

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**THE EFFECT OF MARKETING MIX, CUSTOMER
SATISFACTION AND REVISIT INTENTION OF EMERALD
RUBY GARDEN LODGE (ERGL)**

THANT ZAW OO

EMBA II - 44

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ACADEMIC YEAR (2017-2019)

Supervised By:

Dr. Ohn Mar Myint

Associate Professor

Department of Tourism

National Management Degree College

Submitted By:

Thant Zaw Oo

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“This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)”

Supervised By:

Submitted By:

Dr. Ohn Mar Myint

Thant Zaw Oo

Associate Professor

EMBA II - 44

Department of Tourism

EMBA 16th Batch

National Management Degree College

2017-2019

ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Marketing Mix, Customer Satisfaction and Revisit Intention of Emerald Ruby Garden Lodge (ERGL)**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr. Tin Win

Rector

Yangon University of Economics

(Supervisor)

(Examiner)

(Examiner)

(Examiner)

December, 2019

ABSTRACT

The purposes of this study are to analyze the effect of marketing mix (7P's) on the customer satisfaction in ERGL (budget hotel) and to examine the effect of customer satisfaction on revisit intention to ERGL (budget hotel). To be successful in these objectives, both primary and secondary data are applied. The primary data is collected with structured questionnaires and the secondary data includes the previous study, textbooks, journal articles, employees' job performance data from Emerald Ruby Garden Lodge. There are 200 questionnaires completed and usable data is applied to determine the purposes. Results indicate that among seven marketing mix, product, price, people, and physical have a significant positive relationship with customer satisfaction, and customer satisfaction also has a positive impact on revisit to ERGL. These results are valuable for ERGL to get more customers and knowing the main points of customer satisfaction among 7P's offered by ERGL, by which is applied as a marketing promotion tool, then it attracts the customers to revisit ERGL.

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EMBA II – 44
EMBA 16th BATCH
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LIST OF ABBREVIATIONS

CCTV	Closed-Circuit Television
CRS	Computers Reservation Systems
ERGL	Emerald Ruby Garden Lodge
F&B	Food and Beverage
FO	Front Office
GDSs	Global Distribution Systems
HK	Housekeeping
HR	Human Resource
M&E	Maintenance and Engineering

CHAPTER 1

INTRODUCTION

Travelling is a part of life for human-being. Travelling is also a part of daily life for most working professionals. According to the increase in visitors' desire to travel for pleasure or business, hotels and resorts are there ready to provide living accommodations, food, beverage, and recreational facilities. The hospitality industry such as travel and tour is one of the largest and fastest growing industries all over the world. The industry consists of various sub-sectors which include the hotel, restaurant and, resort. The hospitality industry is a sector that most countries try to develop and has been one of the major employers throughout the world.

Marketing is an essential element using in every business. Even though it is proven to be an important factor that determines the success of any hotel and it is a phenomenon which is often taken for granted. Marketing mix refers to a combination of some elements which is made into a workable program to make a whole. It comprises various factors that influences marketing efforts.

Marketing mix is the element consisting of product, price, place, promotion, people, process and physical evidence (Kotler & Keller, 2006). Elements of marketing mix can be used as a controller tool that can reflect customer satisfaction. Understanding of each element in marketing mix will help the company to find out the needs and wants of the customers. Then, they will be satisfied by fulfilling with theirs.

Customer satisfaction is a business philosophy which tends to create customer's value, anticipate and manage their expectations, and demonstrate ability and responsibility for satisfying their needs. Quality of service and customer satisfaction are critical factors for the success of any business (Gronoos, 1990). To achieve customer satisfaction, it is important to realize and forecast customers' needs and to be able to satisfy them. Enterprises which can rapidly understand and satisfy customers' needs, make greater profits than those which fail to understand and satisfy them (Barsky & Nash, 2003). Customer satisfaction is the starting point to promote revisit, therefore a long-term relationship occurs. This creates a loyalty's force in the industry which raises corporate image. The consolidation of relations with customers leads to successive encouragement.

1.1 Rationale of the Study

Today one of the biggest challenges in the hotel industry is to provide and sustain customer satisfaction. Customer requirements for quality products and service in the tourism industry has become increasingly evident to professionals (Lam & Zhang, 1999) To obtain loyalty and to prevail over other competitors, hoteliers must be able to obtain high level of customer satisfaction for the service supplied.

Consequently, with the changing economy and the current new generation of Myanmar, the tourism industry must recognize the change patterns of the visitors' choice for accommodation to keep up with their needs and requirements. Hence, hoteliers should keep in search the factors that are influencing the visitors' choice and selection of their required hotel standards.

For marketers it is important to find out which factors influence consumers' purchasing, since changes in these could affect demand for the marketers' product. Such factors can be actively manipulated by the marketer in order to improve sales. An important aspect of this process is consumer buying behaviour understanding.

To improve customer satisfaction in hotel industry, the hotels need to realize that the service attributes might influence customers' mind. Moss (2001) found that failure to provide essential attention to 7Ps in marketing mix attributes such as product, price, place, promotion, physical evidence, promotion, people and process can be resulted in a customer's negatively evaluating of the hotel services and may ruin the chance of hotel to have more guests.

According to Lovelock and Wirtz (2007), the combination and mixing of all parameters that affect guest's satisfaction were attained in the service marketing mix. Hence, it is obvious for the hotels to know the impacts of the 7Ps of marketing mix on customer satisfaction. Since a customer's satisfaction is influenced by the marketing mix service and therefore the marketing mix has become a main concern of all businesses. Marketing mix helps to discover the needs and wants of the consumers. Using this as a ground, Emerald Ruby Garden Lodge hotel in Ngapali can also utilize marketing mix to satisfy the needs and wants of customers. Hence, this research has effort at studying about the effect of marketing mix on customer satisfaction on marketing mix (7ps) in Emerald Ruby Garden Lodge (ERGL).

1.2 Objectives of the Study

The main objectives of the study are:

- (1) To analyze the effect of marketing mix (7P's) on the customer satisfaction in ERGL (budget hotel).
- (2) To examine the effect of customer satisfaction on revisit intention to ERGL (budget hotel).

1.3 Scope and Method

This study uses the descriptive research method. In this study, both primary and secondary data are used. Sample size proposed for this study is calculated by Yamane Formula, and the customers who visit to ERGL at the first week of June, July, August 2019 are selected to answer the questionnaires. As per above formula based on customers' arrival to ERGL at Ngapali Beach, primary data are collected from 200 guests by using structured questionnaires with 5-point Likert scale. Both quantitative data and qualitative data are used in analysis. Secondary data are obtained from the reports of ERGL, previous research paper, textbook, websites and other related information resources.

1.4 Organization of the Study

This paper is composed of five different chapters. Chapter one describes the introduction of the paper, rationale, objectives, scope and method and organization of the study. Chapter two consists of the theoretical background of the study. Chapter three focuses profile and marketing mix practices of Emerald Ruby Garden Lodge (ERGL). Chapter four presents the analysis of marketing mix activities of Emerald Ruby Garden Lodge (ERGL). Chapter five covers conclusion that is described by the findings and discussions, suggestions, recommendations and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the service marketing in hotel industry, marketing mix (7P's), customer satisfaction and revisit intention. In additions, it presents previous studies and conceptual framework of the study.

2.1 History of Budget Hotel

Budget hotel is the cheaper price hotel comparing with other luxury hotels and just provide basic service needs and facilities (Teng, 2010). Budget hotel is the hotels that focus on customers who are middle and small enterprise businesspeople, leisure and self-help tourists, house prices moderate, small and medium-sized hotel. Budget hotels are usually defined as the 1-star hotels because they provide rooms at very reasonable price and the price range from \$30-\$40/room/night with breakfast included. The guest rooms usually comprise of a bed, water bottles and towels. The location is usually near highways and Exits. Long term staying with cheap price is also served. (Xiao et al., 2011).

Budget Hotel has the hotel format comparing with the traditional Full Service Hotel (Markel, 2012). The most prominent characteristics of budget hotel is the cheap prices, and its "b&b" (bed + breakfast) service mode. Firstly, budget hotel appeared in United States in the 1950s, and it becomes a mature hotel appearance in European and American countries (Budget hotel, 2012).

In hotel industry, budget hotel is the product of economic and social development, catering to meet the common people travel and lodging demand of the product facilities. The main characteristic of budget hotels is the supply of a basic service with low price in order to reduce facilities and services. Budget hotel focus on ordinary workers, middle class businessmen, technicians and professionals, because they travel for business, preferring lower price, but make a point on comfort instead of sophistication because of the short staying (Bezerra & Melo, 2003). The basic characteristics of budget hotel are as follows in Table (2.1).

Table (2.1) Characteristics for a Budget Hotel

Items	Characteristics
Location	<ul style="list-style-type: none"> i. The areas along the roads close to or at the entrance of the city are more suitable. ii. Location in strategic points must be considered for stops on long trips. iii. In cities, out of commercial areas, should be located close to train, bus stations or subway.
Size and diversity	<ul style="list-style-type: none"> i. Facilities are limited, only the room, reception, office, a small snack bar, and a room for equipment. ii. A small laundry. As an alternative, laundry services can be contracted or a medium laundry company which also supplies service to a group of hotels of the same chain can be used. iii. In order to avoid elevators, a horizontal architecture must be preferred.
Lobby	Must be only a reception and a small resting area.
Guest rooms	<ul style="list-style-type: none"> i. The number of guest rooms must be reduced (ranging from 60 to a little more than 100 approximately). ii. The guest rooms can be smaller or bigger than similar ones in upper categories depending on the clients' characteristics. iii. Special guest rooms for handicapped people must be supplied. iv. In hotels aimed to working travelers, the guest room as well as the bathroom can be significantly smaller. v. Guest rooms with only one bed can be fitted with guest rooms containing two beds. vi. It is important to suit furniture for small guest rooms, making a careful project for available area.
Parking	The number of parking spaces must be enough and equivalent to the number of rooms.

Source: Andrade et al., (2000).

2.2 Service Marketing in Hotel Industry

Marketing started as a result of economic and business pressure due to a need which arises to focus on embracing a set of managerial measures in order to satisfy customers' needs. The main reason for applying the marketing in the hotel industry is the increase the number of guests who need accommodation and in competitions by the accommodation service providers. Moreover, the hotel industry is becoming a more and more mature market whereby the competition is increasing globally, and winning customers becomes problem. Therefore, there is a huge shift to marketing. (Cooper et al. 2008)

2.3 Marketing Mix (7Ps)

In order to maximize the effectiveness of sales and attracting more customers, utilizing a set of controllable marketing tool, or marketing mix on the target market is an essential part of a business strategy (Kotler, Armstrong, Wong, & Saunders 2008). One of the objective of marketing mix is to support the business in defining their marketing elements, then strengthening the business' positioning in the market and enhancing their customer's satisfaction (Suprihanti 2011).

Marketing mix refers to a combination of some elements which is made into a workable program to make a whole. Marketing mix also comprises of various factors that influences marketing efforts. The primary marketing mix includes the four P's of marketing (product, price, place, promotion). Three additional P's (people, physical evidence, process) were later added to the initial 4 P's to form the extended marketing mix (7P's).

2.3.1 Product

In hotel industry, service product is intangible in nature. Like physical products such as a soap or a bottle of shampoo, service products cannot be measured. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler, 2002).

On the other hand, goods can be explained as tangible benefits offered for sale by an organization which is easier to measure quality and results in ownership. Product or service are interchangeably use in the service industry (Preko, 2014). Khanand Mahmood (2014) argued that product is characterized by quality, design, features, brand name, product width

and length. Product or service has also been defined as the bundle of experience and performance designed to meet customers' requirements higher than competitors (Akroush, 2011). But this definition is limited to only service organization, thus lacks generalization which cannot be useable in the product marketing as compared to Kotler and Armstrong (2010). Ferrell and Hartline (2005) stated that the product is the core element of the marketing mix strategy. It means that without product there is no need for pricing, promotion and distribution. However, organizations can differentiate themselves from the competition through extended benefits of their services like helpful and polite personnel (Khan and Mahmood,2014).

Mylonakis (2006) tried to present the proper tourist product characteristics and market opportunities by the recipients of the tourist market, aiming at the support of the sustainable tourism design process. They showed that the design of the elevation of the destination is a viable market prospective, if it is based on three major factors: the climate (geophysical and archaeological characteristics), taverns-restaurants (gastronomy) and parking areas (spa, post shops and health centers). In other study, Đukić (2009) examined tourist destination management and found that innovative and well co-coordinated tourism products is exceedingly important for tourism regions. Srinivasan (2009) made attempt to tourism market by adapting the service marketing approach for achieving great success.

2.3.2 Price

Price is the amount that can be paid for the products or services. In the setting of prices, managers/owners should consider that prices are reasonably affordable to the target customers, fair, and competitive price among competitors. According to McCarty and Perreault (1990), price is what is charged for a firm's products or services since a business transaction can be an exchange of money, which represents the price.

Price has "value in exchange" relationship, where the expended funds should be in accordance with the obtained services (Abuznaid, 2012). The price is the actual amount of money that customers have to pay for possessing or consumption of the product. Due to the seasonality and perish ability of hotel products, it is important that a hotel sets the right price for its product to ensure high occupancy rate. If the customer considers the price to be too expensive, there will a high tendency of the customer switching to the product of the competitor or searching for an alternative accommodation option. At the same time, if the price is too low, the probabilities of the hotel running on losses will definitely increase.

The pricing decision is one of the most difficult decisions to make in hotel industry. There are different types of pricing systems using in hotel business. These are ranging from cost-oriented pricing to demand-oriented pricing. There is a big difference between these two pricing systems. The demand-oriented pricing considers the demand for the product before the price for the product is fixed. On the other hand, cost oriented pricing considers the cost of making or purchasing the product as the most important element when fixing prices. Under this pricing system, additional money is added to the cost of the product to make the selling price (Cooper et al. 2008).

2.3.3 Place

Place is the location where an organization selects to locate its product or service so that the target consumers can easily get access to it. In the restaurant industry, often hear the expression of “location”, it is a key to the organization success (Tan et al, 2009). Convenient location plays very important role on customer choice regarding restaurant services. A distribution channel (or place) has been defined by Kotler and Keller (2009) as the set of organization’s activities involve transfer of goods or services to the final consumer.

In the hotel industry, the place usually refers to the location of the hotel as well as the sale and advertising channels used in marketing the hotel services. The location is an important factor to consider where setting up a hotel unit. Furthermore, a better location of hotel is easily pick up passing demand, making the hotel easily accessible to guests. Although some people may argue the fact that the hotel services cannot be placed on shelves like other commodities the distribution channels do not affect the overall marketing outcome as much as other marketing mix elements. However, this is not true at all. Many successful hotels encounters that the role of distribution channels in marketing are creating points of sales within and outside their hotels. We cannot deny the fact that continuous development of CRSs (computers reservation systems) and GDSs (Global Distribution Systems) such as Amadeus, Galileo, Sabre and others, has brought tremendous changes regarding the distribution of hotel products. Nowadays, agents have real-time access to check the availability of hotel rooms and make bookings on behalf of guests. (Cooper et al. 2008).

2.3.4 Promotion

Borden (1984) stated that sales promotion, advertising, direct marketing, personal selling and public relations are entitled under the title of promotion. Promotion is also a decision of relating the product to the target market and persuade to buy it (Lovelock et al., 1998). Promotion comprises of various means of communicating to customers of what the hotel should offer, and contained a variety of activities, such as branding, advertising, direct promotion by mail, public relationship, corporate identity, special offers and exhibitions (Behera, 2008).

Promotion is a mean of informing people about the services and products of a business. Promotion is a special tool in business to persuade more and more prospective customers to be successful in the industry. Promotion is a technique that is designed and applied by companies as a way of enhancing their brand perception as well as to encourage customers to use their products and services. (Cooper et al. 2008)

Promotion refers to all activities by the company that relates the merits of the product and persuade target customers to buy it. Different promotional strategies, such as advertising, personal selling and public relations can be used to ensure that the customer buys the product. (Kotler & Armstrong 2010) When hotel business and hospitality industry are promoted, generally, advertising is found to be effective in promotions. However, the advertisement has to be well planned by ensuring that the right message is being conveyed, the right channel being used, and a suitable place is selected for the advertisement.

Promotion is also a strategic plan that increases sales of product or services within a short period, it helps to stimulate customers to choose and make decisions of buying a product or service in the market (Ogeniy, 2009). Promotion element in marketing mix is important in marketing strategies, because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times (Lovelock & Wright, 2002).

2.3.5 People

People are the most significant ‘‘P’’ among 7P’s of marketing mix that distinguish product and service marketing (Ergen, 2011). People are essential in service industry like hotel business. People factor influences on customer’s satisfaction (Iselin & Judy, 2004). Sometimes, the best food may not taste equally delicious if the waiter is in a sour mood, but a

smile always makes satisfy. Intensive training for the employees on how to handle customers and how to deal with contingencies is crucial the success of hotel business. People refer to the service employees who produce and deliver the service and they strongly overwhelm the customer's perception (Hartline & Ferrell, 1996).

People who participate in service are an important part of the extended marketing mix. In hotel industry, people refer to the customers, employees/staffs, management and everybody else who involved in it (Behera, 2008). Every time the employees encounter a customer, an impression is made immediately. Make sure that it is a good impression by having properly trained, the reputation of the hotel was rests in the hands of well-motivated staff who with a good attitude (Marketing and the 7 P's, 2012).

In the case of hotels, people can be classified as customer interface personnel including waitresses and waiters and non-customer interface personnel including cooks, supervisors, cashiers and others. Although Ivy and Naude (2004) claim that people are not highly influential element in the context of prospective customers. Disagreement was raised by Hollensen (2010), and Brassington (2006), who argued that services depends on the people who deliver them, as they directly involved in the customer experience of the service. Bowie et al, (2004) also stated that happy employees always make a customer happy.

Armando (2005) commented that customer satisfaction largely rely on the quality of service provider encounter. Accepting customer with smiling face, friendliness, politeness, understanding customers' problems, and others have positive effect on customer choice (Mahmood and Khan, 2014). Their statement was in reinforcement with Jones and Dent (1994) who found that a smiling face has a beneficial effect on customer choice. Hence training, motivation, empowerment are essential tools to create and maintain achieving the employees which can improve customer satisfaction.

2.3.6 Process

Process was generally defined as the implementation of action and function that increase value for products with low cost and high advantage to customer and it is more important for service than for goods. Processes are essential to deliver a quality service. Process becomes more crucial to ensure meeting the standards. Process ensures that service is recognized as being dependable by target market. Process in service is the actual

procedures, mechanisms, and flow of activities that service delivery, operating system (Booms & Bitner, 1981).

Process refers to the systems used to assist the organization in delivering service. The process of giving service is essential to customer satisfaction. Issues such as the information given to customers, waiting times and the helpfulness of staff are all vital to keep customers happy. Customers' interest in is getting good service of business, although the details of how the business runs is unknown. The hotel business will run most smoothly for customers if there are processes in place that the staff understands (Marketing and the 7 P's, 2012).

The step of the process as well as the skill of the service providers are clearly reflected to customers and it forms the basis of the customer satisfaction with the purchase (Hirankitti, 2009). Process designates to the methods and process of providing a service and is then essential to have a good knowledge on whether the services are effective to the customers, whether the services are provided in time, whether the customers are kept in hand about the services (Behera, 2008).

2.3.7 Physical Evidence

Physical evidence is one of the very important element of marketing mix. It is the way product and anything about the business came out from the outside. This particular element of marketing mix will easily distinguish business from competitors. Physical evidence is used to premium price of the product and creates great experience. For instance, hotel provides beds, but the main condition that effect price is room conditions, meaning physical evidence. Consumers will obviously judge business based on physical evidence. It is clearly seen that when walking into the restaurant, the customer's expectations are a friendly greeting and clean layout inside. If the environmental conditions are not much that to be desired, customers are more likely to avoid this place next time. Consumers should rely on evidence, which gives them additional help to evaluate product before the purchase process. Marketers evaluate physical evidence to take these exemplifications into action. But, the main role of marketers is to design and implement tangible evidence, but as for physical one, it is intangible (Bhasin, 2014).

Booms & Bitner (1981) proposed that physical evidence is the environment in which the service delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of service. Physical evidence is the

element of the service mix which allows the consumer to make judgments on revisit. If customers choose to have service in a restaurant, what they expect is a clean, friendly environment. Physical evidence is a significant ingredient of the service mix, customers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the service.

Unlike a product, a service can't be experienced before it is delivered. There can be an element of risk for customers choosing to use a service. Any uncertainty can be reduced by helping potential customers to 'see' what they are going to buy. In the hotel business, tediously similar building exteriors and interiors are not always appreciated. In addition, one way to provide reassurance is the recognizable consistency in uniform design.

2.4 Customer Satisfaction

Customer satisfaction is the feeling of well-being and pleasure that what customers get from what they hope for and expects from the appealing service. Customer satisfaction is a business philosophy that tends to the creation of customer value, to anticipate, manage their expectations, and show ability and responsibility to satisfy the customer needs. Furthermore, it is just like the outcome of customer's perception of the value that they received in a transaction or relationship, where value equals perceived service quality comparing to the value what customers expected with the competing vendors (Blanchard & Galloway, 1994).

Bigné, Andreu, and Gnoth (2005) define that customer satisfaction as a noticeable-affective state, resulting cognitive evaluations (including disconfirmation), as well as from emotions these evaluations stimulate. Satisfaction is the degree of happiness or disappointment, originating from expectation of the product. Satisfaction is the consumer's good emotional response. It is a consideration that a product or service element, or the product or service itself, provided a pleasurable level of consumption-related fulfilment, including levels of under or over-fulfilment (Oliver, 1997).

Kotler (2000) narrates the meaning of satisfaction as individual feelings, stands of pleasure or discomfort that resulted by the perceived performance of a product (or outcome) in association with his or her expectations. Kim and Richardson (2003) opined customer satisfaction is a form of post-purchase attitude that indicates a comparison of the product and

service quality of customer. Customer satisfaction and culture play a significant role in the survival and growth of tourism product and services (Mawa, 2018). The profit in green marketing depends on the satisfaction process of customer ascertained (Sulaiman et al., 2015).

Oliver (1997) suggested that customer satisfaction is a fulfillment of response from tourist satisfaction on overall experience with the given destination. Tourists take a trip to visit the destination to consume the products or have experiences that it offers, to have good memories to share with their friends and they determine their judgment of the destination by comparing their actual experiences with their expectations to capitalize their satisfactions (Vetitnev et al., 2013). Pizam et al. (1978) examined the certain specific features of product such as food, service cost, transportation, accommodation, and attractiveness excel visitor satisfaction. Moreover, it generally perceived as the result of all activities carried out during the process of purchase and consumption of the product or service (Oliver, 1997).

Kozak and Rimmington (2000) examined the reasons for tourist satisfaction and suggested that the choice of destination, the consumption of products and services accelerate a positive face-to-face impression towards the third parties too. Some studies have also revealed that dissatisfaction leads to negative word of mouth, avoid revisit the destination and convert a visitor to choose alternate destinations (Pizam et al., 1980). The most effective way that a satisfied tourist always recommends the place he stayed to their friends, partners, and relatives (Li et al., 2012; Khan et al., 2013). A related study of Mehedy & Shewna (2014) found that tourist satisfaction is a combination of feelings originated from a rational judgment of consumer, the performance of the product, and experience with an effective response. In a similar study of Chi et al., (2008) has examined and asserted that the attributes of tourist satisfaction are food facility, lodging, attractions, shopping, activities, events and environment, accessibility. Chi and Qu (2010) in his study identified the destination attributes that generating satisfaction or dissatisfaction covered seven domains of tourism activities such as accommodation, dining, shopping, attractions, events and activities, environment and accessibility.

2.5 Revisit Intention

Baker and Crompton (2000) refer to revisit intentions as the intentions of visitors to revisit within a year and their willingness to travel to the destination often. Hence, an important outcome for a service provider is a satisfied customer who intends to revisit to the destination (Shonk & Chelladurai, 2008). One of the most important factors to influence revisit intentions of customers may be satisfaction (Bigné, Sánchez, & Sánchez, 2001; Oh, 1999). An important result for service in the hotel industry is a satisfied customer who intends to revisit to the destination (El, 2012). Satisfaction is a designated component in determining if a customer will revisit a destination or buy repeatedly (Kim, Kim, & Goh, 2011). It is also a central variable in consumer behaviour research because of its strong influence on customer loyalty and intention to revisit a location (Kim, Duncan, & Chung, 2015). Therefore, satisfying the customer is critical because customer satisfaction influences on the expectations and intentions for the customer's next purchasing decision to return to or revisit the destination (Fuchs & Weiermair, 2004).

Revisiting intention is a form of consumer loyalty. Jones and Taylor (2007) explains that service loyalty is important because it provides outcomes, namely: (a) behavioural (repurchase intentions, switching intentions, exclusive intentions), (b) attitudinal (relative attitudes, willingness to recommend, altruism); and (c) cognitive (willingness to pay more exclusive consideration and identification). In the context of hotels, the term hotel revisit intention is the same as repurchase intention (Anuwichanont and Mechinda, 2014). Associated with the concept of repurchase intention from Hellier et al., (2003), repurchase intention is the individual's judgment about wanting to revisit the same hotel in the future. Jones and Sasser (1995) found that revisit intention is a powerful indicator for predicting consumer future behaviour, namely recommendation -encouraging people to use the same hotel and pay more willingness to pay more. In addition, several studies have also found that the revisit intention is a consequence of brand equity (Sarvari, 2012).

The survival of a hotel is certainly without doubt depending on its customers. Since it is too expensive to find out new customers, hence it is better to retain existing customers and re-use the hotel services in the future (Gallo, 2014). Furthermore, Fakharyan et al. (2014) and Ali and Amin (2014) found that satisfaction of service effects on not only the desire to revisit

but also the desire to spread good news by word of mouth (Kitapci, Akdogan and Dortyol, 2014) and near future it becomes loyal customers of the hotel (Liat, Mansori and Huei, 2014).

2.6 Relationship between Satisfaction and Revisit Intention

According to Chi & Qu (2008), they found that satisfaction with a tourist experience benefits positively to revisit intention. Yoon & Uysal (2005) also stated that satisfaction leads to revisit or by recommendation to other customers who can be family or friends that have potent of being future tourists. They found that there is positive relationship between satisfaction and revisit intention.

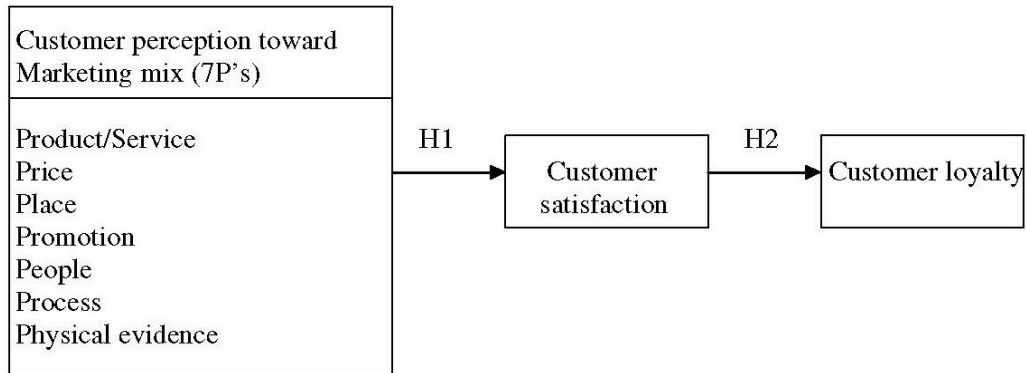
Past studies have widely ascertained that customer satisfaction is positively related to behavioural intentions (Canny, 2014). Customer satisfaction is considered as one of the fundamental precursors of post-purchase behavioural intentions because it substantially improves the insight of customers towards the product or service. It can also accelerate the sensible effort of customers to revisit in the future (Oliver, 1980). Customers are more likely to revisit again if the hotels give them a positive impression (Sukalakamala & Boyce, 2007). Considerable numbers of studies have shown that improving customer satisfaction level is essential to increase revisit and recommendation intentions besides being a predictor of customer loyalty (Han & Ryu, 2006).

The desire to return and use the services of the hotel is again influenced by the customer's satisfaction by the services provided (Berezan et al., 2013). Similarly, research conducted by Tussyadiah (2016) found that the desire to return to the hotel is influenced by guest satisfaction based on their experiences using the services of the peer-to-peer accommodation especially enjoyment and value.

2.7 Empirical Study

To develop the conceptual for this study, relating one international paper is reviewed. The paper reviewed is “Factors and customer satisfaction of budget hotel customers in China” by Yang Yu, (2012). The conceptual framework of this study is presented at Figure (2.1).

Figure (2.1) Conceptual Framework of Factors and Customer Satisfaction of Budget Hotel Customers in China



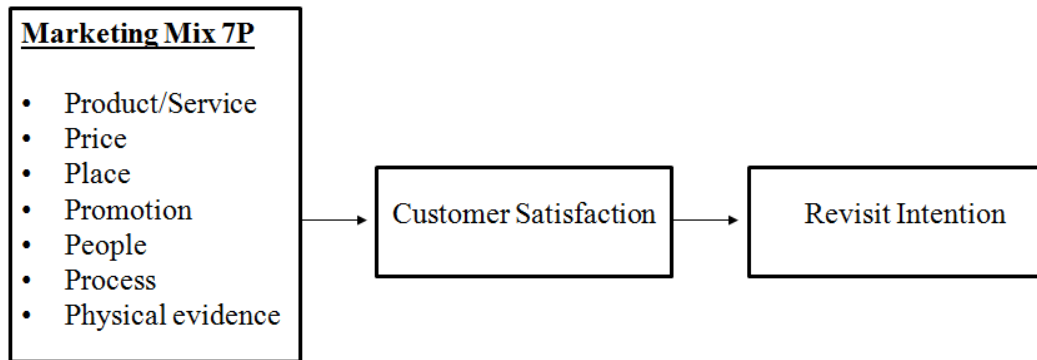
Source: Yang (2012)

In this paper, the researcher studied the customer perception toward marketing mix (7P's), customer satisfaction and customer loyalty of budget hotels in China. Based on 400 usable data from customers who stay at three budget hotels (7 Days Inn, Jin Jiang Inn and Green Tree Inn) in five cities (Beijing, Shanghai, Guangzhou, Wuhan and Guilin) in China. The result showed that customer perception toward product/service and promotion had a positive impact on customer satisfaction. The findings in this study also showed that customer satisfaction had a positive impact on customer loyalty.

2.8 Conceptual Framework

The conceptual framework was conducted based on the literature review to study about the effect of marketing mix, customer satisfaction and revisit intention of Emerald Ruby Garden Lodge (ERGL). The conceptual framework of the study is presented at Figure (2.2).

Figure (2.2) Conceptual Framework of the Study



Source: Own Compilation (2019)

Independent variables of marketing mix (7Ps) are measured by structured questionnaire to identify about customer satisfaction level. This conceptual framework is used to explore the major marketing mix factors influencing factors on customer satisfaction and revisit intention. In this study, frequency and mean value are calculated from the data by collecting 5-point Likert scales questionnaire from 200 guests. Then to analyze the effect of marketing mix on customer satisfaction and revisit intention.

CHAPTER 3

PROFILE AND MARKETING MIX PRACTICES OF EMERALD RUBY GARDEN LODGE

This chapter presents the profile, organization chart and departmental functions of Emerald Ruby Garden Lodge (ERGL) followed by marketing mix (7Ps) activities currently offering.

3.1 Profile of Emerald Ruby Garden Lodge

Emerald Ruby Garden Lodge (ERGL) is situated at Gawt Quarter, near Ngapali Beach, 3.3 miles far from Thandwe Airport. The guests can walk 5 minutes to the beach (to the West) and 5 minutes to the Emerald Ruby Garden (to the East). In the Emerald Ruby Garden, the local popular place- Pao Wun wooden bridge exists. The ERGL is recently opened and opening ceremony date is February 3rd, 2019.

There are 26 rooms in the lodge. 20 rooms are double or twin types with fully air-conditioned, min-bar, bathroom attached, and 6 rooms are family suites. Furthermore, it has another 5 economy rooms for drivers and maid rooms. It has restaurant and conference hall (60 ft x 28 ft), Spa facility, Public Gym, Free Wi-Fi and enough car parking for free.

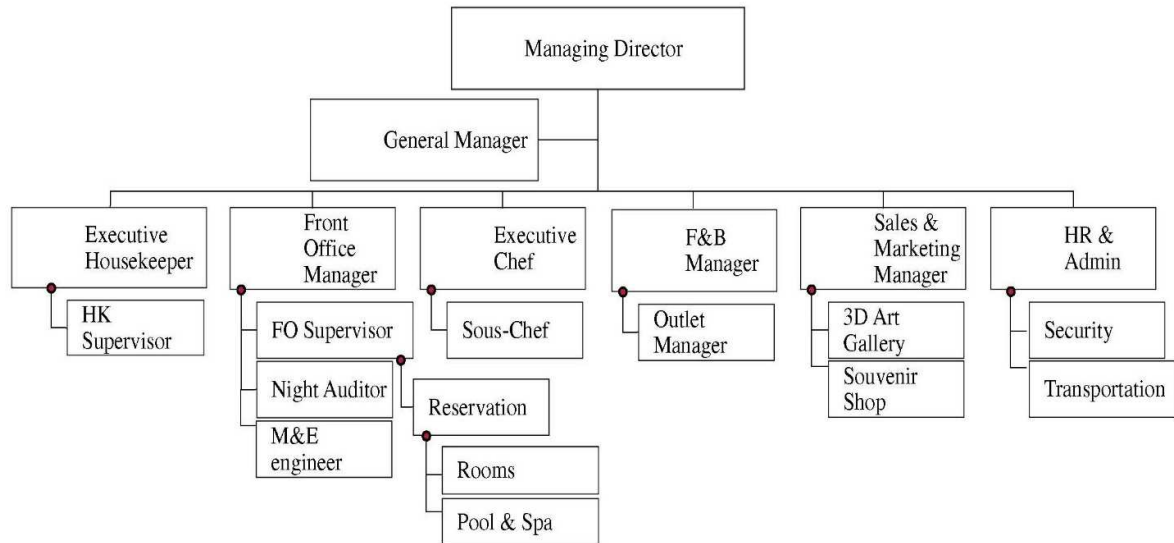
The ERGL has six departments, they are Front Office, Housekeeping, Food and Beverage, Sales, Restaurant and HR & Admin. Under Sales department, 3D Art Gallery and Souvenir Shop are entitled. Room reservation, Spa and Pool reservation and Maintenance Engineering are under FO department. Security and transportation branches are under HR & Admin department. There are 44 employees appointed in ERGL.

Other advantages are boat trip which starts from Emerald Ruby Garden and visiting three islands (Land Island, Stone Island and White Sand Island). On the way, passing through the Mangrove forest is very interesting and exciting. The boat trip along the river is very beautiful while seeing various kinds of birds and fishermen's fishing.

3.1.1 Organization Structure of Emerald Ruby Garden Lodge

The organizational structure of Emerald Ruby Garden Lode (ERGL) is presented in Figure (3.1).

Figure (3.1) Organization Structure of Emerald Ruby Garden Lodge



Source: ERGL (2019)

There are six departments in ERGL: Housekeeping Department, Front Office Department, Human Resource and Admin Department, Food and Beverages Department, Sales and Marketing Department, Restaurant. These six departments are supporting the ERGL the best and rendering a good service and accommodation.

The Housekeeping Department is responsible for the impeccable care and preservation of all guest rooms and public spaces. Employees who are skilful in Housekeeping Department have an eye for detail and a commitment to the training, development and motivation of a diverse group of talented employees. In a competitive hotel industry, service and cleanliness make an impact on the guests and determine their revisit intention.

The Front Office Department is the brain of a hotel. Members of the front-office staff welcome the guests, help them on with carrying their luggage, help them register, send them to their rooms, explain about the activities in the hotel and other famous places to visit, and finally check them out. In fact, the employees who used to have directly contact with the guests, other than in the restaurants, are the front-office staff. Therefore, the qualification of

FO staff represent all the staff' status in the hotel. Under the front office, Maintenance & Engineering branch is responsible in repairing and maintaining the machinery, water treatment and distribution, boilers and water heating, external and common area lightning, fountains and water features etc. The front office also handles the financial; invoicing customers, accounts receivable monitoring and collections, account reconciliations, payables processing, periodic financial reporting as well as financial analysis. Also, they are setting up adequate internal controls for all business processes, handling external audits and dealing with banks in order to obtain financing. The FO department also control the restaurant's income and expense.

The role of HR and Admin also has to do with administration of an impartial and internal justice system which will promote transparency and openness in organizational communication. HR endeavours to ensure competitiveness in the staff's service conditions. Under this, Security branch is literally to protect the guests and staff of the lodge, including all their property. Secondly the security branch role in a hotel is to secure the actual premises, and the property of the Hotel itself. The Security usually use preventative tasks such as patrolling, monitoring CCTV, and investigating.

Food and Beverage Department is the service of Food made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises of ERGL restaurant. Restaurant Department has to prepare food for the customers' orders with the help of Food and Beverage Department. ERGL restaurant can prepare local foods, Chinese foods and sea foods. Restaurant department also has the responsibility for preparing employees' foods.

The sales and marketing department devises strategies for increasing the use of the ERGL by businesses, conferences, and individuals. They create and deliver presentations to corporations about why the lodge would be perfect for an event; or they send out information to people (including travel agents) in distant cities about why a traveller should choose this lodge when visiting the area. Sometimes they go to travel agents directly and discuss about the overview of ERGL. They also do research about customer satisfaction on the hotel, suggestion on the hotel for better results, and the public perception of the hotel. Under this department, there are two branches, Mrauk U 3D Art Gallery and Souvenir shop. Visitors who are not staying at ERGL use to come and learn the 3D wall paintings with the entrance fee of 5 USD for foreigners and 3000 Kyats for local people. But our guests have a chance to

visit there free of charge. In souvenir shop, Rakhine traditional clothes, things which are made by oyster shell and puppets are available to buy as souvenirs.

3.2 Marketing Mix Practices of Emerald Ruby Garden Lodge

Emerald Ruby Garden Lodge (ERGL) is the budget hotel for the convenient of customers who visit Ngapali beach. The marketing mix of ERGL is usually updated according to the strategies of competitors and environmental changes.

3.2.1 Product and Services

Emerald Ruby Garden Lodge (ERGL) has 26 numbers of rooms (Superior, Deluxe and Family Suite) for the guests. Emerald Ruby Garden Lodge not only provides accommodations but also a large restaurant, a big conference hall, free car parking, an outdoor swimming pool, gym and playground for children and a large garden. Each room has the 2-star hotel facilities. E-bikes and bicycles can be rent, this is the place suitable for biking in the Emerald Ruby Garden.

For the service of Emerald Ruby Garden Lodge (ERGL), the following items are facilitated: -

- (a) Teak bunk with Gold Coil (Singapore) mattress
- (b) Good quality of Bed Linen and Bathroom Accessories
- (c) Room can be chosen by customers among same room types available
- (d) Mini Bar (Refrigerator)
- (e) Non-smoking rooms but smoking is allowed in garden
- (f) 32" Television with 10 popular channels
- (g) Bath foam, shampoo, soap, facial towel, bath towel
- (h) One purified drinking water 500 ml bottle per head daily and coffee and tea one set as complementary
- (i) Fully air-conditioned
- (j) Internal Call (Room to Room, Room to Reception and Restaurant)
- (k) Wi-Fi access in all hotel area
- (l) Room to room internal phone call
- (m) Daily cleaning room service or on call
- (n) Laundry service available

- (o) Restaurant (Local food, Chinese food and Sea food)
- (p) Swimming Pool & Spa
- (q) Breakfast included in room price
- (r) Conference room (60 ft x 28 ft)
- (s) Public Area Gym for guests only
- (t) Airport/ Bus transportation free
- (u) Car rental available for a visit
- (v) Free transport to the beach (on call but hourly)
- (w) Security for all hotel area (CCTV installed)
- (x) Special Arrangement 3D Art Gallery (Mrauk U Showcase) and beautiful wall paintings
- (y) Free ticket to Emerald Ruby Garden Entry (Pao Wun Wooden Bridge)
- (z) Discount coupon for rowing boat

3.2.2 Price

Emerald Ruby Garden Lodge (ERGL) sets the affordable price for three kinds of room types: Superior, Deluxe and Family Suite. As the budget hotel, ERGL sets the prices as follow in Table (3.1).

Table (3.1) Room Prices per Night According to Room Type

Room Type	Room Size	Single Rate per Room /Night	Double or Twin Rate per Room /Night
Superior	150 sq.ft	25,000 Ks (20 USD)	30,000 Ks (25 USD)
Deluxe	225 sq.ft	40,000 Ks (35 USD)	60,000 Ks (50 USD)
Family Suit	540 sq.ft		120,000 Ks (100 USD)
	Extra Bed		20,000 Ks (15 USD)
<p>Remark (1): According to child policy, one child under twelve age get free stay with their parents but second child under twelve age need to pay 4000 Ks (4 USD) for breakfast fee.</p> <p>Remark (2): This is standard rate of room price, the price varies according to public long holidays, official announcement can be seen in www.erg-lodge.com.</p>			

Source: ERGL (2019)

3.2.3 Place

Hotel is situated in Gawt Quarter, (3.3) miles from Thandwe Airport and (0.2) miles from the white sand beach. The guests can walk 5 minutes to the beach (to the West) and 5 minutes to the Emerald Ruby Garden (to the East) in which, the local popular place- Pao Wun wooden bridge exists. The location of ERGL is the northmost of the Ngapali hotel zone area, the beach sand is the whitest and smoothest along the beach area of Ngapali. The beach is very nice with clean and transparent water, there are stoneless widening beach area and beautiful rocky area with the background scenery of Gawt mountain. The boat trip station, Emerald Ruby Garden Port, which is 15 minutes walking from ERGL, but ferry is arranged (within 5 minutes), from this port, Sin Gaung White Sand Island can be visited for shallow water swimming. This place is very suitable for children for safe swimming. The way to Sin Gaung island, the feeling of fresh air, the delightful rural scene of natural palm tree, fishermen's fishing and beautiful mountains along the river can be touched by riding hotel's tour boats. It takes three hours to the island and back. On the way, the ERG island (mid-way rest) can be visited, it is about 100 ft climb up to the top and feel the beauty of 360 overview scenery to the sea.

3.2.4 Promotion

The online booking is available and can get 5% discount. Loyalty member cards are issued to various customers and can get discounts according to card types: Diamond 25%, Platinum 20%, Gold 15%, Silver 10%. Discount counts are issued according to customer types: business partners, honourable persons, relatives, close friends and first-time customers. Sometimes, photo competitions are held by the background of 3D photos of ERGL, and free stay for one night with dinner and one boat trip to Sin Gaung island as a prize. In special days (birthday, mothers' day, etc.) can get special discount rate to whom it may concern. Another promotion is package tour. We can offer group package (minimum 10 persons) for 2 nights stay. By round trip air ticket, it may cost 240,000 Kyats/head and by bus 132,000 Kyats/head including all meals (breakfast, lunch, dinner). The package tour includes river cruise along mangrove forest to three islands (Land island, stone island and white sand island), three famous pagodas around Thandwe distinct, Pearl island and Present View Island. In very near big garden, Emerald Ruby Garden, is 5 minutes' walk from our lodge, the customers can enjoy cycling, walking even running comfortably. The customer can row the boat in the garden with discount 10% coupon. For long stay customers, they can get special discount up to 50% for over two weeks. Travel agents can get 10 to 15% commission fees and 10 rooms

plus one room get free for reservation. For long public holidays, the price will usually go up in all hotels but ERGL has special promotion for full time stay throughout the holidays, it can get 30% discount. Another promotion program is arranged for first time customers, they can get 10% Silver VIP discount card for lifetime. By inviting new customers, old customers can get VIP points, after collecting VIP points, old customers can have free package tour (one family room with two nights stay in ERGL). Another promotion is very interesting, that is advance booking, above six months advance booking can get 25% discount, above three months to six months can get 20% discount and above one to three months advance booking can get 15% discount based on seasonal or regular pricing.

3.2.5 People

Under the supervision of general manager, there are 12 managers, they are FO manager, HK manager, F&B manager, M&E manager, Store Keeping Manager, 3D Art Gallery Manager, Pool Manager, Spa Manager, Laundry Manager, Garden Manager, Transportation Manager and Chief Security. According to the ERGL organization chart (Figure 3.1), there are six department and 44 employees are serving with zest for ERGL.

Employees employed in ERGL are well-trained and well understand service culture. They have to wear uniforms according to department (Front Office, Food and Beverage, Housekeeping, Security, etc.). They have to wear uniform neat and tidy, if not, they can be charged in fine. There are 44 employees serving for 30 rooms (maximum 75 customers). They have to work 8 hourly according to schedule with one day off in every week. They are trained willingly to serve customers and they can determine one spot by customers' complaint. The fresher employee has to wear name plate "Temporary" in order to notice that they are newly appointed and easy to understand their unskilful service. Every employee has to attend by turns the trainings which are arranged by Ministry of Hotel and Tourism. They have to say our motto "To fulfil the customers' expectation is our main goal" before stating their job every morning after general manager's briefing. According to hotel schedule, 24 hours service can be available.

3.2.6 Process

The hotel uses Excellent Hotel Management Software for booking and Restaurant process and bill. Hence, the result is fast and accurate i.e., the process is not delay. The employees are well-trained, as a matter of fact, they can handle not only the booking, check-

in, check-out process but also can fulfil the customers' needs and wants. Airport transportation and morning call are under-watched by FO Supervisor and can do without fail. For customers, they can easily book online themselves in our website or via Agoda, booking.com, etc. At the hotel side, customers' advices are recorded and keep the survey forms by customers and reform to the best according to our customers' suggestions.

3.2.7 Physical Evidence

The hotel is constructed in nearly one-acre land and has a beautiful swimming pool, large dining area restaurant and conference hall since ERGL has not defined yet in star rating hotel standard. Three-storied 3D Art Gallery and Rakhine lucky symbol Byarla creature is located. The hotel is surrounded by large area colorful garden, public gym and playground for children and a large area car parking.

CHAPTER 4

ANALYSIS THE CUSTOMER PERCEPTION TOWARD MARKETING MIX, CUSTOMER SATISFACTION AND REVISIT INTENTION OF EMERALD RUBY GARDEN LODGE

This chapter presents the demographics and perceptions of the respondents towards the marketing mix activities of Emerald Ruby Garden (ERGL), and the results from multiple linear regression analysis on relationships among these variables.

4.1 Profile of the Respondents

Profile includes the investigation gender, age, education and monthly salary and visit times by frequency and percentage of 200 respondents.

Table (4.1) Profile of the Respondents

Sr.No	Particular	No. of Respondents	Percent (%)
	Total	200	100.0
1.	Gender: Male.	108	54.0
	Female	92	46.0
2	Age: Under 20 years	54	27.0
	20-30 years old	84	42.0
	31-40 years old	12	6.0
	40 above	50	25.0
3.	Education level: Undergraduate	115	57.5
	Graduate	57	28.5
	Master/Doctorate	28	14.0
5.	Income (Kyats/year): Under 2,400,000	72	36.0
	2,400,000 – 3,600,000	64	32.0
	3,600,001 – 4,800,000	40	20.0
	Above 4,800,000	24	12.0
6.	Visit time to ERGL: 1 time	157	78.5
	2 times	32	16.0
	3 times	8	4.0
	More than 3 times	3	1.5

Source: Survey Data (2019)

According to Table (4.1), among 200 respondents, male respondents represent 54 percent while female respondents made up of 46 percent. There are four categories for age and majority of the respondents are 20 and 30 years old and represent 42 percent of the total respondents. The second largest age group includes respondents who are under 20 years old. The minority group contains people age between 31 and 40 years old representing just 6% of total respondents. Most of the visitors are undergraduates and they represent 57.5 percent of total respondents since most of the respondents are students and they take vacations to Ngapali beach during school holidays. Majority of the respondents gets under 2,400,000 Kyats per year while second largest group contains people earning between 2,400,000 and 3,600,000 Kyats per year. In additions, the minority group earns more than 4,800,000 Kyats per year. Most people visited Emerald Ruby Garden (ERGL) just one time and they represent 78.5 percent of total respondent. People who have been visited 2 times, 3 times and more than 3 times represent 16, 4 and 1.5 percent of total respondents.

Most of the respondents are undergraduate, university students, they want to stay budget hotel because they can't spend much money for luxury hotel. Most are males but not too much percentage relative to female, they come to Ngapali beach by group, but some are individuals. Since ERGL is opened for under one year, most respondents are one time visit to ERGL, but two, three times visit to ERGL are found that they came for their jobs in Ngapali and they like to stay at ERGL for its product and promotion.

4.2 Customer Perception on Marketing Mix

Customer perceptions of marketing mix activities are very important for the business. If marketing activities are right, customers will be more persuaded and stay at the hotel. In this section, the perception of the customers towards marketing mix (7Ps) of Emerald Ruby Garden Lodge (ERGL) is investigated.

4.2.1 Product

The products and services are very important factor that could affect customer satisfaction since visitors usually come to Ngapali to relax. The perceptions of the customers towards the products are presented in Table (4.2).

Table (4.2) Customer Perception on Product of ERGL

Sr.No	Product	Mean Score
1.	Offering clean guest room.	4.34
2.	Having Swimming Pool and Spa	4.32
3.	Good Room Sizes and Amenities (such as mattress, TV, mini-bar, Wi-Fi, internal phone etc)	4.25
4.	Free airport transportation service and car rental service.	4.21
5.	Free ticket to Emerald Ruby Garden Entry (Pao Wun Wooden Bridge)	4.33
	Overall Mean	4.29

Source: Survey Data (2019)

According to the survey result, most customers are satisfied about guest room cleanness since this factor gets the highest mean score 4.34. Free ticket for Emerald Ruby Garden is very attractive to whom stay at ERGL, its mean score is second largest, 4.33. Even ERGL is not a star rating hotel, it has a swimming pool and spa facilities, customers felt more impressive to it and got 4.32. Room sizes are relatively small comparing with star rating hotels, but it is convenient for ERGL customers and amenities are qualified products used, therefore customers get satisfaction and its mean score is 4.25. ERGL provides free airport transportation and car rental service, customers get ease pick-up service and can visit around the city and popular places, the mean score is last, 4.21, but customers have satisfaction on it. According to overall mean score, respondents have positive perception on the product factor as the whole.

As product/service of ERGL, the hotel regularly does room service and pay high priority to cleanness in the hotel compound. The respondents state that they are satisfied with the swimming pool and spa arrangements as they usually want to swim and do spa sometimes when they return from water play. In additions, it is found that free tickets to Emerald Ruby Garden Entry are another satisfactory factor for many visitors. Customers are also satisfied with free pick up service and car rental service offered by Emerald Ruby Garden Lodge (ERGL). Pick up service is very important from customers since airport is a little bit far from the hotel.

4.2.2 Price

Visitors generally search at the cost before they book for the hotel. In this section, 200 customers are surveyed. The perceptions of the respondents are shown in table by mean value in Table (4.3).

Table (4.3) Customer Perception on Price of ERGL

Sr.No	Price	Mean Score
1.	Reasonable room price	4.15
2.	Lower price than similar other hotels (e.g. motel, bungalow, guesthouse, home stay)	4.05
3.	Good price range for guest rooms	4.24
4.	Offering excellent prices for the services of food, beverage, entertainment, recreation	4.07
5.	Prices usually within budget limit.	4.39
	Overall Mean	4.18

Source: Survey Data (2019)

According to Table (4.3), most respondents state that price of the hotel is affordable and within their limits and this factor gets the highest mean score 4.39 since the hotel offers best rates for budget limited visitors. In additions, it is found that ERGL price is lower than that of others because the hotel arranges best prices for its different types of rooms, the mean score is 4.24. Furthermore, respondents are satisfied with the prices of food, beverages, entertainment and recreations as the hotel sets the low cost for all additional services, the mean score is 4.07. According to overall mean score, respondents have positive perception on the price factor as the whole.

Since most respondents are undergraduate and university students, they can use small amount of money they earned; therefore, they give more score on prices within their budget limit. There are three types of rooms can be chosen by customers, young people fond of the cheapest price within their budget. It is also concerned with the reasonable prices which are offered by ERGL. Furthermore, ERGL gives discount on food and beverage to whom staying at ERGL. The customers also think that the price range of ERGL is relatively always cheaper than any other same level of hotels.

4.2.3 Place

Visitors usually look for the place of the hotel to have good relaxed. Emerald hotel carefully chooses the location of the hotel in order to get good views and large compound for the customers. The perception of customers towards place of the ERGL is presented in Table (4.4).

Table (4.4) Customer Perception on Place of ERGL

Sr.No	Place	Mean Score
1.	Good geographic location.	3.94
2.	Easy to go to the beach from the hotel.	4.18
3.	Good scenery and pleasant view.	4.10
4.	Situating at the whitest and smoothest along the beach area of Ngapali	4.30
5.	Easy to commute other famous sides from the hotel.	4.35
	Overall Mean	4.17

Source: Survey Data (2019)

According to table (4.4), ERGL provides car rental service and free transportation to airport service and Gawt beach, it is found that customers get the most satisfaction on the communication of other famous sides easily from the hotel, it gets mean score 4.35. The second largest point is 4.30 and it refers to the ERGL is located near the whitist and smoothest sand beach. This beautiful place is attracted to the customers. According to arrange ferry by ERGL, the customer can go to the beach easily and Gawt beach is the best beach for good scenery and pleasant view in Ngapali. But the customer got the little impression on geographic location. In fact, ERGL is not a beach hotel and is situated in the Gawt quarter. Therefore, the mean score of it is 3.94 under mean score of 4. According to overall mean score, respondents have positive perception on the place factor as the whole.

Regarding place, most customers are satisfied with the ease of commute since the hotel is situated in Gawt Quarter, (3.3) miles from Thandwe Airport and (0.2) miles from the white sand beach. It is found that respondents perceive that hotel is situated at the smoothest and whitest part of the beach. Respondent state that they could easy to go to the beach since it

is the north most of the Ngapali hotel zone area. They could see the good scenery and pleasant view from the hotel as the hotel is situated in northern part of the beach thus visitors could see that the beach is very nice with clean and transparent water. In additions, there are stoneless widening beach area and beautiful rocky area with the background scenery of Gawt mountain.

4.2.4 Promotion

Promotions are essential marketing mix to persuade customers to start or become loyal customers. Businesses focus to pay incentives to get more customers. In additions, the perceptions of the customers towards promotions become important. The findings towards the perceptions of the respondents towards the promotion mix of ERGL are presented in Table (4.5).

Table (4.5) Customer Perception on Promotion of ERGL

Sr.No	Promotion	Mean Score
1.	Discount got by online reservation.	4.20
2.	Loyalty programs such as VIP cards.	4.20
3.	Special rate for seasonal and special holidays such as new year, Christmas, Water Festival etc.	4.16
4.	Attractive advertisements or promotions.	4.28
5.	Promotional prices from the hotel in comparison with the competition hotels.	4.24
	Overall Mean	4.21

Source: Survey Data (2019)

According to table (4.5), the customers are the most impressive on attractive advertisements and promotions, its mean score is 4.28. ERGL provides many promotion prices comparing with other hotels such as tour group discount, discount for students, discount for pensioners, etc., the customers are more satisfaction on that and its score gets 4.28. Also it is found that other promotions such as online reservation, loyalty programs and special rate for holidays program are attractive to customers. According to overall mean score, respondents have positive perception on the promotion factor as the whole.

Respondents perceive that advertisements and promotions of the hotel are attractive since ERGL gives discounts to customers if they book for 5 persons. In additions, respondents state they get discounts if they book via online. Hotel gives VIP cards to selected people in order to retain those customers. It is found that many respondents get seasonal promotions as the hotel offers special promotions and package tour during holiday seasons. Moreover, the hour offers to customers' special days (birthday, mothers' day etc) can get special discount rate to whom it may concern. Customers perceive that promotion prices are more reasonable when compared with those of other hotels.

4.2.5 People

In the service industry, services are delivered by people. Thus, in this study, skills, uniforms, politeness, clear response, suggestions and enough human resources of the employees are analyzed based on the survey data. The findings are presented in the Table (4.6) by mean scores.

Table (4.6) Customer Perception on People of ERGL

Sr.No	Promotion	Mean Score
1.	Staff serving by knowledge and skill.	3.87
2.	Personnel seeking to build good relations with the guests based on friendship and respect	4.01
3.	Service providers seeking to provide excellent services to meet customer needs and desires.	4.02
4.	Personnel at the hotel understand service culture.	3.95
5.	Staffs ability to resolve the problems rapidly and satisfactory.	4.15
	Overall Mean	4.00

Source: Survey Data (2019)

According to table (4.6), respondents remark that staffs could solve any problems or conflicts of the customers and this factor gets the highest mean score 4.15. Service providers take care customers' needs and wants, they are always seeking and solving the problems what the customers encountered, in this fact, mean score gets 4.02. Employees are serving the customers heartily, therefore, the customers give the mean score the satisfactory level, 4.01.

Although the hotel gives the customer service trainings to the staffs in order to give better service and understand service culture, the customer satisfaction can't go to satisfactory level and it gets 3.95 and 3.87. But according to overall mean score, respondents have positive perception on the promotion factor as the whole.

Regarding the people, ERGL employees are neat and tidy with wearing uniforms and trained by experienced managers, they are ready to willingly serve the customers. Service providers could give the best service to the customers according to the needs and wants of the customers. But the customer perception on the fact that staff have enough knowledge and skills, and they understand service culture, has a little negative impression. Therefore, ERGL employees need to be trained more than as usual and watched under departmental managers.

4.2.6 Process

In the service industry like hotel, process and procedures are essential to achieve more customer satisfactions. Thus, in this study, ease of buying, simple procedures, process duration, clear guidelines, quick response politeness, clear response, suggestions and enough human resources of the employees are analyzed based on the survey data. The findings are presented in the Table (4.7) by mean scores.

Table (4.7) Customer Perception on Process of ERGL

Sr.No	Process	Mean Score
1.	Handling customer's reservation efficiently	4.25
2.	Fast and accurate check in and checkout processes	4.20
3.	Giving prompt services to customers.	4.16
4.	Using advanced technology to provide fast service.	3.99
5.	Recording customers' request and give services accordingly.	4.14
	Overall Mean	4.15

Source: Survey Data (2019)

According to the Table (4.7), respondents state that they handle reservation efficiently and this factor gets the highest mean score 4.25. The hotel offers fast and accurate check in and checkout processes by hotel management software, therefore it gets 4.2 mean score. Hotel has clear procedures about the service delivered and trains staffs to provide immediate

service to customers. Hence, the customers perception on that is 4.16. The respondents perceive that hotel could give fast service as it uses advanced technology like online booking, etc. Moreover, the hotel uses database to record the service request of the customers and using advanced technology for security, the customers got satisfaction and get mean scores of 4.14 and 3.99. According to overall mean score, respondents have positive perception on the process factor as the whole.

Regarding process of ERGL, using hotel management software, the check-in and check-out process is very fast and accurate for calculating the bill, including mini bar usage and restaurant charges. ERGL published job specification and description for all departments so that the procedures are very clear, and every employees work fit in process. ERGL uses advanced technology especially CCTV installed around the hotel area, any accidental case or misunderstanding can be found in recording without delay.

4.2.7 Physical

Physical infrastructure is very important for hotel while delivering the service. Customer perceptions towards the physical factor of ERGL are analyzed. The findings are presented in the Table (4.8) by mean scores.

Table (4.8) Customer Perception on Physical of ERGL

Sr.No	Physical	Mean Score
1.	Impressive and comfortable rooms, lounges and furniture of the hotel	4.40
2.	Good security and safety arrangements	4.24
3.	Visually appealing infrastructure	4.31
4.	The hotel has large compound area.	4.26
5.	Hotel has large garden, swimming pool, spa and enough parking spaces.	4.28
	Overall Mean	4.30

Source: Survey Data (2019)

According to the Table (4.8), respondents state that hotel has impressive and comfortable rooms, lounges and furniture and this factor gets the highest mean score 4.40. The external appearance of ERGL is very impressive, hence it gets the mean score of 4.31. The hotel is situated on one-acre garden and it has swimming pools, large parking and 3D art gallery. Therefore, the mean score by customer perception on it is 4.28 and 4.26 respectively. In additions, respondents feel safe since hotel arranges good security system and staffs, the mean score gets 4.24. According to overall mean score, respondents have positive perception on the physical factor as the whole.

Regarding the physical evident of ERGL, it is situated one-acre garden and everywhere is full of flowering plants. Large are car parking and a big restaurant attached with big conference hall are very attractive to customers. 3D art gallery building, and beautiful swimming pool are popular among the guests. Public playground for children is also attractive to parents guests and CCTV cameras installed makes the customers feel safety.

4.2.8 Customer Perception on Overall Marketing Mix

Every business tries to do marking mix factors in order to attract customers. But the perceptions of the customers towards those marketing mix activities are essential. Thus, the customer perception towards the overall performance of marketing mix activities could decide the awareness and buying behaviour of the customers.

Table (4.9) Customer Perception on Overall Marketing Mix in ERGL

Sr.	Marketing Mix (7Ps)	Average Mean	Ranking
1	Product	4.29	2
2	Price	4.18	4
3	Place	4.17	5
4	Promotion	4.21	3
5	People	4.00	7
6	Process	4.15	6
7	Physical	4.30	1
	Overall Mean	4.20	

Source: Survey Data (2018)

According to Table (4.9), it is found that physical infrastructure is the most attractive marketing mix to the respondents with highest mean score since most of the respondents look for the hotel in terms of layout, facility and security system. Thus, this factor mainly attracts customers to stay at the Emerald hotel. As a second most attracting factor, product factor attracts the customer attention. Promotion, price and place take the rankings 3,4, and 5 respectively. Besides, Process and people get the rankings 6 and 7. According to Overall Mean Score, marketing mix (7Ps) of the marketing mix of ERGL could attractive to the customers.

Regarding the customer perception on overall marketing mix in ERGL, customers' first impression on the appearance of ERGL, and then they are very fond of products used in rooms and offered services. Various kinds of promotion are pleased to get more and more discount by the customers. The basic prices of many room types are also satisfactory to the young people guests. Transportation arrangement made by ERGL is very good, the place is also preferred although the hotel is situated in Gawt quarter, not situated in beach. Since ERGL has good management system, each process is fast and accurate. Lastly, people are well-trained and working under watched by experienced managers, the customers have fully satisfactory by ERGL service.

4.3 Analysis of Influencing factors on Customer Satisfaction

In order to find out the marketing mix activities (7ps) and customer satisfaction, regression is used by analyzing survey data. By focusing which factors influence on customer satisfaction, businesses could improve or adjust their marketing activities.

4.3.1 Customer Satisfaction of the Respondents

The main objective of every business is getting the customer satisfaction which will lead to loyalty of the customers. Thus, it is important to identify the satisfaction levels of the customers. Table (4.10) presents the satisfaction levels of the customers towards ERGL.

Table (4.10) Customer Satisfaction of the Respondents in ERGL

Sr.No	Customer Satisfaction	Mean Score
1.	ERGL employees are satisfactory.	4.12
2.	The prices charged by hotel are satisfactory.	4.17
3.	Room size and amenities are satisfactory.	4.31
4.	Tidy and cleanness of the rooms are satisfactory.	4.53
5.	Transportation service arranged by ERGL is satisfactory.	4.40
6.	ERGL location is satisfactory.	4.07
7.	By using ERGL's services, customer must feel delighted.	4.22
	Overall Mean	4.26

Source: Survey Data (2019)

According to Table (4.10), the most satisfactory factor to customer is tidy and cleanness of rooms, then, transportation service arranged by ERGL gets second largest mean score and product/service of ERGL, prices charged by ERGL and people factor are according to the satisfactory level and the place gets the lowest mean score of 4.07.

The most satisfactory factor is tidy and cleanness of the rooms since the hotel makes the routines for room service and always keeps cleaning to the hotel compound. Respondents are also satisfied with the transportation services of the hotel as the hotel provides free airport pick up service and arranges car rental service for customers. Thus, customers do not wait or go out for transportation and they feel delighted. Besides, most of the customers are satisfied to the service providers. The hotel gives intensive trainings regularly to the staffs to provide service respectfully and politely. According to the overall mean score, most of the respondents state that they are satisfied with the ERGL.

4.3.2 Effect of Marketing Mix and Customer Satisfaction

This section explores which marketing mix factors have the significant relationship with the customer satisfaction by analysing survey data by regression. Table (4.11) presents the regression result between marketing mix and customer satisfaction.

Table (4.11) Effect of Marketing Mix on the Customer Satisfaction in ERGL

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	.652	.279		2.339	.020
Product	.201***	.045	.241	4.490	.000
Price	.147***	.032	.239	4.600	.000
Place	-.019	.047	-.023	-.408	.684
Promotion	.093**	.040	.124	2.314	.022
People	.167***	.045	.238	3.709	.000
Process	.078	.050	.101	1.546	.124
Physical	.192***	.043	.257	4.520	.000
R Square	.530				
Adjusted R Square	.513				
F value	30.930***				

Source: Survey Data, 2019

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

According to Table (4.11), the value of R^2 is almost 53 percent thus this specified model could explain about the variation of marketing mix (7Ps) on the customer satisfaction towards ERGL. The overall significance of the model, F value, is highly significant at 1 percent level. This model can be said valid. The model can explain almost 51 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.513.

Among seven independent variables, product has the expected positive sign and is strongly significant at 1 percent level. According to the regression result, positive relationship means that the increase in these four factors leads to more customer satisfaction of the employees towards ERGL since ERGL provides different rooms types, and other facilities thus customers have the choice. In additions, customers could not get that kind of products, services from other budget hotels. If there is an increase in product by 1 unit, this will also raise the customer satisfaction of the customers by .201units.

The variable physical factor has the expected positive sign and is strongly significant at 1 percent level. The positive relationship means that the increase in better physical conditions of the hotel leads to more customer satisfaction because customers usually look at the hotel physical conditions. The hotel arranges large rooms and compound with parking, 3D Art gallery and swimming hotel thus most visitors find this hotel physical conditions as satisfying factor. The better the physical condition by 1 unit will increase the customer satisfaction of the customers by .192 units.

The variable people factor has the expected positive sign and is significant at 1 percent level. The positive relationship means that the increase in better behaving people leads to more customer satisfaction because visitors like politeness and service-oriented behaviour of the service providers. In additions, the hotel gives trainings to all staffs in order to treat customer with polite, respectful nature and service-oriented manner. Thus, most visitors find people as the satisfactory factor because of service oriented manner. The better the behaviour of the people by 1 unit will increase the customer satisfaction of the customers by 0.167 units.

The variable price factor has the expected positive sign and is significant at 1 percent level. The positive relationship means that the increase in better price leads to more customer satisfaction because the hotel provides competitive and reasonable prices for customers. In additions, the hotel offers the prices as those of budget hotel. Thus, most visitors find price as the satisfactory factor because of affordable price. The better the price by 1 unit will increase the customer satisfaction of the customers by .147 unit.

The variable promotion factor has the expected positive sign and is significant at 5 percent level. The positive relationship means that the increase in better promotion leads to more customer satisfaction because the hotel provides loyalty cards for old customers and up to 35% discount by booking group tour. The better the price by 1 unit will increase the customer satisfaction of the customers by .093 unit.

The standardized coefficient (Beta) of physical factor has the largest value (.257) among seven explanatory variables indicating that physical has the greatest contribution to increase the customer satisfaction of customers when the variance explained by other variables is controlled for. The overall evaluation reveals that models explain the variation in the customer satisfaction towards ERGL well because the estimation produced expected signs and significant coefficients for most variables.

In summary, ERGL uses high quality products and has unique place such as 3D art gallery, Byarla statue and Pao Wun wooden bridge are situated, the product is very impressive factor to customer satisfaction. ERGL provides various prices for room types that attract to whom find low cost budget hotel. The skilful employees who are very active and have smiling faces make feeling satisfaction to customers. The beautiful appearance of external hotel design is also satisfactory to the customers' first impression. Various kind of promotions advertised by ERGL online and other media are being interested and looked for by customers. The increases in better promotion has the positive effects on the satisfaction of the customers.

4.4 Analysis of Customer Satisfaction on Revisit Intention

Revisit intention is essential for every business since it can improve more market shares and profits. If the customers are satisfied about the products or service, they would come again.

4.4.1 Revisit Intention of the Respondents

It is important to find out whether respondents have revisit intention or not. By learning their intention, the business could revise their strategies in order get more visit intentions of the customers. Table (4.12) presents the revisit intention of the respondents towards the ERGL.

Table (4.12) Customer Perception on Revisit Intention to ERGL

Sr.No	Revisit Intention	Mean Score
1.	Imagine first ERGL clearly in mind for choosing budget hotel in Ngapali.	4.08
2.	Interesting on and usually looking for the new products and promotions of ERGL.	4.23
3.	Share the positive information about ERGL to friends who are planning to go to Ngapali.	4.08
4.	First choice to stay at ERGL whenever arrive in Ngapali.	4.38
5.	get discounts from ERGL for lifetime as VIP users.	4.68
	Overall Mean	4.29

Source: Survey Data (2019)

According to table (4.12), the most respondents want to revisit for getting discounts as VIP users, it gets mean score of 4.68. Since ERGL provides good products and service, the customers would like to choose firstly to stay whenever arrive in Ngapali, this is the second largest mean score of 4.38. Since ERGL use to advertise interesting promotion, the customers usually look for new promotion. This is the third most perception on revisit intention and its score is 4.23. Since ERGL is the best price of budget hotel and its service and process fulfil the customers satisfaction, the old customers used to tell positive information of ERGL to other friends who are intending to visit Ngapali. These two has the same mean score of 4.08. The overall mean value for revisit intention to ERGL by customer satisfaction is 4.29 and it was found that most of the respondents tend to revisit ERGL.

Regarding to the revisit intention of ERGL, most of the respondents have the intention to revisit to EGRL. It is found that most respondents will stay at ERGL since they get the discounts from the hotel as VIP users. The hotel offers VIP cards to motivate customers to revisit. Thus, they have decided to stay ERGL whenever they visit Ngapali beach since they recall the ERGL hotel first among many hotels. Most of the respondents state that they would share good things of the hotel and recommend the hotel to their friends. Moreover, they usually have to look for the new products and services offered by ERGL. The hotel also offers new products and services in order to attract more customers.

4.4.2 Effect of Customer Satisfaction and Revisit Intention

This section explores which marketing mix factors have the significant relationship with the customer satisfaction by analysing survey data by regression. Table (4.13) presents the regression result between marketing mix and customer satisfaction.

Table (4.13) Effect of Customer Satisfaction on Revisit Intention to ERGL

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	1.496	.236		6.338	.000
Customer Satisfaction	.655***	.055	.644	11.838	.000
R Square	.414				
Adjusted R Square	.411				
F value	140.137***				

Source: Survey Data, 2019

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

According to Table (4.13), the value of R^2 is 41 percent thus this specified model could explain about the variation of customer satisfaction towards revisit intention of customers to Emerald hotel. The overall significance of the model, F value, is highly significant at 1 percent level. This model can be said valid. The model can explain almost 41 percent about the variance of the independent variable and dependent variable because Adjusted R square is 0.411.

The variable customer satisfaction factor has the expected positive sign and is strongly significant at 1 percent level. The positive relationship means that the increase in better customer satisfaction of employees leads to more revisit intention. The hotel offers loyalty programs to attract customers to revisit. The more customer satisfaction by 1 unit will increase the customer satisfaction of the customers by .655 unit. The increases in better products and services have the positive effects on customer satisfaction of the customers.

According to the customer satisfaction and revisit intention regression analysis results, it is found that ERGL gives various types of discount especially VIP member cards and birthday gift, and room prices depending on various room types are already satisfied because the prices within their budget limit, as a matter of fact, the customers want to revisit ERGL. Besides, since the rooms are clean, amenities are used high quality, and the most obvious fact is that there are no more place in Ngapali such as 3D art gallery and now popular place – Pao Wun wooden bridge in the Emerald Ruby Garden are situated, thus customers are more interesting and attracted by them and the customers are persuaded to revisit since they first see ERGL to stay in their mind when they want to visit to Ngapali.

CHAPTER (5)

CONCLUSION

This chapter presents the findings and discussions from analysis. In additions, it includes suggestions and recommendations based on findings. Then the need for further research is presented.

5.1 Findings and Discussions

This study has been conducted with the objectives of identifying the marketing mix (7Ps) activities of Emerald Ruby Garden Lodge (ERGL) hotel and analysis of the customer perceptions on those factors.

Regarding product, respondents have good perceptions on the product factor especially cleanness of rooms is very attractive to them. In additions, respondents are satisfied with getting the free entry ticket to Emerald Ruby Garden. For the product factor content, most respondents have positive impression for swimming pool and Spa.

Respondents have great impression on the room prices of the Emerald Ruby Garden Lodge (ERGL). They also feel that the room price is very reasonable and entitle within their expected budget limit. Moreover, they acknowledge that those prices are based on room types since the hotel arranges room prices for superior, deluxe, and family rooms. Generally, most respondents are very satisfied with the price strategy of the ERGL.

It is found that most respondents have positive feedback on the location of the hotel since the hotel is situated with the whitest sand area of the beach and good scenery. Respondents consider the location of the hotel is convenient and they could easily go to the nearby places. As the whole, most respondents think that place factor is acceptable.

Regarding promotion factor, most customers give positive feedback about the promotions offered by Emerald Ruby Garden Lodge (ERGL) that offers attractive gifts and promotions. In additions, respondents state that they get discount for group package and advanced booking. This is the key issue for ERGL in order to survive and grow in the industry for a long time since most respondents stated that they get attractive promotions from ERGL.

Most respondents think the hotel staffs are well trained and have enough skills. In additions, they could solve the complaints immediately. They perceive that staffs look professional outlook since they wear uniforms according to department and name plate. In additions, all employees value the motto “to fulfil the customers’ expectation is our main goal”. Therefore, respondents think the people factor is attractive.

Regarding process factor, most customers give positive feedback about the process practiced by Emerald Ruby Garden Lodge (ERGL). Most respondents state that booking and check in and checkout process is fast and smooth. The hotel applies hotel management software and can provide prompt service effectively.

Most respondents have good perception towards the physical conditions of the hotel, most of the facilities are impressive and comfort to the guests. The hotel is situated in one-acre land, and has swimming pool, large restaurant and conference hall. The hotel is surrounded by colourful garden and has a large area car parking. Moreover, it has three-storied 3D Art Gallery and Rakhine lucky symbol Byarla creature is located for photo shooting.

By focusing the overall seven marketing factors, physical factor is the most attractive factor that gets the highest mean score. According to the survey data, it is found that most of the customers are satisfied with the ERGL and they have revisit intention to the hotel.

According to the regression result, it is found among seven marketing mix, product, price, people, and physical have significant positive relationship with customer satisfaction. Among these four, physical condition of the hotel mainly effects on customer satisfaction. Results show that the most customers’ satisfaction of ERGL are tidy and cleanness of rooms, high quality amenities and arrangement of transportation service. The most revisit intentions are getting the right of VIP discount for lifetime and various kinds of promotion such as group tour package. By these means, it is found that EGRL provides attractive and competitive marketing mix in order to attract more customers.

It is found that customer satisfaction has a positively significant influence on the revisit intention of customers. If customers are satisfied a lot, there is the high potential to visit to the hotel again.

5.2 Suggestions and Recommendations

Emerald Ruby Garden Lodge (ERGL) is a budget hotel and it needs to attract customers in order to get more market share and profits. According to the findings above, ERGL should do some improvements in its marketing mix (7Ps).

Regarding major customers of ERGL, ERGL should focus on undergraduate such as university students, thus the marketing mix should be related to those social class. Most of the respondents have visited ERGL only one time since the hotel is opened under one year. Therefore, the ERGL should focus those people to revisit again.

Regarding product, Emerald Ruby Garden Lodge (ERGL) should create some customized product types to persuade more potential customers especially for undergraduate students. More interesting or beautiful places should be created in Emerald Ruby Garden for photo-shooting which is the most people enjoying especially young people who are the target customers of ERGL. In order to persuade more customers, ERGL should focus the products especially for young male people who would like to spend small amount of money.

In order to be competitive level, Emerald Ruby Garden Lodge (ERGL) should maintain its pricing strategy by monitoring that of competitors. Moreover, it should set the flexible pricing strategy according to the number of group tours. In additions, ERGL should offers special rates for university students in order to attract more customers. Food and beverage prices should be discounted to the hotel guests than external guests in ERGL restaurant. Furthermore, as a wonderful surprising gift, birthday cake for the one who gave birth in this day, special dinner for the honeymoon couple and fruits dessert with honey or milk at night should be offered to the guests.

To be more attractive place factor, Emerald Ruby Garden Lodge (ERGL) should arrange the site-seeing cars in the Emerald Ruby Garden and along the beach. In additions, Emerald Ruby Garden Lodge (ERGL) needs to make the ferry schedule to all famous places such as Hsan Taw, Ann Taw, Nan Taw and Standing Buddha. Shaded trees should be planted more in order to get the shade and separation from the surrounded houses. E-bikes and bicycles should be kept and given to the customers with FOC to go to the beach conveniently.

The Emerald Ruby Garden Lodge (ERGL) should offer attractive promotions and gifts to its customers or potential customers based on their social class. Loyalty promotions need to be offered to its regular customers. ERGL should focus more on telemarketing, advertising in electronic media and print media and advertising companies as additional

promotional mix strategies. ERGL should emphasize on public relation and publicity, sales promotion, and promotional tools to induce customers.

Furthermore, Emerald Ruby Garden Lodge (ERGL) should train all staffs in order to give suggestion and recommendations to the specific needs of the customers while they make inquiry and book. Thus, it needs to give special training about industry or firm knowledge of the customers so that employees could give the valuable advice to the customers. In additions, the hotel should assign the new employees with seniors while they are giving service to guests. The new employees should also attend the training courses according to their professionals in order to familiar with service culture of hotel industry.

Regarding process, Emerald Ruby Garden Lodge (ERGL) should keep its current standard operation procedures in order to give fast service. Then, it also needs to solve the complaints by using the advanced technology regarding booking issues and other cases. This could greatly reduce the complaints and complaint handlings. Moreover, ERGL should make flexible policy for check in and checkout time as some express cars could not arrive on time.

Regarding physical evidence, Emerald Ruby Garden Lodge (ERGL) should set up all modernized equipment equally at all rooms in order to get more customer satisfaction. It should set up the signage inside the building and compound so that customers will get the direction to the right place. In additions, it also needs to do flyers for all the products and services of ERGL and distribute not only in each guest room but also online for public awareness.

Finally, Emerald Ruby Garden Lodge (ERGL) should monitor the marketing strategies of the competitors. Product is a major influencing factor on customer satisfaction thus the ERGL should offers more attractive products and additional services by focusing profile of major respondents. By the fryers or online media, ERGL information and promotion should be get in-hand to the university students who are major respondents of ERGL. In additions, ERGL should link to tour companies and express cars in order to get more customers by giving attractive commission. Moreover, ERGL should put the survey and form at each room in order to analyze the customer satisfaction levels. By doing this, the hotel could learn the needs and wants of the guests and create more attractive products and services.

5.3 Needs for Further Research

This study only analyses on the customer perception of Marketing Mix of Emerald Ruby Garden Lodge (ERGL). There are many opportunities to improve this study. This study does not cover all the service quality of ERGL. Further study should conduct the all the marketing Mix activities of all hotels in Ngapali beach in order to get more broad data so that it will cover the customer perceptions towards the budget hotel industry.

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APPENDIXES

APPENDIX A: Survey Questionnaire

Dear Respondent,

I am a student of Executive MBA program at Yangon University of Economics and carrying out a thesis on “The effect of Marketing Mix, Customer Satisfaction and Revisit Intention of Emerald Ruby Garden Lodge (ERGL)”. I would like to request you to kindly spare some time to fill up this questionnaire. Your answers will be treated with all the confidentiality deserved and will at no time be divulged to any other use. I will use it for academic purpose only. Thank you very much for your cooperation.

Demographic			
1. Gender			
Male	Female		
<input type="checkbox"/>	<input type="checkbox"/>		
2. Age Range			
Under 20	20-30	31-40	Over 40
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Highest level of Education

Undergraduate

Graduate

Master/ Doctorate

4. Income per year (Kyats)

Under 2,400,000

2,400,000 – 3,600,000

3,600,001 -4,800,000

Over 4,800,000

5. Visit time to ERGL

1 time

2 times

3 times

Above 3 times

Please indicate your level of agreement for the following research items based on the following scales.

Strongly disagree**Disagree****Neutral****Agree****Strongly agree**

1

2

3

4

5

Marketing Mix					
Product					
1. ERGL offers clean guest room.	1	2	3	4	5
2. ERGL has Swimming Pool and Spa.	1	2	3	4	5
3. Room Sizes and Amenities (such as mattress, TV, mini-bar, Wi-Fi, internal phone etc.) are good.	1	2	3	4	5
4. ERGL has free airport transportation service and car rental service.	1	2	3	4	5
5. Guests get free ticket to Emerald Ruby Garden Entry (Pao Wun Wooden Bridge)	1	2	3	4	5
Price					
1. Room price is reasonable.	1	2	3	4	5
2. Lower price than similar other hotels (e.g. motel, bungalow, guesthouse, home stay)	1	2	3	4	5
3. ERGL arranges good price range for guest rooms.	1	2	3	4	5
4. The hotel offers excellent prices for the services of food, beverage, entertainment, recreation	1	2	3	4	5
5. Prices set are within budget limit.	1	2	3	4	5
Place					
1. The hotel is situated at good geographic location.	1	2	3	4	5
2. It is easy to go to the beach from the hotel.	1	2	3	4	5

3. It has good scenery and pleasant view.	1	2	3	4	5
4. It is situated at the whitest and smoothest along the beach area of Ngapali.	1	2	3	4	5
5. It is easy to commute other famous sides from the hotel.	1	2	3	4	5
Promotion					
1. Guests get discount by online reservation.	1	2	3	4	5
2. Hotel has loyalty programs such as VIP cards.	1	2	3	4	5
3. Special rate offers for seasonal and special holidays such as new year, Christmas, Water Festival etc.	1	2	3	4	5
4. Hotel has attractive advertisements or promotions.	1	2	3	4	5
5. Promotional prices get from the hotel in comparison with the competition hotels.	1	2	3	4	5
People					
1. Staff has knowledge and skill.	1	2	3	4	5
2. Personnel seek to build good relations with the guests based on friendship and respect	1	2	3	4	5
3. Service providers seek to provide excellent services to meet customers' needs and desires.	1	2	3	4	5
4. Personnel at the hotel understand service culture.	1	2	3	4	5
5. Staffs seek to resolve the problems that I encounter rapidly and satisfactory.	1	2	3	4	5
Process					

1. Staffs handle customer's reservation efficiently	1	2	3	4	5
2. Check in and checkout processes are fast and accurate.	1	2	3	4	5
3. Staffs give prompt services to customers.	1	2	3	4	5
4. Hotel uses advanced technology to provide fast service.	1	2	3	4	5
5. Hotel ever records customers' request and give services accordingly.	1	2	3	4	5
Physical					
1. The rooms, lounges and furniture of the hotel are impressive and psychological comfort for the guests.	1	2	3	4	5
2. The hotel has security and safety arrangements.	1	2	3	4	5
3. The hotel is visually appealing.	1	2	3	4	5
4. The hotel has large compound area.	1	2	3	4	5
5. Hotel has large garden, swimming pool, spa and enough parking spaces.	1	2	3	4	5

Customer Satisfaction					
1. ERGL employees are satisfactory.	1	2	3	4	5
2. The prices charged by hotel are satisfactory.	1	2	3	4	5
3. Room size and amenities are satisfactory.	1	2	3	4	5

4. Tidy and cleanness of the rooms are satisfactory.	1	2	3	4	5
5. Transportation service arranged by hotel is satisfactory.	1	2	3	4	5
6. ERGL location is satisfactory.	1	2	3	4	5
7. By using ERGL's services, customer must feel delighted.	1	2	3	4	5

Revisit Intention					
1. As an old customer, if any budget hotel needs to be chosen at Ngapali, ERGL comes first in mind clearly.	1	2	3	4	5
2. Interesting on and usually looking for the new products and promotions of ERGL.	1	2	3	4	5
3. Positive information about ERGL is shared with other friends who are planning to go to Ngapali.	1	2	3	4	5
4. Whenever arrive in Ngapali, ERGL is chosen to stay.	1	2	3	4	5
5. VIP users get discounts from ERGL for lifetime.	1	2	3	4	5

APPENDIX B: Statistical Outputs

Regression result for Marketing Mix and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.728 ^a	.530	.513	.16696	1.543

a. Predictors: (Constant), Physical_Mean, Price_Mean, Promotion_Mean, Place_Mean, Product_Mean, People_Mean, Process_Mean

b. Dependent Variable: CS_Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.036	7	.862	30.930	.000 ^b
	Residual	5.352	192	.028		
	Total	11.388	199			

a. Dependent Variable: CS_Mean

b. Predictors: (Constant), Physical_Mean, Price_Mean, Promotion_Mean, Place_Mean, Product_Mean, People_Mean, Process_Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.652	.279		2.339	.020		
	Product_Mean	.201	.045	.241	4.490	.000	.851	1.175
	Price_Mean	.147	.032	.239	4.600	.000	.905	1.105
	Place_Mean	-.019	.047	-.023	-.408	.684	.802	1.247
	Promotion_Mean	.093	.040	.124	2.314	.022	.850	1.176
	People_Mean	.167	.045	.238	3.709	.000	.597	1.676
	Process_Mean	.078	.050	.101	1.546	.124	.572	1.748
	Physical_Mean	.192	.043	.257	4.520	.000	.759	1.318

a. Dependent Variable: CS_Mean

Regression result for Customer Satisfaction and Revisit Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.644 ^a	.414	.411	.18681	2.171

a. Predictors: (Constant), CS_Mean

b. Dependent Variable: Revisit_Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.891	1	4.891	140.137	.000 ^b
	Residual	6.910	198	.035		
	Total	11.801	199			

a. Dependent Variable: Revisit_Mean

b. Predictors: (Constant), CS_Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.496	.236		6.338	.000		
	CS_Mean	.655	.055	.644	11.838	.000	1.000	1.000

a. Dependent Variable: Revisit_Mean