

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF HOSPITALITY AND TOURISM MANAGEMENT
PROGRAMME**

**FACTORS INFLUENCING TOURIST SATISFACTION
TOWARDS CHAUNG THAR BEACH, MYANMAR**

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ROLL NO.12
MHTM 3rd BATCH**

JUNE, 2025

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requirement for the degree of Master of Hospitality and Tourism Management
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ABSTRACT

This study examines the key factors influencing tourist satisfaction at Chaung Thar Beach, a leading domestic coastal destination in Myanmar. This study focuses on five factors: tourist attractions, facilities and services, environmental conditions, social media marketing, and safety and security. This study employs a quantitative research method and collects data from 385 domestic tourists through structured questionnaires using a five-point Likert scale. A systematic sampling method is applied to ensure a neutral and representative selection of respondents. This study finds that tourist attractions, facilities and services, and social media marketing have a strong positive influence on tourist satisfaction. In contrast, environmental conditions and safety and security receive moderate ratings, indicating the need for improvements in waste management, environmental cleanliness, emergency preparedness, and medical services. This study recommends enhancing tourism infrastructure, strengthening safety protocols, promoting environmentally sustainable practices, and developing more effective digital marketing strategies. These improvements are essential for increasing tourist satisfaction, encouraging repeat visitation, and supporting the sustainable development and long-term competitiveness of Chaung Thar Beach within Myanmar's tourism industry.

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CHAPTER I

INTRODUCTION

Tourism boosts global economies, jobs, infrastructure, and culture. Tourism generates 10% of global GDP and 10% of jobs, according to the UNWTO (2023). The tourist business increases, so places compete to attract and keep visitors. Tourist satisfaction, which influences destination loyalty, return intentions, and good word-of-mouth referrals, is crucial to this rivalry (Kozak & Rimmington, 2000). Academic research and destination management strategies now focus on measuring and analyzing tourist satisfaction. Tourism locations must adapt to changing consumer needs since tourists today want relaxing, meaningful, safe, and sustainable experiences (UNEP, 2022; Pine & Gilmore, 1999).

Myanmar is famous for its culture, nature, and landscapes in Southeast Asia. While Bagan and Inle Lake are well-known, local visitors are becoming interested in the country's seashore. Chaung Thar Beach in Ayeyarwady is a popular beach resort in Myanmar, especially among locals. It provides a cheap and easy getaway from Yangon, 250 kilometers away. The beach is famous for its palm-lined beachfront, shallow waves, excellent seafood, and surrounding islands like Phoe Kalar Island, which provide short boat rides and snorkeling. Before the COVID-19 epidemic, Chaung Thar attracted around 500,000 local tourists, according to the Myanmar Tourism Marketing Association (2022). Middle-income groups, students, and families seeking budget-friendly recreation prefer Chaung Thar to premium beach resorts. Intermittent service quality, restricted amenities, seasonal overpopulation, and environmental degradation may lower tourist satisfaction despite its popularity (Ministry of Hotels and Tourism Myanmar, 2022; Win & Than, 2021). Thus, sustainable infrastructure, waste management, and responsive public services are needed more than ever.

Tourist happiness is complicated, impacted by tourist expectations, experiences, and judgments. Tourists' emotional response or happiness after a visit depends on whether the destination fulfilled or surpassed their expectations (Oliver, 1980). Attractions, amenities, cleanliness, safety, and service affect satisfaction. Chi and Qu (2008) discovered that destination features including housing, accessibility, attractions, and the environment greatly impact tourist satisfaction and behavior. Prayag et al. (2020) noted that emotional and cognitive assessments influence visitor

satisfaction, especially in leisure areas. Thus, analyzing Chaung Thar's most important variables might help tourist operators and governments better.

After the worldwide COVID-19 epidemic, local tourism has grown, making passengers more discriminating and changing their expectations. Safety, cleanliness, and digital ease are increasingly considered critical travel elements (WTTC, 2022). Mobile internet and online booking systems increasingly shape pre-trip expectations and on-site experiences (Li & Petrick, 2023). These transitions present problems and possibilities in Chaung Thar, where tourism infrastructure is still emerging. The neighborhood has natural beauty and cultural familiarity, but service consistency, trash management, and health infrastructure are lacking. If not addressed, these issues may harm destination satisfaction and competitiveness. To protect Chaung Thar's coastal habitat and attract ecotourism, tourism stakeholders must balance growth with environmental sustainability (Wongthong & Harvey, 2023).

This research examines the main elements affecting Chaung Thar Beach tourist satisfaction. It focuses on tourism attractions, amenities, environmental conditions, safety and security, and destination services. Tourism literature lists these factors as important satisfaction factors (Yoon & Uysal, 2005; Alegre & Garau, 2010). Understanding these elements in Chaung Thar is crucial for developing effective methods to improve service delivery and tourist experience. Han and Hyun (2017) say visitor pleasure encourages return visits and favorable word-of-mouth. Their study demonstrates that happy travellers are more inclined to return and suggest the area, which boosts its tourism business competitiveness. The study studies local tourists' experiences to see how different elements affect their destination pleasure. The report is essential for Myanmar tourism planners, who must match recovery and development activities with tourist expectations and sustainable practices.

Finally, Myanmar's domestic beach tourism, especially at Chaung Thar, has significant growth potential. To reach this potential, you must understand what visitors value most. Destinations must attract and please tourists as tourism becomes increasingly experience-driven to secure repeat visits and a positive reputation. This research examines Chaung Thar Beach's main tourist satisfaction elements to increase destination upgrading, visitor experience, and Myanmar's coastal tourism growth. This research may also help local tourist enterprises and policymakers improve service, visitor loyalty, and Chaung Thar's competitiveness in domestic and regional tourism markets.

1.1 Rationale of the Study

Many nations benefit from tourism's employment, infrastructural expansion, foreign exchange profits, and cross-cultural contacts (UNWTO, 2023). Tourism can strengthen rural and coastal economies in developing nations like Myanmar. Domestic tourism has grown while political upheaval and the COVID-19 epidemic reduce foreign arrivals. Chaung Thar Beach in Myanmar's Ayeyarwady Region is a renowned local tourist site. Families, students, and budget-conscious travelers like its proximity to Yangon, calm sea waters, and seafood. Understanding tourist satisfaction is crucial to sustaining and growing this tourism industry, especially in areas with inadequate infrastructure and environmental management systems like Chaung Thar.

Tourist satisfaction is complicated, impacted by expectations, experiences, and post-visit evaluations (Oliver, 1980; Yoon & Uysal, 2005). The destination's image and competitiveness depend on tourists' recommendations, online reviews, and likelihood to return (Chi & Qu, 2008; Kozak & Rimmington, 2000). Destination managers seeking to improve service quality and tourist experience must understand what affects satisfaction. This study examines how tourism attractions, infrastructure, environmental conditions, social media marketing, and safety and security affect Chaung Thar Beach tourist satisfaction.

Tourist attractions drive travel. Natural scenery, beach vistas, cultural sites, and recreational options strongly influence tourists' value and enjoyment (Gunn, 1997; Lew, 1987). A large sandy beach, neighboring islands, boat cruises, and local culture are available at Chaung Thar. The underdevelopment and neglect of these attractions might lower their quality. Degraded primary attractions or inadequate services may leave tourists with disappointed expectations, diminishing satisfaction (Kozak, 2001).

Hotel, restaurant, restroom, and transportation availability and quality are all important to tourists. Frustration and unfavorable reviews often result from poor infrastructure and services (Baker & Crompton, 2000; Chon, 1991). Many visitors describe inadequate accommodations, poor hospitality, and a lack of basic facilities at Chaung Thar during high seasons. These gaps suggest that tourist infrastructure and service delivery must be enhanced to meet expanding visitor numbers and expectations.

Cleanliness, pollution, ecological preservation, and waste management significantly affect visitor pleasure, especially in coastal areas (Mihalic, 2000; Lee, 2009). Chaung Thar must meet strict environmental criteria to retain its beach appeal. However, seasonal congestion, trash, and poor waste management have damaged its

image. Environmentally conscious tourists are more likely to complain about unmanaged or deteriorated natural areas (Han et al., 2017). Promoting sustainable tourism and environmental preservation in local communities is crucial.

The power of social media marketing to influence visitor behavior and satisfaction. Many tourists today use Facebook, YouTube, and Instagram to plan their trips (Xiang & Gretzel, 2010; Fotis et al., 2012). Tourist expectations and experiences before, during, and after journeys are shaped by these platforms. Tourists may complain about Chaung Thar if their experience differs from internet content or advertising materials. In contrast, true digital advertising that reflects on-ground reality can boost satisfaction and attract additional visitors (Hudson & Thal, 2013).

Security and safety are also crucial to tourist happiness. Tourists choose safe places to avoid crime, illness, and accidents (Rittichainuwat & Chakraborty, 2009). Tourists now value hygiene, medical facilities, and emergency response systems following COVID-19 (WTTC, 2022). At Chaung Thar, beach safety enforcement, medical access, and catastrophe preparedness are lacking, which might lower tourists' trust and well-being. better tourist happiness and retention requires better safety infrastructure and clear health and emergency service communication.

Given Myanmar's rising domestic tourism and Chaung Thar's potential as a prominent seaside destination, these five characteristics' effects on visitor satisfaction must be assessed. Myanmar's beach tourism, especially post-pandemic rehabilitation, has received less attention compared to other Asian nations. This study fills that gap by providing empirical information for policy and strategic decisions. Local officials, tourism providers, and community members can improve the travel experience by analyzing which factors most affect visitor satisfaction.

In conclusion, this study seeks to understand visitor behavior and expectations to preserve Myanmar's domestic tourism business. Localized lessons from Chaung Thar Beach may improve service, environmental responsibility, and destination competitiveness. This study will advance scholarly understanding and guide Myanmar tourist strategy.

1.2 Objectives of the Study

The primary objective of this study is to examines the influence of tourist attractions, facilities, social media marketing, environmental conditions, and safety and

security on tourist satisfaction towards Chaung Thar Beach, Myanmar. Specifically, the study aims to:

- To identify the factors influencing tourist satisfaction towards Chaung Thar Beach, Myanmar
- To analyze the factors influencing tourist satisfaction towards Chaung Thar Beach, Myanmar.

1.3 Scope and Method of the Study

In Myanmar's Ayeyarwady Region, Chaung Thar Beach is a major coastal destination. This study examines tourist satisfaction. The research focuses on tourist attractions, facilities, services, social media marketing, the environment, and safety and security. The poll exclusively includes peak-season domestic visits to Chaung Thar Beach from October 2024 to April 2025. This study was quantitative. Primary and secondary data were used. Primary data was collected from Chaung Thar tourists using a standardized questionnaire. The questionnaire assessed satisfaction on a 5-point Likert scale. Systematic sampling picked fair-minded persons. Given the unknown number of visits to Chaung Thar, Cochran's (1977) technique for an infinite population provided 385 valid responses. Government, academic, and tourist publications supplied secondary data for research and discussion. SPSS identified variables' trends, correlations, and links.

1.4 Organization of the Study

Five chapters make up this study. Chapter One describes the research's goals, scope, and methods. Chapter Two discusses visitor satisfaction, pertinent ideas, and prior research on attractions, facilities, services, environmental conditions, social media, cultural experiences, and safety and security. Chapter Three discusses Chaung Thar Beach's history and tourist pleasure. Chapter Four offers and examines data-driven study findings. Finally, Chapter Five presents the key findings, suggestions, and research directions.

CHAPTER II

THEORETICAL BACKGROUND

This chapter outlines the theoretical foundations of the study by exploring the key factors that influence tourist satisfaction at Chaung Thar Beach, Myanmar. These factors include tourist attractions, facilities and services, social media marketing, environmental conditions, and safety and security. The chapter draws upon relevant theoretical frameworks and reviews existing literature on tourist satisfaction to provide a deeper understanding of how these factors impact visitors overall experience. Additionally, the chapter establishes the conceptual framework that guides this research, setting the stage for the analysis and discussion of the findings in subsequent chapters.

2.1 Concept of Tourist Satisfaction

Tourist satisfaction is a widely recognized concept in tourism research, reflecting a visitor's emotional response and overall evaluation of their travel experience. It refers to the level of satisfaction tourists experience when their actual experiences meet or exceed their initial expectations (Oliver, 1980). Satisfaction is influenced not only by the physical attributes of a destination but also by the emotional and psychological impressions formed during the visit. When expectations are fulfilled, tourists often develop positive attitudes, which may lead to repeated visits and favorable recommendations to others (Yoon & Uysal, 2005). The significance of tourist satisfaction lies in its impact on tourist behavior and destination competitiveness. Satisfied tourists are more likely to exhibit loyalty, share positive word-of-mouth, and contribute to the long-term sustainability of a destination. Conversely, negative experiences may lead to complaints and a decline in visitation. Therefore, achieving a high level of satisfaction remains a priority for tourism planners and service providers aiming to improve performance and visitor retention (Chen & Tsai, 2007).

Multiple factors influence how tourists perceive satisfaction. These include the quality of attractions, accessibility, hospitality services, cleanliness, safety, and the overall environment of the destination. Tourists evaluate their experiences based on both tangible and intangible components. Well-maintained facilities, efficient

transportation, courteous staff, and culturally enriching activities positively affect visitor perceptions (Oh, 2001; Chen & Chen, 2010). In contrast, disorganized services, poor infrastructure, or unwelcoming behavior may lead to dissatisfaction, regardless of the destination's natural or cultural appeal. Concerns about safety and security have become increasingly important in shaping tourist satisfaction. Travelers tend to prefer destinations where they feel safe from crime, health threats, and political instability (Henderson, 2007). The presence of a secure and well-managed environment contributes significantly to a tourist's overall experience and peace of mind. Moreover, the rise of digital platforms has transformed the way tourists form expectations. Social media, travel blogs, and online reviews now serve as primary sources of information, influencing destination image and shaping tourists' pre-visit beliefs (Fotis, 2015).

Tourist satisfaction plays a critical role in the development and long-term sustainability of tourism destinations. It indicates how effectively a destination creates value for visitors through the delivery of quality experiences and services. A range of factors including tourist attractions, facilities and services, social media marketing, environmental conditions, and safety and security shapes tourists' perceptions and overall satisfaction. Gaining a comprehensive understanding of these influencing factors enables tourism stakeholders to enhance visitor experiences and strengthen destination loyalty. Maintaining consistently high levels of tourist satisfaction remains essential for sustaining competitiveness in the rapidly evolving global tourism market.

2.2 Factors Influencing Tourists Satisfaction

Tourist satisfaction is a multifaceted concept shaped by various elements that collectively influence visitors' overall experience and perception of a destination. Understanding these factors is crucial for tourism stakeholders aiming to enhance service quality, foster positive visitor experiences, and ensure sustainable destination development. Research identifies several key dimensions that play significant roles in determining tourist satisfaction. These include the appeal and quality of tourist attractions, the availability and standard of facilities and services, the effectiveness of social media marketing, environmental conditions, and the level of safety and security provided at the destination. Each factor contributes uniquely to shaping tourists' expectations and their eventual evaluation of the travel experience.

Tourist attractions serve as primary motivators for travel and form the foundation of destination competitiveness. Facilities and services affect the comfort and convenience experienced by visitors, while social media marketing shapes pre-trip expectations and destination image. Environmental conditions influence the physical and aesthetic appeal of a location, especially for nature-based tourism. Finally, safety and security are fundamental to ensuring visitors feel protected and confident throughout their stay. The following subsections explore each of these factors in detail, highlighting their influence on tourist satisfaction and destination success.

2.2.1 Tourist Attractions

Tourist attractions are a central component of destination competitiveness and visitor satisfaction. According to the Destination Competitiveness Framework (Dwyer & Kim, 2003), core resources such as natural beauty, cultural heritage, and a diversity of recreational activities are key factors that influence travelers' decisions and their overall experience. These attractions not only serve as the primary motivation for travel but also shape tourists' perceptions of quality and value. In alignment with the Expectation-Confirmation Theory (Oliver, 1980), satisfaction occurs when the actual experience of these attractions meets or exceeds visitors' prior expectations.

Natural environments, cultural encounters, and recreational offerings are among the most influential types of attractions. Coastal destinations, in particular, benefit from scenic beaches, island excursions, and opportunities for water-based activities, which often create memorable and multisensory experiences. Cultural festivals, local cuisine, and traditional village life add authenticity and emotional connection, aligning with the concept of experiential tourism (Pine & Gilmore, 1999). However, when attractions are not supported by sufficient infrastructure or safety measures, they may result in negative confirmation of expectations, leading to dissatisfaction (Doswell, 2022).

Many developing beach destinations in Southeast Asia faces similar challenges. These include limited accessibility during certain seasons, insufficient tour organization, and underdeveloped eco-tourism initiatives, which restrict the full utilization of surrounding natural and cultural assets (World Bank, 2021; UNWTO, 2022). Research emphasizes the importance of bundling attractions into integrated experiences that combine cultural, natural, and recreational elements. This approach not only enhances perceived value but also supports sustainable development goals by spreading tourism benefits across local communities (Butler, 2021). When designed

thoughtfully, attractions become more than just places to visit, they serve as key touchpoints in shaping positive tourist experiences and long-term destination loyalty.

2.2.2 Facilities and services

Tourist satisfaction is significantly influenced by the quality of facilities and services provided at a destination. The SERVQUAL model (Parasuraman et al., 1988) identifies five key dimensions, tangibility, reliability, responsiveness, assurance, and empathy that are widely used to assess service quality in tourism and hospitality. High-quality accommodation, dining, recreational options, and transportation infrastructure all contribute to a positive visitor experience. Inadequate or inconsistent service delivery, on the other hand, can lead to dissatisfaction and lower the likelihood of repeat visits. In many emerging beach destinations, including those in Southeast Asia, facilities often cater to domestic and mid-range tourists, with limited presence of luxury accommodations or internationally standardized services (STR Global, 2023). Food and beverage offerings frequently reflect local culture and cuisine, which enhances the authenticity of the experience. However, challenges such as hygiene, inconsistent service standards, and language barriers are commonly reported (Food and Hospitality Asia, 2022).

Tourism services also extend to recreational activities, shopping, and accessibility. Destinations that lack organized infrastructure, modern retail facilities, or regulated activity providers may face issues related to safety, pricing transparency, and customer trust (Pacific Asia Travel Association, 2023). Additionally, infrastructure challenges such as unreliable utilities, poor road conditions, and limited public transport systems continue to hinder service quality in many coastal regions (JICA, 2021; World Economic Forum, 2022). To address these gaps, scholars emphasize the importance of strategic, sustainable investment in infrastructure and service capacity rather than rapid luxury development (Butler, 2021). By aligning tourism development with local needs and environmental considerations, destinations can improve service quality while preserving cultural and natural resources.

2.2.3 Social Media Marketing

Social media marketing plays a crucial role in shaping travel behavior, destination image, and tourist decision-making. According to Xiang and Gretzel (2010), platforms like Facebook, Instagram, and YouTube have transformed how travelers seek

information, share experiences, and choose destinations. A destination's digital presence significantly influences visitor expectations, satisfaction, and engagement (Hudson & Thal, 2013). Research has shown that integrating cultural content, practical travel tips, and behind-the-scenes experiences into digital marketing strategies can create a more authentic and appealing image for potential visitors (Li et al., 2023).

Influencer marketing is another important trend, especially among millennial and Gen Z travelers. Studies show that 68% of millennial tourists are influenced by online content creators when planning trips (Expedia Group, 2023). Destinations that collaborate with travel influencers and encourage user-generated content tend to achieve higher visibility and trust among their target audiences. In fact, destinations that balance natural beauty with cultural storytelling in their social media content generate 42% more online engagement than those that focus solely on scenic views (ASEAN Tourism Marketing Report, 2023). While some emerging destinations are still developing their social media strategies, small-scale campaigns that highlight local stories and lesser-known attractions have proven effective in boosting digital engagement. A comprehensive and diversified social media strategy that includes influencer partnerships, cultural insights, and real-time engagement can greatly enhance a destination's competitiveness and tourist appeal (Digital Tourism Analytics, 2023).

2.2.4 Environmental Conditions

Environmental conditions are a key determinant of tourist satisfaction, particularly in nature-based and coastal destinations. According to Swarbrooke (1999), the physical environment including cleanliness, biodiversity, and landscape quality significantly influences tourists' perceptions and overall experience. Destinations affected by pollution, habitat degradation, or unmanaged development often report declines in visitor satisfaction and repeat visitation (UNEP, 2022). Modern travelers, particularly eco-conscious ones, increasingly prioritize sustainability when choosing travel destinations (Booking.com, 2023). This shift has led to the integration of environmental management strategies, such as eco-certification programs, community clean-ups, and plastic-free initiatives, into tourism planning (Sustainable Travel International, 2023). Although challenges like erosion, poor waste management, and unregulated construction persist in many coastal regions (IUCN, 2021), successful cases show that proactive environmental stewardship can serve as both a conservation tool and a competitive advantage. For instance, emerging destinations like Chaung Thar

Beach have begun implementing beach clean-up campaigns and marine conservation awareness programs, reflecting broader global trends in eco-tourism development.

2.2.5 Safety and Security

Safety and security are widely recognized as essential elements of tourist satisfaction and destination competitiveness. According to the Global Safety in Tourism Index (2023), tourists are more likely to choose destinations where they perceive strong emergency infrastructure, visible safety protocols, and low crime rates. Theoretical frameworks in tourism psychology also emphasize that perceived safety significantly influences travel intentions and on-site satisfaction (George, 2010). Studies have shown that even if a location reports low crime statistics, the absence of visible safety measures such as lifeguards, emergency signage, or accessible medical services can create a perception of risk (Pizam & Mansfeld, 2006). For emerging beach destinations such as Chaung Thar, aligning perceived and actual safety through standardized protocols and improved infrastructure is critical to enhancing visitor trust and satisfaction.

2.3 Related Theory of the study

Theoretical frameworks provide a foundation for understanding the complex factors that influence tourist satisfaction. In tourism research, theories offer structured ways to analyze how tourists form expectations, evaluate experiences, and ultimately determine their levels of satisfaction. This study primarily draws on two widely accepted models: Expectation-Confirmation Theory (ECT) and the Service Quality Theory (SERVQUAL). Both frameworks offer valuable insights into the processes through which tourists assess destination attributes, services, and overall experiences.

2.3.1 Expectation-Confirmation Theory (ECT)

Expectation-Confirmation Theory (ECT), initially conceptualized by Oliver (1980), has become one of the most frequently used models in explaining customer satisfaction across various service sectors, including tourism and hospitality. The theory posits that individuals form expectations prior to consumption based on available information such as advertisements, social media, online reviews, or word-of-mouth. Upon experiencing the service or destination, individuals compare their perceived experience against these initial expectations. If the performance meets or surpasses their expectations, a positive confirmation occurs, resulting in satisfaction. Conversely, if the

experience falls short of expectations, it leads to negative disconfirmation, which can cause dissatisfaction (Oliver, 1980; Bhattacharjee, 2001).

In the tourism context, this theory proves particularly insightful because tourists often develop complex expectations influenced by both internal motivations (such as a desire for relaxation, adventure, or cultural engagement) and external stimuli (such as promotional materials or past travel experiences). At Chaung Thar Beach, for example, a visitor might anticipate clean beaches, accessible amenities, and serene natural surroundings based on visual and textual promotions. However, if they encounter littered shorelines, unregulated vendors, or noisy environments, the resulting disconfirmation of expectations could lead to a negative perception, even if some aspects of the visit such as cultural food or warm hospitality are favorable. Such outcomes highlight the critical role that accurate and realistic destination marketing plays in managing tourist expectations (Chen & Chen, 2010).

Moreover, ECT not only explains the satisfaction experienced during the trip but also plays a significant role in determining post-visit behaviors such as willingness to return, destination loyalty, and likelihood of recommending the place to others (Tse & Wilton, 1988; Yoon & Uysal, 2005). These behavioral intentions are vital for a destination like Chaung Thar Beach, which relies heavily on repeat visits and positive word-of-mouth, particularly among domestic travelers. In summary, ECT offers a powerful lens to understand how tourists' satisfaction is shaped by their expectations of attractions, environmental conditions, service quality, and safety, as well as the extent to which these expectations are confirmed or disconfirmed by actual experience.

2.3.2 Service Quality Theory (SERVQUAL)

The SERVQUAL model, proposed by Parasuraman, Zeithaml, and Berry (1988), remains one of the most influential frameworks for evaluating service quality and has been widely applied in the context of tourism and hospitality due to its capacity to systematically measure the service gaps that exist between customer expectations and their perceptions of actual service delivery. The model is composed of five distinct dimensions: tangibles, which refer to the physical facilities, equipment, and appearance of personnel; reliability, defined as the ability to perform the promised service dependably and accurately; responsiveness, which captures the willingness to help customers and provide prompt service; assurance, reflecting the knowledge and

courtesy of employees and their ability to inspire trust; and empathy, which includes caring, individualized attention provided to customers (Parasuraman et al., 1985; 1988).

In the context of Chaung Thar Beach, these dimensions can be used to assess various aspects of the tourism experience, ranging from the cleanliness and aesthetic appeal of the accommodations and public spaces (tangibles), to the dependability of transportation services and hotel bookings (reliability), and the responsiveness of hotel staff or local vendors to tourist needs. Assurance and empathy are particularly important when dealing with international tourists who may require language assistance or who may have specific cultural or dietary needs. However, preliminary observations and reports from previous travelers suggest that while Chaung Thar offers some essential tourism services, issues such as inconsistent electricity supply, lack of waste disposal systems, and limited language capabilities among staff continue to pose challenges to the overall quality of service (Myanmar Tourism Marketing Board, 2023).

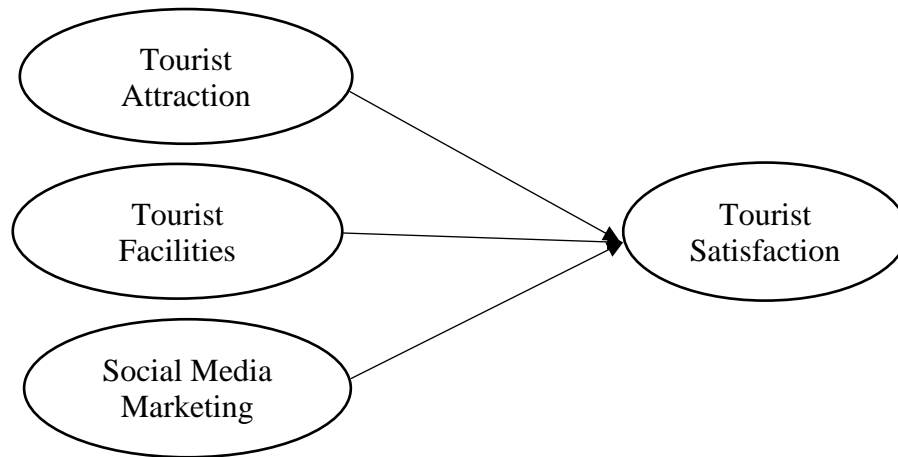
Applying the SERVQUAL model enables a systematic evaluation of these service quality gaps and provides actionable insights for destination managers, hospitality operators, and policymakers. For example, by identifying low scores in empathy or assurance, managers may implement targeted training programs aimed at improving staff communication skills and customer care, thereby enhancing the overall tourist experience. Furthermore, the SERVQUAL framework aligns closely with this study's second research objective: analyzing how factors such as tourism facilities and services influence tourist satisfaction. As such, this model is not only valuable for diagnosing existing service deficiencies but also instrumental in developing quality improvement strategies that foster tourist loyalty and competitive advantage (Kandampully, Mok, & Sparks, 2001; Zeithaml, Bitner, & Gremler, 2018).

2.4 Previous Studies

Tourist satisfaction has long been a key focus in tourism research, with various factors influencing visitor experiences. Previous studies have emphasized the importance of attractions, facilities, and digital marketing in shaping overall satisfaction among tourists. A study by Dzil Fakari et al. (2023) explored the relationship between tourist attractions, facilities, and social media marketing in Desa Wisata Adat Kemiren, Banyuwangi, East Java. Using a quantitative approach, the researchers collected data from 112 tourists and analyzed it through Structural Equation Modeling (SEM) with

WarpPLS 6.0. The conceptual structure guiding this research is clearly presented in Figure 2.1.

Figure (2.1) Conceptual Framework of Tourist Satisfaction: The Influence of Tourist Attractions, Tourist Facilities, and Social Media Marketing

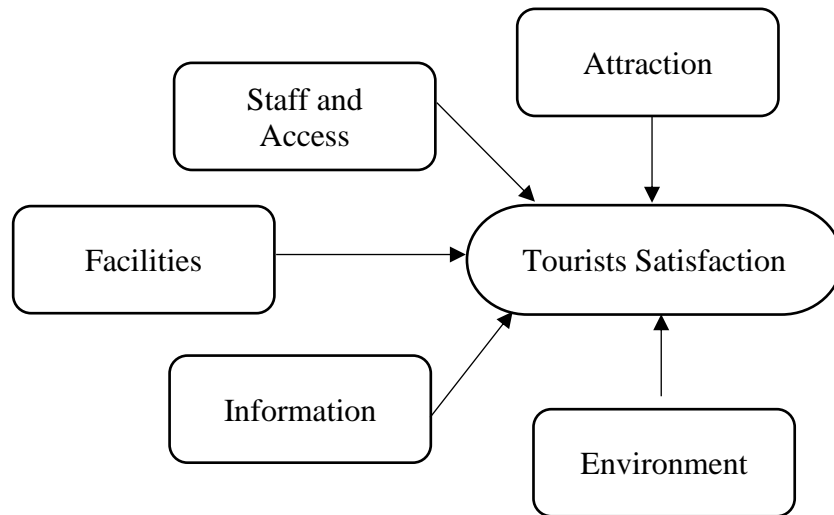


Source: Dzil Fakari et al. (2023)

The findings confirmed that both attractions and facilities positively impact tourist satisfaction. However, an unexpected result showed that social media marketing did not significantly influence satisfaction levels. The study suggested that the village's current social media strategies were not effectively engaging potential visitors. In today's digital era, social media plays a crucial role in interaction and experience-sharing, making it an essential tool for tourism promotion. Therefore, the researchers recommended that tourism managers in Desa Wisata Adat Kemiren improve their social media marketing efforts by creating more engaging content to better connect with tourists and enhance their overall experience

Tourist satisfaction has received considerable attention in tourism research due to its role in shaping visitor behavior, enhancing destination competitiveness, and supporting long-term sustainability. A relevant study by Bhuiyan et al. (2021) investigated tourist perception and satisfaction at the Bangabandhu Sheikh Mujib Safari Park in Bangladesh. The primary objective of the study was to assess the level of tourist satisfaction by analyzing five core components: attractions, facilities, staff and access, environmental quality, and information services available at the park. The researchers employed a quantitative approach using structured questionnaires administered to 322 domestic tourists. Respondents rated their experiences using a five-point Likert scale, and the data were analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis. The research framework is illustrated in Figure 2.2.

Figure (2.2) Conceptual Framework of Tourist perception and satisfaction on Safari tourism at Bangabandhu Sheikh Mujib Safari Park in Bangladesh



Source: Bhuiyan et al. (2021)

The results showed that four-dimension attractions, facilities, staff and access, and environmental quality had a statistically significant and positive effect on tourist satisfaction. In contrast, the information dimension, while positively associated, did not yield a statistically significant result. The study emphasized the importance of both physical and service-related factors, including scenic landscapes, supportive staff, and environmental cleanliness, in fostering a satisfying visitor experience. However, the researchers also highlighted that inadequate signage and a lack of visitor information could reduce overall tourist perceptions and satisfaction.

Bogale and Wondirad (2019) examined the key factors influencing tourist satisfaction in Arbaminch City and its surrounding areas in Southern Ethiopia. Their study focused on five variables: staff hospitality, environmental quality, service standards, safety and security, and perceived price. Using a quantitative approach, they collected data from 150 tourists through structured questionnaires. The sample size was determined using Cochran's formula due to the unknown total population. Data were analyzed using descriptive statistics, Pearson correlation, and multiple regression analysis. Figure 2.3 illustrates the proposed framework used to examine the factors influencing tourist satisfaction.

Figure (2.3) Conceptual Framework of Determinant factors of tourist satisfaction in Arbaminch City and its vicinity, Southern Ethiopia



Source: Bogale and Wondirad (2019)

The results indicated that all five variables had a significant influence on tourist satisfaction, with staff hospitality and perceived price having the strongest effects. Safety and security also emerged as important, as tourists expressed concern over the lack of visible safety infrastructure and limited emergency response systems, despite low crime levels. The study emphasized that improving road safety, emergency services, and visitor information could enhance tourist confidence. The authors concluded that both physical infrastructure and service quality improvements are essential for increasing tourist satisfaction and sustaining destination competitiveness.

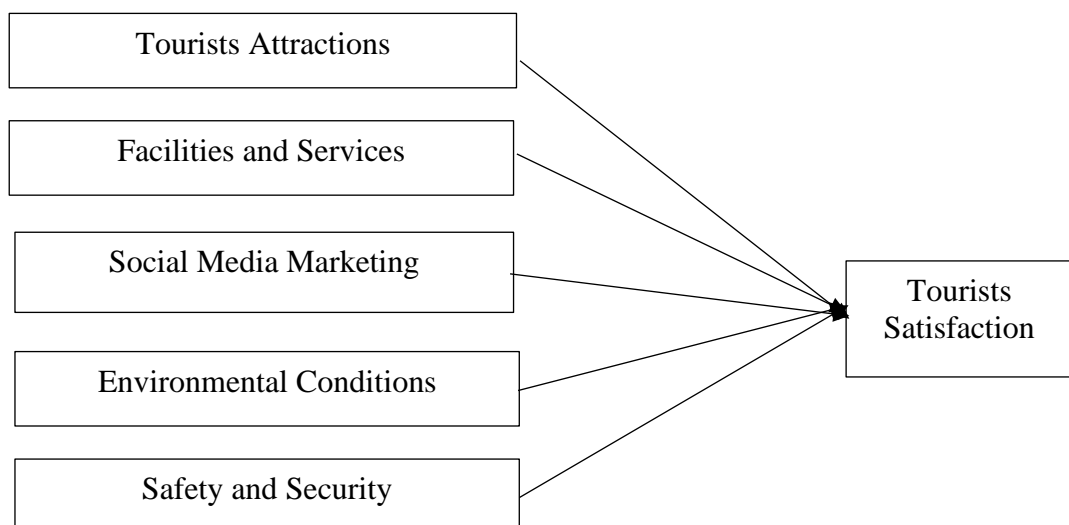
The findings of previous studies offer valuable insights into the diverse factors shaping tourist satisfaction, reinforcing the relevance of the variables selected for the present research on Chaung Thar Beach. Dzil Fakari et al. (2023) highlighted the importance of attractions and facilities in influencing satisfaction levels in a village tourism setting, while also identifying a gap in the effectiveness of social media marketing strategies. This points to the need for destinations to not only develop physical assets but also engage tourists through meaningful digital communication. Similarly, Bhuiyan et al. (2021) conducted a study in Bangladesh's Safari Park, confirming that attractions, facilities, staff and access, and environmental quality significantly affect tourist satisfaction, whereas inadequate information provision

reduced the overall experience. Their work underlines the critical role of both tangible and service-related factors. Additionally, Bogale and Wondirad (2019) included safety and perceived price in their Ethiopian case study and found both to be key drivers of satisfaction, particularly emphasizing that weak safety infrastructure and poor emergency preparedness could erode tourist confidence. Collectively, these studies support the inclusion of attractions, facilities, environmental conditions, social media marketing, and safety and security as relevant variables for analyzing tourist satisfaction in Chaung Thar Beach, while also encouraging a more integrated and strategic approach to destination management.

2.5 Conceptual Framework of the Study

The impact of tourist attractions, facilities, environmental conditions, social media marketing, cultural experiences, and safety and security on tourist satisfaction is the central focus of this study. This research investigates the relationships between these factors and the overall satisfaction of tourists, aiming to provide a comprehensive understanding of how these elements collectively shape the tourist experience. The conceptual model is structured around six key elements: independent variables (tourist attractions, tourist facilities, environmental conditions, social media marketing, cultural experiences, and safety and security) and the dependent variable (tourist satisfaction).

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2025)

Through the analysis of these relationships, the study offers valuable insights into the ways in which tourist attractions, facilities, and social media marketing, along

with environmental conditions, cultural experiences, and safety measures, contribute to tourist satisfaction. The findings of this research are expected to inform more effective tourism management strategies and marketing practices. By enhancing the understanding of these factors, the study aims to support the development of sustainable tourism practices, improve tourist experiences, and contribute to the economic growth of the tourism sector. This research provides a foundation for future studies and practical applications in the field of tourism management and marketing.

2.6 Working Definitions

Tourist Attractions

The natural and cultural landmarks, such as pristine beaches, nearby islands, and local fishing villages, that offer visitors unique experiences, relaxation, and adventure, making Chaung Thar Beach a desirable coastal destination.

Tourist Facilities and Services

The essential infrastructure and hospitality services, including beachfront resorts, local guesthouses, transportation options, restaurants, and tour operators, that enhance visitor convenience and comfort.

Social Media Marketing

The use of platforms like Facebook, Instagram, and travel blogs to showcase Chaung Thar Beach's scenic beauty, accommodations, activities, and promotions, attracting more visitors through engaging content and online recommendations.

Tourist Environmental Conditions

The natural and built surroundings of Chaung Thar Beach, including clean beaches, marine biodiversity, eco-friendly initiatives, and overall ambiance, which influence the satisfaction and experience of tourists.

Tourist Safety and Security

The measures taken to ensure a safe and pleasant visit, including lifeguard services, medical assistance, crime prevention, and disaster preparedness, allowing tourists to explore with confidence.

Tourist Satisfaction

The overall fulfillment and enjoyment of visitors based on the quality of attractions, hospitality, environmental conditions, and cultural experiences, influencing their likelihood of returning or recommending Chaung Thar Beach as a travel destination.

CHAPTER III

BACKGROUND OF CHAUNG THAR BEACH AND FACTORS INFLUENCING TOURIST SATISFACTION

This chapter aims to provide a comprehensive overview of Chaung Thar Beach as the study area for this research. It outlines the geographical and historical context of the destination and examines the current tourism development, trends, and conditions. Understanding the background of Chaung Thar Beach is crucial for identifying the environmental, infrastructural, and social dynamics that shape tourists' experiences. Furthermore, this chapter highlights how key factors such as tourist attractions, hospitality services, environmental conditions, safety, and the role of social media marketing contribute to shaping tourist satisfaction. These contextual insights help justify the relevance of the selected independent variables and enhance the depth of the study.

3.1 Background of Chaung Thar Beach

Chaung Thar Beach is located in the southwestern part of Myanmar, specifically in the Ayeyarwady Region, which is known for its coastal plains and delta landscapes. Positioned approximately 240 kilometers from Yangon, the nation's former capital and largest city, and about 45 kilometers from Patheingyi, the regional capital, Chaung Thar is one of the most accessible beach destinations for domestic travelers. The beach lies along the Bay of Bengal, stretching several kilometers and offering a picturesque combination of golden sand, calm waves, and verdant surroundings. The scenic route from Yangon to Chaung Thar passes through agricultural villages and green paddy fields, showcasing Myanmar's rural charm, and improvements in road infrastructure have gradually reduced travel time to around six to seven hours.

The natural beauty of Chaung Thar is characterized by gently sloping shorelines, clear seawater, tropical palm trees, and nearby mangrove forests, creating a peaceful and rustic atmosphere that appeals to both leisure tourists and eco-travelers. The region enjoys a tropical monsoon climate, with the dry season occurring between November and April, which is also considered the peak tourist period. During these months, weather conditions are favorable for outdoor activities such as sunbathing, swimming, boating, jet skiing, and local sightseeing. In contrast, the monsoon season

brings heavy rains and rough seas, which limit tourist activity and pose challenges for accessibility due to poor road conditions and lack of resilient infrastructure.

In addition to the beach itself, the area is enriched with small offshore islands, natural rock formations, and fishing communities that offer glimpses into the traditional coastal lifestyle of the local population. The presence of fresh seafood markets and informal local eateries adds to the cultural experience, allowing visitors to interact with the local way of life. Despite its unspoiled charm and potential for ecotourism, Chaung Thar has not yet fully capitalized on its natural assets due to minimal conservation efforts and limited regulation of tourism activities. Unplanned development, littering, and the absence of proper waste management systems threaten the ecological balance of the beach, risking long-term environmental degradation.

Moreover, Chaung Thar's quiet location makes it a peaceful getaway from the city, but it can be hard to reach because of travel difficulties. The lack of a nearby airport and limited public transportation options make it less attractive for international tourists or travelers with time constraints. Patheingyi, the closest urban center, provides only basic amenities and medical facilities, which may not meet the expectations of high-end tourists seeking comprehensive services. The challenge, therefore, lies in balancing the preservation of the destination's natural beauty with the need for responsible tourism development that can accommodate growing demand without compromising the environment or visitor satisfaction.

3.1.1 History of Chaung Thar Beach

Chaung Thar Beach, situated along the Bay of Bengal in Myanmar's Ayeyarwady Region, was originally a quiet coastal village primarily inhabited by fishing communities. The name "Chaung Thar" translates to "Pleasant Stream" in Burmese, reflecting the area's natural watercourses and tranquil environment. For many decades, the village's economy was centered around fishing, farming, and small-scale trading. Due to its remote location and limited infrastructure, the area remained largely isolated and saw very little visitor activity before the 1990s. The turning point for Chaung Thar came in the early 2000s, when significant infrastructural improvements particularly the upgrade of the Yangon–Patheingyi–Chaung Thar road—substantially reduced travel time from major urban centers. Previously, the journey from Yangon

took up to 10–12 hours due to poor road conditions, but the new road cut travel time down to approximately 5–6 hours, making the beach more accessible for weekend travelers. During this time, small-scale tourism began to take root, as local families opened guesthouses, roadside eateries, and convenience shops to accommodate the growing number of domestic visitors.

The beach's visibility increased further after 2011, following Myanmar's political and economic liberalization. This shift led to the easing of travel restrictions and greater encouragement for private sector investment in tourism. While internationally renowned destinations like Ngapali Beach and Inle Lake drew more foreign tourists, Chaung Thar experienced a significant surge in domestic tourism. By 2015, Chaung Thar was welcoming approximately 100,000 domestic visitors annually, with numbers continuing to rise during major holidays such as the Thingyan Water Festival and the New Year celebrations. Despite this growing popularity, Chaung Thar has remained largely uncommercialized, with tourism development happening gradually and organically. Most establishments are still operated by local residents, preserving much of the beach's original charm.

In recent years, the area has also attracted a modest number of international visitors mostly budget-conscious backpackers and expatriates living in Myanmar who are drawn to the beach's authenticity and affordability. However, international arrivals remain limited compared to domestic tourism, largely due to the lack of high-standard amenities and the limited scope of promotional efforts. Today, Chaung Thar Beach stands as one of Myanmar's most popular domestic beach destinations, balancing its historical roots as a fishing village with its evolving role in the country's tourism landscape. Its development trajectory highlights the importance of maintaining cultural identity while embracing sustainable tourism practices for long-term growth.

3.1.2 Development of Tourism in Chaung Thar Beach

The historical development of tourism in Chaung Thar Beach has been a gradual and evolving process, especially when compared to Myanmar's more established tourist destinations such as Ngapali Beach or Inle Lake. In earlier decades, Chaung Thar was largely unknown to international travelers and primarily served as a modest weekend retreat for local residents of the Ayeyarwady Region and Yangon. The area was

originally a quiet fishing village, with its economy centered around coastal livelihoods and local trade. Until the early 2000s, tourism infrastructure was minimal, consisting mostly of a few family-run guesthouses, roadside food stalls, and basic accommodations that catered to domestic visitors seeking a peaceful and affordable beach escape.

The early 2000s marked the beginning of Chaung Thar's emergence as a regional beach destination. With growing interest from local entrepreneurs and gradual recognition by regional authorities, investments in essential infrastructure such as road upgrades, electricity supply, and low-cost lodging began to increase. This foundational development laid the groundwork for a more organized tourism presence, allowing the destination to draw a larger number of domestic travelers, particularly during holidays and weekends. A significant turning point came after the liberalization of Myanmar's tourism industry in 2011, which opened the door to private sector involvement and expanded opportunities for tourism growth across the country. Although Chaung Thar remained largely off the radar for international tourists, domestic tourism surged, fueled by the destination's affordability, proximity to Yangon, and natural coastal appeal.

As domestic travel increased, local businesses began to expand, and tourism became an important seasonal source of income for the community. School trips, family vacations, and youth group tours became common during the dry season, stimulating demand for food services, lodging, and recreational activities. Despite this positive momentum, growth was largely organic and unregulated. Many tourism-related enterprises were operated by local families with limited access to formal hospitality training or sustainable tourism practices. As a result, inconsistencies in service quality and inadequate facilities were common. Additionally, the lack of coordinated planning led to issues such as overcrowding, insufficient waste management, and degradation of natural areas.

In recent years, Chaung Thar has started to attract a broader demographic, including backpackers and travelers looking for less commercialized coastal experiences. Its rustic charm, combined with a relatively unspoiled environment, appeals to visitors seeking relaxation away from busy tourist circuits. However, challenges remain. The absence of strategic tourism planning, combined with underdeveloped infrastructure and seasonal limitations, continues to hinder the

destination's potential to grow into a nationally or internationally competitive beach resort. Moving forward, sustainable tourism development supported by infrastructure upgrades, training programs, environmental protection, and government oversight is essential to ensure that Chaung Thar maintains its local charm while meeting the expectations of modern tourists and contributing meaningfully to the regional economy.

3.2 Factors Influencing Tourist Satisfaction of Chaung Thar Beach, Myanmar

Tourist satisfaction depends on several factors that influence how individuals perceive and assess their travel experience. In the context of Chaung Thar Beach, five key factors are considered essential in understanding what contributes to a positive or negative tourist experience. These include tourist attractions, facilities and services, social media marketing, environmental conditions, and safety and security. Each of these elements plays a distinct role in shaping the quality of the destination and the overall satisfaction of tourists. This section provides a detailed overview of these factors, focusing on how they relate to the destination's appeal, comfort, sustainability, communication, and perceived safety.

3.2.1 Tourist Attractions

Chaung Thar Beach draws tourists mainly through its natural beauty featuring clean sand, calm waves, and a relaxing shoreline. These elements often meet tourists' expectations for a peaceful beach getaway. Many tourists appreciate the scenery, especially palm-lined shores and sunset views, which enhance their enjoyment. In addition, nearby fishing villages offer culturally enriching experiences, where tourists can observe traditional livelihoods and local customs. However, the area lacks structured recreational activities such as snorkeling or guided excursions, limiting active engagement. Navigational aids like maps and signage are insufficient, making it harder for tourists to fully explore the area. Although the destination is considered attractive, its uniqueness compared to other coastal areas is moderate. Improvements in signage, the introduction of eco-tourism experiences, and collaboration with local communities could help boost both satisfaction and the distinctiveness of Chaung Thar as a beach destination.

3.5.2 Facilities and Services

Facilities and services at Chaung Thar Beach offer both strengths and weaknesses. Many tourists find accommodations reasonably clean and comfortable, although they often fall short of international standards due to unreliable amenities like hot water and Wi-Fi. Dining experiences primarily involve local cuisine, which is affordable and authentic but offers limited variety for tourists with different dietary needs. Food hygiene generally meets expectations. Public transport options such as bicycles and small vehicles are available but may not always be dependable. Most tourists rely on private transport, which can be costly. Opportunities for shopping are minimal, with only a few outlets selling local products. On the positive side, helpful service staff enhance communication and make tourists feel more welcomed. Meeting tourist expectations more effectively requires efforts that improve utilities, offer more diverse food and lodging options, and create safer, more reliable transport systems.

3.5.3 Social Media Marketing

Social media currently plays a modest but growing role in promoting Chaung Thar Beach. Posts seen on platforms like Facebook and Instagram often influence travel decisions, and some tourists are inspired by videos and influencer content when planning their trip. However, the lack of a coordinated digital marketing strategy limits consistent exposure. The beach's cultural richness and natural beauty are rarely highlighted in official promotions. Inaccurate or outdated information on websites can also reduce tourist confidence. Strengthening online engagement through updated websites, well-designed campaigns, and collaborations with travel influencers could help attract a broader audience, especially tech-savvy and experience-seeking travelers.

3.5.4 Environmental Conditions

The environmental quality of Chaung Thar Beach contributes meaningfully to tourist satisfaction. Tourists report greater enjoyment when the beach is clean and free of waste. The presence of basic environmental features such as recycling bins and eco-friendly packaging by local businesses creates a more positive impression of environmental care. Visible enforcement of rules like anti-littering regulations and the protection of marine life is limited but appreciated where observed. Some tourists engage in water sports under regulated conditions, which contributes to sustainable

enjoyment of natural resources. The overall condition of the natural environment leaves a strong impression on tourists. Maintaining and improving this positive impact requires further steps such as beach clean-up initiatives, eco-tourism programs, and stricter environmental policies.

3.5.5 Safety and Security

Safety is a key concern influencing tourist satisfaction. Most tourists feel safe during their stay, with low crime rates contributing to this sense of security. Signage, such as warning flags and safety notices, is moderately helpful, though it could be more visible. Lifeguards are present in some areas but not consistently available, particularly during peak seasons or bad weather. Access to emergency services, including clinics and contact numbers, is somewhat limited. Many tourists feel uneasy knowing that the nearest well-equipped hospital is located far from the beach area. Road conditions and traffic safety also pose risks. Improving the availability of safety personnel, enhancing emergency communication, and increasing awareness of potential hazards would help make tourists feel more protected and satisfied during their visit.

CHAPTER IV

ANALYSIS ON THE INFLUENCING FACTORS ON TOURIST SATISFACTION TOWARDS CHAUNG THAR BEACH

The purpose of this chapter is to provide an analysis of the influencing factors on tourist satisfaction towards Chaung Thar Beach. This analysis focuses on how various factors namely Tourist Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security affect tourists' overall satisfaction with their experience at the destination. The chapter includes the application of multiple linear regression to examine the relationships among these variables, the research design adopted for the study, and the tools and techniques used for data analysis. Reliability testing and other relevant statistical procedures will be applied to assess the strength and significance of the relationship between each influencing factor and tourist satisfaction in the context of Chaung Thar Beach as a popular coastal destination in Myanmar.

4.1 Research Design

Within the scope of this study, an investigation was conducted to examine the factors that influence tourist satisfaction towards Chaung Thar. The study applied a quantitative research approach using a structured survey method. The formulation of the research design and the investigation into how various factors namely Tourist Attraction, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security influence tourists' satisfaction were based on the survey questionnaire developed for this purpose.

Both primary and secondary data sources were used in this study. Primary data was collected through a structured questionnaire distributed to tourists who had visited or were visiting Chaung Thar. The survey utilized a five-point Likert scale and was administered using a simple random sampling method. As the total population of tourists visiting Chaung Thar was unknown, the sample size of 385 respondents was determined using Cochran's (1977) formula for infinite or unknown populations, with a 95% confidence level and a 5% margin of error. This sample size is widely accepted as appropriate for generalizing findings in survey-based research with large or undefined populations.

The questionnaire was divided into several sections, including the demographic profile of respondents and questions measuring the five independent variables (Tourist Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security), as well as the dependent variable Tourist Satisfaction. Secondary data was obtained from previous research studies, academic journals, government tourism reports, and other online resources related to tourism trends and tourist behavior in Myanmar.

The Likert scale used numerical values from 1 to 5, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. According to Best (1977), the interpretation of the mean scores is as follows:

- 1.00 to 1.80 = Strongly Disagree
- 1.81 to 2.60 = Disagree
- 2.61 to 3.40 = Neutral
- 3.41 to 4.20 = Agree
- 4.21 to 5.00 = Strongly Agree

These interpretations were used to analyze respondents' perceptions across different variables.

A reliability test was conducted to ensure internal consistency of the items. Descriptive statistics such as mean, standard deviation, and correlation coefficients were calculated. The data was analyzed using SPSS software. To examine the impact of the independent variables on tourist satisfaction, multiple linear regression analysis was employed. This helped determine the strength and significance of each factor in influencing tourists' satisfaction with their experience in Chaung Thar.

4.2 Demographic Profile of Respondents

In this study, 385 questionnaires were distributed to tourists visiting Chaung Thar. Demographic information was collected through multiple-choice questions, including gender, age, education, occupation, monthly income, type of visitor, purpose of visit, and length of stay. Table (4.1) presents the demographic details of the respondents.

Table (4.1) Background Information of Respondents

Variable	Demographic Factor	No. of Respondent	Percentage
Gender	Male	166	56.9
	Female	219	43.1
Age (Years)	20 to 30	158	41.0
	31 to 40	136	35.3
	41 to 50	47	12.2
	Over 50	19	4.9
	Under 20	25	6.5
Education	Bachelor Degree	232	60.3
	High School	54	14.0
	Master Degree	77	20.0
	Other	22	5.7
Occupation	Employee	192	49.9
	Other	36	9.4
	Self-employed	133	34.5
	Unemployed	24	6.2
Monthly Income (MMK)	200,000 - 500,000	51	13.2
	500,000 - 1,000,000	133	34.5
	Above 1,000,000	176	45.7
	Below 200,000	25	6.5
Type of Visitor	First-time visitor	54	14.0
	Repeat visitor	331	86.0
Purpose of Visitor	Business	39	10.1
	Family trip	165	42.9
	Leisure	172	44.7
	Other	9	2.3

Length of Stay	1–2 days	100	26.0
	3–4 days	243	63.1
	5-7 days	36	9.4
	More than 1 week	6	1.6
Total		385	100.0

Source: Survey Data (2025)

According to Table (4.1), the majority of respondents are male, accounting for 56.9% (219 respondents), while females represent 43.1% (166 respondents). This indicates a slightly higher male representation among the surveyed tourists.

In terms of age distribution, most respondents fall within the 20 to 30 age group, representing 41.0% (158 respondents), followed by those aged 31 to 40, accounting for 35.3% (136 respondents). Respondents aged 41 to 50 represent 12.2% (47 respondents), those under 20 make up 6.5% (25 respondents), and over 50 account for 4.9% (19 respondents). This suggests that the majority of tourists at Chaung Thar are young adults and middle-aged visitors.

Regarding education, a significant portion of respondents, 60.3% (232 respondents), hold a Bachelor's degree, followed by 20.0% (77 respondents) with a Master's degree. High school graduates account for 14.0% (54 respondents), while 5.7% (22 respondents) indicated other education levels. This suggests that most visitors have attained higher education, with a strong presence of university graduates.

In terms of occupation, the largest group of respondents, 49.9% (192 respondents), are employees, followed by 34.5% (133 respondents) who are self-employed. Those categorized as other occupations make up 9.4% (36 respondents), while unemployed individuals represent 6.2% (24 respondents). This reflects a diverse employment background among tourists, with a majority actively engaged in professional or business activities.

Regarding monthly income, the highest percentage, 45.7% (176 respondents), earn above 1,000,000 MMK. This is followed by 34.5% (133 respondents) earning between 500,000 to 1,000,000 MMK, and 13.2% (51 respondents) earning 200,000 to 500,000 MMK. Only 6.5% (25 respondents) earn below 200,000 MMK. This distribution indicates that most tourists visiting Chaung Thar belong to the middle- to high-income group.

When analyzing the type of visitor, a large majority, 86.0% (331 respondents), are repeat visitors, while only 14.0% (54 respondents) are first-time visitors. This highlights the popularity and return rate of Chaung Thar as a tourist destination.

Regarding the purpose of visit, the largest segment, 44.7% (172 respondents), cited leisure as their reason for visiting, followed closely by family trips at 42.9% (165 respondents). Business trips accounted for 10.1% (39 respondents), and other purposes represented 2.3% (9 respondents). This suggests that Chaung Thar is primarily a destination for relaxation and family travel.

As for the length of stay, the majority of tourists, 63.1% (243 respondents), stayed for 3–4 days, followed by 26.0% (100 respondents) who stayed for 1–2 days. A smaller portion stayed 5–7 days (9.4%, 36 respondents) or more than 1 week (1.6%, 6 respondents). This shows that most visitors plan short to medium-length stays, typically around a long weekend or holiday period.

In summary, the demographic profile reveals that most visitors to Chaung Thar are young to middle-aged, well-educated, and employed, with moderate to high income levels. Leisure and family trips are the primary purposes of visit, and many tourists are repeat visitors, indicating satisfaction and loyalty toward the destination. Most prefer short stays of 3–4 days, making Chaung Thar a popular choice for quick getaways.

4.3 Reliability Test of the Study

Reliability refers to the consistency and stability of a measurement instrument, ensuring that results remain uniform and unbiased over time and across various elements of the tool. Internal consistency reliability specifically assesses how well the items designed to measure the same construct yield similar results. In this study, reliability analysis was conducted using Cronbach's alpha to evaluate the precision and coherence of the collected data.

Cronbach's alpha is a widely accepted statistic for measuring internal consistency, indicating the extent to which a set of items are interrelated as a group. It is particularly useful for assessing the reliability of Likert-scale questionnaires, as it reflects how effectively the items measure latent constructs underlying traits or perceptions that are not directly observable, such as awareness, attitudes, or satisfaction (Tavakol & Dennick, 2011). The following table summarizes the commonly accepted thresholds for interpreting Cronbach's alpha coefficient values.

Table (4.2) Rule of Thumb on Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Strength of association
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha < 0.5$	Unacceptable

Source: Gliem (2015)

In this study, the construct was tested for internal consistency reliability using Cronbach alpha test as depicted in Table (4.3).

Table (4.3) Reliability Analysis

Variables	Items	Alpha Value	Interpretation
Tourist Satisfaction	7	0.887	Good
Facilities and Services	7	0.888	Good
Social Media Marketing	7	0.925	Excellent
Environmental Conditions	7	0.959	Excellent
Safety and Security	7	0.923	Excellent
Overall Tourist Satisfaction	7	0.911	Excellent

Source: Survey Data (2025)

According to Table (4.3), the Cronbach's alpha values for all variables Tourist Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security demonstrate strong internal consistency. Specifically, the alpha values range from 0.887 to 0.959. Variables such as Environmental Conditions (0.959), Social Media Marketing (0.925), and Safety and Security (0.923) exhibit particularly high reliability, while Tourist Attractions (0.887) and Facilities and Services (0.888) also show strong internal consistency. The overall Tourist Satisfaction construct yields a Cronbach's alpha of 0.911, further confirming

the reliability of the measurement scales used in this study. These results indicate that the instruments employed are both consistent and dependable for evaluating the influencing factors on tourist satisfaction toward Chaung Thar.

4.4 Descriptive Statistics of Influencing Factors and Tourist Satisfaction Towards Chaung Thar Beach

Seven statements were used in this study to measure each of the variables: Tourist Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security. Meanwhile, seven statements were also used to assess Tourist Satisfaction. To evaluate each statement, a five-point Likert scale was applied, where 1 indicates strong disagreement, 2 indicates disagreement, 3 indicates neutrality, 4 indicates agreement, and 5 indicates strong agreement. The mean score of each statement was calculated and analyzed.

The standard deviation was used as a statistical measure to indicate the degree of variation or dispersion in the responses. A low standard deviation suggests that the responses are closely clustered around the mean, indicating a higher level of agreement among respondents. In contrast, a high standard deviation reflects a wider spread of responses, suggesting differing opinions or perceptions.

This approach ensures that the collected data accurately represent tourists' perceptions and satisfaction levels regarding their experiences at Chaung Thar Beach, thereby supporting the reliability and interpretability of the findings.

4.4.1 Factors Influencing Tourist Satisfaction

Using the Statistical Package for Social Sciences (SPSS), descriptive statistics such as means and standard deviations were calculated to summarize the quantitative data. This study employed a five-point Likert scale with 35 items to assess factors influencing tourist attractions towards Chaung Thar Beach. The research focused on five key variables: Tourist Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, Safety and Security. Each variable was measured through multiple statements designed to capture respondents' perceptions and experiences related to their visit to Chaung Thar Beach.

(1) Respondent Perception on Tourist Attractions

Tourist Attractions is measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.4).

Table (4.4) Mean Value of Tourist Attractions

Sr. No.	Description	Mean	Std. Dev
1	Experiencing the natural beauty of Chaung Thar Beach (clean sand, clear water) met expectations.	3.69	.769
2	Viewing the scenery of Chaung Thar Beach (e.g., palm trees, sunsets) significantly enhanced enjoyment.	3.90	.695
3	Participating in recreational activities at Chaung Thar Beach (e.g., snorkeling, speedboat riding) felt comparable to other coastal destinations.	3.79	.758
4	Using signage and maps made it easy to navigate the attractions at Chaung Thar Beach.	3.58	.838
5	Interacting with local fishing villages near Chaung Thar Beach felt culturally authentic.	3.78	.725
6	Noticing the overall cleanliness of Chaung Thar Beach contributed to its attractiveness.	3.51	.848
7	Exploring the attractions at Chaung Thar Beach felt unique compared to other destinations.	3.48	.832
Overall Mean Value		3.68	

Source: Survey Data (2025)

According to Table (4.4), all the mean values (including the overall mean of 3.68) fall between 3.41 and 4.20, indicating that the majority of respondents agreed with the positive statements regarding their experience at Chaung Thar Beach. This suggests that tourists were generally satisfied with key aspects such as natural beauty, scenery, recreational activities, cultural experiences, and cleanliness.

However, some items such as the uniqueness of attractions (mean = 3.48) and overall cleanliness (mean = 3.51) are on the lower end of the agreement scale, reflecting areas where visitor satisfaction was relatively moderate. These aspects may benefit from further improvement to enhance the overall tourist experience.

The highest-rated item was the enjoyment of the beach scenery (mean = 3.90), followed closely by the variety of recreational activities (mean = 3.79) and the cultural

authenticity of local interactions (mean = 3.78), indicating strong tourist appreciation in these areas.

Overall, the mean scores remain within the "agree" category, suggesting a general consensus of satisfaction with Chaung Thar Beach as a tourist destination. This implies that natural and experiential features are meeting visitor expectations, while targeted enhancements particularly in cleanliness, signage, and attraction uniqueness could further elevate satisfaction levels.

(2) Respondent Perception on Facilities and Services

Facilities and Services are measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.5).

Table (4.5) Mean Value of Facilities and Services

Sr. No.	Description	Mean	Std. Dev
1.	Staying in accommodations at Chaung Thar Beach met international standards for cleanliness and comfort.	3.33	.796
2.	Accessing basic amenities (e.g., Wi-Fi, hot water) at Chaung Thar Beach was consistently possible.	3.38	.779
3.	Dining at restaurants at Chaung Thar Beach offered diverse cuisines, including authentic local dishes.	3.89	.693
4.	Observing food hygiene standards at Chaung Thar Beach's restaurants met expectations.	3.73	.835
5.	Shopping at local facilities at Chaung Thar Beach provided high-quality, locally made products.	3.70	.724
6.	Using public transport options (e.g., Cycle, TokeToke) at Chaung Thar Beach was reliable and affordable.	3.65	.838
7.	Interacting with staff at Chaung Thar Beach improved communication during the visit.	3.89	.775
Overall Mean Value		3.65	

Source: Survey Data (2025)

According to Table (4.5), most of the mean values (including the overall mean of 3.65) fall between 3.41 and 4.20, indicating that the majority of respondents agree that the facilities and services at Chaung Thar Beach positively contributed to their

satisfaction. Respondents generally felt that restaurants offered diverse cuisines, staff enhanced communication experiences, and food hygiene met expectations, among other factors.

However, certain items such as accommodations meeting international standards (mean = 3.33) and the availability of basic amenities (mean = 3.38) fall just below the 3.41 threshold, suggesting these aspects received slightly lower levels of agreement and may not have fully met visitor expectations.

The overall mean score remains within the "agree" category, indicating a general consensus that facilities and services were satisfactory, though with room for improvement in areas like accommodation standards and consistent provision of basic amenities. This suggests that enhancing infrastructure, comfort, and service availability could further elevate the tourist experience at Chaung Thar Beach.

(3) Respondent Perception on Social Media Marketing

Product Offerings are measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.6).

Table (4.6) Mean Value of Social Media Marketing

Sr. No.	Description	Mean	Std. Dev
1.	Viewing social media posts about Chaung Thar Beach (e.g., Facebook, Instagram) influenced the decision to visit.	3.90	.676
2.	Encountering frequent promotional content about Chaung Thar Beach on social media occurred before trip.	3.79	.638
3.	Watching social media videos about Chaung Thar Beach inspired planning the visit in advance.	3.79	.734
4.	Following influencers' content about Chaung Thar Beach made the destination more appealing.	3.81	.650
5.	Browsing the official website of Chaung Thar Beach provided accurate and detailed information.	3.66	.741
6.	Seeing promotional campaigns for Chaung Thar Beach highlighted its unique cultural and natural assets.	3.71	.676
7.	Reading online reviews of Chaung Thar Beach matched the actual experience.	3.65	.822
Overall Mean Value		3.76	

Source: Survey Data (2025)

According to Table (4.6), most of the mean values (including the overall mean of 3.76 across seven items) fall between 3.41 and 4.20, indicating that the majority of respondents agree that social media marketing positively influenced their decision to visit Chaung Thar Beach. Respondents generally felt that promotional content, influencer posts, and social media videos played a significant role in shaping their perceptions and travel plans.

None of the mean values exceed 4.20, meaning no item reached the "strongly agree" category, but the overall mean score, which falls within the "agree" range, suggests a clear consensus that social media marketing was effective in promoting the destination.

This indicates that continuing to enhance the presence of engaging, accurate, and culturally rich content on social media platforms could further boost interest and drive higher visitor engagement for Chaung Thar Beach.

(4) Respondent Perception on Environmental Conditions

Environmental Conditions are measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.7).

Table (4.7) Mean Value of Environmental Conditions

Sr. No.	Description	Mean	Std. Dev
1.	Visiting Chaung Thar Beach without seeing litter or plastic waste enhanced experience.	3.04	1.071
2.	Noticing recycling bins and waste segregation systems at Chaung Thar Beach showed environmental care.	2.96	1.060
3.	Observing local authorities enforcing environmental rules (e.g., no littering) demonstrated active management.	3.12	1.031
4.	Seeing marine life (e.g., fish, coral) at Chaung Thar Beach appearing well-protected reflected conservation efforts.	3.07	.988
5.	Engaging in water sports activities that were regulated helped protect marine life.	3.28	.892
6.	Seeing local businesses use eco-friendly packaging (e.g., biodegradable materials) supported sustainability.	3.23	1.022
7.	Experiencing the natural environment at Chaung Thar Beach had a positive impact on the visit.	3.49	1.066
Overall Mean Value		3.17	

Source: Survey Data (2025)

According to Table (4.7), most of the mean values (including the overall mean of 3.17) fall between 2.61 and 3.40, indicating that the majority of respondents hold a neutral stance toward the environmental conditions at Chaung Thar Beach. This suggests that visitors were generally neither satisfied nor dissatisfied with aspects such as litter control, visibility of recycling bins, enforcement of environmental rules, marine life protection, and use of eco-friendly packaging.

However, some items such as the presence of recycling bins and waste segregation systems (mean = 2.96) and the beach being free from litter and plastic waste (mean = 3.04)—are on the lower end of the neutral scale, reflecting areas where environmental management could be improved.

The highest-rated item was the positive impact of the environmental quality on the visitor experience (mean = 3.49), indicating that the environment did contribute somewhat favorably to tourists' overall impression.

Overall, the mean scores remain within the "neutral" category, suggesting that while environmental conditions do not strongly detract from the tourist experience, there is considerable room for enhancement. Targeted efforts to improve waste management, increase visibility of eco-friendly initiatives, and strengthen environmental protections could elevate visitor satisfaction and promote a more positive perception of Chaung Thar Beach's environmental stewardship.

(5) Respondent Perception on Safety and Security

Safety and Security is measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.8).

Table (4.8) Mean Value of Safety and Security

Sr. No.	Description	Mean	Std. Dev
1.	Exploring Chaung Thar Beach during the visit created a feeling of safety.	3.53	.780
2.	Noticing safety signs at Chaung Thar Beach, such as warning flags, was clear and helpful.	3.33	.742
3.	Seeing lifeguards who were attentive and visible on the beach increased the sense of security.	3.30	.819
4.	Receiving adequate information about potential risks (e.g., currents) helped to stay cautious.	3.20	.812

5.	Finding emergency contact numbers clearly displayed in public areas was reassuring.	3.18	.884
6.	Accessing emergency services (e.g., medical, security) at Chaung Thar Beach was easy.	3.23	.866
7.	Having nearby medical facilities that were well-equipped improved confidence during the visit.	3.39	.878
Overall Mean Value		3.31	

Source: Survey Data (2025)

According to Table (4.8), most of the mean values (including the overall mean of 3.31) fall between 3.18 and 3.53, which lies within the neutral to lower end of the agree range, indicating that respondents generally felt moderately positive about the safety and security conditions at Chaung Thar Beach.

Visitors reported feeling safe while exploring the beach (mean = 3.53), and they acknowledged the presence of safety signs such as warning flags, though this item scored slightly lower (mean = 3.33). Items related to lifeguard attentiveness (mean = 3.30), information about potential risks (mean = 3.20), and accessibility of emergency services (mean = 3.23) also received moderate agreement, reflecting reasonable but not overwhelming confidence in safety measures.

Some aspects, such as the clear display of emergency contact numbers (mean = 3.18) and the adequacy of medical facilities (mean = 3.39), were rated somewhat lower, suggesting these areas could benefit from improvement.

Overall, the mean scores fall within the "neutral" to "agree" categories, indicating that while safety and security at Chaung Thar Beach are generally acceptable to visitors, there is room for enhancing awareness, signage, emergency preparedness, and medical support to boost tourist confidence and satisfaction.

4.4.2 Respondent Perception on Tourists Satisfaction

Overall Tourist Satisfaction is measured with seven statements. The mean values, standard deviations and overall mean value are described in Table (4.9).

Table (4.9) Mean Value of Tourists Satisfaction

Sr. No.	Description	Mean	Std. Dev
1.	Experiencing the tourist attractions at Chaung Thar Beach contributed significantly to overall satisfaction.	3.71	.741

2.	Using the available facilities and services (e.g., accommodation, food, transportation) enhanced experience.	3.76	.638
3.	Relying on information from social media before the trip aligned with my actual experience at Chaung Thar Beach.	3.68	.665
4.	Observing cleanliness and environmental efforts at Chaung Thar Beach positively influenced satisfaction.	3.34	.833
5.	Feeling safe throughout my stay at Chaung Thar Beach added to overall satisfaction.	3.41	.773
6.	Noticing efforts to promote eco-tourism (e.g., wildlife protection, waste management) improved impression of the destination.	3.40	.842
7.	Having a satisfying experience at Chaung Thar Beach made consider returning or recommending it to others.	3.73	.650
Overall Mean Value		3.58	

Source: Survey Data (2025)

According to Table (4.9), all the mean values (including the overall mean of 3.58) fall between 3.41 and 4.20, indicating that the majority of respondents agreed with the positive statements related to their overall satisfaction with Chaung Thar Beach. This suggests a generally favorable perception of the destination among tourists.

Key aspects such as the quality and availability of facilities and services (mean = 3.76), overall tourist attractions (mean = 3.71), and willingness to return or recommend the destination (mean = 3.73) were rated highly, reflecting strong satisfaction in these areas. Similarly, the alignment between social media information and actual experience (mean = 3.68) indicates that promotional efforts met expectations.

However, some items, such as cleanliness and environmental efforts (mean = 3.34) and eco-tourism promotion (mean = 3.40), scored just below the level needed to be considered "agree," showing that tourists are not fully positive about these aspects.

Overall, the mean scores remain within the "agree" range, indicating that visitors were generally satisfied with their experience at Chaung Thar Beach.

4.5 Analysis on the Factors Influencing Tourist Satisfaction

In this section, the influence of various factors on tourist satisfaction is analyzed based on the conceptual framework of the study. A multiple linear regression analysis is used to examine how key factors Attractions, Facilities and Services, Social Media Marketing, Environmental Conditions, and Safety and Security affect the overall satisfaction of tourists visiting Chaung Thar Beach. The analysis is based on data collected through structured survey responses from tourists. Table (4.10) presents the regression results, indicating the extent to which each factor contributes to overall tourist satisfaction in the context of Chaung Thar Beach.

Table (4.10) Effect of Influencing Factors on Tourist Satisfaction

Variable	Unstandardized Coefficient		Standardized Coefficients	T	Sig
	B	Std. Error	β		
(Constant)	.123	.101		1.228	.220
Tourist Attractions	.150***	.042	.152	3.578	.000
Facilities and Services	.175***	.050	.177	3.486	.001
Social Media Marketing	.225***	.039	.221	5.721	.000
Environmental Conditions	.069*	.027	.107	2.543	.011
Safety and Security	.362***	.030	.415	11.921	.000
R	.908				
R Square	.825				
Adjusted R Square	.822				
F Value	356.396***				

Source: Survey Data (2025)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the results shown in Table (4.10), the R Square is 0.825, and the Adjusted R Square is 0.822. This means that approximately 82.2% of the variation in tourist satisfaction can be explained by the combined influence of factors such as facilities and services, social media marketing, environmental conditions, and safety and security. The F-value is 356.396, which is statistically significant at the 1% level, confirming that the overall regression model is a good fit for the data.

Safety and security show a positive and statistically significant effect at the 1% level ($\beta = 0.415$, $p = 0.000$), highlighting its strong influence on tourist satisfaction. Tourists are highly responsive to safety-related aspects, and a sense of security significantly enhances their overall experience.

Social media marketing also has a positive and significant effect at the 1% level ($\beta = 0.221$, $p = 0.000$), indicating that promotional content, influencer engagement, and online reviews significantly contribute to tourist satisfaction. These digital elements help shape positive expectations and impressions before the visit.

Tourist attractions ($\beta = 0.152$, $p = 0.000$) show a positive and statistically significant effect on tourist satisfaction. This indicates that attractions play an important role in enhancing visitors' overall experience at Chaung Thar Beach.

Facilities and services ($\beta = 0.177$, $p = 0.001$) and environmental conditions ($\beta = 0.107$, $p = 0.011$) also show statistically significant positive effects, although to a lesser extent. This suggests that quality amenities and environmental management positively impact tourist satisfaction but are not as dominant as safety and digital promotion.

Overall, the findings emphasize that safety and security, followed by social media marketing, are the most influential factors in enhancing tourist satisfaction at Chaung Thar Beach.

CHAPTER V

CONCLUSION

This chapter presents the conclusion of the analysis, summarizing the key findings, discussions, and recommendations based on the effects of influencing factors on tourist satisfaction at Chaung Thar Beach in Myanmar. It also highlights potential areas for future research.

5.1 Findings and Discussions

Chaung Thar, a popular Myanmar beach location, is studied for its demographics and visitor satisfaction. Tourists' structured questionnaires throughout their stay provide main data for the study. The data shows that most tourists are young to middle-aged people, mostly in their 20s and 30s. Most responders had a bachelor's degree, indicating a well-educated tourist profile. Many are employed professionals or self-employed, suggesting Chaung Thar draws economically active tourists. Domestic leisure tourism is likewise dominated by middle- to high-income people. Most tourists returned, indicating happiness and loyalty. Chaung Thar was a popular short-term vacation resort since most travelers stayed 3–4 days for pleasure or family visits. Tourists usually liked natural and experiential characteristics, facilities and services, and social media marketing. These received "agree" ratings, suggesting that travelers liked the beach, amenities, and digital promotion. However, environmental conditions and safety and security garnered more neutral comments, suggesting progress. Despite the lower scores, regression analysis shows that safety and security and environmental circumstances greatly affect tourist satisfaction. Safety and security were the most influential element, thus even little improvements can boost satisfaction. Social media marketing also had a favorable impact, demonstrating how digital material shapes visitor expectations. Facilities and services significantly affected satisfaction, emphasizing the value of strong infrastructure and hospitality. Even though environmental conditions were neutral, they had a statistically significant influence, suggesting that improving cleanliness, waste management, and natural beauty will improve the visitor experience. The survey found that while Chaung Thar has good natural appeal and service, safety and environmental quality are essential for tourist satisfaction. Strategically enhancing these regions and investing in digital marketing and tourism services will boost Chaung Thar's popularity as Myanmar's top beach

destination.

5.2 Suggestions and Recommendations

Based on the data, various recommendations may be made to increase visitor satisfaction and preserve Chaung Thar as a top Myanmar beach destination. First, while travelers rated safety and security neutral, regression analysis showed it had the greatest impact on satisfaction. This suggests that even little safety improvements might boost tourism. Thus, local authorities and tourist partners should prioritize visible safety improvements including adding security staff, upgrading street lighting, establishing surveillance systems in important places, and ensuring rapid emergency response. Visitors would feel safer and more assured with these measures. Environment had neutral scores but had a significant positive influence on satisfaction. Addressing environmental issues may have significant rewards. Beach cleanliness, garbage management, habitat protection, and eco-tourism should be addressed. Launching community-driven beach clean-up initiatives and environmental awareness campaigns might make tourists and locals more responsible and improve the environment. Facilities and services were also highly rated and considerably affected satisfaction. To maintain this strength, infrastructure including lodging, bathrooms, restaurants, transit, and amusement must be invested in. Accessibility, comfort, and convenience will maintain contentment and encourage return visits. Improving these services' quality, accessibility, and dependability will maintain satisfaction and encourage repeat visits. Local authorities and tourism stakeholders should also promote Chaung Thar's natural beauty and cultural treasures to boost tourism. Improving signs, offering guided tours, and hosting cultural activities may make sites more appealing. Adding eco-friendly activities like local crafts shops might also enhance tourists' experiences. These measures will boost tourism and stay length. Social media marketing also helped determine satisfaction. Digital interaction strongly influences tourist views and decisions. Create appealing, educational, and engaging content on major platforms to boost tourism and local business online visibility. Promotions, real-time updates, and user-generated material like reviews and images can attract more tourists and improve Chaung Thar's image. Finally, the significant amount of return visitors implies Chaung Thar has devoted visitors. Through loyalty programs, returnee discounts, seasonal festivals, and bespoke experiences, businesses may develop long-term partnerships.

5.3 Needs for Further Research

This study sheds light on Chaung Thar's visitor satisfaction, however further research is needed on cultural activities, hospitality quality, and tourist expectations. Additionally, comparing data from comparable research across seasons may show seasonal satisfaction changes. To further understand tourists' impressions and emotions, future study should include qualitative methods like in-depth interviews or focus groups. Comparative comparison of various Myanmar beach resorts would assist policymakers and tourism stakeholders establish more targeted and region-specific initiatives.

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APPENDIX I

Questionnaires

Dear Respondents,

I am currently pursuing a Master's degree in Hospitality and Tourism Management at Yangon University of Economics. This survey is part of my academic research and is intended for educational use only. Please be assured that all information you provide will remain completely confidential.

I sincerely appreciate your time and valuable input.

Section A: Demographic Information

Please tick the appropriate box or fill in the blanks.

Gender

- Male
- Female

Age Group

- Under 20
- 20–30
- 31–40
- 41–50
- Over 50

Education Level

- High School
- Bachelor's Degree
- Master's Degree
- Other

Occupation

- Employee
- Self-employed
- Unemployed
- Other

Monthly Income

- Below 200,000 MMK
- 200,000 - 500,000 MMK
- 500,000 - 1,000,000 MMK
- Above 1,000,000

Type of Visitor:

- First-time visitor
- Repeat visitor

Purpose of Visit:

- Leisure
- Family trip
- Business
- Other

Length of Stay:

- 1–2 days
- 3–4 days
- 5–7 days
- More than 1 week

Section B: Factors Influencing Tourist Satisfaction

1. Tourists Attractions

No.	Description	1	2	3	4	5
1	Experiencing the natural beauty of Chaung Thar Beach (clean sand, clear water) met expectations.					
2	Viewing the scenery of Chaung Thar Beach (e.g., palm trees, sunsets) significantly enhanced enjoyment.					

3	Participating in recreational activities at Chaung Thar Beach (e.g., snorkeling, speedboat riding) felt comparable to other coastal destinations.					
4	Using signage and maps made it easy to navigate the attractions at Chaung Thar Beach.					
5	Interacting with local fishing villages near Chaung Thar Beach felt culturally authentic.					
6	Noticing the overall cleanliness of Chaung Thar Beach contributed to its attractiveness.					
7	Exploring the attractions at Chaung Thar Beach felt unique compared to other destinations.					

2. Facilities and Services

No.	Description	1	2	3	4	5
1	Staying in accommodations at Chaung Thar Beach met international standards for cleanliness and comfort.					
2	Accessing basic amenities (e.g., Wi-Fi, hot water) at Chaung Thar Beach was consistently possible.					
3	Dining at restaurants at Chaung Thar Beach offered diverse cuisines, including authentic local dishes.					
4	Observing food hygiene standards at Chaung Thar Beach's restaurants met expectations.					
5	Shopping at local facilities at Chaung Thar Beach provided high-quality, locally made products.					
6	Using public transport options (e.g., Cycle, TokeToke) at Chaung Thar Beach was reliable and affordable.					
7	Interacting with staff at Chaung Thar Beach improved communication experience.					

3. Social Media Marketing

No.	Description	1	2	3	4	5
1	Viewing social media posts about Chaung Thar Beach (e.g., Facebook, Instagram) influenced the decision to visit.					

2	Encountering frequent promotional content about Chaung Thar Beach on social media occurred before trip.					
3	Watching social media videos about Chaung Thar Beach inspired planning the visit in advance.					
4	Following influencers' content about Chaung Thar Beach made the destination more appealing.					
5	Browsing the official website of Chaung Thar Beach provided accurate and detailed information.					
6	Seeing promotional campaigns for Chaung Thar Beach highlighted its unique cultural and natural assets.					
7	Reading online reviews of Chaung Thar Beach matched the actual experience.					

4. Environmental Conditions

No.	Description	1	2	3	4	5
1	Visiting Chaung Thar Beach without seeing litter or plastic waste enhanced experience.					
2	Noticing recycling bins and waste segregation systems at Chaung Thar Beach showed environmental care.					
3	Observing local authorities enforcing environmental rules (e.g., no littering) demonstrated active management.					
4	Seeing marine life (e.g., fish, coral) at Chaung Thar Beach appearing well-protected reflected conservation efforts.					
5	Engaging in water sports activities that were regulated helped protect marine life.					
6	Seeing local businesses use eco-friendly packaging (e.g., biodegradable materials) supported sustainability.					
7	Experiencing the natural environment at Chaung Thar Beach had a positive impact on the visit.					

5. Safety and Security

No.	Description	1	2	3	4	5
1						

	Exploring Chaung Thar Beach during the visit created a feeling of safety.					
2	Noticing safety signs at Chaung Thar Beach, such as warning flags, was clear and helpful.					
3	Seeing lifeguards who were attentive and visible on the beach increased the sense of security.					
4	Receiving adequate information about potential risks (e.g., currents) helped me stay cautious.					
5	Finding emergency contact numbers clearly displayed in public areas was reassuring.					
6	Accessing emergency services (e.g., medical, security) at Chaung Thar Beach was easy.					
7	Having nearby medical facilities that were well-equipped improved confidence during the visit.					

6. Overall Tourist Satisfaction

No.	Description	1	2	3	4	5
1	Experiencing the tourist attractions at Chaung Thar Beach contributed significantly to overall satisfaction.					
2	Using the available facilities and services (e.g., accommodation, food, transportation) enhanced experience.					
3	Relying on information from social media before the trip aligned with my actual experience at Chaung Thar Beach.					
4	Observing cleanliness and environmental efforts at Chaung Thar Beach positively influenced satisfaction.					
5	Feeling safe throughout my stay at Chaung Thar Beach added to overall satisfaction.					
6	Noticing efforts to promote eco-tourism (e.g., wildlife protection, waste management) improved impression of the destination.					
7	Having a satisfying experience at Chaung Thar Beach made me consider returning or recommending it to others.					

APPENDIXE II

SPSS Output

Frequencies

Statistics							
		Gender	Age	Education	Occupation	MonthlyIncome	TypeofVisitor
N	Valid	385	385	385	385	385	385
	Missing	0	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	219	56.9	56.9	56.9
	Male	166	43.1	43.1	100.0
	Total	385	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20–30	158	41.0	41.0	41.0
	31–40	136	35.3	35.3	76.4
	41–50	47	12.2	12.2	88.6
	Over 50	19	4.9	4.9	93.5
	Under 20	25	6.5	6.5	100.0
	Total	385	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	232	60.3	60.3	60.3
	High School	54	14.0	14.0	74.3
	Master's Degree	77	20.0	20.0	94.3
	Other	22	5.7	5.7	100.0
	Total	385	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	192	49.9	49.9	49.9
	Other	36	9.4	9.4	59.2
	Self-employed	133	34.5	34.5	93.8
	Unemployed	24	6.2	6.2	100.0
	Total	385	100.0	100.0	

MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200,000 - 500,000 MMK	51	13.2	13.2	13.2
	500,000 - 1,000,000 MMK	133	34.5	34.5	47.8
	Above 1,000,000	176	45.7	45.7	93.5
	Below 200,000 MMK	25	6.5	6.5	100.0
	Total	385	100.0	100.0	

TypeofVisitor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First-time visitor	54	14.0	14.0	14.0
	Repeat visitor	331	86.0	86.0	100.0
	Total	385	100.0	100.0	

PurposeofVisitor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	39	10.1	10.1	10.1
	Family trip	165	42.9	42.9	53.0
	Leisure	172	44.7	44.7	97.7
	Other	9	2.3	2.3	100.0
	Total	385	100.0	100.0	

LengthofStay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 days	100	26.0	26.0	26.0
	3-4 days	243	63.1	63.1	89.1
	5-7 days	36	9.4	9.4	98.4
	More than 1 week	6	1.6	1.6	100.0
	Total	385	100.0	100.0	

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
TSMean	3.575139146567724	.595999821823587	385
TA8	3.674953617810759	.603843256643244	385
FS8	3.653803339517614	.601779073475688	385
SMM8	3.758070500927644	.587562133340282	385
EC8	3.169202226345081	.914787416219903	385
SS8	3.307297464440325	.683600820289247	385

Correlations

		TSMean	TA8	FS8	SMM8	EC8	SS8
Pearson Correlation	TSMean	1.000	.747	.784	.750	.796	.775
	TA8	.747	1.000	.855	.758	.646	.498
	FS8	.784	.855	1.000	.822	.706	.529
	SMM8	.750	.758	.822	1.000	.634	.484
	EC8	.796	.646	.706	.634	1.000	.785
	SS8	.775	.498	.529	.484	.785	1.000
Sig. (1-tailed)	TSMean	.	.000	.000	.000	.000	.000
	TA8	.000	.	.000	.000	.000	.000
	FS8	.000	.000	.	.000	.000	.000
	SMM8	.000	.000	.000	.	.000	.000
	EC8	.000	.000	.000	.000	.	.000
	SS8	.000	.000	.000	.000	.000	.
N	TSMean	385	385	385	385	385	385
	TA8	385	385	385	385	385	385
	FS8	385	385	385	385	385	385
	SMM8	385	385	385	385	385	385
	EC8	385	385	385	385	385	385
	SS8	385	385	385	385	385	385

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.908 ^a	.825	.822	.251238704383379	.825	356.396	5

Model Summary^b

Model	Change Statistics		
	df2	Sig. F Change	
1	379	.000	1.580

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.480	5	22.496	356.396	.000 ^b
	Residual	23.923	379	.063		
	Total	136.403	384			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	.123	.101		1.228	.220	
	TA8	.150	.042	.152	3.578	.000	.747
	FS8	.175	.050	.177	3.486	.001	.784
	SMM8	.225	.039	.221	5.721	.000	.750
	EC8	.069	.027	.107	2.543	.011	.796
	SS8	.362	.030	.415	11.921	.000	.775

Coefficients^a

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	TA8	.181	.077	.257	3.898
	FS8	.176	.075	.180	5.566
	SMM8	.282	.123	.309	3.237
	EC8	.130	.055	.264	3.792
	SS8	.522	.256	.382	2.618

a. Dependent Variable: TSMean

Coefficient Correlations^a

Model			SS8	SMM8	TA8	EC8	FS8
1	Correlations	SS8	1.000	-.010	-.032	-.678	.062
		SMM8	-.010	1.000	-.172	-.076	-.456
		TA8	-.032	-.172	1.000	-.047	-.570
		EC8	-.678	-.076	-.047	1.000	-.256
		FS8	.062	-.456	-.570	-.256	1.000
	Covariances	SS8	.001	-1.237E-5	-4.062E-5	-.001	9.411E-5
		SMM8	-1.237E-5	.002	.000	-8.169E-5	-.001
		TA8	-4.062E-5	.000	.002	-5.328E-5	-.001
		EC8	-.001	-8.169E-5	-5.328E-5	.001	.000
		FS8	9.411E-5	-.001	-.001	.000	.003

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TA8	FS8	SMM8
1	1	5.918	1.000	.00	.00	.00	.00
	2	.045	11.516	.10	.01	.00	.01
	3	.020	17.270	.19	.04	.03	.03
	4	.008	27.649	.66	.09	.01	.00
	5	.006	31.343	.05	.39	.00	.75
	6	.003	42.340	.00	.48	.95	.21

Reliability

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TA1	22.04	13.340	.701	.867
TA2	21.82	13.897	.673	.871
TA3	21.94	13.418	.698	.868
TA4	22.15	13.307	.631	.877
TA5	21.94	13.481	.725	.865
TA6	22.21	12.788	.719	.865
TA7	22.25	13.391	.621	.878

Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FS1	22.24	13.425	.632	.877
FS2	22.19	14.235	.494	.893
FS3	21.69	13.835	.666	.874
FS4	21.84	12.351	.801	.855
FS5	21.88	13.217	.761	.862
FS6	21.93	12.724	.722	.866
FS7	21.68	13.181	.704	.868

Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SMM1	22.40	12.892	.735	.916
SMM2	22.52	12.938	.777	.912
SMM3	22.51	12.172	.821	.907
SMM4	22.50	12.563	.853	.905
SMM5	22.65	12.697	.695	.920
SMM6	22.60	12.824	.751	.915
SMM7	22.66	12.002	.744	.917

Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EC1	19.15	29.948	.846	.954
EC2	19.22	29.829	.868	.952
EC3	19.06	29.681	.913	.948
EC4	19.11	30.268	.897	.950
EC5	18.90	31.670	.850	.954
EC6	18.96	29.915	.898	.950
EC7	18.70	31.003	.747	.962

Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SS1	19.64	18.510	.584	.928
SS2	19.84	17.860	.739	.914
SS3	19.87	17.497	.712	.916
SS4	19.96	17.022	.801	.907
SS5	19.98	16.194	.853	.902
SS6	19.93	16.476	.825	.905
SS7	19.77	16.508	.806	.907

Reliability

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TS1	21.31	13.184	.683	.902
TS2	21.27	14.004	.627	.907
TS3	21.35	13.269	.762	.894
TS4	21.69	12.055	.805	.889
TS5	21.62	12.550	.778	.892
TS6	21.63	12.416	.721	.899
TS7	21.30	13.371	.759	.895

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TA1	385	1	5	3.69	.769
TA2	385	1	5	3.90	.695
TA3	385	1	5	3.79	.758
TA4	385	1	5	3.58	.838
TA5	385	1	5	3.78	.725
TA6	385	1	5	3.51	.848
TA7	385	1	5	3.48	.832
Valid N (listwise)	385				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FS1	385	1	5	3.33	.796
FS2	385	1	5	3.38	.779
FS3	385	1	5	3.89	.693
FS4	385	1	5	3.73	.835
FS5	385	2	5	3.70	.724
FS6	385	2	5	3.65	.838
	385	2	5	3.89	.775
Valid N (listwise)	385				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SMM1	385	2	5	3.90	.676
SMM2	385	1	5	3.79	.638
SMM3	385	1	5	3.79	.734
SMM4	385	1	5	3.81	.650
SMM5	385	1	5	3.66	.741
SMM6	385	1	5	3.71	.676
SMM7	385	1	5	3.65	.822
Valid N (listwise)	385				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EC1	385	1	5	3.04	1.071
EC2	385	1	5	2.96	1.060
EC3	385	1	5	3.12	1.031
EC4	385	1	5	3.07	.988
EC5	385	1	5	3.28	.892
EC6	385	1	5	3.23	1.022
EC7	385	1	5	3.49	1.066
Valid N (listwise)	385				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SS1	385	1	5	3.53	.780
SS2	384	1	5	3.33	.742
SS3	383	1	5	3.30	.819
SS4	385	1	5	3.20	.812
SS5	385	1	5	3.18	.884
SS6	385	1	5	3.23	.866
SS7	385	1	5	3.39	.878
Valid N (listwise)	382				

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TS1	385	1	5	3.71	.741
TS2	385	1	5	3.76	.638
TS3	385	1	5	3.68	.665
TS4	385	1	5	3.34	.833
TS5	385	2	5	3.41	.773
TS6	385	1	5	3.40	.842
TS7	385	1	5	3.73	.650
Valid N (listwise)	385				