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CONSUMER PERCEPTION TOWARDS ONLINE HOSPITALITY BUSINESS MODELS IN THE NEW NORMAL

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Abstract

The objectives of this research were to 1) study the perception of service business through online media, 2) analyze the components of the perception of service business through online media, and 3) design the factors of the perception of service business through online media supporting the new normal living. The sample group was 400 tourists who were customers of the accommodation business service in 3 provinces of Thailand. The questionnaires were applied, and the statistics were frequency, percentage, mean, standard deviation, and exploratory factor analysis. The results revealed that most of the respondents were female, 61.50%, aged 25-31 years, 79.50%, had a single status, 64.00%, graduated with a bachelor's degree, 83.80%, were company employees, 46.30%, and had a monthly income between 25,001-30,000 THB. for 57.30. For the perception of service business through online media supporting the new normal living, the mean of the perception was at a high level. The results of the survey component analysis yielded a KMO of 0.964, explaining the variance of the questions at 65.696%. The results in determining the perception form of the service business through online media revealed four new components; the 1st component was Line communication, the 2nd component was unique content creation through YouTube, the 3rd component was social group creation through Instagram, and the 4th component was awareness through Facebook which was used to create a competitive advantage in the marketing of service business perception.

Keywords: Awareness, Service Business, Online Media, New Normal Living

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Introduction

The hospitality service business in the accommodation and hotel business category is one of the businesses that are directly related to tourism. When traveling, accommodation during the trip is an important factor. In the current situation, accommodation and hotel businesses around the world have been affected by the outbreak of COVID-19 (Darmawijaya, Suda & Utama, 2022), including accommodation and hotel businesses in Thailand (Qun, Leelapattana, Trakansiriwanich, Waiapha & Sitthikun, 2022a, 2022b). In addition, in March 2022, 9.62 million Thai tourists traveled domestically, an increase of 39.86%. The income generated 49.1 billion THB., a 36.72 percent increase compared to the same period last year. The number and income of Thai tourists accumulated from January to March 2022 were 28.78 million people, an increase of 67.51% generating an income of 1.44 billion THB., an increase of 63.78%. Overall, Thai tourism has improved due to the relaxation of COVID-19-related control measures. The top 3 provinces with the highest number of visitors are Bangkok, Kanchanaburi, and Chonburi (Division of Economics, Tourism and Sports, 2022). Regarding the reasons for the recovery of the hospitality business, it is partly due to the promotion and support from the government through government projects such as the Rao Thiew Duay Kan Project. This causes the hospitality business to expand and adapt to cope with market competition. The focus is on public relations by raising the awareness of hospitality businesses through online media channels to encourage tourists to use the service.

From the above information, the hospitality business is clearly affected by the COVID-19 epidemic. It is one of the components that are important to the tourism and leisure business (Tourism & Leisure) (Stock Exchange of Thailand, 2015). Nowadays, the behaviors of using the service of tourists have changed. Online media is used to provide more convenience. The popular online media used by tourists are Facebook, Instagram, Line, and YouTube, which can be applied to the perception concepts, namely Selective Exposure, Selective Attention, Selective Perception and Interpretation, and Selective Retention (Klapper, 1960). Therefore, the researcher studied the perceptions of service business through online media and analyzed the components of service business perception through online media as well as design factors for service business perception through online media supporting the new normal living. It shall be used as a guideline for efficient marketing competition of the service business.

Literature Review

Perceive means a process that can interpret the brain that affects stimuli. This will be presented into behaviors, attitudes, and actions through the process of ideas relying on knowledge and memory along with existing experiences. All will be expressed as knowledge and understanding. The interpretation is possibly different for each individual. Klapper (1960) said that the process of receiving news or opening for news is like a human awareness screening consisting of 4 steps, respectively: 1) Selective Exposure is the first step in choosing communication channels. People will choose to open to media and news from many sources following their interests and demands. This includes individual skills in news recognition. 2) Selective Attention is when a person is likely to choose news from any source. They often choose news matching their interest and opinions in order to support the existing attitude and avoid things that are not consistent with their knowledge and understanding or the original attitude. 3) Selective Perception and Interpretation is that people often choose to know and interpret the messages differently according to their interests, attitudes, experiences, beliefs, expectations, motivation, and emotional and mental state. Thus, each person may interpret only the news that is consistent with their personal characteristics. 4) Selective Retention is when the news that people choose to remember often comes with content that helps promote or support the thoughts, attitudes, values, and existing beliefs of each individual to be more stable and more difficult to change.

Online Media means the form of media that allows people to communicate using the internet in order to get to know, exchange ideas, and share experiences. It is also a medium for the general public to interact through network communication. Cheung et al. (2011) said that online society helps people to get to know one another. They can reveal personal information, pictures, videos, exchange ideas, and joint interests. There are 4 interesting media, namely 1) Facebook which is the media in the form of mostly text typing. The media of images, short clips, and GIF files can be used in typing texts. 2) Instagram is the media of pictures and texts. The photos and video can be shared or the stories can be created. 3) YouTube is the media of video collection source. It easily enhances understanding with a unique identity that can make a Playlist in related matters to live broadcasts. 4) LINE is the media that provides messaging services with Voice Over IP, allowing users to create a chat group to send messages, pictures, and video clips or call in the voice form with an open camera.

Research Conceptual Framework

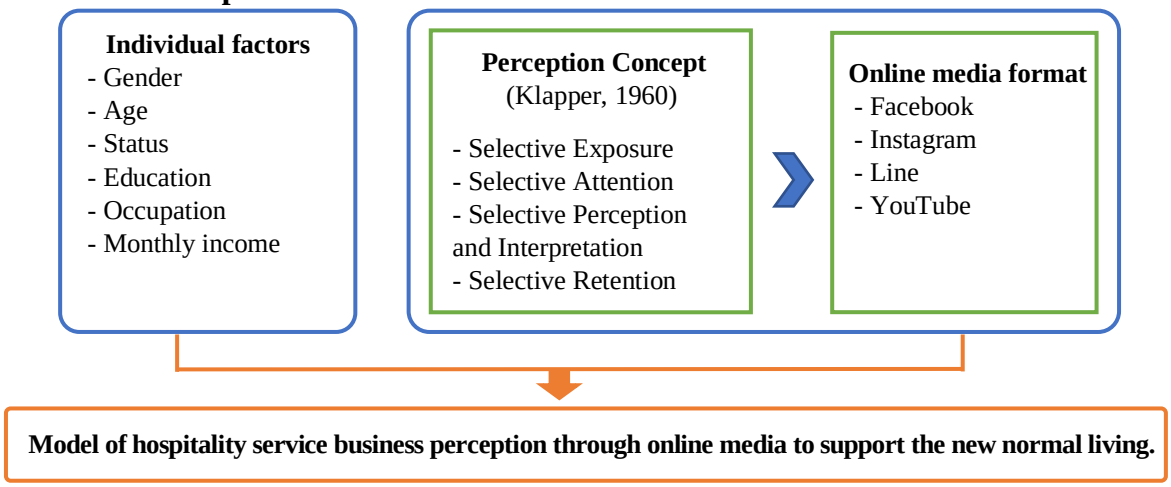

Figure 1 Research Conceptual Framework

Research Methodology

This research has passed the consideration on research ethics from The Kasetsart University Research Ethics Committee. The documents were certified on February 15, 2023. This is the quantitative research.

Sample Groups and Sampling

The sample group used in the research is a group of tourists who use the hospitality business in Bangkok, Kanchanaburi, and Chonburi. The formula of Krejcie and Morgan (1970 cited in Ekakun, 2000) was used. The confidence level was determined at 95% while the level of error was 5%. The sample size of 400 people could be specified. The researcher selected probability sampling using the Multi-Stage Sampling method to get a sample group representing all tourists as follows:

1) The number of tourists who visited all 77 provinces in Thailand from January to March 2022, was explored.

2) The researcher selected the top 3 provinces with the most visiting number of tourists, namely Bangkok, Kanchanaburi, and Chonburi from January to March 2022 (Division of Economics, Tourism and Sports, 2022).

3) The researcher explored the number of tourists who used the hospitality business in Bangkok, Kanchanaburi, and Chonburi, a total number of 7,457,374 people (Ministry of Tourism and Sports, 2022). 400 samples were determined to be used in the research. The researcher used the Stratified Random Sampling method using the number of tourists who use the hospitality business service in the areas of Bangkok, Kanchanaburi, and Chonburi as classified in Table 1.

Table 1 Number of tourists who use the hospitality business service in the areas of Bangkok, Kanchanaburi, and Chonburi

No.	Province	Number of tourists	Number of samples
1	Bangkok	4,566,557	245
2	Kanchanaburi	1,197,376	64
3	Chonburi	1,693,441	91
	Total	**7,457,374**	**400**

Research Tools

The researcher used the questionnaire as the tool for data collection. The questionnaire was divided into 3 parts as follows.

Part 1: Personal factors of the users of the hospitality service business in the areas of Bangkok, Kanchanaburi, and Chonburi had the form of Multiple Choices such as gender, age, status, education, career, and monthly income.

Part 2: The perception of service business via online media to support the new normal living consisted of 16 variables including Facebook, Instagram, Line, and YouTube. The perception concept of Klapper (1960) was used; Selective Exposure, Selective Attention, Selective Perception and Interpretation and Selective Retention. The question uses the 5 Rating Scale criteria.

Part 3: The problems and suggestions are open-ended so that respondents can freely express their opinions.

In finding the questionnaire quality, the content validity was tested through the IOC index (index of item-objective congruence) by 3 experts. The calculated IOC result has a total mean of 0.92. It can be considered that the question matches the research objectives. In the reliability test, the researcher tested the pre-test value in an area similar to the research area, Nakhon Pathom Province, for 40 sets. The Cronbach's alpha coefficient was evaluated with a value of 0.979, indicating that the questionnaire has high reliability.

Data Analysis

Descriptive Statistics were used including frequency, percentage, mean and standard deviation. In addition, exploratory factor analysis on the perception of service business through online media supporting the new normal living can be divided following the components into Pearson's product moment correlation coefficient, Kaiser-Meyer-Olkin measure of sampling adequacy (KMO), Communality (h2), total variance explained, and rotated component matrix as orthogonal rotation using varimax. The researcher used the results of exploratory factor analysis on the perception of service businesses through online media supporting the new normal living to compare the factors to design the service business perception through online media that is appropriate in supporting the new normal living with analyzing the data by describing and discussing the research results.

Research Results

Perception of Service Business through Online Media Supporting the New Normal Living

According to personal factors of visitors to the accommodation business in Bangkok, Kanchanaburi, and Chonburi provinces, it was found that most of the respondents were female, 61.50% with the age range of 25-31 years for 79.50%. They were single for 64.00% with a bachelor's degree, 83.80%. 46.30% were company employees and have a monthly income of 25,001-30,000 THB. for 57.30%.

Perception of service business through online media to support the new normal living. The analysis results are shown in Table 2.

Table 2 Mean, Standard Deviation, and the level of perception of the service business through online media supporting the new normal living

Perception of the service business through online media supporting the new normal living	Mean	S.D.	Level of perception	No.
1) Choosing to expose via Facebook media	4.346	0.649	Highest	2
2) Choosing to pay attention via Facebook	4.183	0.676	High	8
3) Choosing to perceive and interpret via Facebook	4.134	0.629	High	11
4) Choosing to remember via Facebook	4.277	0.621	Highest	6
5) Choosing to expose via Instagram	4.386	0.607	Highest	1
6) Choosing to pay attention via Instagram	4.308	0.633	Highest	3
7) Choosing to perceive and interpret via Instagram	4.279	0.609	Highest	5
8) Choosing to remember via Instagram	4.305	0.611	Highest	4
9) Choosing to expose via Line	3.808	0.840	High	13
10) Choosing to pay attention via Line	3.713	0.905	High	16
11) Choosing to perceive and interpret via Line	3.788	0.892	High	14
12) Choosing to remember Line	3.721	0.957	High	15
13) Choosing to expose via YouTube	4.216	0.759	Highest	7
14) Choosing to pay attention via YouTube	4.139	0.757	High	10
15) Choosing to perceive and interpret via YouTube	4.123	0.749	High	12
16) Choosing to remember via YouTube	4.163	0.740	High	9
Total	**4.118**	**0.727**	**High**	

Analysis of the Components of Perception of Service Business through Online Media Supporting the New Normal Living

Analysis of the results of Pearson's Product Moment Correlation Coefficient: The correlation coefficient analysis found that the correlation coefficients were statistically significant at the level of 0.01 and 0.05, totaling 2,016 values, which showed that the correlation coefficients of any variables were similar. The variables are related and therefore can be categorized in the same component.

Analysis of the results of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO): From Table 3, it was found that Bartlett's Test of Sphericity was a Chi-Square test of the correlation matrix. From the analysis results, Bartlett's Test of Sphericity is equal to 25659.241, where $p < 0.01$ indicates that the indicator correlation matrix is statistically significantly different from the identity matrix. Therefore, it is suitable for use. The confirmatory components were further analyzed. This corresponds to the results of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy index from the analysis result, which is equal to 0.964, indicating that the sample group is very suitable.

Table 3 KMO and Bartlett's Test in the perception of service business through online media supporting the new normal living

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.964
Bartlett's Test of Sphericity	Approx. Chi-Square	25659.241
	df	2016
	Sig.	0.000

Analysis of the results of Communality (h2): From Table 4, it was found that the Communality value ranged from 0.393 to 0.818. Thus, it can be seen that the Communality value was greater than 0, which could be considered to explain the variance of variables and each statement can measure the components together.

Table 4 Communality (h2) in the perception of service business through online media supporting the new normal living

Communality			Communality			Communality			Communality		
Item	**Initial**	**Extraction**	**Item**	**Initial**	**Extraction**	**Item**	**Initial**	**Extraction**	**Item**	**Initial**	**Extraction**
Fb11	1.000	0.590	Ig11	1.000	0.538	L11	1.000	0.698	Yt11	1.000	0.682
Fb12	1.000	0.622	Ig12	1.000	0.580	L12	1.000	0.705	Yt12	1.000	0.717
Fb13	1.000	0.592	Ig13	1.000	0.541	L13	1.000	0.679	Yt13	1.000	0.694
Fb14	1.000	0.521	Ig14	1.000	0.576	L14	1.000	0.581	Yt14	1.000	0.659
Fb21	1.000	0.652	Ig21	1.000	0.641	L21	1.000	0.803	Yt21	1.000	0.682
Fb22	1.000	0.613	Ig22	1.000	0.618	L22	1.000	0.789	Yt22	1.000	0.719
Fb23	1.000	0.597	Ig23	1.000	0.653	L23	1.000	0.818	Yt23	1.000	0.701
Fb24	1.000	0.617	Ig24	1.000	0.587	L24	1.000	0.673	Yt24	1.000	0.722
Fb31	1.000	0.686	Ig31	1.000	0.642	L31	1.000	0.761	Yt31	1.000	0.770
Fb32	1.000	0.562	Ig32	1.000	0.574	L32	1.000	0.803	Yt32	1.000	0.731
Fb33	1.000	0.558	Ig33	1.000	0.645	L33	1.000	0.781	Yt33	1.000	0.733
Fb34	1.000	0.630	Ig34	1.000	0.648	L34	1.000	0.768	Yt34	1.000	0.751
Fb41	1.000	0.555	Ig41	1.000	0.634	L41	1.000	0.800	Yt41	1.000	0.708
Fb42	1.000	0.523	Ig42	1.000	0.534	L42	1.000	0.685	Yt42	1.000	0.636
Fb43	1.000	0.609	Ig43	1.000	0.627	L43	1.000	0.798	Yt43	1.000	0.738
Fb44	1.000	0.566	Ig44	1.000	0.393	L44	1.000	0.692	Yt44	1.000	0.648

Analysis results of Total Variance Explained: Eigenvalue analysis results, percent variance, and the percentage cumulative variance of the questions can measure the common components of perception of service businesses through online media supporting the new normal living. It was found that 4 new components could explain the variance of all 64 questions at 65.696%, which was sufficient to represent the components. It considers Eigenvalues greater than 1.

Rotated Component Matrix: According to the Orthogonal Rotation's Rotated Component Matrix by Varimax method, the exploratory component analysis of perceived service business through online media supporting the new normal life was found to be defined with 4 new components. The weight of the overall indicator was between 0.514-0.851. The 1st component was a combination of all 16 issues, namely L11 L12 L13 L14 L21 L22 L23 L24 L31 L32 L33 L34 L41 L42 L43, and L44. The 2nd component was a combination of all 16 issues, namely Yt11 Yt12 Yt13 Yt14 Yt21 Yt22 Yt23 Yt24 Yt31 Yt32 Yt33 Yt34 Yt41 Yt42 Yt43, and Yt44. The 3rd component was a combination of all 16 issues, namely Ig11 Ig12 Ig13 Ig14 Ig21 Ig22 Ig23 Ig24 Ig31 Ig32 Ig33 Ig34 Ig41 Ig42 Ig43, and Ig44. The 4th component was a combination of all 16 issues, namely Fb11 Fb12 Fb13 Fb14 Fb21 Fb22 Fb23 Fb24 Fb31 Fb32 Fb33 Fb34 Fb41 Fb42 Fb43 and Fb44 as shown in Figure 2

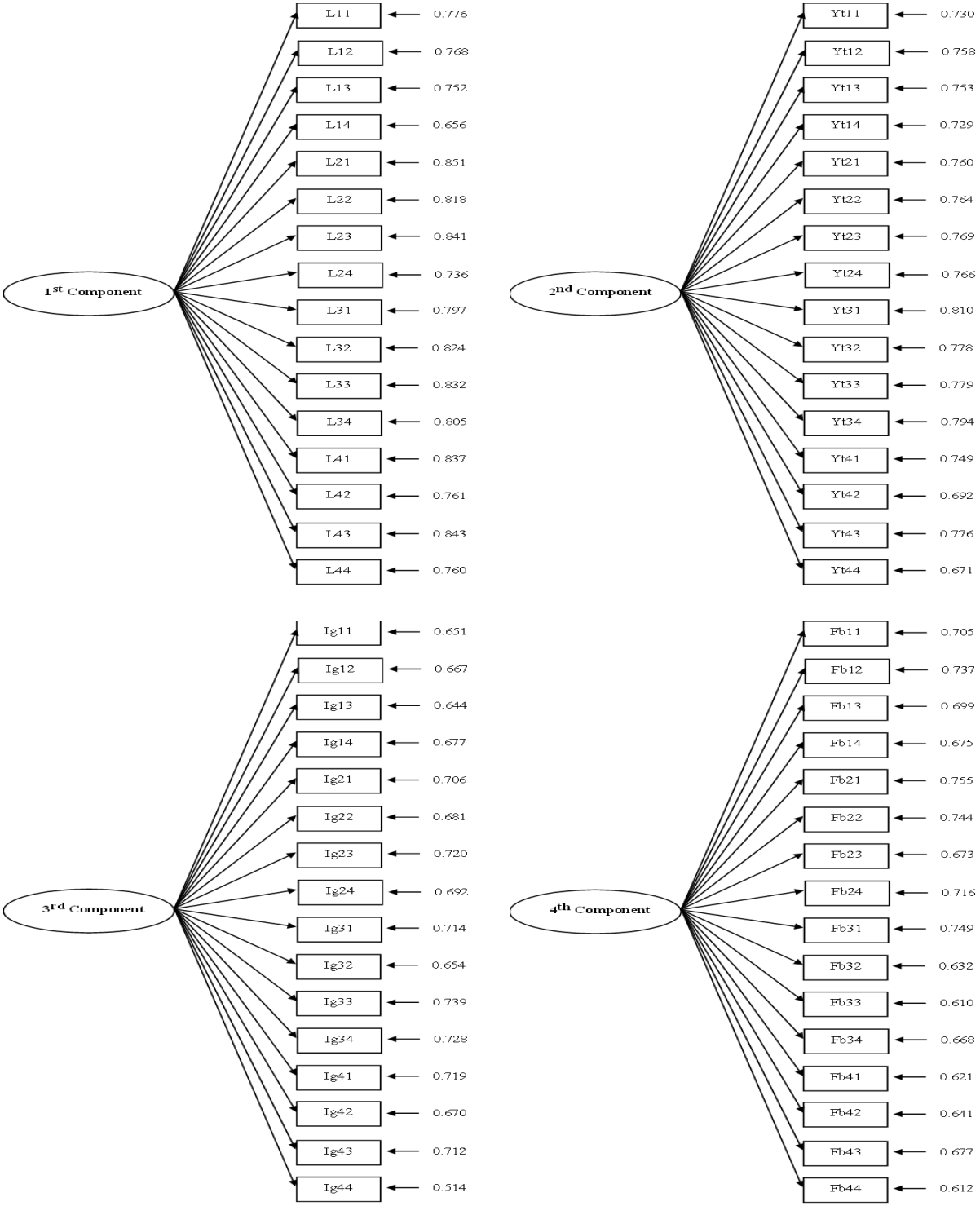

Figure 2 Perception of service businesses through online media supporting the new normal living

Design of Factors of Perception of Service Business through Online Media Supporting the New Normal Living

Based on the analysis of perception of service business through online media supporting the new normal living, four new components were found. The new components were named; 1st component: Line communication having 4 sub-components from 16 key issues; 1) communication stimulation, 2) communication with current information, 3) communication creating mutual understanding, and 4) notifications of important information. The 2nd

component: creating particular content via YouTube, has 4 sub-components from 16 key issues; 1) Dissemination of particular content to create perception; 2) Provision of particular content that is different from other content in the same media, 3) presenting alternative content for perception selection, and 4) creating an impression from particular content. The 3rd component: creating a social group via Instagram consists of 4 sub-components from 16 key issues; 1) creating a clear image, 2) creating shared experiences, 3) creating meaning from shared experiences, and 4) meaningful communication. The 4th component, perception via Facebook consists of 4 sub-components from 16 important issues, namely 1) creating perception with different types of content, 2) creating interesting content, 3) providing additional information, and 4) creating memory which can be used to design the perception model of the service business through online media supporting the new normal living. It is used in planning the marketing competition of the service business to create the perception through online media to gain the most effective competitive advantage in marketing as shown in Figure 3.

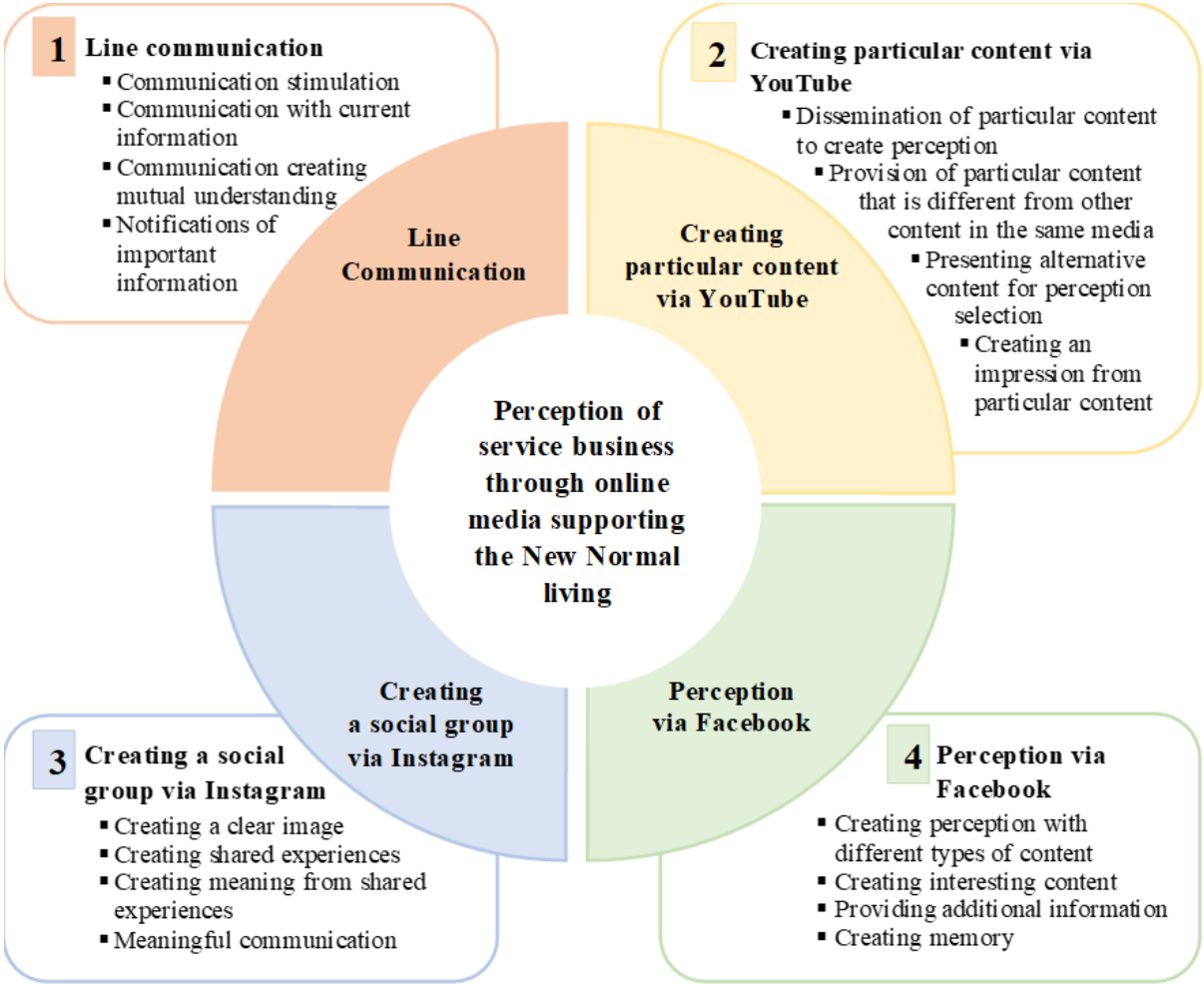

Figure 3 Model of perception of service business through online media supporting the new normal living

Conclusion & Discussion

Communication via Line can encourage communication between service users and service businesses. It is the communication with current information to create mutual understanding as well as being able to notify important information immediately. This is consistent with the research of Malasin et al. (2022) finding that the quality of service via online channels of Thai

hotels through the experience of using the service in the form of a Chatbot, Chat Room, or Live Chat in real-time, the design must be beautiful and easy to use full of interesting information content in order to meet the needs of service users and create a personal touch. The research of Benharoon et al. (2020) found that marketing communications of the hotel business contain important marketing tools both advertising via Facebook Fanpage and direct marketing. The focus is on main online channels including Line, Instagram, and Messenger, which have a One-to-One-Marketing style. It can respond to the demands of customers as much as possible. It is also linked to the research of Gulati et al. (2018) indicating that marketing via social media is considered a content media that has both direct and indirect influence in building service value perception among hotel business users as well as affecting the satisfaction and loyalty of hotel business users.

Creating particular content through YouTube can be made by distributing particular content to create awareness and deliver content that is different from other content in the same media. In addition, service users can choose to receive recognition in accordance with their needs. This is consistent with the research of Chuaikrut et al. (2020) finding that online media affects GEN Z tourists. The tourists choose to believe the advice of unknown people such as influencers and celebrities through YouTube, Twitter, and Instagram media to respond to their needs and find information of interest. The research of Khanthum (2019) revealed that hotel business users prefer to search for hotel information via YouTube media. They use mobile phones to search for information as it is convenient and easy to use. Most of the opinions correspond with marketing communication strategies through Content Creators. It also agrees with the research of Chiu et al. (2014) stating that providing services through the website must have an attractive appearance including pictures of rooms, video clips, information related to the hotel, and reviews from customers who have used the service.

Creating a social group through Instagram is a way to build a clear image of a service business through the creation of shared experiences between service users and service businesses. The meaning is created from consistently shared experiences. It is consistent with the research of Sakukritteenun & Weerakit (2018) finding that hotel businesses use online social networks both controllable and uncontrollable, namely Owned Media, Paid Media, and Earned Media. The focus is on creating marketing content corresponding to customer perception behavior. The majority of customers prefer to click like via Facebook and Instagram because of ease of use. The research of Sujaritsathit (2019) stated that in analyzing consumers' Instagram advertising media perception behavior if the coordinates are notified, it will result in a greater perception of advertising media with Hashtags attached or captioning under the picture to create recognition and memory. In addition, the research of Waroonkun & Waroonkun (2021) found that foreign tourists who use the hotel business in the old city area of Chiang Mai will select the image of the hotel that appears on online media with descriptions of opinions on the use of services of those who have stayed.

Perception via Facebook is creating awareness with various types of interesting content that can provide more information. It includes creating a memory for service users through the constant sharing of information. This is consistent with the research of Muneekaew et al. (2022) finding that creating a good customer experience for the hotel business is linked to online channels, websites, and Facebook fan pages. Customers often search for hotel information via online media before accessing the service and reviews of access to services through online media. The study by Warit et al. (2019) indicates that the hotel industry uses Owned Media such as Facebook, Twitter, and YouTube to promote hotels through celebrities. In addition, the content is conveyed through blogger reviews and storytelling through characters on the community page which is a communication that everyone can access through pictures, short videos, or Facebook Live. The research of Wiangkham & Charoenwisan (2022) found that experiential marketing of boutique hotel businesses focuses on using online media to

communicate by advertising to encourage customers to decide to use the service. In addition, customers have shared stories and experiences of using the services of the boutique hotel business with other people. It is considered a cycle of using the service infinitely.

Recommendations

1) Provision of online communication channels for service businesses should focus on updating information to be current, including photos, video clips, and accompanying text to continuously stimulate perception among service users.

2) Provision of communication channels and public relations channels via online media should be modern in correspondence with the image of the service business. It should also be easy to use and convenient for the service users.

3) The comparison of perceptions of the service business through online media of the target group of service users should be studied to truly correspond to the needs and behaviors of the target group of users.

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