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**3RD INTERNATIONAL CONFERENCE ON BUSINESS, ECONOMICS AND FINANCE (ICBEF)
PROCEEDINGS**

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NEW BUSINESS PARADIGM DURING ECONOMIC UNCERTAINTIES

After two successful conferences (2017 and 2019) UBDSBE hosted the 3rd International Conference on Business, Economics and Finance (3rd ICBEF) from 1st to 3rd November 2021. This year's conference was held virtually in view of the current COVID-19 pandemic. The theme of the conference was 'New Business Paradigm During Economic Uncertainties'. The main objective of the 3rd ICBEF was to provide a forum for all researchers and practitioners to discuss the challenges faced during economic uncertainties, share experiences, and suggest possible solutions.

Business cycles are a known phenomenon of free market economies where businesses experience booms and bust. However, the causes of these business cycles are attributed to a number of factors including rapid pace of innovations, changes in consumer and investor sentiments, changes in regulatory environment and natural disasters, such as the recent COVID-19 pandemic. Some observers consider economic crisis as a period of 'creative destruction', which brings new ideas, technologies, products and services that could lead to economic growth.

Economic uncertainties that disrupt the existing way of doing businesses motivate governments and businesses to explore opportunities to reconstruct conditions for profitable and sustainable business through redesigning institutional and cultural framework within which firms operate. The recent uncertainties created by COVID-19 pandemic leave a much deeper impact on businesses, especially SMEs.

At a time when social distancing and travel restrictions serve as important policy measure to control the spread of crisis, the use of digital technology has obviously helped maintain a momentum in economic and business operations and to reduce the worst impact of the recent crisis. Cross-border flows of digital technologies give a rise to new business models aiming to achieve higher productivity. This new paradigm will need businesses to explore global markets and supply chains as well as investing in innovative technologies to adapt quickly to the changing environment. This is the main objective of the proposed conference on 'Embracing New Business Paradigm during Economic Uncertainties'. We believe that this 3 or 4-days conference, planned at UBD from 1- 3 or 4 November 2021, will provide a forum for experts, academics and practitioners to share their experience and views on how the new business paradigm is evolving given the fast pace of economic uncertainties since 1990s.

Officiating the opening ceremony on 1st November, Datin Dr. Dayang Hajah Anita Binurul Zahrina binti Pehin Orang Kaya Laila Wijaya Dato Seri Setia Haji Awang Abdul Aziz, Vice-Chancellor of Universiti Brunei Darussalam, was the guest of honour. A total of 285 people attended the opening ceremony held online. Like the previous conferences, the conference was well attended by presenters and participants who shared experiences from different parts of the world. The opening ceremony also featured a keynote presentation by Professor Wim Vanhaverbeke, Professor of Digital Innovation and Entrepreneurship at University of

Antwerp, Belgium. Prof Wim Vanhaverbeke shared interesting insights of integrating innovation and digital technology to develop an innovative ecosystem for businesses in his talk titled 'Digital Technologies, Business Model Innovation and Innovation Ecosystem Development'. Professor Vanhaverbeke shared interesting examples of integrating innovations and digital technology to develop an innovative ecosystem for businesses. He observed that to have efficient outcome of these changes, "governments are encouraged to provide legal support to the new business model".

Day 2 of the conference featured invited speaker, Professor Mohammad Kabir Hassan, Professor of Finance in the Department of Economics and Finance at the University of New Orleans, United States who deliberated on challenges faced by the Islamic finance industry in his talk on 'Value Based Islamic finance and Sustainable Development'. Given the importance and need for a new business model, the conference has dedicated sessions on COVID-19, business strategies and business development, in addition to the broader areas of business, economics and finance. A total of 64 papers are scheduled to be presented in 16 parallel sessions over three days.

Other highlights of the conference included two panel sessions. The first panel discussion was 'Innovation for sustainable Development and Ecosystem Management'. The panelists consisted of invited speakers from diverse area of expertise which include Professor Wim Vanhaverbeke, an expert in Digital Innovation and Entrepreneurship, Professor George Saridakis, an expert in Small Firms and Entrepreneurship from Kent Business School, United Kingdom; Associate Professor Dr Yazid Abdullahi, an expert in Entrepreneurship from University of Sharjah, UAE as well as Mr Javed Ahmad, Chief Executive Officer from Darussalam Enterprise, Brunei Darussalam. The second panel discussion was held on the final day and the topic of discussion was 'Embracing Fintech in The Era of Business Uncertainty'. The panelists consisted of Professor David Lee, a Professor of Finance at Singapore University of Social Science; Puan Hj Hanisah Azah binti Dr Hj Awg Abu Bakar, Manager at FinTech, Brunei Darussalam Central Bank and Tuan Hj Aidil Bahrin bin Dato Hj Mohd Salleh, Managing Director/Founder of Jana Kapital, Brunei Darussalam.

The closing ceremony included a Best Paper Award session. For the business stream, the best paper award went to Mr Suhbpong Smithtun from Silpakorn University, Thailand. The title of his paper is "Antecedents of Exhibitors' Acceptance Towards Progressive Rates of Exhibition Space Rental in Thailand". For the Finance stream, Mr Jason Lih Cheng Kok from Brunei Darussalam Central Bank was awarded Best paper for his paper titled "Reviewing the Returns For Brunei Darussalam's Pension System". Lastly, for the Economics stream, the best paper was awarded to Dr Hazwan Haini from UBD School of Business and Economics. The title of his paper is "Examining the Spatial Spillover Effects of ICT on Economic Growth: Evidence from the ASEAN Economies". It was hoped that the deliberations of this 3-day conference would help policy makers, academics, and businesses to consider new ways for future business development. Co-organisers of the conference are the Faculty of Management Science, Silpakorn University (Thailand), International Centre for Education in Islamic Finance (Malaysia), Universiti Teknologi MARA, Sarawak (Malaysia), Ministry of Finance and Economy (Brunei Darussalam), Brunei Darussalam Central Bank (Brunei Darussalam), and Brunei Institute of Leadership & Islamic Finance (Brunei Darussalam).

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An Analysis of Senior Friendly Hotel Attributes in Contributing to Guest Loyalty: A Case Study of Hotels in Phuket, Thailand

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Abstract

Over the past decade, the segments of senior tourists have substantially altered the tourism and hospitality industry. The lodging business is one of the services that the senior tourists expect to have a memorable experience when they are on vacations, especially beach hotels which are recognized as one of the fastest growing hotel types, and recently, it has been popular among global tourists. As an attempt to maintain this segment, the satisfied attributes of the hotel need to be considered to create positive satisfaction by providing well-managed services. The senior friendly hotel attributes hence represent a strategic challenge for hotel marketers. The aim of this research is to study the hotel attributes in creating satisfaction and loyalty targeting the senior tourists travelling to Phuket, Thailand. A questionnaire was collected the data from 350 foreign senior tourists in Phuket. A multiple regression and path analysis were used to test the hypotheses, and analyzed the data. The results revealed that the hotel attributes had directly positive influence on the guest loyalty. To maintain satisfaction and loyalty of the senior tourists, hygiene, security, and hotel facilities should be carefully paid attention. Furthermore, the hotel marketers should also focus on the other aspects of the hotel attributes in order to satisfy and attract more senior tourists which are perceived as one of the highest potential tourism segments to earn more trust, reliability, and income to the country.

Keywords

Senior tourist, Hotel attributes, Guest Satisfaction, Guest loyalty, Phuket

Introduction

Phuket, where is located in the Southern part of Thailand, is considered one of the most attractive beach destinations in the world (Fuchs & Sincharoenkul, 2021). In 2019, 10.17 million foreign visitors travelling to Phuket, which accounts 16 percent of total international tourist arrivals to Thailand (Ministry of Sports and Tourism, 2021). The reasons that Phuket is popular are from the beautiful sandy beaches, and many comfortable and good standard hotels around the island (Sastre & Phakdee- Auksorn, 2017). Also, the reasonable price of holiday package in high season (between December and March) attracts both domestic and foreign tourists to visit the destination.

However, a decrease of the occupancy rates during the low season (between April and November) affects the revenues in many hotels. To defeat this problem, the hotels start finding alternative clients during the low season, such as the senior tourists (Bu-Iud, 2017; Khaonoul, 2018) to fulfill the hotel revenue. As Silva et al. (2020), the senior persons mainly have both spending power and free time after their retirements, hence they are considered as an important potential market for tourism industry because the number of senior citizens is forecasted to be more than double from around 840 million in 2013 to more than 2 billion in 2050.

According to Kim et al. (2020), they proposed that the hotel managers should understand which hotel attributes, such as image, location, marketing strategies, security, and food and beverages (Melissen

et al., 2019; Paniandi et al., 2018) are important for the senior-tourist market and the effect of these attributes on the guest satisfaction in order to accomplish in providing the memorable experience to the senior tourists. Recently, the tourism scholars shown that various hotel attributes have influences on customer satisfaction (Bi et al., 2020; Davras and Caber, 2019; Xu, 2020), while some attributes construct a great satisfaction if they are perceived a great perform by the customers, and others may not increase customer satisfaction even their performance is high.

The authors realize that the senior tourists have a strong potential to become one of the important tourist markets in Thailand. Unfortunately, few articles study in analyzing hotel attributes targeting the senior tourists while they also have a high spending ability. Hence, to earn more senior tourists travelling to Phuket and Thailand, it is necessary to study the hotel attributes influencing senior tourists travelling to Phuket. Therefore, the researchers would like to study the attributes of hotels in creating guest satisfaction and loyalty targeting the senior tourists travelling to Phuket. The findings are expected to show the importance of hotel attributes, and their effects on the loyalty of the senior tourists.

Literature review

Senior Tourists

Senior tourists are defined as the tourists who are aged more than 65 years (Mary, Kong, & Wan, 2020; Otoo & Kim, 2020; Urbonavicius et al., 2017), have an increasing share in tourism sector. The

growth of this market is mainly related to the physical conditions of the seniors whose are more active and healthier than previous generations (Kim & Jang, 2019). They have more available times with high spending power and love to enjoy their trips during the high seasons. The senior tourists spend more than other groups of tourist; they generate an attractive income for the tourism and hospitality businesses. In the meantime, they have loyalty and prefer a great service quality level (Alzaydi, 2021).

Therefore, the scholars studied various aspects of the senior tourists including; importance sources of information (Alén, Losada, & de Carlos, 2017), the travel motivation (Wijaya et al., 2018), the constraints of travel participation (Karl et al., 2020), the travel-health relationship (Wirawan et al., 2020), and the decision making process (Ebinger, Veit, & Fromm, 2019).

In a recent period, the identification of the attributes of hotel targeting the senior tourists' satisfaction has become a significant consideration for the practitioners and the scholars (Kim & Han, 2020). One of the study, Jeaheng, Al-Ansi, and Han (2019) conceptualized that the hotel attributes that were important for competing in the senior tourists market was the hotel staff should avoid using the improper words like elderly or senior. Moreover, they suggested the hotel staff using a large size of the printed materials. While Callan and Bowman (2000) studied the crucial hotel attributes when the British senior tourists select the hotels and found that the value for money was more important than the lower discounts or prices.

This is similar to a study of Moniz et al. (2020). In addition, the service and attitude of the staff were emphasized as the considerable factors of the service quality. They also summarized that the senior tourist segment was heterogeneous. That is to say that the importance of the hotel attributes for senior tourists was different according to their ages, genders, and retirement status. Caber and Albayrak (2014) investigated attributes of the hotels for pre-senior (age between 50 and 64 year-old) and senior (age 65 year-old and above) tourists to compare with young people from Germany, United Kingdom and the Netherlands. They found that a politeness and friendliness of staff were amongst the five most important hotel attributes for three nationalities and all age groups. The differences were food portions, special dietary menus.

To conclude, the hotel attributes such as cleanliness, service quality, in-room amenities, and non-smoking rooms were the most important attributes of the hotels to the senior tourists (Alén, Losada, & de Carlos, 2017; Chiang, Chen, & Hsu, 2019; Nakamura and Ashton, 2017; Vigolo, 2017). Moreover, many studies show that these various hotel attributes have direct influences on the customer satisfaction (Boo and Busser, 2018; Fajriyati et al., 2020; Pestana, Parreira, & Moutinho, 2020).

Hotel Attributes

The purpose of reviewing past approaches, 92 studies published between 2017 and 2021 in hospitality, tourism research and business journals (Academy of Management Journal, Almatourism-Journal of Tourism, Culture and Territorial Development, Current Issues in

Tourism, Interdisciplinary Journal of Information, Knowledge, and Management, International Journal of Contemporary Hospitality Management, International Journal of Culture, Tourism and Hospitality Research, International journal of environmental research and public health, International Journal of Hospitality Management, International Journal of Tourism Research, Journal of Business Research, Journal of Destination Marketing & Management, Journal of Environmental Management & Tourism, Journal of Hospitality and Tourism Technology, Journal of Quality Assurance in Hospitality & Tourism, Journal of Travel & Tourism Marketing, Management Science Letters, and Tourism Management) were reviewed. Then, a total of 78 attributes were extracted into and grouped into 8 categories: security, hotel image, physical appearance, location, price, facilities, staff, and hygiene.

Guest Loyalty

Loyalty often comes from people's perspectives (Wang et al., 2017). The guest loyalty is a sort of repeating behavior of the guests which is characterized in terms of re-visit or re-patronage intentions, recommendations, and word-of-mouth (Lee, Park, & Ahn, 2020; Mahmud et al., 2018; Tinakhat, 2021;). Lee et al. (2020) indicated that creating new guest loyalty depends on achieving guest satisfaction, which is affected by expectations. Guest loyalty occurs as a result of a guest feeling satisfied with the hotel and its goods and services (Anwar, Ferine, & Sihombing, 2020).

The researchers conceptualized a guest loyalty model caused by hotel attributes as

the independent variables motivating tourists travelling to Phuket. However, these attributes are bonded by guests' satisfaction as the mediating effect to loyalty as the dependent variable conceptualizing as a framework summarizing in Figure 1.

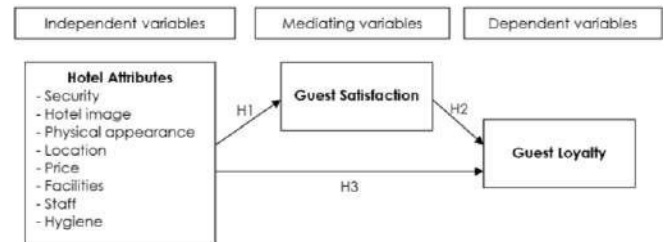


Figure 1: Conceptual Framework

Hypothesis

Hypothesis 1 (H1): Hotel attributes have a positive effect toward guest satisfaction.

Hypothesis 2 (H2): Guest satisfaction has a positive effect toward guest loyalty.

Hypothesis 3 (H3): Hotel attributes have a positive effect toward guest loyalty.

Methods

The quantitative methodology was used for this research. As summarized by Mohajan (2018), the purpose of the qualitative research is to get reliable variable measurements from the questionnaire, then analyze through the statistical methods such as SPSS. The population of this research is the foreign senior tourists who were visiting Phuket. To determine the number of samples based on observed variables by Bentler and Chou (1987), they stated that the number of samples sufficient for analysis can be calculated as 5 times the observed variables, whereas Nunnally et al. (1967) explained that the rule for defining the

minimum sample should be a ratio of 10 times the observed variable. In this study, Nunnally's approach was used by assigning samples 10 times the observed variables. The variables for this study consisted of 8 latent variables with 4 observed variables each. Total observation variables were 32 x 10 times, so the sample was 320. Kyriazos (2018) suggested that a sample of 200 or more would be appropriate for a relatively complex model. To avoid an error, a sample of 350 senior tourists was considered a good fit for the randomization of this study by a convenient randomization method.

A questionnaire of this study has been created from relevant concepts, theories, information, documents as a tool to collect the data. There are 4 parts: Part 1 is personal information of the respondent consisting of gender, marital status, age, education, occupation before retiring, nationality, monthly income, times of visiting Phuket, length of stay as a nominal scale. Part 2 - 4 are 5-Likert scale to collect the data about the hotel attributes, perceived value, and tourist satisfaction. These sections are designed to evaluate 5 levels of Likert scale (Level 5 = strongly agree, Level 4 = somewhat agree, Level 3 = neither agree nor disagree, Level 2 = somewhat disagree and Level 1 = strongly disagree). The researcher submits the questionnaire to 5 experts to recheck the reliability of the data considered from Index of Consistency (IOC) and the result of IOC is 0.75 meaning. As confirmed by Rovinelli and Hambleton (1977) if the result is exceeded 0.5, it is considered reliable and suitable (Precharattana, 2018; Rovinelli and Hambleton, 1977). The researchers use the

descriptive statistics (mean, S.D., percentage) to describe the respondents' demographic information, mean scores of hotel attributes, tourist satisfaction, and guest loyalty. A multiple regression analysis (inferential statistics) was used to analyze the independent variable on the dependent variable, which all statistical tests were performed the significance level at 0.05.

Data Analysis

This study applied Statistical Package for the Social Sciences (SPSS) software version 22.0 to analyze the data. Initially, Reliability Test and Exploratory Factor Analysis (EFA) were conducted to identify the interrelationships among a set of variables and to assure the reliability and validity. Subsequently, Multiple Regression and Path Analysis were used to test the causal relationships among variables, then conclude in the research hypotheses.

Variables	N	Mean	S.D.
Hotel Attributes			
Security	350	4.75	1.42
Hotel image	350	4.61	1.47
Physical appearance	350	4.68	1.45
Location	350	4.47	1.37
Price	350	4.29	1.39
Facilities	350	4.71	1.41
Staff	350	4.64	1.44
Hygiene	350	4.89	1.36

Table 1: Descriptive Analysis

Table 1 shows the mean, standard deviation of each attribute. Mishra et al. (2019) summarized that the normality could be

seen with a threshold of up to 3.29 when considering skew and kurtosis which mean all data were normally distributed. This study, Exploratory Factor Analyses (EFA) was used with Kaiser-Meyer-Olkin and Bartlett’s Test of Sphericity, and Varimax Rotation of 32 items of independent variables and 24 items of dependent variables because varimax rotation is a statistical technique which is used at a level of the factor analysis as an attempt to clarify the relationship among factors (Kotni and Karumuri, 2018).

Kiser-Meyer-Olkin (KMO) and Bartlett’s Test of Sphericity were used to measure the sampling adequacy, which was suggested to verify a case to the variable-ratio for the study. Particularly in business studies, a test by KMO & Bartlett performs an important role in sample adequacy. KMO varies from 0 to 1, but the general index of acceptance reaches 0.6 (Rodrigues-Bigaton, de Castro, & Pires, 2017). Consequently, the KMO measure of sampling adequacy for both groups of independent (KMO = 0.774) and dependent variables (KMO = 0.805) was greater than the minimum value for a good factor analysis 0.60 ((Rodrigues-Bigaton, de Castro, & Pires, 2017). Subsequently, Bartlett’s test of sphericity was significant (Sig.=.000), indicating the sufficient correlation between the variables.

Variables	Factor Loadings	Cronbach's Alpha	Initial eigenvalue	Variance explained %
Push Factor		.710	6.214	15.073
Security	.793	.716		
Hotel image	.784	.712		
Physical appearance	.767	.709		
Location	.668	.707		
Price	.689	.713		
Facilities	.713	.711		
Staff	.745	.716		
Hygiene	.608	.718		

Table 2 Factor Analysis and Reliability Coefficients of Independent Variables

Table 2 above shows the result of independent variables. All factor loadings of remaining items meet the minimum requirement (.40) (Costello and Osborne, 2005) ranging from .608 to .793. The Cronbach’s alpha values used to estimate the internal consistency between items in each factor was .710. According to Nikkhah et al. (2018), Cronbach’s coefficient alpha value above .60 is considered acceptable, while the more acceptable value should exceed .70 (Yu et al., 2019).

Skewness and kurtosis will be in the range from -2 to +2 in social sciences for data to be naturally distributed (Bandalos and Enders, 1996). The Z values for most of these parameters are greater than 1.96 imply that the parameters are significant (at $p < .05$) and support the data interpretation (Maxwell, E., Delaney, & Kelley, 2017), the value 1.96 is the precision coefficient needed for an interval estimate with 95% confidence (Bergman, 2018). Thus, this is considered acceptable to prove normal univariate distribution. Cronbach's alpha- coefficient measured the reliability of multi- item scales. Cronbach's alpha coefficient value was greater than 0.70 for all scales

used to operationalize the investigated constructs. A value of Cronbach's alpha coefficient of 0.70 or higher is considered acceptable (Bujang, Omar, & Baharum, 2018; Peterson, 1994; Taber, 2018), and indicates that the measurement scale tested is reliable. The measurement scales used in this research are reliable.

Variables	Factor Loadings	Cronbach's Alpha	Initial eigenvalue	Variance explained %
Guest Satisfaction		.773	2.185	13.173
I am satisfied with security of the hotel.	.783	.761		
I am satisfied with hotel image.	.765	.787		
I am satisfied with physical evidence of the hotel.	.742	.781		
I am satisfied with location of the hotel.	.719	.815		
I am satisfied with price of the hotel.	.693	.821		
I am satisfied with facilities of the hotel.	.668	.824		
I am satisfied with hotel staff.	.642	.741		
I am satisfied with hygiene of the hotel.	.672	.757		
Guest Loyalty		.739	2.813	12.527
I will recommend my friends, relatives, family to this hotel.	.773	.769		
I will visit this hotel again in the future.	.768	.746		
I will remain this hotel as my first choice if I travel to Phuket again.	.749	.741		

Table 3: Factor Analysis and Reliability Coefficients of Dependent Variables

From table 2 and table 3, EFA of the transformed data was carried out to extract the underlying motivational dimensions. A minimum peculiar value of one was used to regulate the number of factors extracted. One item of the 32 items was removed due to a low loading factor. To test the reliability of the factors, the alpha reliability test of a Cronbach was performed, and all factors showed reasonable reliability levels.

Findings

Factors Affecting Guest Satisfaction and Guest Loyalty

Linear Regression Analysis and Pearson's Correlation Analysis were applied to explore the relationship among variables. Table 4 shows that there were positive correlations between independent variable (Hotel attributes), the mediate variable (Guest Satisfaction), and the dependent variable (Guest Loyalty). This means that the stronger hotel attributes the guests had, their higher satisfaction and loyalty degree to the hotel in the future.

	Correlations	1	2	3
1. Hotel attributes	.364**			
2. Guest satisfaction	.473**	.382**		
3. Guest loyalty	.490**	.476**	.563**	
Mean	3.86	4.38	3.96	4.42
S.D.	.786	.747	.573	.568

** Correlation is significant at the .01 level (2-tailed).

Table 4: Correlations between variables

Hypothesis 1 (H1): Hotel attributes have a positive effect toward guest satisfaction.

The result of the data revealed that there were significant positive relationships between the mediate variable of guest satisfaction and the independent variables: Hotel attributes ($r=.382, p<.01$). The regression coefficient of hotel attributes was $\beta=.438, p=.000$. This implied that hotel attributes had positive effects on guest satisfaction at the 99% confidence level. Furthermore, hotel attributes could explain

37.4% the variation of guest satisfaction ($R^2=.374$).

Hypothesis 2 (H2): Guest satisfaction has a positive effect toward guest loyalty.

There was a positive correlation between the mediate variable (Guest Satisfaction) and the dependent variable (Guest Loyalty) with $r=.473$, $p<.01$. The coefficient of determination ($\beta=.725$, $p=.000$) indicated the relatively strong influence of guest satisfaction on guest Loyalty at the 99% confidence level. The R squared value was .243, which means 24.3% the variation of guest loyalty can be explained by guest satisfaction.

Hypothesis 3 (H3): Hotel attributes have a positive effect toward guest loyalty.

The Pearson correlation analysis results also showed the positive correlations between independent variables (Hotel Attributes) and the dependent variable (Guest Loyalty), with $r=.364$, $p<.01$. Re-visit Intention is directly affected by hotel attributes ($\beta=.186$, $p=.001$) in the positive direction and at the 99% confidence level. The $R^2=.257$ implied that the hotel attributes can explain 25.7% the variation of guest loyalty.

Discussion

The results of this study supported the proposed model to explain the guest loyalty to re-visit hotels in Phuket of the senior tourists. The findings revealed that the hotel attributes did not only directly affect guest loyalty, but had indirect impacts on guest loyalty via guest satisfaction too. It means

when the senior tourists have stronger desires to be on holiday and perception towards the attributes of a hotel, they may have higher satisfaction about this hotel as well as higher intention to re-visit it in the future.

The finding of this study was supported by some academic researches of Assaker, O'Connor, & El-Haddad (2020); El-Said and Aziz (2019); Khuong and Nguyen (2017); Padma and Ahn (2020); Park, Bufquin, & Back, (2019). They agreed that the hotel attributes positively affected guest satisfaction to the destination, together with the intention to revisit.

Guest loyalty which is consisted of revisitation, recommendation, and remains the first choice (Bausch, Humpe, & Gössling, 2019; Chi et al., 2020; Moise et al., 2018) was directly and positively influenced by the hotel attributes. Thus, it is likely to conclude that the hotel attributes are important in boosting the satisfaction and loyalty of the guests. In conclusion, the study about the casual relationship between hotel attributes, guest satisfaction and guest loyalty are summed up in Table 5. The research hypotheses were accepted and supported; thus, they gave defensible evidences that the conceptual framework of this study was examined statistically acceptable.

Hypotheses	Beta	Sig.	Results
H1: Hotel Attributes → Guest Satisfaction	.235*	.000	Accepted
H2: Tourist Satisfaction → Destination Loyalty	.794*	.000	Accepted
H3: Hotel Attributes → Guest Loyalty	.183*	.001	Accepted

* It is statistically significant.

Table 5: Results of the Research’s Hypotheses

Conclusion

The purpose of this study is to study the attributes of hotels in creating guest satisfaction and loyalty targeting the senior tourists travelling to Phuket by emphasizing the analysis of hotel attributes along in developing the research tool to enhance the competitiveness and effectiveness in hotel business. After analyzing the data, all proposed models and hypotheses were accepted and the objective of the research is achieved.

The findings can be summed that the hotel attributes have a positive and significant influence on guest satisfaction and loyalty. The hotel attributes are the potent aspect to explain and forecast satisfaction and loyalty of the guests. The hotel marketers in Phuket should pay attention to the important aspects of hotel attributes in order to response the demands of the tourists.

On the side of the hotel attributes, the first top three ranking of hotel attributes were: hygiene, security, and facilities. These factors may be considered as the core services viewed from the perspective of the foreign senior tourists. This result was similar to the findings of Alén, Losada, & de Carlos (2017) who conducted the study in profiling the segments of senior tourists throughout motivation and travel characteristics and

which cleanliness, hygiene, and security were top attribute when the senior tourists considered when travelling. While Sirinaphaphan and Lertputtarak (2018) examined factors concerning twenty-three long-stay senior American and Australian tourists in Thailand and found that they were happy with the management of safety, hygiene, cleanliness, and hotel facilities when they were in Thailand. Hence, the results of the study can be applied as a competitive and effective source of information for hotel marketers in formulating the competitive hotel strategies not only to retain the existing markets but to earn more potential senior tourists to Phuket and Thailand.

Recommendation

The findings of this research showed some practical suggestions for hotel marketers. First, this research proved the possible evidences on the casual relationship between the hotel attributes, guest satisfaction, and guest loyalty to Phuket of foreign senior tourists to increase the awareness of hotel marketer about the importance of hotel attributes and the positive influences on the guest satisfaction and loyalty. The hotel marketers in Phuket can create the competitive marketing strategies to attract more tourists. Besides, the hotel promotions, advertisements, and campaigns should be boosted the motivation of the potential tourist markets. Second, the hotels should prepare and train the knowledgeable and skillful staff to be able to impressively serve the tourist to create guest loyalty. Last, as the impact of the COVID-19 pandemic the hotel should

extremely pay attention to the cleanliness and hygiene of the hotel, staff, machines, and equipment to ensure disease-free services to the guests because the senior tourists are very sensitive to the disease. On top of that, a basic medical advice from the staff should bring to the attention to the hotel in order to create trust from the guests.

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