

The Influence of Customer Reviews, Sales Promotion and Facilities Availability

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THE INFLUENCE OF CUSTOMER REVIEWS, SALES PROMOTION AND FACILITIES AVAILABILITY ON CUSTOMER INTEREST TO STAY AT BOSSOTEL IN CHIANGMAI PROVINCE, THAILAND

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ABSTRACT

14 This research aims to determine the Influence Of Customer Reviews, Sales Promotion And Facilities Availability On Customer Interest To Stay At Bossotel In Chiangmai Province, Thailand.

The population in this study were 143 Bossotel Chiangmai customer. 10 The sample is part of the population that has certain characteristics (Sugio, 2012). While the sampling technique used is simple random sampling method. The Simple random sampling method is a simple random sampling method in which each member or unit of the population has equal opportunity to be selected as a sample. Based on the above calculation obtained the number of samples of 105 respondents. Thus the selected number of the 143 populations in this study were 105 respondents.

The results showed that: 1) Variable online reviews have a significant effect on buying or staying at Bossotel Chiangmai, 2) Promotion variables have a significant effect on buying or staying interest in Bossotel Chiangmai, 3) Variable availability of facilities have a significant effect on the interest to buy or stay at Bossotel Chiangmai, 3) Variable online reviews, promotions and availability of facilities have a significant effect on buying or staying at Bossotel Chiangmai.

Keywords: Customer Reviews, Sales Promotion, Facilities Availability, Customer, Chiangmai

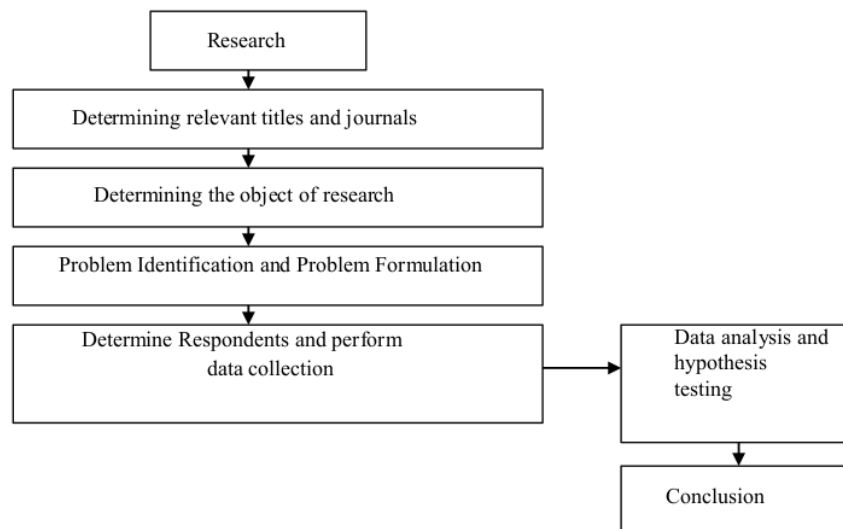
1. INTRODUCTION

The tourism industry is part of the economic sector which is one of the largest and fastest growing industries in the world. Meanwhile, on the other side of the tourism sector has also been transformed as a very prospective industry in the current era. This is based on the fact that the higher level of welfare and the growing world of technology that can be easily consumed by the public so that boost the growth of international tourists mobility from year to year become very rapid and growing. One of the ASEAN countries currently increasing the tourism industry sector is Thailand.

The rapid development of internet usage today, indicating an increasingly technological shift leading to online-based media. Consumers tend to browse the completeness of information products and services over the internet and make purchases online due to the constraints and perceived convenience. The searches aimed to analyze the effects of online reviews and their dimensions are: usefulness of online review, expertise reviewer, timeliness of online reviews, volume of online reviews, valence of online review (positive and negative), and comprehensiveness of online review of online hotel booking intention on online travel agent international.

Promotional factors can also influence consumer behavior in making buying decisions. Promotion is an activity that is appointed to influence consumers so that they become familiar with the service products offered by the company to them and they become happy and then buy the service products, (Gitosudarmo 2010: 237). Promotion is basically an effort to introduce products to consumers. Promotional activities not only serve as a means of communication between companies and consumers but also as a tool to influence consumers in the purchase or use of services in accordance with the wishes and needs. Facilities also play an important role in attracting consumers. Facilities are facilities that facilitate the consumer to perform an activity. Consumers today are very critical consumers in spending their money considering many factors to choose a product or service including hospitality services. Facility becomes one of consumer consideration in determining choice. At the same level, the more complete the facilities the hotel provides, the more satisfied the customers will be and will continue to choose the company as a priority option. A hotel in general has a product in the form of main facilities as a service product that is room, or supporting facilities such as swimming pool, restaurant, laundry and others.

2. METHODOLOGY



3. RESULT

Items	Variable	Pearson Correlation	Signification	Description
X1.1	Customer Review	0,643	0,000	Valid
X1.2		0,842	0,000	Valid
X1.3		0,923	0,000	Valid
X1.4		0,864	0,000	Valid
X1.5		0,875	0,000	Valid
X2.1	Promotion	0,768	0,000	Valid
X2.2		0,848	0,000	Valid
X2.3		0,876	0,000	Valid
X2.4		0,894	0,000	Valid
X2.5		0,766	0,000	Valid
X3.1	Facilities Availability	0,794	0,000	Valid
X3.2		0,715	0,000	Valid
X3.3		0,735	0,000	Valid
X3.4		0,645	0,000	Valid
X3.5		0,595	0,000	Valid
Y1.1	Customer Interest	0,571	0,000	Valid
Y1.2		0,826	0,000	Valid
Y1.3		0,820	0,000	Valid
Y1.4		0,943	0,000	Valid

Reliability Test Results

Items	Variable	Signification	Description
X1.1	Customer Review	0,899	Reliable
X1.2			
X1.3			
X1.4			
X1.5			
X2.1	Promotion	0,888	Reliable
X2.2			
X2.3			
X2.4			
X2.5			
X3.1	Facilities Availability	0,734	Reliable
X3.2			
X3.3			
X3.4			
X3.5			
Y1.1	Customer Interest	0,809	Reliable
Y1.2			
Y1.3			
Y1.4			

1. CONCLUSION

From the results of data processing obtained the result 13 that online reviews have a significant effect on buying interest. This shows ease of reservation and the availability of some information online may interest customers to stay at Bossotel Chiangmai. Promotion is an activity that communicates product benefits and entices customers to buy products, Kotler and Armstrong (2014: 77). From the data analysis and discussion that has been done in the previous chapter, this research can be drawn conclusion as follows :

1. Variable online reviews have a significant effect on buying or staying at Bossotel Chiangmai.
Promotion variables have a significant effect on buying or staying interest in Bossotel Chiangmai.
2. Variable availability of facilities have a significant effect on the interest to buy or stay at Bossotel Chiangmai.
3. Variable online reviews, promotions and availability of facilities have a significant effect on buying or staying at Bossotel Chiangmai.

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