

Factors Influencing Tourism Decisions in Pak Meng Beach Trang Province Thailand

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Abstract—This research aimed to study identify the factors influencing tourism decisions in Trang Province, focusing on Pak Meng Beach. Data was collected from a sample of 385 tourists using questionnaires. The data was analyzed using a statistical software program to determine the mean, standard deviation, Pearson's correlation coefficient, t-test, One-way ANOVA, and multiple linear regression coefficients. The research was found Six predictors were found to significantly influence tourist decision-making behavior in Trang Province, specifically in the case study of Pak Meng Beach, with a statistical significance at the 0.001 level. The predictive efficiency was 70.6%. The six predictors were: satisfaction with services related to products and souvenirs (X6), pull factors related to human-made tourism resources (X3), satisfaction with services related to tourist sites (X8), pull factors related to natural tourism resources (X2), satisfaction with services related to tourism activities (X7), and satisfaction with accommodation services (X4). The standardized predictive equation is as follows: $= 0.239 X6 + 0.177 X3 + 0.164X8 + 0.172X2 + 0.170X7 - 0.099 X4$

Index Terms— Tourism Decision-Making, Push and Pull Factors, Service Satisfaction, Pak Meng Beach Trang Province

I. INTRODUCTION

Tourism has become a significant sector in the service industry, contributing substantially to the economy. In 2024, Thailand welcomed 35.54 million international tourists, generating 1.67 trillion baht in revenue. Domestic tourism also played a crucial role, with 198.69 million visits contributing 950 billion baht. This study examines the factors influencing tourist decision-making in Pak Meng Beach, Trang Province, focusing on push and pull factors, service satisfaction, and tourist behavior. Using statistical analysis, the study identifies key determinants that affect tourist decisions and provides recommendations for enhancing tourism in the area. Tourism has become an integral part of Thailand's economic system, significantly contributing to the national income. The sector's growth is driven by Thailand's rich natural resources and unique cultural attractions, making it a preferred destination for both domestic and international tourists. Understanding tourist behavior and adapting to digital-era consumer preferences are crucial for businesses to remain competitive in the industry. The study aims to analyze push and pull factors, service satisfaction, and decision-making behavior to provide insights for sustainable tourism development in Pak Meng Beach

II. OBJECTIVES

A. To examine the internal push factors, external pull factors, service satisfaction, and tourist behavior in Trang Province.

B. To analyze the factors influencing tourist decision-making in the province.

III. METHOD

This research employs a mixed-method approach, including literature reviews, surveys, and statistical analysis. The study follows these steps:

1. Literature review to establish theoretical foundations.
2. Content validation of survey instruments by experts (IOC values between 0.70-1.00).
3. Pilot study with 30 non-sample tourists to test reliability (Cronbach's $\alpha = 0.92$).
4. Approval from the Human Research Ethics Committee (COA NO. RUTS-IRB.2566.010/01.12).
5. Data collection and statistical analysis, including descriptive and inferential statistics.

IV. DATA ANALYSIS

The data analysis was conducted using both descriptive and inferential statistical methods, as outlined below:

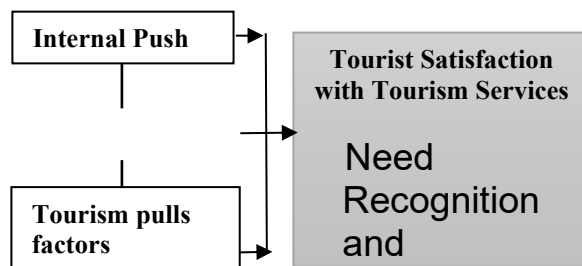
1. Descriptive Statistics: Employed to summarize and describe the characteristics of the dataset.
2. Inferential Statistics: The following statistical techniques were applied:
 - 2.1 t-test: Used to examine the differences in mean values of the dependent variable across two independent groups. Additionally, One-way Analysis of Variance (One-way ANOVA) was performed using the F-test to compare mean differences among three or more independent groups. Post hoc comparisons were conducted using the Least Significant Difference (LSD) test to determine significant pairwise differences.

2.2 Pearson Product Moment Correlation Coefficient: Applied to assess the strength and direction of relationships between variables.

2.3 Stepwise Multiple Regression Analysis: was implemented to determine the most influential predictors affecting the dependent variable.

The statistical significance level for hypothesis testing was set at 0.05, ensuring that the results obtained were statistically robust and reliable.

Statement of Contribution



V. RESULTS

A. Demographic Profile of Respondents

The study surveyed 385 tourists, with a majority being female (71.4%). The largest age group was 21-30 years (32.5%), followed by those under 20 years (21.0%). Most respondents held a bachelor's degree (39.2%). The primary occupation was trade/business (24.4%), followed by self-employment (17.7%). The average monthly income was 12,633.03 baht.

B. Push Factor

Based on the analysis of internal push factors influencing tourist behavior, the most significant motivating factor was "to relieve daily life stress" (Mean score = 4.03), which was classified as a high-level factor. The second most influential factor was "seeking new travel experiences" (Mean score = 3.80), also categorized as high. Conversely, the least influential internal push factor was "escaping the chaos of life" (Mean score = 3.22), which was considered moderate (Table 1). The overall mean score for internal push factors among tourists was 3.65, indicating a high level of influence.

Table 1: Mean, Standard Deviation, and Levels of Internal Push Factors Influencing Tourist Behavior

C. Pull Factor

The analysis of tourism pulls factors revealed that the overall pull factor score was high (Mean score = 3.98). When examined by category, natural tourism resources had a high pull factor score (Mean score = 4.13). The highest-rated attribute within this category was "scenic views" (Mean score = 4.31), classified as very high, followed by "long coastline" (Mean score = 4.30), also categorized as very high. The lowest-rated attribute in this category was "fine white sand" (Mean score = 3.86), which was still rated high. Similarly, man-made tourism resources were also rated high (Mean score = 3.77). The most influential factor in this category was "convenient pier for travel" (Mean score = 4.07), followed by "aesthetically

pleasing pier" (Mean score = 4.06), both classified as high. The lowest-rated factor was "cultural and religious tourism" (Mean score = 3.38), which was categorized as moderate (Table 2).

D. Table 2: Analysis of tourism pulls factors

Pull Factor	Mean Score	S.D	Level
Natural beauty	4.18	0.80	High
Long coastline	4.30	0.76	Very High
Scenic views	4.31	0.69	Very High
Clear seawater	3.98	0.91	High
Pine tunnel	4.13	0.80	High
Fine white sand	3.86	0.96	High
Unique seascape	4.12	0.84	High
Convenient transportation	4.07	0.77	High
Overall	3.98	0.60	High

E. Tourism Service Satisfaction

The analysis of tourist satisfaction with tourism services indicated that overall satisfaction was high (Mean score = 3.69). When examined across different service categories, tourists reported high satisfaction in all aspects. The highest-rated category was accommodation services (Mean score = 3.90), followed by restaurants and beverages (Mean score = 3.67), tourism activities (Mean score = 3.60), souvenirs and local products (Mean score = 3.58), and tourist attractions (Mean score = 3.44), in descending order. At the item level, the highest-rated aspect of satisfaction was "expressive and friendly service in accommodations" (Mean score = 3.98), classified as high satisfaction. In contrast, the lowest-rated aspect was "variety of souvenirs and local products" (Mean score = 3.28), followed by "availability and cleanliness of public restrooms in tourist attractions", which was rated as moderate satisfaction (Table 3).

Table 3: Mean, Standard Deviation, and Levels of f Tourist Satisfaction with Tourism Services

Push Factor	Mean Score	S.D.	Level
Escape daily life	3.22	1.26	Moderate
Relaxation	4.03	0.89	High
Seeking new experiences	3.80	1.00	High
Learning about the local community	3.54	0.99	High
Testing personal preferences	3.69	1.02	High
Seeking adventure	3.65	1.10	High
Social interaction	3.57	1.05	High
Overall	3.65	0.76	High

F.

Service Aspect	Mean Score	S.D.	Level
Accommodation	3.90	0.64	High
Souvenirs	3.58	0.68	High

Service Aspect	Mean Score	S.D.	Level
Restaurants	3.67	0.70	High
Activities	3.60	0.73	High
Attractions	3.44	0.96	High
Overall	3.69	0.61	High

G. Analysis of factors affecting tourists' travel decisions

Analysis of the Relationship Between Internal Push Factors, Tourism Pull Factors, and Satisfaction with Tourism Services in Tourist Decision-Making

The analysis revealed that internal push factors for tourism (X1) exhibited a positive correlation with tourist decision-making in Trang Province, with a statistically significant association at the 0.001 level ($r = 0.59$, 95% Confidence Interval = 0.49, 0.67).

Similarly, tourism pull factors demonstrated a positive correlation with tourist decision-making at the 0.001 significance level. Among these, man-made tourism resources (X3) had the highest correlation coefficient ($r = 0.65$, 95% Confidence Interval = 0.58, 0.70), followed by natural tourism resources (X2) ($r = 0.63$, 95% Confidence Interval = 0.57, 0.69).

The six predictor variables related to satisfaction with tourism services demonstrated a statistically significant positive correlation with tourists' decision-making in Trang Province at the 0.001 level. Among these, satisfaction with souvenirs and local products (X6) exhibited the highest correlation coefficient ($r = 0.73$, 95% Confidence Interval = 0.67, 0.78), which was identical to the correlation coefficient for satisfaction with tourist attractions (X8) ($r = 0.73$, 95% Confidence Interval = 0.68, 0.77). Following these, satisfaction with tourism activities (X7) showed a correlation coefficient of 0.71 (95% Confidence Interval = 0.65, 0.76), while satisfaction with accommodations (X4) had a correlation coefficient of 0.69 (95% Confidence Interval = 0.63, 0.74). Additionally, satisfaction with souvenirs and local products (X5) recorded a correlation coefficient of 0.67 (95% Confidence Interval = 0.61, 0.72).

Table 4: The Relationship Between Internal Push Factors, Tourism Pull Factors, and Satisfaction with Tourism Services in Relation to Tourist Decision-Making

Variance		r	p-value	95% Confidence Interval
1 Internal Push Factors for Tourism (X ₁)		0.59**	0.000	0.49, 0.67
2. Tourism Pull Factors				
2.1 Natural Tourism Resources (X ₂)		0.63**	0.000	0.57, 0.69
2.2 Man-Made Tourism Resources (X ₃)		0.65**	0.000	0.58, 0.70
3. Satisfaction with Tourism Services				
3.1 Accommodation (X ₄)		0.69**	0.000	0.63, 0.74

3.2	Souvenirs	0.67**	0.000	0.61, 0.72
(X ₅)				
3.3	Tourism	0.73**	0.000	0.67, 0.78
Accessibility (X ₆)				
3.4	Tourism	0.71**	0.000	0.65, 0.76
Activities (X ₇)				
3.5	Tourist	0.73**	0.000	0.68, 0.77
Attractions (X ₈)				

VI. Hypothesis

Internal push factors, tourism pull factors, and satisfaction with tourism services collectively predict tourists' decision-making in Trang Province.

The stepwise regression analysis identified six significant predictor variables that collectively influence tourist decision-making in Trang Province at a statistical significance level of 0.001. The model demonstrated a predictive efficiency of 70.6%, indicating a strong relationship between these factors and tourist decision behavior.

The six key predictors include:

- Satisfaction with souvenir and local product services (X6)
- Pull factor: Man-made tourism resources (X3)
- Satisfaction with tourist attractions (X8)
- Pull factor: Natural tourism resources (X2)
- Satisfaction with tourism activities (X7)
- Satisfaction with accommodation services (X4)

Among these, satisfaction with souvenir and local product services (X6) exhibited the highest correlation with tourist decision-making, whereas satisfaction with accommodation services (X4) had the lowest correlation. All predictors demonstrated a positive relationship with tourist decision-making in Trang Province, reinforcing the importance of service quality and tourism attractions in influencing travel choices

VII. CONCLUSION

- Souvenir Diversification: Expanding the variety of souvenirs can enhance tourist satisfaction and local revenue.
- Safety Improvements: Enhancing safety measures can boost tourist confidence.
- Service Quality: Maintaining high service standards across accommodations, restaurants, and activities is crucial for sustainable tourism development.

VIII. IMPLICATIONS FOR TOURISM DEVELOPMENT

This study highlights the importance of push and pull factors in shaping tourist behavior. The findings suggest that enhancing service quality, diversifying attractions, and improving safety can significantly influence tourism growth in Pak Meng Beach, Trang Province. Policymakers and business owners should leverage these insights to create strategic tourism development plans.

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