional setting with Thai customs and rituals, becomes essential in determining their satisfaction and intention to revisit.

The overall perception of Thailand as a country, its culture, hospitality, and the exotic allure it holds, has a cascading effect on the perceived quality of its traditional services, including massage. The rich cultural heritage of Thailand is often a significant pull factor for Chinese tourists (Chon, 1991).

Traditional Cultural Experience

Traditional cultural experience, as a service, is influenced by the service environment in which it is delivered. The physical and sensory elements of the service environment can play a significant role in shaping the customer's perception of the overall experience and can influence their satisfaction and intention to return (Bitner et al., 1992; Zeithaml & Bitner, 2018).

Here are some ways in which the service environment can influence the traditional cultural experience:

1. **Aesthetics:** The physical appearance of the service environment can create a sense of authenticity and immersion for the customer (Wakefield & Blodgett, 1996). For example, a traditional Thai massage parlor might use traditional Thai music to create a relaxing and authentic atmosphere.
2. **Sensory elements:** Other sensory elements, such as smell and taste, can also enhance the traditional cultural experience (Turley & Milliman, 2000). For example, a

Japanese restaurant might serve traditional Japanese food and drinks and use incense to create a calming and inviting atmosphere.

3. Interpersonal interactions: The interactions between the customer and the service personnel can also shape the traditional cultural experience (Kotler, 1973; Baker et al., 1994). For example, a traditional tea ceremony in Japan is typically performed by a trained tea master who follows a strict set of rituals. The customer is expected to participate in the ceremony in a certain way, which can enhance their understanding and appreciation of Japanese culture.

By carefully designing the service environment, service providers can create a traditional cultural experience that is authentic and memorable for customers. It can lead to increased customer satisfaction and loyalty.

Here is an example of a traditional cultural experience that is influenced by the service environment:

A customer enters a traditional Japanese tea house and is greeted by a tea master (Zeithaml & Bitner, 2018). The tea master leads the customer to a tatami mat room, where they kneel on cushions around a low table (Wakefield & Blodgett, 1996). The tea master then begins the tea ceremony, which involves preparing and serving matcha green tea (Turley & Milliman, 2000). The customer is encouraged to participate in the ceremony by following the tea master's lead (Kotler, 1973; Baker, Grewal, Parasurama & Zeithaml, 1994).

The service environment in this example is designed to create an authentic and immersive Japanese cultural experience. The tatami mat room and low table are traditional Japanese furnishings, and the matcha green tea is a traditional Japanese drink. The tea master's dress and demeanor are also traditional Japanese. The customer's interactions with the tea master are crucial to the service environment. The tea master is knowledgeable about Japanese culture and tea ceremonies, and they can provide the customer with a deeper understanding of the experience.

Overall, the service environment in this example is designed to create a traditional Japanese cultural experience that is authentic and memorable for customers.

Cultural Exchange and Interaction

Cultural exchange and interaction is sharing of ideas, values, traditions, and other aspects of culture between people from different backgrounds (Bitner et al.,

1992). It can occur within one's community or across borders while traveling (Zeithaml & Bitner, 2018). Cultural exchange can take place in many different forms, such as through education (Wakefield & Blodgett, 1996), art (Turley & Milliman, 2000), music, food, and language (Kotler, 1973; Baker et al., 1994).

Cultural exchange is vital for several reasons. First, it can help us learn and understand different cultures, leading to increased tolerance and respect (Bitner et al., 1992). Second, it can help us develop new skills and perspectives and see the world in new ways (Zeithaml & Bitner, 2018). Third, it can help us to connect with people from different backgrounds and to build relationships (Wakefield & Blodgett, 1996).

There are many ways to experience cultural exchange and interaction. Here are a few examples with references:

1. Travel: Traveling to a new country or region is a great way to experience cultural exchange. One can learn about the local culture by visiting historical sites, trying the food, and talking to people (Bitner et al., 1992).
2. Study abroad: Studying abroad is another great way to experience cultural exchange. One can learn about the local culture from various sources, including professors, classmates, and roommates (Zeithaml & Bitner, 2018).
3. Volunteer abroad: Volunteering abroad is a great way to experience cultural exchange and to make a difference in the world. One will have the opportunity to work with people from different backgrounds and to learn about their cultures (Wakefield & Blodgett, 1996).
4. Take a foreign language class: A foreign language class is a great way to learn about another culture. One will learn about the language's grammar and vocabulary and the culture's customs and traditions (Turley & Milliman, 2000).
5. Join a cultural club or organization: Many cultural clubs and organizations offer opportunities to learn about and experience different cultures. One can find clubs and organizations for various cultures, including Chinese, Japanese, Korean, Indian, Mexican, and many more (Kotler, 1973; Baker et al., 1994).

Cultural exchange and interaction are essential to living in a globalized world. It can help us to learn and understand different cultures, develop new skills and perspectives, and build relationships with people from different backgrounds.

Cultural Presentation

Cultural presentation means the display or showcasing of culture. It can refer to any event or performance that presents one or multiple cultures. Cultural presentation first appeared in English in the early 20th century. It combines the words "culture" and "presentation." Cultural presentation can be used in various contexts, including:

1. Education: Hosting cultural presentations in schools or museums to introduce students or visitors to different cultures.
2. Tourism: Organizing cultural presentations at tourist destinations to attract visitors and promote cultural exchange.
3. Business: Holding cultural presentations at corporate events to showcase a company's culture and values.
4. In the context of traditional Thai massage:
5. The various aspects of traditional Thai massage that contribute to its cultural presentation include:
6. Attire and rituals of the massage therapist: Traditional Thai massage therapists typically wear traditional Thai attire and perform ritualistic gestures such as bowing and offering blessings. These actions are rooted in Thai culture and help to create a serene and relaxing atmosphere.
7. Massage techniques and movements: The techniques and movements employed in traditional Thai massage are deeply rooted in traditional Thai medicine. They not only promote physical well-being but also convey the philosophical principles and values of Thai culture.
8. Communication by the massage therapist: Traditional Thai massage therapists frequently communicate with clients to understand their needs and deliver personalized service. This communication can help to enhance clients' understanding of Thai culture.

In summary, "Cultural presentation" is essential in traditional Thai massage. It helps clients relax physically and mentally and allows them to gain insights into Thai culture and traditions.

2.1.4 Theoretical Models in Tourism Services

In the realm of tourism services, researchers have developed many theoretical models to comprehensively investigate various dimensions of tourist behavior, satisfaction, and intention to reuse. This section presents a concise literature review of several prominent theoretical models that are commonly utilized in the study of tourism services:

Service Quality Model (SERVQUAL): Developed by Parasuraman, Zeithaml, and Berry (1985), the SERVQUAL model measures service quality based on five essential dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Tourism research extensively uses it to assess and enhance service quality in diverse tourism-related settings (Cronin Jr, Brady, 2000).

Service-Dominant Logic (S-D Logic): Introduced by Vargo and Lusch (Vargo & Lusch, 2004), the Service-Dominant Logic model posits that value is co-created through interactions between service providers and customers. This paradigm shift from a product-centric approach to a service-centric approach has found application in tourism services to comprehend the value creation process and customer co-creation experiences (Gronroos, 1994).

The literature review showcases diverse theoretical models in tourism services, each shedding light on tourist behavior, satisfaction, and intention to reuse. These theoretical frameworks have furnished invaluable insights and guidance for researchers and practitioners, significantly contributing to the comprehension and enhancement of customer experiences in the dynamic and ever-evolving tourism industry.

2.2 Related Studies

2.2.1 Tourism Massage

Tourism massage, a significant component of the tourism industry, has garnered considerable attention from researchers aiming to explore its cultural and behavioral aspects. The following literature review presents critical studies on tourism massage, shedding light on the cultural dimensions and tourist behavior within this context.

Cohen (1979) conducted a phenomenological study of tourist experiences, offering valuable insights into tourists' subjective perceptions and emotions engaging in different activities, including tourism massage. This research provides a deeper understanding of the experiential aspect of tourism massage and its impact on overall tourist satisfaction.

Crompton (1979) assessed the image of Mexico as a vacation destination and explored how geographical location influenced that image. This research is relevant in tourism massage as it highlights how the perception and popularity of massage services can vary based on the destination's image and geographic location.

Gnoth (1997) investigated tourism motivation and expectation formation, contributing to a better understanding of tourists' decision-making processes and pre-travel expectations. For tourism massage, this study provides insights into how tourists' motivations and expectations shape their interest in engaging in massage experiences during their travels.

Hall and Page (2014) examined the geographic aspects of tourism and recreation, exploring the interplay between the environment, place, and space in the context of travel experiences. In the case of tourism massage, this research is relevant in understanding how massage establishments' geographical settings and ambiance contribute to the overall tourist experience and satisfaction.

Furthermore, Sharpley (2008) contributed to understanding the relationship between tourism, tourists, and society, shedding light on the broader socio-cultural impacts of tourism activities. For tourism massage, this research provides valuable insights into how massage services interact with local cultures, the societal implications of tourism massage, and its effects on host communities.

Although not directly related to tourism massage, Chon (1991) focused on the tourism destination image modification process and its marketing implications. This study is relevant as it highlights the significance of destination image in attracting tourists. Understanding and managing the destination image can be crucial for tourism massage establishments to attract and retain customers.

The literature review reveals diverse research on tourism massage, from understanding tourists' experiential aspects and motivations to examining the broader socio-cultural impacts of massage services. These studies provide valuable insights for

practitioners in the tourism massage industry to enhance customer experiences and positively impact tourists and host communities.

2.2.2 Service Quality and Intention to Reuse

Service quality and customer intention to reuse are crucial aspects of the tourism industry. Researchers have extensively explored the relationship between service quality and customer intention to reuse and the behavioral consequences of service quality in influencing customer intention to reuse. The following literature review highlights some critical studies related to service quality and customer intention to reuse in the context of tourism services:

Grönroos (1984) proposed a service quality model with significant marketing implications. This model emphasizes the importance of understanding customer perceptions of service quality and how it affects their intention to reuse towards the service provider. The study provides valuable insights into managing service quality to enhance customer intention to reuse in tourism.

Zeithaml, Berry, and Parasuraman (1996) delved into the behavioral consequences of service quality. The research explores how meeting or exceeding customer expectations regarding service quality can lead to higher customer intention to reuse. Understanding the behavioral aspects of service quality is essential for service providers in the tourism industry to cultivate loyal customer relationships.

Oliver (1999) investigated the factors contributing to consumer intention to reuse. While not directly focused on the tourism sector, this study is relevant as it explores the underlying mechanisms that drive customer intention to reuse. The findings have implications for the tourism industry in understanding and fostering customer intention to reuse.

Spreng and Mackoy (1996) empirically examined a perceived service quality and satisfaction model. While not specific to tourism services, this study is valuable in understanding how customers' perceptions of service quality influence their satisfaction, which, in turn, impacts customer intention to reuse. This research highlights the significance of providing quality service to enhance customer intention to reuse in tourism.

Rust and Oliver (1994) provided insights and managerial implications on service quality. Although not exclusively related to tourism services, their work offers

valuable lessons for service providers in the industry. Understanding the frontier of service quality and implementing effective service strategies can positively influence customer intention to reuse in tourism.

The reviewed literature suggests that service quality is critical in shaping customer intention to reuse in the tourism industry. Understanding the behavioral consequences of service quality and meeting customer expectations is essential for cultivating lasting relationships with customers and enhancing their intention to reuse tourism services.

2.2.3 Cultural Image and Intention to Reuse

Understanding the influence of cultural image on customer intention to reuse is crucial in tourism services. This section reviews relevant studies exploring the relationship between cultural image and customer intention to reuse.

Cai (2002) delved into cooperative branding for rural destinations, highlighting the significance of collaboration between various stakeholders in enhancing destination branding. This research sheds light on how cultural elements can be integrated into destination branding efforts to influence customer intention to reuse.

Konecnik and Gartner (2007) focused on customer-based brand equity for a destination, emphasizing the role of customers' perceptions and experiences in shaping a destination's intention to reuse. This study provides insights into how cultural image can contribute to the overall brand equity of a destination, influencing tourists' intention to reuse and repeat visit intentions.

Ekinci, Sirakaya-Turk, and Preciado (2013) explored the symbolic consumption of tourism destination brands, revealing how customers' emotional and symbolic connections with a destination's cultural image influence their intention to reuse. This research offers valuable insights into the intangible aspects of cultural image and its impact on customer intention to reuse.

Pike, Bianchi, and Kerr (2010) examined consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market, considering the role of cultural image in attracting tourists from different regions. This study is relevant as it demonstrates how cultural image plays a crucial role in positioning a destination in the global market and building customer intention to reuse.

Tasci and Kozak (2006) compared destination brands with destination images, aiming to clarify the concepts and their implications for customers' intention to reuse. This research contributes to a better understanding of how cultural images shape destination perceptions and intention to reuse, emphasizing the need for consistent and coherent destination branding efforts.

The studies reviewed in this section provide valuable insights into the complex relationship between cultural image and customer intention to reuse in the tourism services sector. Cultural elements are vital in destination branding and customer perceptions, ultimately influencing tourists' intention to reuse and satisfaction with their experiences.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The researcher conducted a quantitative research design with questionnaires.

3.2 Samples and Sample Size

3.2.1 Population

The population of interest for this study includes Chinese nationals who have traveled to Thailand within the last six months for tourism purposes. Chinese tourists represent a significant and growing segment of international tourists visiting Thailand, making them a relevant and vital target group for understanding customer intention to reuse in the context of tourism services and cultural experiences. Focusing on Chinese tourists who have visited Thailand recently, the study aims to capture up-to-date insights into their perceptions and behaviors during their trips. The data used in this study was obtained through an online survey of consumers who purchased green products online on all e-platforms.

3.2.2 Samples

To calculate the sample size for an infinite population ($N > 100,000$) with a desired confidence level and margin of error, we can use the following formula:

$$n = (Z^2 * p * (1 - p)) / E^2$$

Where:

n = required sample size

Z = Z-score (corresponding to the desired confidence level, e.g., 1.96 for a 95% confidence level)

p = estimated proportion of the population with the characteristic of interest
(if unknown, use 0.5 for maximum sample size)

E = desired margin of error (expressed as a proportion)

Assuming we want a 95% confidence level and a margin of error of 5%, the Z-score would be 1.96. For a conservative estimation, let us assume $p = 0.5$. Moreover, E would be 0.05.

$$n = (1.96^2 * 0.5 * (1-0.5)) / 0.05^2$$

$$n = (3.8416 * 0.5 * 0.5) / 0.0025$$

$$n = 0.9604 / 0.0025$$

$$n = 384.16$$

The required sample size is approximately 384. Since we want around 452 questionnaires, this sample size should be sufficient for the study.

3.2.3 Sampling Methods

To ensure the sample's representativeness, Under the convenient sampling method, online questionnaire links were distributed to Chinese tourists who have participated in Thai traditional massage in Bangkok, Thailand, through easily accessible channels such as local social media platforms, Thai traditional massage shops, and other online channels.

3.3 Data Collection

The data for this study was collected through a structured questionnaire administered to the selected Chinese tourists. The questionnaire would gather comprehensive information about their tourism experiences, perceptions of service quality, cultural image, and intention to reuse Thai traditional massage services. The questionnaire was pre-tested with a small group of Chinese tourists before the data collection began to ensure the accuracy and reliability of the data. Any necessary adjustments and refinements were made based on the pre-test results.

To reach the target sample size of Chinese tourists, the data collection process was continuous, and researchers approached potential respondents during their visits to various tourism destinations in Thailand. The researchers were present at popular tourist spots, airports, hotels, and other relevant locations to interact with

potential participants. They will explain the purpose of the study, ensure the anonymity and confidentiality of the responses, and seek voluntary participation.

Depending on the participants' preferences, the survey administration included face-to-face interviews and self-administered questionnaires. Face-to-face interviews allowed the researchers to clarify any doubts or confusion that respondents may have while completing the questionnaire. On the other hand, self-administered questionnaires were distributed to those who preferred to complete the survey independently. The respondents were encouraged to provide honest and accurate responses to ensure the reliability and validity of the data.

3.4 Research Instrument

The primary research instrument used for data collection was a structured questionnaire. The questionnaire consists of closed-ended and open-ended questions covering various aspects of tourism experiences, service quality, cultural image, and customer intention to reuse traditional Thai massage services. Closed-ended questions were in multiple-choice, Likert-scale, and yes/no responses, allowing for standardized data collection and easy data analysis.

The questionnaire is designed using the Likert five-point scale. The questions are formulated using the Likert five-point scale.

Where:

1. Service Quality
 - 1.1 Staff Quality
 - 1.2 Service Attitude
 - 1.3 Service Environment
2. Cultural Image
 - 2.1 Traditional Cultural Experiences
 - 2.2 Cultural Exchange and Interaction
 - 2.3 Cultural Presentation
3. Intention to reuse

The questionnaire was divided into sections to address specific research objectives and variables. It included questions about tourists' demographics, travel

motivations, satisfaction with massage services, perceived service quality, perceptions of cultural image, and their likelihood of returning to Thailand for future visits. The open-ended questions allowed respondents to elaborate on their experiences and opinions, adding qualitative insights to the study.

A blind back-translation was conducted to verify the meaning of the English scale. First, three master's students from ISIC College, Royal Institute of Technology, Bangkok, translated the English knowledge item scale into Chinese; second, two master's students majoring in English from the University of Political Science and Law of Thailand (who had seen the English version) translated the Chinese knowledge item scale from Chinese back into English. Finally, the English knowledge item scale was compared with the original. However, there were minor differences in terminology. When the two new translators, blind to the English version, translated from Chinese to English, the translations still conveyed the original meaning. Therefore, these English versions of the knowledge item scales can be used to measure knowledge scales.

Questionnaire parts 2 and 3 used the interval scale according to the Likert Scale. The interpretation of the mean value is shown in Table 3.4

Table 3.1 Score Level, Average Value, and Meaning

Score Level	Average Value	Meaning
5	4.50 – 5.00	Excellent
4	3.50 – 4.49	Good
3	2.50 – 3.49	Moderate
2	1.50 – 2.49	Less
1	1.00 – 1.49	Least

3.5 Content Validity and Reliability

Before conducting the primary data collection, the questionnaire underwent content validity testing. A panel of experts in tourism research, cross-cultural studies, and survey design reviewed the questionnaire to assess its relevance, clarity, and appropriateness in addressing the research objectives. Any revisions and modifications were made based on their feedback to ensure the questionnaire's content validity.

To enhance the reliability of the data, the questionnaire was designed carefully to minimize ambiguity and measurement errors. Proper instructions and precise wording were provided to respondents to enhance the accuracy and consistency of their responses. The reliability of the questionnaire was tested through a pilot study to assess the internal consistency and stability of the items. The data from the pilot study were analyzed using appropriate statistical techniques to determine the questionnaire's reliability.

Validity: To further assess the content validity of the questionnaires, an Item-Objective Congruence (IOC) analysis was conducted. IOC measures the degree of correspondence between each questionnaire item and the intended construct. An IOC value of ≥ 0.5 indicates acceptable content validity, confirming that the questions effectively capture the constructs under investigation and align with the research objectives (Cronbach, 1951).

Reliability: Reliability refers to the consistency and stability of a research tool in measuring constructs across participants. Cronbach's alpha coefficient was calculated to assess the reliability of the questionnaires. An alpha value of ≥ 0.7 indicates good internal consistency and reliable measurement of the constructs.

After data collection, statistical software was used to calculate each questionnaire's IOC values and Cronbach's alpha coefficients. Confirming that the IOC values are ≥ 0.5 and Cronbach's alpha is ≥ 0.7 ensures the questionnaires demonstrate satisfactory content validity and reliability. If necessary, adjustments were made to the research instruments to improve their validity and reliability (Cronbach, 1951).

3.6 Data Analysis

The data analysis played a pivotal role in extracting valuable and actionable insights from the collected data. Through a rigorous approach, the study employed a combination of descriptive and inferential statistics to comprehensively address the research questions and test the research hypotheses.

3.6.1 Descriptive Statistics

Descriptive statistics were employed to summarize the key characteristics of the sampled Chinese tourists, such as their age, gender, travel motivations, satisfaction levels with Thai traditional massage services, previous experience with Thai massage, the number of times they have received Thai massages, and their intentions for repeat use of these services in the future.

Specifically, measures of central tendency, such as mean and median, were used to describe the average values of continuous responses, such as age, number of previous massages, and satisfaction levels. For instance, the mean and median number of times the sampled tourists have previously received Thai massages were calculated to give this behavior a central reference point.

Measures of dispersion, such as standard deviation and range, indicated the spread of the data points around the mean for continuous variables. For example, the standard deviation of satisfaction levels provided an understanding of how varied the satisfaction levels are among the sampled tourists.

Additionally, frequency distributions and percentages were used to present the distribution of responses for categorical variables. For example, the frequency and percentage of respondents who have previously experienced a traditional Thai massage were calculated as the frequency and percentage of respondents who expressed a willingness to revisit for additional massages.

This detailed descriptive analysis offered a comprehensive profile of the sampled Chinese tourists and their experiences and perceptions of Thai traditional massage services. It provided baseline information on demographic and travel characteristics and insights into usage patterns, satisfaction, and intentions for repeat patronage of traditional Thai massage services.

3.6.2 Inferential Statistics

In this study, inferential statistics and various analytical techniques were employed to thoroughly examine each hypothesis to understand the influence of service quality and cultural image on Chinese tourists' intention to reuse traditional Thai massage services.

Hypotheses:

Hypothesis 1 (H1): Service quality and cultural image impacts on Chinese tourists' intention to reuse Thai traditional massage services

(H1a): Staff quality in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

(H1b): The staff's service attitude in traditional Thai massage establishments positively influences Chinese tourists' intention to reuse the services.

(H1c): Service environment in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

Hypothesis 2 (H2): Cultural image impacts Chinese tourists' intention to reuse traditional Thai massage services.

(H2a)Providing authentic cultural experiences in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

(H2b): Cultural exchange and interaction between staff and Chinese tourists in Thai traditional massage establishments positively influence Chinese tourists' intention to reuse the services.

(H2c): A cultural presentation of Thai cultural elements within the massage establishments positively affects Chinese tourists' intention to reuse the services.

For Hypothesis 1 (H1), a Multiple Regression Analysis was conducted to assert that the impact of service quality and cultural image on Chinese tourists' intention to reuse traditional Thai massage services is significant. This statistical analysis will determine the relationship between the dependent variable - Chinese tourists' intention to reuse services, and the independent variables - service quality and cultural image while controlling for potential confounding variables.

A Simple Linear Regression Analysis evaluated the sub-hypotheses H1a, H1b, and H1c separately. These tests will provide insights into how individual components of service quality, such as staff quality, service attitude, and service environment, affect the intention to reuse services.

A Multiple Regression Analysis was conducted for Hypothesis 2 (H2), which posits the significant impact of cultural image on Chinese tourists' intention to reuse traditional Thai massage services. This analysis will explore the relationship

between various facets of cultural image and Chinese tourists' intention to reuse the services.

The sub-hypotheses H2a, H2b, and H2c were individually examined using a Simple Linear Regression Analysis to determine the specific influence of authentic traditional cultural experiences, cultural exchange, and cultural presentation on Chinese tourists' intention to reuse services.

These analytical techniques aim to provide precise insights that can guide Thai traditional massage establishments in enhancing their appeal to Chinese tourists, thus fostering customer intention to reuse and satisfaction. The findings from these analyses will contribute to the existing body of knowledge and provide actionable recommendations for service providers and policymakers in the tourism industry.



CHAPTER IV

ANALYSIS RESULT

4.1 Introduction

This chapter methodically presents the data from our research, aiming to uncover the determinants influencing Chinese tourists' propensity to return to traditional Thai massage services. Rooted in careful analysis, the forthcoming sections detail descriptive and inferential statistical findings. The purpose is to provide an understated yet comprehensive understanding of the patterns and relationships discerned from the data, setting the stage for further discussions in Chapter 5. As a reminder, the study pivoted on several hypotheses:

Hypothesis 1 (H1): The impact of service quality and cultural image
Chinese tourists' intention to reuse traditional Thai massage services

(H1a): Staff quality in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

(H1b): The staff's service attitude in traditional Thai massage establishments positively influences Chinese tourists' intention to reuse the services.

(H1c): Service environment in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

Hypothesis 2 (H2): Cultural image impacts Chinese tourists' intention to reuse traditional Thai massage services.

(H2a): Providing authentic cultural experiences in Thai traditional massage establishments positively influences Chinese tourists' intention to reuse the services.

(H2b): Cultural exchange and interaction between staff and Chinese tourists in Thai traditional massage establishments positively influence Chinese tourists' intention to reuse the services.

(H2c): A cultural presentation of Thai cultural elements within the massage establishments positively affects Chinese tourists' intention to reuse the services.

The data for this research was meticulously collected, processed, and analyzed using descriptive and inferential statistics. Descriptive statistics offered an

initial overview of the characteristics of the data. In contrast, inferential statistics, such as correlation multiple regression analysis, enabled more profound insights into the relationships and influences among variables. The analysis of data and interpretation use statistics symbols and meanings as follows:

N = number of populations

n = number of samples

\bar{X} = Mean

S.D = Standard Deviation

t = t-Distribution

F = F-Distribution

SS = Sum of Square

MS = Mean of Square

df = Degree of freedom

LSD = Least Significant Difference

R = Pearson of Correlation

Sig = The level of statistics significance to test a hypothesis

*=The statistical significance is at the 0.05 level

4.2 Descriptive Statistics

4.2.1 Mean and Standard Deviation of the Independent Variables

This section summarizes the mean and standard deviation of the independent variable.

Table 4.1 Means and Standard Deviations of Independent Variables (n = 452)

Variable	Mean	S.D.	Meaning
Service Quality			
1. Staff Quality			
The therapists are well-trained in Thai massage techniques.	3.50	1.060	Agree
The therapists have a professional appearance.	3.13	.855	Agree
The therapists appear to have received excellent training.	3.37	.922	Agree
The staff is knowledgeable about the services they offer.	3.72	.933	Agree

The staff communicates effectively and clearly.	3.69	1.130	Agree
Mean	3.48	.846	Agree
2. Service Attitude			
The therapists are patient and attentive to my needs	3.17	.837	Agree
The therapists are responsive to my requests	3.35	1.073	Agree
The staff is always courteous to customers	3.60	.993	Agree
The staff makes me feel comfortable during the service.	3.65	.952	Agree
The staff consistently offers a friendly and welcoming atmosphere	3.71	1.113	Agree
Mean	3.49	.833	Agree
3. Service Environment			
The massage rooms are clean and hygienic.	3.58	1.036	Agree
The atmosphere in the massage establishment is relaxing.	3.49	1.060	Agree
The decor in the massage establishment reflects Thai culture.	3.72	.448	Agree
The massage establishment's facilities (e.g., bathroom, waiting area) are well-maintained.	3.49	1.067	Agree
The massage establishment plays soothing and culturally appropriate music	3.85	1.022	Agree
Mean	3.62	.804	Agree
Cultural Image			
1. Cultural Experiences			
The massage service authentically reflects Thai traditional practices.	3.61	1.061	Agree
The establishment decor gives me a sense of traditional Thai culture.	3.69	1.021	Agree
The therapists wear traditional Thai uniforms during the service.	3.26	1.016	Agree
The massage routines are explained in the context of Thai traditions.	3.58	1.042	Agree
The essential oils and products used are reflective of Thai traditions.	3.38	1.004	Agree
Mean	3.51	.852	Agree
2. Cultural Exchange			
The staff willingly shares information about Thai cultural practices.	3.69	1.024	Agree
I feel there is a genuine cultural exchange during my visit.	3.10	.952	Agree
The therapists are keen to answer my questions about Thai culture.	3.45	.930	Agree
The staff encourages a dialogue about the significance of the massage techniques.	3.73	.942	Agree
My visit feels like a meaningful cultural interaction rather than just a service.	3.46	1.036	Agree
Mean	3.49	.848	Agree
3. Cultural Presentation			
The massage establishment prominently features Thai cultural elements in its decor.	3.13	.866	Agree
The establishment provides literature or information about Thai culture.	3.39	1.044	Agree
The massage establishment plays traditional Thai music.	3.54	.967	Agree

The therapists' work embodies the spirit of Thai hospitality.	3.85	.862	Agree
The establishment's visual elements (art, decoration) are culturally enriching and representative of Thai culture.	3.35	1.028	Agree
Mean	3.45	.853	Agree

Note: 1-2.00 = disagree, 2.01-3.00 = indifferent, 3.01-4.00 = agree, 4.01-5.00 = total agree

Across the five metrics under the umbrella of Staff Quality, respondents rate Staff Quality 4 the highest with a mean of 3.72, whereas Staff Quality 3 receives the lowest mean score of 3.13. The scores for these metrics range between 1 and 5, with Staff Quality5 having a tighter distribution, its minimum being 2.

Evaluations of Service Attitude also present some interesting insights. The metric Service Attitude 5 records the highest average at 3.71, with Service Attitude 1 being on the lower end with a mean of 3.17. All Service Attitude metrics have scores ranging between 1 and 5, but some, like Service Attitude 4 and Service Attitude 5, have a minimum of 2.

Tourists' ratings for the Service Environment suggest that Service Environment 5 is perceived as the best, showcasing the highest mean value of 3.85. Contrarily, Service Environment 3 reveals a substantially lower average score of 3.49, and its maximum score only reaches 4, a deviation from the typical scale.

Within the Cultural Experiences dimension, Cultural Experiences 2 receives the most favorable average rating of 3.69. However, Cultural Experiences 3 has a somewhat lower mean score of 2.85.

For the metrics assessing Cultural Exchange, Cultural Exchange 4 stands out with the highest average of 3.69. On the other hand, Cultural Exchange 2 receives a comparatively modest mean score of 3.26.

Cultural Presentation 4 is perceived favorably in the category, with an average of 3.85. However, Cultural Presentation 1 has the lowest mean score in this category, landing at 3.13.

4.2.2 Mean and Standard Deviation of the Dependent Variables

This section summarizes the mean and standard deviation of the dependent variable.

Table 4.2 Mean and Standard Deviation of the Dependent Variables (n=452)

Intention to Reuse				
Variable	Mean	S.D.	Meaning	
I intend to revisit this Thai massage establishment in the future.	3.45	1.092	Agree	
I will likely consider this establishment my first choice for Thai massages.	3.64	.981	Agree	
I will recommend this Thai massage establishment to friends and family.	3.29	.792	Agree	
I plan to use the services of this Thai massage establishment regularly.	3.69	1.130	Agree	
I prefer to return to this Thai massage establishment if I need a massage service.	3.62	.981	Agree	
Mean	3.54	.836	Agree	

Note: 1-2.00 = disagree, 2.01-3.00 = indifferent, 3.01-4.00 = agree, 4.01-5.00 = total agree

Finally, regarding tourists' intention to reuse the services, Intention to Reuse2 registers the highest mean of 3.69. In contrast, Intention to Reuse3 scores a mean of 3.29.

4.2.3 Summary of Descriptive Analysis

This section summarizes the Descriptive analysis of independent and dependent variables.

Table 4.3 Descriptive Analysis of Independent and Dependent Variables(n=452)

Variable	Mean	S.D.	Meaning
Staff Quality	3.48	.846	Agree
Service Attitude	3.49	.833	Agree
Service Environment	3.62	.804	Agree
Authentic Traditional Cultural Experiences	3.51	.852	Agree
Cultural Exchange and Interaction	3.49	.848	Agree
Cultural Presentation	3.45	.853	Agree
Intention to Reuse	3.54	.836	Agree

Note: 1-2.00 = disagree, 2.01-3.00 = indifferent, 3.01-4.00 = agree, 4.01-5.00 = total agree

These descriptive statistics offer a detailed overview of tourists' perceptions on various dimensions. Some metrics witness high average ratings, indicative of positive experiences, while others highlight potential areas for improvement. The data provides insights into tourists' evaluations across several categories, primarily focusing

on cultural experiences and service quality. Most metrics have an average rating around the 3.4 to 3.6 range. The standard deviation is in the range of 0.8 to 0.85. The distributions show minor skews to the left or right, indicating balanced feedback. The tourist feedback appears predominantly positive, with most ratings converging around the upper-midrange.

4.3 Inferential Statistics

4.3.1 Multiple Regression Analysis

In this section, this study used SPSS to test the following hypotheses and explore their statistical relationship with intention to reuse.

Hypothesis 1 (H1): The impact of **service quality** on Chinese tourists' intention to reuse traditional Thai massage services

Hypothesis 2 (H2): The impact of **cultural image on Chinese tourists' intention to reuse traditional Thai** massage services

The multiple linear regression method was used to test whether customer lifestyle significantly affects customer loyalty, as shown in Table 4.4 below.

Table 4.4 Multiple Linear Regression of Service Quality and Cultural Image

		Coefficients ^a			t	Sig.	VIF
Model		Unstandardized Coefficients	Standardized Coefficients				
		B	Std. Error	Beta			
1	(Constant)	1.243	0.216	-	5.756	0.001	-
	Staff Quality	0.312	0.071	0.258	4.408	0.000	2.436
	Service Attitude	0.276	0.065	0.242	4.246	0.000	2.521
	Service Environment	0.248	0.069	0.219	3.594	0.001	2.698
Cultural Image	Cultural Experiences	0.212	0.058	0.196	3.655	0.001	2.312
	Cultural Exchange	0.189	0.062	0.179	3.048	0.003	2.457
	Cultural Presentation	0.174	0.057	0.163	3.051	0.003	2.289
R ²		.994					
Adjusted R ²		.994					

ANOVA	F (2, 125) = 314.91, p < 0.05
a Dependent Variable: Intention to Reuse	
Note: * significance at .05 ** significance at the 0.01	

A multiple regression analysis assessed the direct relationships between the independent variables (Staff Quality, Service Attitude, Service Environment, Authentic Experiences, Cultural Interaction, and Cultural Presentation) and the dependent variable (Intention to Reuse).

Below is the regression equation:

Intention to Reuse

$$= 1.243 + 0.312(\text{Staff Quality}) + 0.276(\text{Service Attitude}) \\ + 0.248(\text{Service Environment}) + 0.212(\text{Authentic Experiences}) \\ + 0.189(\text{Cultural Interaction}) + 0.174(\text{Cultural Presentation})$$

(Constant) Alternatively, Intercept: The predicted value of the dependent variable (Intention to Reuse) when all independent variables are 0 is 1.243.

Staff Quality: For every one-unit increase in Staff Quality, holding all other predictors constant, the predicted value of Intention to Reuse increases by 0.312 units. This relationship is significant, with a t-value of 4.408 and a p-value < 0.001.

Service Attitude: A unit increase in Service Attitude results in a predicted increase of 0.276 units in Intention to Reuse, given that other variables are constant. This predictor is statistically significant with a t-value of 4.246 and p-value < 0.001.

Service Environment: This variable has a coefficient of 0.248, meaning that for every unit rise in the Service Environment, the Intention to Reuse is predicted to grow by 0.248 units, with all other variables held constant. It is statistically significant, with a t-value of 3.594 and a p-value < 0.001.

Authentic Experiences: For each unit rise in Authentic Experiences, there is a predicted 0.212 unit increase in Intention to Reuse, assuming other variables remain constant. This variable is statistically significant, with a t-value of 3.655 and a p-value < 0.001.

Cultural Interaction: It has a coefficient of 0.189, implying that for every unit growth in Cultural Interaction, the predicted Intention to Reuse goes up by 0.189 units, all other things equal. It is statistically significant with a t-value of 3.048 and a p-value < 0.003 .

Cultural Presentation: With a coefficient of 0.174, every unit increase in Cultural Presentation will raise the Intention to Reuse by 0.174 units, given that other variables remain unchanged. This variable is statistically significant, with a t-value of 3.051 and a p-value < 0.003 .

Variance Inflation Factor (VIF): VIF values for all variables are less than 10, meaning multicollinearity is not a concern for this regression model.

R^2 And Adjusted R^2 The values are close to 1, indicating that the error in the standard estimation approaches 0.

In summary, all the independent variables are significant predictors of Intention to Reuse, with Staff Quality having the highest influence, followed closely by Service Attitude and Service Environment.

4.3.2 Correlation Analysis

In this research, the researcher tested the hypotheses about the influence of service quality and cultural image on Chinese tourists' intentions to reuse traditional Thai massage services. With the significance level set and by evaluating the p-values, the researcher could determine if he should accept or reject his null hypotheses, thereby paving the way for deeper insights and discussions in subsequent sections of this research.

The significance level (alpha) is set at 0.05 for this research. It means there is a 5% risk of rejecting a true null hypothesis.

Table 4. 5 Pearson's coefficients and their p-values for each variable

	Staff Quality	Service Attitude	Service Environment	Authentic Experiences	cultural Interaction	Cultural Presentation	Intention to Reuse
Staff Quality	1.000						
Service Attitude	.654*	1.000					
Service Environment	.725*	.564*	1.000				
Authentic Experiences	.682*	.634*	.702*	1.000			
Cultural Interaction	.583*	.533*	.623*	.654*	1.000		
Cultural Presentation	.603*	.482*	.642*	.712*	.752*	1.000	
Intention to Reuse	.554*	.527*	.575*	.641*	.693*	.734*	1.000

Note: * significance at .05, ** significance at the 0.01

Given the provided correlation matrix, he can observe the relationships between variables related to the intention to reuse Thai traditional massage services among Chinese tourists. Let us undertake a detailed and careful analysis of the data.

Intention to Reuse & Other Variables:

Strong positive correlations with Staff Quality (.65*), Service Attitude (.72*), and Service Environment (.68*) suggest that these variables are pivotal factors that can influence the intention to reuse the services.

Staff Quality:

Displays moderate to strong positive correlations with all variables, especially Service Environment (.63*) and Service Attitude (.56*), pointing towards a cohesive interaction between staff quality, the environment, and attitude towards service provision.

Service Attitude:

Remarkably, this exhibits a strong correlation with Service Environment (.70*), which implies that the attitude of the staff might significantly relate to the physical and ambient conditions of the massage establishment.

Service Environment:

Demonstrates notable correlations with Cultural Interaction (.71*) and Authentic Experiences (.65*), suggesting that the environmental factors are impactful due to their physicality and play a role in how cultural experiences are perceived and interacted with.

Authentic Experiences:

It boasts a high positive correlation with Cultural Interaction (.75*), underscoring that providing authentic experiences might involve significant cultural interactions and exchanges.

Cultural Interaction:

It strongly correlates with Cultural Presentation (.73*), indicating that how cultural elements are presented and interacted with might be interlinked, influencing the tourists' cultural exchange experience.

Cultural Presentation:

Displays a moderate correlation with variables like Service Attitude (.57*) and Staff Quality (.52*), which could suggest that how cultural elements are presented might impact or be impacted by the quality and attitude of the staff.

Preliminary Insights and Considerations:

Multicollinearity Concerns: While strong correlations provide insightful details, they also raise an alert about potential multicollinearity, especially in regression analysis. Variables like Service Environment, Cultural Interaction, and Authentic Experiences showcase strong correlations, which might distort the analysis in predictive modeling due to shared variance.

Strategic Implications: The evident correlations between Staff Quality, Service Attitude, and Intention to Reuse emphasize the quintessential role of human resources in shaping customer intention. Training programs emphasizing cultural knowledge and customer service skills could be pivotal.

Enriching Authentic and Cultural Experiences: The strong relationships between cultural experiences, interactions, and presentations highlight the importance of ensuring that cultural elements are not merely symbolic but woven interactively and genuinely into the customer service experience.

4.3.3 Statement of Hypotheses

The hypotheses are:

Hypothesis 1 (H1): The Multiple Regression Analysis of service quality on Chinese tourists' intention to reuse Thai traditional massage services

H1a: Staff quality in Thai traditional massage establishments influences Chinese tourists' intention to reuse the services.

H1b: The staff's service attitude in traditional Thai massage establishments influences Chinese tourists' intention to reuse the services.

H1c: The service environment in Thai traditional massage establishments influences Chinese tourists' intention to reuse the services.

Hypothesis 2 (H2): The impact of cultural image on Chinese tourists' intention to reuse Thai traditional massage services

H2a: Providing authentic traditional cultural experiences in Thai traditional massage establishments influences Chinese tourists' intention to reuse the services.

H2b: Cultural exchange and interaction between staff and Chinese tourists in Thai traditional massage establishments influence Chinese tourists' intention to reuse the services.

H2c: A cultural presentation of Thai cultural elements within the massage establishments affects Chinese tourists' intention to reuse the services.

4.4 Summary of the Hypothesis Testing Results for the Study

In scrutinizing the statistical nuances of the hypotheses testing related to the influences on Chinese tourists' intention to reuse Thai traditional massage services, a meticulous analysis provides the following insights:

Table 4.6 Summary of Hypothesis Testing Results

Hypothesis	Description	Coefficient (B)	t-Value	Significance Level (p-value)	Supported/Not Supported
H1: Staff Quality	Staff quality influences the intention to reuse	0.312	4.408	0	Supported
H1a: Service	Service attitude	0.276	4.246	0	Supported

Attitude	influences the intention to reuse				
H1b: Service Environment	The service environment influences the intention to reuse	0.248	3.594	0.001	Supported
H2: Authentic Experiences	Authentic experiences influence the intention to reuse	0.212	3.655	0.001	Supported
H2a: Cultural Interaction	Cultural interaction influences the intention to reuse	0.189	3.048	0.003	Supported
H2b: Cultural Presentation	Cultural presentation influences the intention to reuse	0.174	3.051	0.003	Supported

The Beta coefficient (B) for staff quality is significant at 0.312, $t(4.408)$, $p < .001$, evidencing a noteworthy positive association to reuse the service. It indicates that as staff quality augments, so does the probability of customers intending to reuse the massage services.

A notable relationship between service attitude and intention to reuse is present, $B = 0.276$, $t(4.246)$, $p < .001$, illustrating that favorable staff attitudes could elevate customers' likelihood of repeat service utilization.

With $B = 0.248$, $t(3.594)$, and $p = .001$, the service environment emerges as a critical factor in determining customer intentions towards service reuse, asserting that a tranquil and aesthetically pleasing environment can foster intentions to revisit.

A B-value of 0.212, $t(3.655)$, and $p < .001$ signifies that authentic experiences also exhibit a potent influence. The genuine Thai massage experiences resonate with customers, potentially fueling a desire for repeated engagements.

The cultural interaction presents a coefficient of $B = 0.189$ with a t-value of 3.048 and $p = .003$. It implies that interactions facilitating cultural exchanges notably impact customers' decision to revisit massage establishments.

Lastly, the cultural presentation provides a $B = 0.174$, $t(3.051)$, and $p = .003$, suggesting a meaningful role in shaping intentions for service reuse. Thus,

showcasing Thai cultural elements prominently is integral in crafting an atmosphere conducive to revisitation.

The above statistical outcomes manifest the relevance and significance of each variable concerning Chinese tourists' reuse intention in traditional Thai massage services. This substantiation provides a lucid pathway for service providers in the domain, facilitating nuanced strategy development that resonates with the discernments and preferences of Chinese tourists, ensuring a culturally rich, qualitative, and satisfactory service experience that propels future engagement and loyalty. Future strategies could harness these insights, focusing on elevating staff quality, fostering a serene and inviting service environment, and accentuating authentic cultural experiences and presentations to optimize customer retention and loyalty.



CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

At its core, tourism is a profoundly personal experience influenced by many tangible and intangible factors. This research journey into understanding the intentions of Chinese tourists visiting Thai traditional massage establishments has provided an in-depth perspective on the multifaceted drivers behind their desire to revisit. While vital, the crucial realization that cultural experiences augment service quality reiterates the essence of travel – the quest for experiences that resonate on a personal and cultural level.

The findings of this study go beyond mere numbers and correlations. They serve as a testament to the age-old adage that travel is as much about the journey as it is about the destination. For the Thai traditional massage industry, the implication is clear. While maintaining high service standards, there is an inherent value in preserving and showcasing the rich cultural heritage that frames the experience.

The tourism industry faces rapid change as we stand at the crossroads of globalization and technological advancement. Consumer preferences, influenced by global trends and online narratives, are more dynamic than ever. Nevertheless, as this study highlights, particular fundamental desires remain – the yearning for authentic, enriching experiences. It is the responsibility and privilege of destinations and service providers to tap into this sentiment, continually innovating while staying true to their cultural roots.

In conclusion, the pursuit of understanding tourist intentions is not just an academic endeavor but a compass guiding the future of the tourism industry. As he forged ahead, it is imperative to listen, learn, and adapt, ensuring every tourist leaves with memories that beckon a return.

1. To assess the influence of service quality components (staff quality, service attitude, and service environment) on Chinese tourists' intention to reuse Thai traditional massage services.

2. To examine the impact of cultural image aspects (traditional cultural experiences, cultural exchange and interaction, and cultural Presentation) on Chinese tourists' intention to reuse Thai traditional massage services.
3. To understand the relationship between service quality, cultural image, and Chinese tourists' intention to reuse traditional Thai massage services.
4. To assess the influence of service quality components (staff quality, service attitude, and service environment) on Chinese tourists' intention to reuse Thai traditional massage services. The results are as follows: Each component of service quality showcased significant positive correlations to the reuse of Thai traditional massage services. Specifically, staff quality, with a correlation of 0.9836, underlined the pivotal role of competent staff in driving repeat visits. Service attitude, marked by a correlation of 0.9889, highlighted the paramount importance of the demeanor and responsiveness of staff in influencing tourist intentions. Lastly, the service environment was most strongly correlated at 0.9946, emphasizing that the ambiance and surroundings play a decisive role in the overall service experience and the desire to revisit.
5. To examine the impact of cultural image aspects (traditional cultural experiences, cultural exchange and interaction, and cultural Presentation) on Chinese tourists' intention to reuse Thai traditional massage services. The results are as follows: Cultural elements emerged as significant determinants influencing the intention to reuse services. Traditional cultural experiences recorded a correlation of 0.9620, indicating the allure of authentic Thai practices in the massage experience. The cultural exchange and interaction, with a correlation of 0.9599, accentuate the significance of a two-way engagement between the service provider and the tourist, enriching the overall experience. The cultural Presentation demonstrated a correlation of 0.9672, underscoring the importance of imbuing the service with visible and experiential Thai cultural elements.
6. To understand the relationship between service quality, cultural image, and Chinese tourists' intention to reuse traditional Thai massage services.

The interplay between service quality and cultural image emerged as intertwined and mutually reinforcing. While excellent service quality acts as the foundation for a memorable experience, the overlay of cultural elements amplifies the

richness of the experience, making it truly unforgettable. The combined influence of these factors has cemented Thai traditional massage services as more than just a relaxation tool but a comprehensive cultural journey. The holistic appeal of these services drives Chinese tourists' firm intention to revisit, seeking physical rejuvenation and cultural immersion.

5.2 Discussion

5.2.1 The Pivotal Role of Culture

Incorporation of Hypothesis Testing Results:

Cultural Experiences (H2a): A correlation of 0.9620 strongly supports the hypothesis that providing authentic traditional cultural experiences in Thai massage establishments positively influences Chinese tourists' intention to reuse the services. It aligns with our findings about the depth of experiences and the cultural curiosity ignited within the tourists.

Cultural Exchange (H2b): The correlation of 0.9599 reinforces the hypothesis that cultural exchange and interaction between staff and tourists significantly influence their intent to reuse the service. This further solidifies the perspective of the bridging culture, where traditional Thai massage services act as a medium of cultural exchange.

Cultural Presentation (H2c): With a strong correlation of 0.9672, our data aligns with the hypothesis that presenting Thai cultural elements within the establishments positively influences the tourists' intention to return. It provides more weight to the argument that today's tourists seek authenticity and personal growth, as evidenced by their desire to immerse in local traditions.

Experience Exchange. One of the standout findings from our study was the profound impact of cultural experiences and exchanges on the intention to reuse Thai traditional massage services. It is not just about experiencing a massage but about the stories, history, and values woven into each session. It suggests a shift from viewing massages as mere physical relaxation to a deeper, more meaningful interaction that resonates with one's cultural curiosity.

Bridging Cultures. The strong correlations, especially regarding cultural experiences and exchange, emphasize the unique position of Thai traditional massage services as a bridge between cultures. The experience serves as an introduction to Thai culture for many Chinese tourists, subsequently becoming a significant part of their travel memory.

Enhance Tourism. This alignment with previous research underscores a changing landscape in the world of tourism. Tourists today are no longer content with surface-level experiences. They yearn for depth, authenticity, and personal growth. In this context, traditional Thai massage services are an interactive platform for tourists to engage and immerse themselves actively in local traditions.

5.2.2 Service Beyond the Physical Incorporation of Hypothesis Testing Results.

Staff Quality (H1a): The high correlation of 0.9836 reflects the crucial role of staff quality in influencing Chinese tourists' intention to reuse Thai massage services. It aligns with our emphasis on the importance of emotional connections from top-notch service.

Service Attitude (H1b): A correlation of 0.9889 supports the importance of staff attitude in Thai traditional massage establishments and its positive influence on Chinese tourists' intention to return. It showcases the vital role of the staff's demeanor and emotional connection with tourists in their overall experience.

Service Environment (H1c): The correlation of 0.9946 is a testament to the hypothesis that the service environment is pivotal in determining tourists' intention to reuse the services. Thai massage centers' ambiance and holistic wellness have significantly influenced tourists' decisions.

Emotional Connections. While the technical quality of massage services is crucial, our findings shed light on the emotional facets of the experience. The service environment and staff attitude contribute to physical relaxation and help forge an emotional connection with the tourists. It is this connection that often determines a revisit.

Holistic Wellness. A traditional Thai massage is not just a treatment but a journey. From the ambiance of the massage center to the staff's demeanor, every aspect

plays a pivotal role in offering holistic wellness to tourists. It emphasizes the need for establishments to focus on massage techniques and the entire experience spectrum.

5.2.3 Strategic Implications

Elevating Standards. The industry cannot remain stagnant. For establishments in the Thai massage industry, these results highlight the necessity to elevate standards continuously. Whether refining massage techniques, enhancing ambiance, or training staff to be cultural ambassadors, every aspect needs periodic review and refinement.

Adapting to Changing Preferences. The high correlation values, especially with cultural aspects, point towards evolving tourist preferences. Establishments must be agile, ready to adapt, and cater to these emerging trends.

An Integrated Approach. Beyond just offering massages, establishments could think of integrated experiences. It could include brief sessions on Thai history, workshops on massage techniques, or even cultural performances. This holistic experience can further cement the bond between the tourist and the establishment, enhancing the chances of a revisit.

The industry needs to consider these results for its growth and adaptability. The hypotheses' results further emphasize the need to integrate Thai culture into their services, maintain high service standards, and offer a comprehensive experience to tourists.

5.3 Implication for Practice

The results of this study contribute to the theoretical realm and hold considerable implications for practitioners, especially those in the Thai traditional massage industry catering to Chinese tourists.

Cultural Immersion as a Unique Selling Proposition (USP). The profound impact of cultural experiences suggests that establishments should market these experiences as primary attractions and not just as supplementary offerings. Infusing sessions with authentic Thai stories, history, and values can elevate the service from a mere relaxation technique to an enriching cultural experience. As Prahalad and

Ramaswamy (2004) highlighted, co-creating unique consumer experiences can be a significant differentiator in a saturated market.

Staff Training and Development. Given the strong correlations between staff quality and attitude, continuous investment in staff training becomes paramount. Training programs should focus on technical massage skills and enhancing interpersonal skills, cultural sensitivity, and story-telling techniques. Zeithaml, Bitner, and Gremler (2006) noted that service-employee interactions significantly influence customer perceptions and overall service experience.

Physical Ambiance and Environment. The high correlation value for the service environment underscores the importance of ambiance in shaping customer perceptions. Interior designs reflecting Thai culture, traditional music, and even scents can augment the cultural immersion experience. Bitner et al. (1992) have previously discussed the role of physical surroundings in shaping customer experiences and influencing their behavior.

Strategic Collaborations and Partnerships. With the rise in tourists seeking depth and authenticity, massage establishments can collaborate with local artisans, storytellers, or culinary experts to offer integrated experiences. Such collaborations can diversify the service portfolio and help promote Thai culture. Porter and Kramer (2011) stressed the importance of creating shared value, where businesses can achieve economic success by simultaneously addressing societal needs and challenges.

Feedback and Continuous Improvement: An agile approach to service delivery, which involves constantly soliciting feedback from tourists and iterating based on it, is crucial. It ensures that the offerings remain aligned with evolving tourist preferences. Reichheld and Sasser (1990) emphasized the role of customer loyalty and its link to profitability, suggesting that satisfied repeat customers often lead to sustainable business growth.

5.4 Recommendations for Future Research

Embracing a longitudinal approach in future studies is imperative to capture the evolving nuances of tourist sentiment. By observing how preferences and intentions

change over time—months, seasons, or years—we can better understand the dynamic nature of their choices. Furthermore, evaluating tourists' stated intentions alongside their actual behaviors, especially in the wake of specific interventions like marketing campaigns or service improvements, can provide a clearer picture of what truly influences their decisions.

The demographic scope of the research can also be expanded. It can glean a more holistic understanding of the industry by incorporating views from tourists of diverse cultural backgrounds, age brackets, and socio-economic statuses. It would be incredibly enlightening to contrast the expectations and preferences of local tourists against those from international backgrounds. This comparison can help differentiate between service aspects that are universally appreciated and those that cater specifically to cultural or regional nuances.

Deep dives into the psychological underpinnings of tourist behavior can yield rich insights. Qualitative methodologies, such as in-depth interviews or focus group discussions, can uncover the motivations and emotions that drive tourists toward confident choices. Given the pronounced influence of cultural elements, as revealed in this study, it is crucial to probe why these elements resonate so profoundly. Is it an inherent desire for authentic experiences, an allure of novelty, or perhaps a yearning to connect with a destination's history and heritage?

Future studies could also benefit from experimental designs. For instance, offering the same service in different cultural environments under controlled conditions can isolate the effects of individual service components on reuse intentions. Hypothetical scenarios presented to tourists can gauge their reactions and potentially predict their choices in real-world contexts.

Lastly, the digital age offers much data waiting to be harnessed. Online reviews, social media sentiments, and booking trends are rich sources of real-time feedback. Furthermore, leveraging cutting-edge technologies like Virtual Reality (VR) and Augmented Reality (AR) can simulate diverse service experiences, providing a novel lens through which we can understand tourists' preferences.

In essence, while the findings of this research offer valuable insights into the current landscape, the tourism industry is ever-evolving. Adapting and expanding

our research methodologies will ensure we remain at the forefront of understanding the shifting sands of tourist needs and desires.

5.5 Limitations of the Study

5.5.1 Cross-sectional Nature

Temporal Factors. While our analysis captures a snapshot of the current sentiment, it might miss out on seasonal trends or fluctuations common in the tourism industry. For instance, the intention to reuse services might vary based on seasons, festivals, or even global events.

Evolving Opinions. Tourist perceptions and intentions are not static. They can evolve based on personal experiences, peer feedback, or societal trends. By its very design, a cross-sectional study might not capture these dynamic shifts in sentiment.

5.5.2 Geographical Constraints

Cultural Specificities. By focusing exclusively on Chinese tourists, we might be leaning into cultural specifics unique to the Chinese demographic. Tourists from different regions might prioritize different aspects of the massage experience, driven by their own cultural or societal norms.

Generalization Concerns. While Chinese tourists form a substantial portion of visitors, using them as the sole representation might hinder the generalization of our findings. The preferences and intentions of tourists from Europe or America might vary substantially from those of Chinese tourists.

5.5.3 Sample Selection

Potential Biases. The method of sample selection might introduce biases. Tourists more willing to participate in such studies might inherently have stronger feelings or opinions about their experiences, which might not represent the broader tourist population.

Depth vs. Breadth. While we have strived for a comprehensive overview, there is always a trade-off between the depth of individual responses and the breadth of the sample. Some nuanced views might not have been captured fully in our study.

5.5.4 Methodological Constraints

Survey Limitations. While surveys are a potent tool for capturing sentiments, they come with their own set of limitations. The phrasing of questions, the ordering, or the response options might influence the answers.

Subjectivity. Personal interpretations of terms like "quality," "experience," and "intention" can vary. What one tourist considers high quality might just be average for another.

5.5.5 External Factors

Socio-political Dynamics. Tourism, especially international tourism, is often influenced by broader socio-political dynamics. Any changes in bilateral relations, travel advisories, or macroeconomic factors can impact tourist flows and sentiments.



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APPENDICES

Appendix 1: Questionnaire (English version)

THE INFLUENTIAL FACTORS OF CHINESE TOURISTS' INTENTION TO REUSE THAI TRADITIONAL MASSAGE SERVICE

Dear Chinese tourist:

Thank you for participating in this survey. Your feedback is crucial for us to study the influential factors of Chinese tourists' intention to reuse Thai traditional massage services. Save all data on my computer and log in using my ID and password. Keep all data without any impact for 1 year, and the data will be recorded afterward.

Give a mark for each response, "1" for "Strongly Disagree," "2" for "Disagree," "3" for "Neutral," "4" for "Agree", and "5" for "Strongly Agree", and put a “√” in the corresponding numbered box.

Scale

1.1. Staff Quality					
1.11. The therapists are well-trained in Thai massage techniques.	1	2	3	4	5
1.12. The therapists have a professional appearance.	1	2	3	4	5
1.13. The therapists appear to have received excellent training.	1	2	3	4	5
1.14. The staff is knowledgeable about the services they offer.	1	2	3	4	5
1.15. The staff communicates effectively and clearly.	1	2	3	4	5
1.2. Service Attitude					
1.21. The therapists are patient and attentive to my needs.	1	2	3	4	5

1.22. The therapists are responsive to my requests.	1	2	3	4	5
1.23. The staff is always courteous to customers.	1	2	3	4	5
1.24. The staff makes me feel comfortable during the service.	1	2	3	4	5
1.25. The staff consistently offers a friendly and welcoming atmosphere.	1	2	3	4	5
1.3.Service Environment					
1.31. The massage rooms are clean and hygienic.	1	2	3	4	5
1.32. The atmosphere in the massage establishment is relaxing.	1	2	3	4	5
1.33. The decor in the massage establishment reflects Thai culture.	1	2	3	4	5
1.34. The massage establishment's facilities (e.g., bathroom, waiting area) are well-maintained.	1	2	3	4	5
1.35. The massage establishment plays soothing and culturally appropriate music.	1	2	3	4	5
2.1. Authentic Traditional Cultural Experiences					
2.11. The massage service authentically reflects Thai traditional practices.	1	2	3	4	5
2.12. The establishment decor gives me a sense of traditional Thai culture.	1	2	3	4	5
2.13. The therapists wear traditional Thai uniforms during the service.	1	2	3	4	5
2.14. The massage routines are explained in the context of Thai traditions.	1	2	3	4	5
2.15. The essential oils and products used are reflective of Thai traditions.	1	2	3	4	5

2.2. Cultural Exchange and Interaction					
2.21. The staff willingly shares information about Thai cultural practices.	1	2	3	4	5
2.22. I feel there is a genuine cultural exchange during my visit.	1	2	3	4	5
2.23. The therapists are keen to answer my questions about Thai culture.	1	2	3	4	5
2.24. The staff encourages a dialogue about the significance of the massage techniques.	1	2	3	4	5
2.25. My visit feels like a meaningful cultural interaction rather than just a service.	1	2	3	4	5
2.3. Cultural Presentation					
2.31. The massage establishment prominently features Thai cultural elements in its decor.	1	2	3	4	5
2.32. The establishment provides literature or information about Thai culture.	1	2	3	4	5
2.33. The massage establishment plays traditional Thai music.	1	2	3	4	5
2.34. The therapists' work embodies the spirit of Thai hospitality.	1	2	3	4	5
2.35. The establishment's visual elements (art, decoration) are culturally enriching and representative of Thai culture.	1	2	3	4	5
3.1. Intention to Reuse					
3.11. I intend to revisit this Thai massage establishment in the future.	1	2	3	4	5
3.12. I will likely consider this establishment my first choice for Thai massages.	1	2	3	4	5

3.13. I will recommend this Thai massage establishment to friends and family.	1	2	3	4	5
3.14. I plan to use the services of this Thai massage establishment regularly.	1	2	3	4	5
3.15. I prefer to return to this Thai massage establishment if I need a massage service.	1	2	3	4	5

Thank you for your cooperation.



Appendix 2: Questionnaire (Chinese version)

标题：中国游客重复泰国传统按摩服务的影响因素

尊敬的中国游客：

感谢您参与本次调查。您的反馈对我们研究中国游客有意重用泰国传统按摩服务的影响因素至关重要。将所有数据保存在我自己的电脑上，并使用我的 ID 和密码登录。保存所有数据 1 年，事后记录。

给每个回答打“1”，“1”表示“强烈不同意”，“2”表示“不同意”，“3”表示“中性”，“4”表示“同意”，“5”表示“强烈同意”，并在相应的编号框中放置“√”。

请回答以下问题：

1. 1. 员工素质					
1. 11. 这些治疗师受过泰式按摩技术的良好训练。	1	2	3	4	5
1. 12. 治疗师有一个专业的外表。	1	2	3	4	5
1. 13. 这些治疗师似乎接受过了良好的培训。	1	2	3	4	5
1. 14. 员工们都很了解他们所提供的服务。	1	2	3	4	5
1. 15. 员工沟通有效、清晰。	1	2	3	4	5
1. 2. 服务态度					
1. 21. 治疗师们很有耐心，也很关心我的需求。	1	2	3	4	5
1. 22. 治疗师们会响应我的要求。	1	2	3	4	5
1. 23. 员工对顾客总是彬彬礼貌。	1	2	3	4	5
1. 24. 员工们让我在服务期间感到很舒服。	1	2	3	4	5

1. 25. 员工始终提供一个友好和欢迎的气氛。	1	2	3	4	5
1. 3. 服务环境					
1. 31. 按摩室很干净、很卫生。	1	2	3	4	5
1. 32. 按摩机构的气氛很放松。	1	2	3	4	5
1. 33. 按摩机构的装饰反映了泰国文化。	1	2	3	4	5
1. 34. 按摩机构的设施(如浴室、等候区)维护良好。	1	2	3	4	5
1. 35. 按摩机构播放舒缓和文化上合适的音乐。	1	2	3	4	5
2. 1. 真实的传统文化体验					
2. 11. 该按摩服务真正地反映了泰国的传统习俗。	1	2	3	4	5
2. 12. 这里的建筑装饰给了我一种泰国传统文化的感觉。	1	2	3	4	5
2. 13. 治疗师在仪式期间穿着传统的泰国制服。	1	2	3	4	5
2. 14. 按摩的惯例是在泰国传统的背景下解释的。	1	2	3	4	5
2. 15. 所使用的精油和产品反映了泰国的传统。	1	2	3	4	5
2. 2. 文化交流与互动					
2. 21. 工作人员愿意分享有关泰国文化习俗的信息。	1	2	3	4	5
2. 22. 我觉得在我的访问期间，这里有一种真正的文化交流。	1	2	3	4	5
2. 23. 治疗师们想回答我关于泰国文化的问题。	1	2	3	4	5
2. 24. 工作人员鼓励大家就按摩技术的重要性进行对话。	1	2	3	4	5

2. 25. 我的访问感觉像是一种有意义的文化互动，而不仅仅是一种服务。	1	2	3	4	5
2. 3. 文化展示					
2. 31. 按摩机构的装饰突出了泰国文化元素。	1	2	3	4	5
2. 32. 该机构提供有关泰国文化的文献或信息。	1	2	3	4	5
2. 33. 按摩机构播放传统的泰国音乐。	1	2	3	4	5
2. 34. 治疗师的工作体现了泰国人热情好客的精神。	1	2	3	4	5
2. 35. 建筑中的视觉元素(艺术、装饰)是文化丰富，代表了泰国文化。	1	2	3	4	5
3. 1. 重复使用的意图					
3. 11. 我打算将来再去参观这个泰式按摩院。	1	2	3	4	5
3. 12. 我很可能会把这个机构作为我的泰国按摩的首选。	1	2	3	4	5
3. 13. 我一定会向朋友和家人推荐这家泰式按摩机构。	1	2	3	4	5
3. 14. 我打算定期使用这个泰式按摩机构的服务。	1	2	3	4	5
3. 15. 如果我需要一个按摩服务，我宁愿回到这个泰式按摩机构。	1	2	3	4	5

感谢您的合作

Appendix 3: IOC and RESULT

The IOC points in calculations are provided in three rating scales for consistency and congruencies of the items. All committees had to choose only one answer as the given mark from these three choices:

+1 = Congruent with clear understanding,

O = Uncertain or not sure whether the item is related to the study,

-1 = Not Understand or not congruent or related to this study

No	Question	IOC Scale (-1,0,1)		
		-1	0	1
Staff Quality				
1	The therapists are well-trained in Thai massage techniques.			
2	The therapists have a professional appearance.			
3	The therapists appear to have received excellent training.			
4	The staff is knowledgeable about the services they offer.			
5	The staff communicates effectively and clearly.			
Service Attitude				
6	The therapists are patient and attentive to my needs.			
7	The therapist immediately responded.			
8	The staff is always courteous to customers.			
9	The staff makes me feel comfortable during the service.			

10	The staff consistently offers a friendly and welcoming atmosphere.			
Service Environment				
11	The massage rooms are clean and hygienic.			
12	The atmosphere in the massage establishment is relaxing.			
13	The decor in the massage establishment reflects Thai culture.			
14	The massage establishment's facilities (e.g., bathroom, waiting area) are well-maintained.			
15	The massage establishment plays soothing and culturally appropriate music.			
Authentic Traditional Cultural Experiences				
16	The massage service authentically reflects Thai traditional practices.			
17	The establishment decor gives me a sense of traditional Thai culture.			
18	The therapists wear traditional Thai uniforms during the service.			
19	The massage routines are explained in the context of Thai traditions.			
20	Essential oil and massage treatments used are reflective of Thai traditions.			
Cultural Exchange and Interaction				
21	The staff willingly shares information about Thai cultural practices.			
22	I feel there is a genuine cultural exchange during my visit.			
23	The therapists are keen to answer my questions about Thai culture.			
24	The staff encourages a dialogue about the significance of the Thai traditional massage.			

25	My visit feels like a meaningful cultural interaction rather than just a service.			
Cultural Presentation				
26	The massage establishment prominently features Thai cultural elements in its decor.			
27	The establishment provides literature or information about Thai culture.			
28	The massage establishment plays traditional Thai music.			
29	The therapists' work embodies the spirit of Thai hospitality.			
30	The establishment's visual elements (art, decoration) are culturally enriching and representative of Thai culture.			
Intention to Reuse				
31	I intend to revisit this Thai massage establishment in the future.			
32	I will likely consider this establishment my first choice for Thai massages.			
33	I will recommend this Thai massage establishment to friends and family.			
34	I plan to use the services of this Thai massage establishment regularly.			
35	I prefer to return to this Thai massage establishment if I need a massage service.			

Result

No	Question	A	B	C	D	E	Approved data	Accepted
Staff Quality								
1	The therapists are well-trained in Thai massage techniques.	+1	+1	+1	+1	+1	100%	✓
2	The therapists have a professional appearance.	+1	+1	+1	+1	+1	100%	✓
3	The therapists appear to have received excellent training.	+1	+1	+1	+1	+1	100%	✓
4	The staff is knowledgeable about the services they offer.	+1	+1	+1	+1	+1	100%	✓
5	The staff communicates effectively and clearly.	+1	0	+1	+1	+1	80%	✓
Service Attitude								
6	The therapists are patient and attentive to my needs.	+1	+1	+1	+1	+1	100%	✓
7	The therapists are immediately responsive.	+1	+1	+1	+1	+1	100%	✓
8	The staff is always courteous to customers.	+1	0	0	+1	+1	60%	✗
9	The staff makes me feel comfortable during the service.	+1	0	+1	+1	+1	80%	✓
10	The staff consistently offers a friendly and welcoming atmosphere.	+1	0	+1	+1	+1	80%	✓
Service Environment								
11	The massage rooms are clean and hygienic.	+1	+1	+1	+1	+1	100%	✓

12	The atmosphere in the massage establishment is relaxing.	+1	+1	+1	+1	+1	100%	✓
13	The decor in the massage establishment reflects Thai culture.	+1	+1	+1	+1	+1	100%	✓
14	The facilities in the massage establishment are well-maintained.	+1	+1	+1	+1	+1	100%	✓
15	The massage establishment plays soothing and culturally appropriate music.	+1	+1	+1	+1	+1	100%	✓
Authentic Traditional Cultural Experiences								
16	The massage service reflects Thai traditional practices.	+1	+1	+1	+1	+1	100%	✓
17	The establishment decor gives a sense of traditional Thai culture.	+1	+1	+1	+1	+1	100%	✓
18	The therapists wear traditional Thai uniforms during the service.	+1	+1	+1	+1	+1	100%	✓
19	The massage routines are explained in the context of Thai traditions.	+1	0	+1	+1	+1	80%	✓
20	Essential oils and treatments reflect Thai traditions.	+1	+1	+1	+1	+1	100%	✓
Cultural Exchange and Interaction								
21	The staff shares information about Thai cultural practices.	+1	+1	+1	+1	+1	100%	✓

22	I feel there is a genuine cultural exchange during my visit.	+1	0	+1	+1	+1	80%	✓
23	The therapists answer questions about Thai culture.	+1	0	+1	+1	+1	80%	✓
24	The staff encourages a dialogue about Thai massage techniques.	+1	+1	+1	+1	+1	100%	✓
25	My visit feels like a meaningful cultural interaction.	+1	+1	+1	+1	+1	100%	✓
Cultural Presentation								
26	The massage establishment features Thai cultural elements.	+1	+1	+1	+1	+1	100%	✓
27	The establishment provides information about Thai culture.	+1	+1	+1	+1	+1	100%	✓
28	The massage establishment plays traditional Thai music.	+1	+1	+1	+1	+1	100%	✓
29	The therapists embody the spirit of Thai hospitality.	+1	+1	+1	+1	+1	100%	✓
30	Visual elements in the establishment are representative of Thai culture.	+1	+1	+1	+1	+1	100%	✓
Intention to Reuse								
31	I intend to revisit this Thai massage establishment.	+1	+1	+1	+1	+1	100%	✓
32	I consider this establishment as my first choice.	+1	+1	+1	+1	+1	100%	✓

33	I recommend this Thai massage establishment.	+1	+1	0	+1	+1	80%	✓
34	I plan to use the services of this Thai massage establishment.	+1	+1	+1	+1	+1	100%	✓
35	I prefer to return to this Thai massage establishment.	+1	+1	+1	+1	+1	100%	✓



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