

<b>Independent Study Title</b>	Customers' Satisfaction with Guesthouses in Mueang District, Chiang Mai Province	
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### **ABSTRACT**

The objective of this independent study was to establish reasons for the customers' satisfaction with guesthouses in Mueang district or city area of Chiang Mai province. The respondents were international tourists with adequate command of English and was staying in guesthouses in Mueang district area while visiting Chiang Mai. The guesthouses had to be registered as member of the Chiang Mai Guesthouse Club and held a commercial license. Presently, there are approximately 300 members. The questionnaire was implemented as a tool for this independent study. Data were analyzed with the SPSS program.

Results of the study indicated that the majority of the participants were American single males between 20 – 29 years old with college education. Most of them worked as company employees with an average monthly salary of between 2,301 and 2,901 US\$. The participants stayed in Chiang Mai less than one week and it was their first visit during the time they answered the questionnaire. They traveled to Chiang Mai by plane with their friends and did not know about their selected guesthouses and had never stayed at them before arriving there. Most of the participants

preferred to stay at a guesthouse because it offered good value for the money. They also wanted to save the money, had been recommended by guide books, and they liked the atmosphere of guesthouse. Another reason a particular guesthouse was chosen was its location, secondly, it was the cleanliness, and the friendliness and courtesy of the staff. Before making a decision to stay in a specific guesthouse, some participants had heard or known about that specific guesthouse from a guide book, word of mouth, and from their previous trips to Thailand.

In terms of the levels of satisfaction, highest levels of satisfaction were found when the guesthouses were located near the community.

As for the room rates, they were highly satisfied about the rates, and highest levels of satisfaction were found when room rates were fixed and clearly indicated.

Regarding the facilities in the guesthouses, the participants were very satisfied when the rooms were air – conditioned, and hot water and restaurant were provided.

Other concerns were the conditions and features of guesthouses, the results of the analysis indicated that the participants were very satisfied with the security and the cleanliness of the guesthouses.

Moreover, the participants were very much satisfied with special promotions such as free American breakfast, discount on long stay, free pick – up from the airport, the train or bus station, free additional night after a long stay (staying for three nights get one night more for free), and free or discounted package tour.

Finally, it was about the quality of services from the owners and / or staffs. The participants were very satisfied with the friendliness and courtesy of the owners and / or staffs, first impression at check – in, and good appearance of the facilities.