FACTORS INFLUENCING CONSUMER BUYING DECISIONS FOR AWEI METTA HOTEL IN THE POST-COVID ERA IN YANGON, MYANMAR

A Thesis Presented
by
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ABSTRACT

The COVID-19 pandemic has had a profound impact on the global community, with the tourism and hospitality industry being one of the most severely affected sectors. While the industry has experienced significant setbacks, it has also prompted a shift towards an increased focus on the domestic market, targeting local populations. Awei Metta Hotel, a five-star hotel that caters to high-end leisure travelers, is one such establishment prioritizing the domestic market to mitigate the pandemic's impacts. In order to expand its customer base and generate revenue growth, it is essential to understand the factors that influence consumer buying decisions for Awei Metta Hotel, particularly in the post-COVID era in Myanmar. Changes in consumer behavior have significantly impacted the business models of consumer services companies, and they need to adjust their models to adapt to these changes. (F Hesham, H Riadh, NK Sihem, 2021)

Consumer purchasing decisions are influenced by as social, cultural, demographic, and situational factors, which are directly linked to people's desires, needs, wants, and spirituality. (Braithwaite and Scott, 1990) Therefore, the COVID-19 pandemic has also affected consumer purchasing behavior. (Tao Hu, 2022) ". This study examines the factors that influence consumer buying decisions in the hotel industry and applies them to the case of Awei Metta Hotel in the post-COVID era in Yangon, Myanmar. The study uses a quantitative research design and surveys a sample of high-end leisure travelers who have recently visited Yangon.

Multiple regression analysis will be used to analyze the collected data and identify the significant factors that influence consumer buying decisions for Awei Metta Hotel. The study identifies perceived value for money, customer satisfaction, perceived risk, and level of involvement are significant factors influencing consumer buying decisions for Awei Metta Hotel in the post-Covid era in Yangon, Myanmar. The findings offer valuable insights into the hotel's marketing strategies and provide a deeper understanding of consumer behavior in the hotel industry during the pandemic. Implementing strategies that prioritize these factors could help Awei Metta Hotel attract and retain high-end leisure travelers, while also enhancing customer satisfaction and loyalty. These insights are also relevant to other hotels and businesses in the hospitality industry seeking to adjust their strategies in response to the post-COVID market.

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ABBREVIATION

AVF	Anisotropic Volume Fraction
CSO	Central of Statistical Organization
CV	Coefficient of Variation
QA	Quality Assurance
TQM	Total Quality Management

CHAPTER I
INTRODUCTION

1.1 Background Information of the Study

The study focuses on Awei Metta Hotel, a five-star hotel in Yangon, Myanmar that targets high-end leisure travelers and emphasizes the domestic market in Myanmar. The COVID-19 pandemic has had a significant impact on the tourism and hospitality industry in Myanmar, leading to reduced demand for travel and loss of revenue (Hesham, F., Riadh, H., & Sihem, N. K., 2021). As a result, consumer behavior in the hotel industry has also changed, with customers becoming more cautious and concerned about any upcoming uncertainty. It is crucial to understand the factors that influence consumer buying decisions in the hotel industry to adapt marketing strategies and attract customers in the post-COVID era. This has caused changes in the marketing channels used by the hospitality sector. They include substitute marketing channels as well as internal, interactive, and external ones. The hospitality sector needs to adopt a more transformative marketing strategy in response to these changes, which calls for the transformation of hospitality businesses, staff members, and clients. (Altinay, L. and Arici, H.E., 2022)

Many hotels and resorts in Myanmar have shifted their focus to the domestic market and have had to adapt their business models to meet changing consumer behavior. Therefore, the management of Awei Metta hotel must understand the consumer buying decision on luxury hotel where the customer's perspective view of buying activities in this uncertain situation in the post-Covid period.

To understand the factors that influence consumer buying decisions for Awei Metta Hotel in the post-COVID era, the case study employs a quantitative research design and surveys a sample of high-end leisure travelers who have recently visited Yangon. The study uses multiple regression analysis to identify the significant factors that influence consumer buying decisions, including perceived value for money, customer satisfaction, perceived risk, and level of involvement.

1.2 Problem Statement of the Study

The COVID-19 pandemic has had a devastating impact on the worldwide tourism and hospitality industry, with high-end leisure travel being the worst-hit sector. In

Myanmar, like many other countries, travel restrictions were imposed, and international borders were

closed to contain the spread of the virus resulting in the closure or reduction of operations of many hotels, resorts, and other tourism-related businesses causing significant job losses and economic hardship.

In response to the crisis, Awei Metta Hotel, a luxury five-star hotel in Yangon, has shifted its focus to the domestic market and local populations to increase its customer base and revenue growth. However, to effectively attract and retain customers in the post-COVID era, it is crucial to understand the complex and multi-dimensional process of consumer purchase behavior in the hotel industry, especially for high-end leisure travel.

Consumer purchase behavior is a complex and multi-dimensional process that involves a range of psychological, social, and situational factors. In the case of Awei Metta Hotel, it is important to identify and analyze the key factors that influence consumer buying decisions, such as perceived value for money (Zeithaml, V. A., 1988), (Dodds, W. B., Monroe, K. B., & Grewal, D., 1991), (Sweeney, J. C., & Soutar, G. N. , 2001), customer satisfaction (Oliver, R. L. , 1980), (Anderson, E. W., Fornell, C., & Lehmann, D. R, 1994), (Mittal, V., Ross, W. T., & Baldasare, P. M., 1998), perceived risk, (Bauer, R. A. , 1960), (Dowling, G. R., & Staelin, R. , 1994), (Sproles, G. B., & Kendall, E. L. , 1986) and level of involvement (Zaichkowsky, J. L. , 1985), (Laurent, G., & Kapferer, J. N., 1985), . By gaining a deeper understanding of these factors, Awei Metta Hotel can develop and implement more effective marketing strategies that are tailored to the needs and preferences of its target customers.

Therefore, the research problem is to identify and analyze the significant factors that influence consumer buying decisions for Awei Metta Hotel in the post-COVID era in Yangon, Myanmar, in order to develop effective marketing strategies and improve customer satisfaction and loyalty.

1.3 Objective of the Study

The main objective of this study is to focus on.

- To identify the factors that influence domestic leisure travelers' decision to purchase accommodation at Awei Metta Hotel in the post-COVID era.
- To examine the impact of demographic factors (e.g., age, gender, income, education) on consumer buying decisions and develop recommendations for C marketing strategies based on the significant factors identified at Awei Metta Hotel in the post-COVID era.
- To contribute to the body of knowledge on consumer behavior in the hotel industry in the post-COVID era, specifically in the context of domestic leisure travel in Myanmar.

1.4 Research Questions of the Study

- What factors influence domestic leisure travelers' purchasing decisions for accommodation at Awei Metta Hotel in the post-COVID era in Yangon, Myanmar?
- How do these factors relate to perceived value for money, customer satisfaction, perceived risk, and level of involvement at Awei Metta Hotel in the post-COVID era in Yangon, Myanmar?
- Additionally, how do demographic factors (such as age, gender, income, and education) affect these purchasing decisions at Awei Metta Hotel in the post-COVID era in Yangon, Myanmar?
- What marketing strategies can Awei Metta Hotel develop to cater to the needs and preferences of domestic leisure travelers in Myanmar?

1.5 Scope and Limitation of the Study

The aim of this study is to investigate the buying behavior of domestic customers for Awei Metta Hotel in Yangon, Myanmar, and suggest effective strategies to attract and retain customers. A mixed-methods approach, including face-to-face interviews and a survey, will be used to gather data from potential and existing customers.

One limitation of the study is its focus on Awei Metta Hotel, which may not represent other hotels in Yangon, Myanmar. Additionally, the study's sample size may be limited due to the hotel's high-end market segment and limited room inventory. The study also relies on self-reported data, which may be subject to biases or social desirability effects. Finally, the study is time-bound and cannot predict the long-term effects of the pandemic on the hospitality industry and consumer behavior.

However, as COVID restrictions have eased and face-to-face interviews are possible, the study's scope has been expanded to provide deeper insights into consumer behavior and preferences in the high-end leisure travel market. The study will also explore the impact of the pandemic on consumer behavior and identify ways in which Awei Metta Hotel can adjust its marketing strategies and service quality to remain competitive in the post-COVID era.

1.6 Organization of the study

This study was conducted at the Awei Metta Hotel, which is situated in the scenic Pun Hlaing Estate and renowned for its golf resort. The hotel is in a picturesque area that offers a panoramic view of the surrounding landscape and the city. Awei Metta is a part of the Memories Group of Hotels, which is a leading hotel organization operating in Myanmar's hospitality industry. The company is focused on expanding its portfolio of hotels, restaurants, bars, Destination management and creating unique and memorable experiences for guests.

CHAPTER II
LITERATURE REVIEW

2.1 Introduction and Importance of Subject Area

The hospitality and tourism industry has been severely impacted by the COVID-19 pandemic, leading to a decline in revenue and a change in consumer behavior (Sigala, 2020). As a result, hotels have had to adapt their business models to cater to the domestic market and adjust to changing consumer behavior. In this context, understanding the factors that influence consumer buying decisions for high-end leisure travel is crucial for hotels to remain competitive.

2.2 Consumer Buying Behaviour

Understanding consumer buying behavior is essential for businesses in the hospitality industry to devise effective marketing strategies and enhance customer satisfaction. This literature review aims to examine the key factors that influence consumer buying behavior in the context of Awei Metta Hotel, focusing on perceived value for money, perceived risk, and level of involvement and customer satisfaction.

Perceived value for money refers to the customer's perception of the benefits received relative to the price paid for a product or service. It plays a crucial role in consumer decision-making. Research has shown that perceived value for money positively influences consumers' intention to purchase and their overall satisfaction (Gumussoy, C. A., & Koseoglu, B., 2016)

Perceived risk refers to the consumer's perception of uncertainty or potential negative outcomes associated with a purchase decision. In the hospitality industry, customers may perceive risks related to service quality, safety, or reliability. Research has demonstrated that perceived risk negatively affects consumer buying behavior, leading to reduced intention to purchase and increased hesitation (Park YJ, Yoon SJ, 2022)

The level of involvement describes the degree of importance or interest consumers attach to a particular purchase decision. In the context of the hospitality industry, involvement can vary depending on the purpose of the stay, such as business trips, vacations, or special occasions. Studies have shown that the level of involvement influences consumers' information search, evaluation of alternatives, and decision-making processes (Stankevich, A. 2017 and Jain, M. 2019)

Customer satisfaction is a critical determinant of repeat business and positive word-of-mouth. It encompasses the overall evaluation of a customer's experience with a service provider. Studies have consistently found a strong positive relationship between customer satisfaction and loyalty in the hospitality industry (Liat, C. B., Mansori, S., & Huei, C. T., 2014)

2.3 Consumer Buying Behaviour during Crisis

The COVID-19 pandemic has significantly impacted consumer behavior across various industries, including the hospitality sector. This literature review aims to examine the key factors influencing consumer buying behavior during the crisis, focusing on changes in purchasing patterns, motivations, and decision-making processes.

Changes in Purchasing Patterns: The COVID-19 crisis has brought about significant changes in consumer purchasing patterns. Research has shown a shift towards online channels, as consumers increasingly prefer contactless transactions and remote shopping experiences. Additionally, there has been an increased focus on essential goods and health-related products, while non-essential and luxury purchases have seen a decline (Dwivedi, Y. K., Hughes, D. L., Coombs, C., Constantiou, I., Duan, Y., Edwards, J. S., ... & Upadhyay, N. , 2020)

Motivations for Consumer Behavior: The pandemic has led to changes in consumer motivations and priorities. Safety and hygiene have become critical considerations in consumer decision-making, with consumers placing a higher emphasis on health and well-being (Jiang et al., 2021; Verma et al., 2021). Financial concerns and economic uncertainties have also influenced consumer behavior, leading to a greater focus on value for money and cost-consciousness (Gössling, S., Scott, D., & Hall, C. M., 2020)

Decision-Making Processes: The COVID-19 crisis has introduced new factors and considerations into consumer decision-making processes. Consumers are now more cautious and risk-averse, seeking information about product safety, supplier reliability, and adherence to health protocols. Social influences and peer recommendations have also gained importance as consumers rely on trusted sources for guidance and reassurance.

Psychological and Emotional Factors: The pandemic has had significant psychological and emotional effects on consumer behavior. Fear, anxiety, and uncertainty have impacted consumer confidence and willingness to engage in certain purchases.

Emotional factors such as trust, empathy, and perceived social responsibility of brands and businesses have become influential in consumer decision-making.

The COVID-19 crisis has had a profound impact on consumer buying behavior in the hospitality industry. Changes in purchasing patterns, motivations, decision-making processes, and psychological factors have reshaped consumer behavior during these challenging times. Understanding these changes is crucial for businesses to adapt their marketing strategies, enhance safety measures, and meet the evolving needs and expectations of consumers. Further research in this area is needed to gain deeper insights into the long-term effects of the crisis on consumer behavior and to develop effective strategies for recovery and future resilience.

2.4 Factors Influencing Consumer Hotel Selection Behavior

Consumer hotel selection behavior is a complex process influenced by various factors. Understanding these factors is crucial for hotel managers to develop effective marketing strategies and enhance customer satisfaction. The key factors that influence consumer hotel selection behavior include price, quality, satisfaction, promotion, accommodation preferences, destination loyalty, and online reviews.

Price is a fundamental factor influencing consumer hotel selection behavior. Research has shown that price sensitivity significantly affects consumers' decision-making process (Kim, W. G., Kim, H. B., & Kim, T. T., 2009) Consumers carefully evaluate the perceived value for money when considering hotel options within their budget.

Quality is a critical factor that shapes consumer perceptions and expectations. Studies have indicated that hotel quality, including service quality and physical amenities, has a direct impact on consumer hotel selection behavior (Wang et al., 2015). Consumers value high-quality hotels that provide a superior guest experience.

Customer satisfaction plays a vital role in influencing future hotel choices. Satisfied customers are more likely to rebook or recommend a hotel to others. Research has consistently shown a positive relationship between customer satisfaction and loyalty in the hospitality industry (Hu, H. H., Kandampully, J., & Juwaheer, T. D. , 2009). Meeting or exceeding customer expectations leads to higher satisfaction levels.

Promotional activities, such as discounts or special offers, can significantly influence consumer hotel selection behavior. Studies have demonstrated that price promotions positively affect consumers' booking decisions (Xingbao (Simon) Hu, Yang Yang,, 2020). Consumers are more inclined to choose hotels that offer attractive promotional deals.

Consumers have specific preferences regarding accommodation types, amenities, and services. Research has indicated that factors such as hotel location, room size, facilities, and cleanliness influence consumer hotel selection behavior (Baojun Gao, Minyue Zhu, Shan Liu, Mei Jiang,, 2022,). Understanding and catering to these preferences can enhance the attractiveness of a hotel.

Consumers' loyalty to a particular destination can impact their hotel selection behavior. Studies have suggested that positive destination experiences and emotional connections contribute to destination loyalty (Stylidis, D., Woosnam, K. M., Ivkov, M., & Kim, S. S. , 2020). Consumers are more likely to choose hotels in destinations they feel loyal to.Online reviews have gained significant importance in consumer decision-making. Consumers rely on the opinions and experiences shared by others through online review platforms. Research has shown that positive online reviews significantly influence consumer hotel selection behavior (Sparks, B. A., & Browning, V. , 2011). Reviews that highlight favorable aspects of a hotel increase the likelihood of its selection.

Understanding and effectively addressing these factors are essential for hotels to attract and retain customers in a competitive market. By meeting consumer expectations and providing positive experiences, hotels can enhance customer satisfaction and foster loyalty.

2.5 Theoretical Concepts and Principles

In the hospitality industry, there are various theoretical concepts and principles that influence consumer buying decisions. These concepts include perceived value for money, customer satisfaction, perceived risk, and level of involvement are key theoretical concepts that impact consumer buying decisions in the hospitality industry. This review provides insights into the current understanding of these concepts and their implications for consumer behavior in the hospitality industry.

Perceived value for money is a critical factor influencing consumer buying decisions in the hospitality industry. It refers to customers' subjective evaluation of the benefits received relative to the price paid for the service. (Zeithaml, V. A., & Bitner, M. J., 2016)

emphasize the importance of customers' perceptions of the value proposition and their assessment of the benefits derived compared to the monetary cost incurred.

Customer satisfaction plays a pivotal role in influencing repeat patronage and positive word-of-mouth recommendations in the hospitality industry. It represents the overall evaluation of a customer's experience with a service provider. (Homburg, C., Kuester, S., & Krohmer, H, 2013) highlight the significance of customer satisfaction in building loyalty and fostering positive communication about experiences.

Perceived risk is a salient factor shaping consumer decision-making in the hospitality industry. It pertains to customers' perception of uncertainty or potential negative outcomes associated with a purchase decision. (Laroche, M., McDougall, G. H., Bergeron, J., & Yang, Z., 2004) emphasize the impact of perceived risk on consumer trust and confidence in service providers.

The level of involvement signifies the degree of importance a consumer places on a particular purchase decision in the hospitality industry. (Petty, R. E., Cacioppo, J. T., Petty, R. E., & Cacioppo, J. T., 1986) propose that the level of involvement reflects the extent of personal relevance and interest associated with the decision-making process. Understanding the varying levels of involvement among consumers is vital for predicting engagement and decision outcomes.

This literature review has examined four key theoretical concepts that significantly impact consumer buying decisions in the hospitality industry: perceived value for money, customer satisfaction, perceived risk, and level of involvement. By understanding and leveraging these concepts, businesses in the hospitality industry can enhance their understanding of consumer behavior, improve service offerings, and tailor marketing strategies to meet customer needs and preferences. Continued research and exploration of these concepts will contribute to a comprehensive understanding of consumer decision-making processes in the context of the hospitality industry.

2.6 The variable of the Study

Perceived value for money, perceived risk, and level of involvement are independent variables in this study. The dependent variable are customer satisfaction and consumer buying decisions for Awei Metta Hotel.

2.6.1 Perceived value for money

Perceived value for money is a critical construct in the context of the hospitality industry as it plays a significant role in influencing customers' decision-making processes and their choices of accommodation. It refers to customers' perceptions of the benefits they receive relative to the price they pay for the services provided by a hotel (Ntimane, V., & Tichaawa, T. M., 2017). In other words, it is the evaluation customers make regarding the value they perceive in exchange for their monetary investment.

Studies have shown that perceived value for money has a direct impact on customers' purchase intentions and behaviors in the hospitality sector. Customers evaluate the quality and attributes of a hotel's offerings against the price they have paid, and this assessment influences their overall satisfaction and likelihood of repeat patronage (El-Adly, M. I. , 2019). When customers perceive that the benefits, they receive from a hotel outweigh the price they pay, they are more likely to perceive a higher value for money and, as a result, exhibit higher levels of satisfaction and loyalty.

Perceived value for money is influenced by various factors. These factors may include the perceived quality of the hotel's facilities, services, and amenities, as well as the perceived fairness of the pricing structure. Customers also consider their own personal expectations, prior experiences, and alternative options available in the market when evaluating the value for money provided by a particular hotel (Şen Küpeli, T., & Özer, L, 2020)

2.6.2 Perceived Risk

Perceived risk refers to the consumer's perception of uncertainty or potential negative outcomes associated with a purchase decision. In the context of the hotel industry, customers may perceive risks related to service quality, safety, or reliability. Research has shown that perceived risk plays a significant role in shaping consumer behavior and decision-making processes.

Studies examined the impact of perceived risk on hotel customers' information-seeking behavior in the context of online hotel reviews (Majeed, S., Zhou, Z., Lu, C., & Ramkissoon, H., 2020). The findings revealed that higher levels of perceived risk were associated with an increased likelihood of seeking information from online reviews. Customers who perceived higher risks were more motivated to gather information to mitigate their concerns. (Oshriyeh, O., Ghaffari, M., & Nematpour, M., 2022)

Similarly, (So, K. K. F., Viglia, G., Liu, S., & Wang, D, 2023) investigated the influence of perceived risk on hotel customers' intention to use sharing economy-based accommodation services during the COVID-19 pandemic. The study found that perceived risk negatively affected customers' intentions to use such services. Concerns related to health and safety, reliability, and cleanliness were identified as key factors contributing to perceived risk.

In another study by (Carballo, R.R., León, C.J. and Carballo, M.M., 2022), the authors explored the moderating effect of gender on the relationship between perceived risk and hotel selection. The findings revealed that perceived risk had a stronger negative impact on female customers' hotel selection behavior compared to male customers. Females were found to be more sensitive to perceived risks and were more cautious in their decision-making process. These studies highlight the importance of understanding and managing perceived risk in the hotel industry. Hoteliers need to address customer concerns related to service quality, safety, and reliability to alleviate perceived risks and enhance customer satisfaction and loyalty.

2.6.3 Level of Involvement

The level of involvement refers to the degree of importance or interest consumers attach to a particular purchase decision. In the context of the hotel industry, the level of involvement can vary depending on the purpose of the stay, such as business trips, vacations, or special occasions. The level of involvement significantly influences consumers' information search, evaluation of alternatives, and decision-making processes.

One study (Ye, Q., Law, R., & Gu, B., 2009) examined the impact of the level of involvement on hotel customers' online review usage. The findings revealed that customers with higher levels of involvement were more likely to use online reviews in their decision-making process. Customers who considered their hotel stay to be important and had specific preferences sought more information from online reviews to ensure a satisfactory experience. (Guan, J., Wang, W., Guo, Z., Chan, J. H., & Qi, X., 2021)

In another study by (Skogland, I., & Siguaw, J. A., Cetin, G., & Dincer, F. I. and Paulose, D., & Shakeel, A, 2022) , the authors investigated the influence of the level of involvement on hotel guests' loyalty intentions. The study found that higher levels of involvement were associated with stronger loyalty intentions. Guests who were highly involved and engaged in the hotel experience showed a greater likelihood of repeat visits and positive word-of-mouth recommendations.

Furthermore, (Zhao, Y., Xu, X., & Wang, M. , 2019) explored the impact of the level of involvement on hotel customers' perceived value and satisfaction. The study revealed that customers with higher levels of involvement perceived greater value and reported higher levels of satisfaction with their hotel experience. These findings suggest that customers who attach more importance to their hotel stay have higher expectations and are more engaged in evaluating the value they receive.

These studies highlight the significance of understanding and catering to the level of involvement of hotel customers. Hoteliers need to recognize the varying degrees of importance and interest that customers assign to their stays and tailor their services and marketing efforts accordingly to enhance customer satisfaction, loyalty, and positive word-of-mouth.

2.6.4 Customer Satisfaction

Customer satisfaction is a crucial aspect of business success in the hotel industry. Understanding the factors that influence customer satisfaction can help hoteliers enhance service quality, improve guest experiences, and build long-term customer loyalty. There are key factors that rely on customer satisfaction that are important for customer satisfaction in the hotel industry.

Importance of Customer Satisfaction: Customer satisfaction is defined as the overall evaluation of a customer's experience with a service provider. In the hotel industry, satisfied customers are more likely to return to the same hotel, recommend it to others, and engage in positive word-of-mouth (Ferguson, R. J., Paulin, M., & Leiriao, E., 2006). Customer satisfaction plays a vital role in guest retention, revenue generation, and the overall success of hotels (Liat, C. B., Mansori, S., Chuan, G. C., & Imrie, B. C., 2017).

Service Quality and Customer Satisfaction: Service quality is a critical determinant of customer satisfaction in the hotel industry. Research has shown that customers' perceptions of service quality, including factors such as responsiveness, reliability, assurance, empathy, and tangibles, significantly impact their satisfaction levels (Minh, N. H., Ha, N. T., Anh, P. C., & Matsui, Y., 2015). Studies have also found a positive relationship between service quality and customer satisfaction in hotels (Priyo, J. S., Mohamad, B., & Adetunji, R. R., 2019)

Staff Behavior and Interactions: The behavior and interactions of hotel staff have a significant influence on customer satisfaction. Friendly and attentive staff members contribute to positive guest experiences and higher satisfaction levels (Jung, H. S., & Yoon, H. H., 2011). 12
Studies have emphasized the importance of staff training, empowerment, and motivation in delivering excellent customer service and ensuring customer satisfaction (Kim, H. J., Tavitiyaman, P., & Kim, W. G., 2009).

2.6.5 Consumer Buying Decision

Consumer buying decisions in the hospitality industry are influenced by several key factors that shape consumers' perceptions, preferences, and behaviors. Understanding these factors is crucial for businesses to effectively target and engage their target audience. This section provides an overview of the theoretical concepts and principles that impact consumer buying decisions in the hospitality industry, including perceived value for money, customer satisfaction, perceived risk, and level of involvement.

Perceived value for money is a critical factor that influences consumer buying decisions in the hospitality industry. It refers to customers' subjective evaluation of the benefits received relative to the price paid for the service (Wilson, A., Zeithaml, V., Bitner, M. J., & Gremler, D., 2016). Customers assess the value proposition and compare the benefits derived to the monetary cost incurred. Studies have shown that perceived value for money has a direct impact on customers' purchase intentions and behaviors in the hospitality sector (El-Adly, M. I., 2019). When customers perceive that the benefits, they receive from a hotel outweigh the price they pay, they are more likely to perceive a higher value for money and exhibit higher levels of satisfaction and loyalty.

Customer satisfaction plays a pivotal role in influencing repeat patronage and positive word-of-mouth recommendations in the hospitality industry. It represents the overall evaluation of a customer's experience with a service provider (Homburg, C., Kuester, S., & Krohmer, H. , 2013). Satisfied customers are more likely to return to the same hotel, recommend it to others, and engage in positive word-of-mouth. Studies have emphasized the significance of customer satisfaction in building loyalty and fostering positive communication about experiences in the hospitality industry (Ferguson, R. J., Paulin, M., & Bergeron, J. , 2010). Service quality, including factors such as responsiveness, reliability, assurance, empathy, and tangibles, significantly impacts customers' perceptions of service quality and satisfaction levels (Minh, N. H., Ha, N. T., Anh, P. C., & Matsui, Y. , 2015). The behavior and interactions of hotel staff also have a significant influence on customer satisfaction (Jung, H. S., & Yoon, H. H. , 2011). Friendly and attentive staff members contribute to positive guest experiences and higher satisfaction levels.

Perceived risk is another salient factor that shapes consumer decision-making in the hospitality industry. It pertains to customers' perception of uncertainty or potential negative outcomes associated with a purchase decision. Customers may perceive risks related to service quality, safety, or reliability. Studies have shown that perceived risk significantly affects consumer trust and confidence in service providers (Laroche, M., McDougall, G. H., Bergeron, J., & Yang, Z. , 2004). Addressing customer concerns related to service quality, safety, and reliability is crucial for alleviating perceived risks and enhancing customer satisfaction and loyalty.

The level of involvement signifies the degree of importance or interest consumers attach to a particular purchase decision in the hospitality industry ((Petty, R. E., Cacioppo, J. T., Petty, R. E., & Cacioppo, J. T. , 1986). Customers' level of involvement significantly influences their information search, evaluation of alternatives, and decision-making processes. Higher levels of involvement are associated with a greater likelihood of using online reviews in the decision-making process (Ye, Q., Law, R., & Gu, B., 2009). Moreover, higher levels of involvement are linked to stronger loyalty intentions, repeat visits, and positive word-of-mouth recommendations (Paulose et al.,, 2022). Customers with higher levels of involvement perceive greater value and report higher levels of satisfaction with their hotel experience (Xu, X., & Zhao, Y., 2022).

Understanding and leveraging these concepts are crucial for businesses in the hospitality industry to enhance their understanding of consumer behavior, improve service offerings, and tailor marketing strategies to meet customer needs and preferences. By providing value for money, ensuring customer satisfaction, addressing perceived risks, and recognizing the level of involvement, businesses can create positive customer experiences and foster long-term loyalty.

2.7 Review of Empirical Studies

Several studies have examined the factors that influence consumer buying decisions in the hospitality industry.

(Daly Paulose, Ayesha Shakeel, 2022) examined the influence of perception of value and experience on guest loyalty within the context of the Indian hotel industry. A random questionnaire survey of 170 occupants across three renowned hotels during the first week of COVID-19 induced lockdown in India and subsequent analysis using structural equation modeling. The study found that both guest satisfaction and loyalty are strongest

among guests who perceive high service value. Guest loyalty is also indirectly influenced by value perception and service experience through the mediation of customer satisfaction. The relationship between perceived experience and guest satisfaction is found to be stronger when perceived service value is higher. The hospitality industry, a vector of pandemic occurrence, can use this opportunity to reset business models and efforts to reduce customer sacrifice by simplification of pricing and transaction procedures should be implemented across the spectrum in adjusting to the new normal.

In a study by (Şen Küpeli, T., & Özer, L. , 2020) the authors investigated the role of perceived value for money in consumer buying decisions in the hospitality industry. The objective of this study is to investigate the correlation between perceived value and perceived risk using an integrated approach. The data for this study was collected from hotel customers in Turkey. The findings indicate that multidimensional measurement of perceived risk has a stronger negative impact on perceived value. Additionally, perceived value exhibits a positive influence on behavioral intention. The study highlighted that customers' perceptions of the value proposition and their assessment of the benefits derived compared to the monetary cost incurred significantly impact their buying decisions.

Customer satisfaction is another crucial factor influencing consumer buying decisions in the hospitality industry. (Khan, I., Garg, R. J., & Rahman, Z., 2015) aims to deepen the understanding of the quality of customer experience within the context of hotel operations. To achieve this, the study utilized a customer experience scale and examined its impact on customer satisfaction, brand loyalty, and word-of-mouth within the hotel industry. By focusing on hotel guests, this investigation sought to capture the genuine essence of the customer experience phenomenon. The findings revealed a significant influence of customer experience dimensions on customer satisfaction. Furthermore, customer satisfaction was found to exert an effect on both brand loyalty and word-of-mouth, with the indirect impact of customer satisfaction on word-of-mouth through brand loyalty proving to be particularly strong. In summary, this study expands the practical applicability of the customer experience quality scale within hotel operations, prompting marketers to consider the various touchpoints that arise during customer interactions with the hotel brand. This is the significance of customer satisfaction in building loyalty and fostering positive communication about experiences. Their study highlighted the role of overall customer experience evaluation in influencing repeat patronage and positive word-of-mouth recommendations.

The impact of perceived risk on consumer buying decisions has also been explored. (Wu, C. H. J., Liao, H. C., Hung, K. P., & Ho, Y. H., 2012) highlighted the influence of perceived risk on consumer trust and confidence in service providers in the hospitality industry. This study presents a theoretical framework that investigates the impact of service guarantees provided by hotels on consumers' perceptions of quality and risk, while also considering the moderating influence of corporate reputation. A total of 222 questionnaires were administered to hotel consumers in Taipei. The findings demonstrate that the type of service guarantee significantly influences consumers' perceived quality and perceived risk. Additionally, we found that corporate reputation acts as a moderating factor in the relationship between service guarantee type and consumers' perceived quality and perceived risk.

The level of involvement, indicating the degree of importance or interest consumers attach to a purchase decision, has also been examined in several studies. (Ye, Q., Law, R., & Gu, B. , 2009) found that customers with higher levels of involvement are more likely to use online reviews in their decision-making process. And the higher levels of involvement are associated with stronger loyalty intentions and repeat visits. These findings emphasize the importance of understanding and catering to the level of involvement of hotel customers.

To summarize, the reviewed empirical studies indicate that perceived value for money, customer satisfaction, perceived risk, and level of involvement are significant factors influencing consumer buying decisions in the hospitality industry. Enhancing perceived value, delivering exceptional service experiences, managing perceived risk, and understanding consumer involvement are crucial for attracting and retaining customers in this industry.

2.8 Conceptual Framework of the Study

In the context of the study described, the dependent variable is **consumer buying decisions for Awei Metta Hotel**. This variable is what the study aims to explain and understand through the analysis of the independent and moderation variables.

The independent variables are **perceived value for money, perceived risk, and level of involvement.** These are the factors that the study examines as potential predictors of the dependent variable, **customer satisfaction** for consumer buying decisions for Awei Metta Hotel.

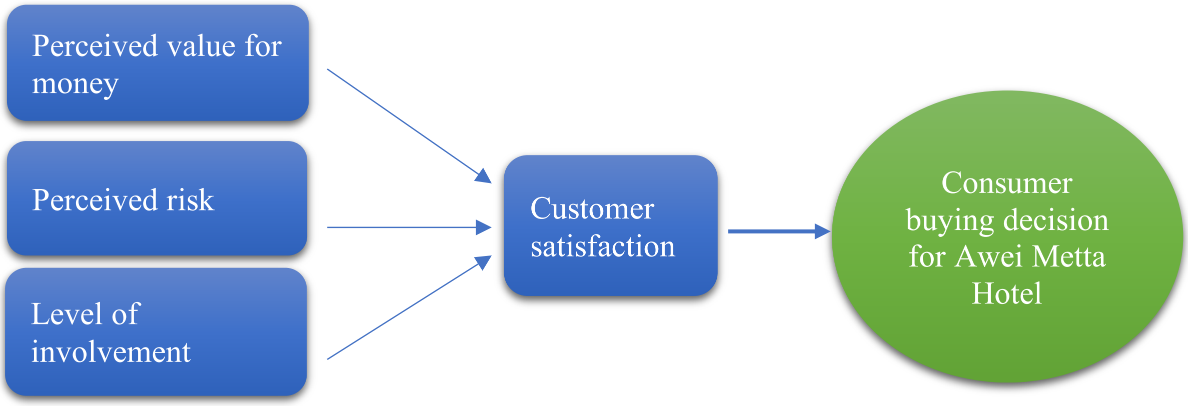

Figure 1 ***Conceptual framework for Factor Influencing on customer buying decision Awei Metta Hotel***

CHAPTER III
METHODOLOGY

3.1 Research Methodology

The study on consumer buying behavior for Awei Metta Hotel in the domestic market in Yangon, Myanmar, and the identification of strategies to attract and retain customers is relevant for several reasons.

Firstly, it addresses a significant problem faced by the hospitality industry in Myanmar, namely, how to attract and retain customers in a highly competitive market. Secondly, the study provides insights into the buying behavior of domestic customers in the high-end leisure travel market, which is a relatively under-researched area in Myanmar's hospitality industry. Thirdly, the study's findings can be used by Awei Metta Hotel to develop effective marketing strategies and improve service quality to attract and retain customers in the domestic market. Fourthly, the study's mixed-methods approach provides a comprehensive understanding of customer preferences and behavior. Finally, the study's expansion to include the impact of the pandemic on consumer behavior and the adaptation of marketing strategies and service quality to remain competitive in the post-COVID era is timely and relevant for the hospitality industry, which has been severely affected by the pandemic.

Overall, the study on consumer buying behavior for Awei Metta Hotel in the domestic market in Yangon, Myanmar, and the identification of strategies to attract and retain customers is relevant to both academic researchers and hospitality industry practitioners.

3.2 Research Design

The study uses a cross-sectional survey design that incorporates both qualitative and quantitative methods. The sampling method will be a combination of convenience and purposive sampling. Convenience sampling will involve selecting potential customers of Awei Metta Hotel who are present at the hotel during the data collection period, and surveys will be conducted online. Purposive sampling will involve selecting respondents from the general population of high-end leisure travelers in Yangon based on demographic and psychographic characteristics.

3.3 Data Collection Method

For the qualitative data collection, a purposive sampling method will be used to select participants who have had previous experiences with Awei Metta Hotel and those who fit the hotel's target market. In addition, face-to-face interviews will be conducted with some industry experts. Potential participants will be contacted through various means, including social media, emails, and phone calls. The aim is to have a diverse sample of participants who can provide different perspectives and insights into the research questions.

For the quantitative data collection, a convenience sampling method will be used to select respondents who are present at the hotel during the data collection period. The survey will be administered both online and in-person, and the aim is to collect a minimum of 250 responses from potential and existing customers of Awei Metta Hotel.

The combination of purposive and convenience sampling methods will enable the study to gather data from a representative sample of the hotel's target market while also maximizing the sample size. Additionally, the qualitative data collection will provide more in-depth insights and allow for a deeper understanding of consumer behavior and preferences in the high-end leisure travel market in Yangon, Myanmar.

3.4 Ethical Consideration

The study has taken into account ethical considerations throughout the research process. Firstly, informed consent was obtained from all participants before they participated in the survey. Secondly, the confidentiality of the participants was ensured by not collecting any personal identifying information such as name, address or contact number. Thirdly, the data collected from the participants will be used only for the purpose of this research and will be kept confidential. Fourthly, the data collected will be analyzed and reported in aggregate form to ensure that individual participants are not identifiable. Finally, the researcher has followed ethical guidelines and regulations set forth by the academic institution, including guidelines for data collection, analysis and reporting. By adhering to these ethical considerations, the study aims to ensure that the participants are treated fairly, and their rights are protected.

CHAPTER IV
ANALYSIS AND RESULT

This chapter presents factors influencing consumer buying decisions for Awei Metta hotel service in the post-covid era. Before the main analysis, the profile of the respondents, the mean value of each variable, reliability and correlation of the variable are presented in the first part of this chapter. And then, multiple regression analysis of factors influencing consumer buying decisions for Awei Metta hotel service are presented in the second part. The structured questionnaires with Five-point Likert Scales were distributed to customers who have been taken Awei Metta hotel service. After rejecting some data because of missing values and unresponsive questions, the valid data is constructed from 150 customers.

4.1 Profile of Respondents

This section consists of gender, age, income, and the channels that customers know about the hotel.

Table 4. 1 Gender of Respondents

Gender	Frequency	Percentage (%)
Male	60	37,5
Female	90	62.5
Total	150	100.0

Source: survey data (2023)

In Table (4.1), gender of respondents can be divided into two groups: male and female. There are 60 male and 90 female. Therefore, males are 37.5% and female are 62.5%. It can be remarked that a greater number of female respondents is found than of male respondents using hotel service.

Table 4. 2 Age of Respondents

Age	Frequency	Percentage (%)
Under 25	4	1.4
25 – 35	60	38.9
36 – 45	36	25
46 – 55	36	25
Above 55	14	9.7
Total	150	100.0

Source: Survey data (2023)

It is found that 5 respondents (1.4%) are under 25, 60 respondents (38.9%) are between 25 – 35 years, 36 respondents (25%) are between 36 – 45 years, another 36 respondents (25%) are between 46-55 years and 14 respondents (14%) are above 55 years. Thus, most of the customers who buy the hotel services are between 25 – 35 years.

Table 4. 3 Income Level of Respondent

Income Level	Frequency	Percentage (%)
Lower than 2,000,000 MMK	28	17.4
2,000,000 – 3,000,000 MMK	24	16.7
3,000,000 – 4,500,000 MMK	24	16.7
4,500,000 – 6,000,000 MMK	16	11.1
6,000,000 – 10,000,000 MMK	24	16.7
More than 10,000,000 MMK	34	21.4

Source: Survey Data (2023)

In Table (4.3), found that income level of 6 respondents (19.4%) are lower than 2,000,000 MMK, (16.7%) are 2000000 MMK – 3000000 MMK, another (16.7%) is 3000000 MMK – 4500000 MMK, (11.1%) are 4500000 MMK-6000000 MMK, (16.7%) are 6000000 MMK-10000000 MMK, and (21.4%) are more than 10000000 MMK. Therefore, most customers who consume the Awei Metta hotel's service and facilities earn more than 10000000 MMK.

Table 4. 4 Channel that Respondents known about hotel.

Channel Lists	Frequency	Percentage (%)
Official Facebook page of the hotel	46	29.2
Instagram		
Recommendation from friends/family	50	33.3
Advertisement on its official website	4	2.8
Through online booking channels (e.g., Agoda, Booking, etc.)	10	6.9
Others	40	27.8
Total	150	100.0

Source: Survey Data (2023)

According to Table (4.5), 5 respondents of Channel that Respondents known about hotel are (29.2%) from Official Facebook of Hotel, (33.3%) from Recommendation of their friends and family, only (2.8%) from official Website, (6.9%) from online channels and (27.8%) from the other channel and sources. Therefore, most customers know about the Awei Metta from the official Facebook page of hotel and recommendations from their friends and family.

4.2 Reliability Test

Reliability analysis of scales in this study was carried out by performing Cronbach's alpha as a measure of internal consistency. Cronbach's Alpha is a reliability coefficient that indicates how well items in a set are positively correlated to one another and especially for academic purpose that Cronbach’s alpha value above 0.7 is acceptable (Setaran, 2003).

But, Field (2005) said that psychological variable can be accepted even if they are above 0.5. This study focuses on three dimensions for consumer buying decisions. Perceived value, Perceived Risk and Level of involvement are independent variable. Customer satisfaction and consumer buying decision are dependent variable. Table (4.6) shows the reliability analysis of independent and dependent variables.

Table 4. 5Reliabilities of the Variables

Sr. No	Variables	Items	Crobach's Alpha
1	Perceived value	.759	.748
2	Perceived Risk	.686	.735
3	Level of Involvement	.624	.624
4	Customer Satisfaction	.752	.720
5	Buying Decision	.665	.654

Source: Survey data (2023)

There are seven questions for both independent variables, namely perceived value, perceived risk and level of involvement and dependent variables, as customer satisfaction and buying decision. According to table (4.5), all variables demonstrated acceptable levels of reliability, with Cronbach's alpha values ranging from 0.624 to 0.759.

4.3 Analysis of Customer Perception on Factors Influencing Consumer Buying Decisions for Awei Metta Hotel Service

The analysis of customer perception on factors influencing consumer buying decisions for Awei Metta Hotel service was conducted in this study. The measurement of perception level was carried out using means and standard deviations. The mean scores for each statement were calculated and examined.

Each statement was measured using a five-point Likert scale, where the minimum score is 1, the middle score is 3, and the maximum score is 5. Based on these values, if the mean score for a statement is greater than 3, it indicates that customers have a positive perception of that particular factor. On the other hand, if the mean score is less than 3, it suggests that customers have a negative perception of the factor.

By analyzing the mean score, it can gain insights into how customers perceive various factors related to their buying decisions for Awei Metta Hotel service. This information can be valuable in understanding customer preferences and identifying areas that may require improvement to enhance customer satisfaction and increase the likelihood of purchase.

4.3.1 Customer Perception of Perceived Value

The perception level of customers on perceived value for buying decision of hotel service is measured with seven questions. Regarding the level of perception with the customers answered, the scores range. The mean value for each statement and the overall mean value are presented in Table (4.7).

Table 4. 6 Perceived Value

Sr.No	Statements	Mean	Standard Deviation
1.	Awei Metta Hotel is comparable in price to other high-end hotels in the area	3.65	.820
2.	I feel that the ratio between give and get components is very fair in Awei Metta Hotel	3.67	.682
3.	I feel that the services and amenities offered at Awei Metta Hotel justified the price.	3.67	.825
4.	I feel that discounts or promotions offered by Awei Metta Hotel during my stay made me a better value	3.69	.876
5.	I perceive more positive than negative things in my relationship with this hotel.	3.89	.630

6.	I am likely to recommend Awei Metta Hotel to a friend based on its price.	3.83	.649
7.	I would be willing to stay at Awei Metta Hotel in the future	4.19	.628
	Overall mean	3.81	

Source: Survey Data (2023)

The table (4.6) provides the mean and standard deviation values for each statement regarding customer perceptions of Awei Metta Hotel. It offers insights into how customers perceive various aspects of the hotel experience.

Customers generally perceive the hotel's price to be comparable to other high-end hotels in the area, with a mean score of 3.65. Customers believe that the ratio between what they give and what they receive from the hotel is fair, with a mean score of 3.67. Customers generally feel that the services and amenities offered at the hotel justify the price they pay, with a mean score of 3.67.

Moreover, customers perceive that the discounts or promotions offered during their stay enhance the value they receive, with a mean score of 3.69. Customers generally have a positive perception of their relationship with the hotel, perceiving more positive aspects than negative ones, as indicated by a mean score of 3.89. Furthermore, customers are generally inclined to recommend the hotel to others based on its price, with a mean score of 3.83. Lastly, customers express a high willingness to stay at the hotel in the future, as indicated by a mean score of 4.19.

The overall mean score, calculated by summing up the mean scores for each statement, is 3.81. This represents the average perception of customers across all the statements. These findings provide valuable insights into customer perceptions of Awei Metta Hotel and can inform strategies to improve customer satisfaction and loyalty.

4.3.2 Customer Perception of Perceived Risk

The perception level of customers on perceived risk for buying decision of hotel service is measured with five questions. Regarding the level of perception with the customers answered, the scores range. The mean value for each statement and the overall mean value are presented in Table (4.8).

Table 4. 7 Perceived Risk

Sr. No	Statement	Mean	SD
1	I feel safe and secure during my stay at Awei Metta Hotel	4.24	.576
2	I had experienced a problem or issue during my stay at Awei Metta Hotel	2.28	.828
3	I have concern about the quality of the food and water at Awei Metta Hotel	2.30	.888
4	I have concerned about the cleanliness of room and the hotel facilities	2.47	.953
5	I have concerned about the level of noise and disturbance at Awei Metta Hotel	2.31	1.018
6	I am worried about the quality of the service provided by Awei Metta Hotel	2.07	.711
7	I am encountered difficulties or delays in the check-in or check-out process	2.19	.854
8	I would expect potential financial risks or hidden costs associated with staying at Awei Metta Hotel	2.43	.915
	Overall Mean	2.536	

Source: Survey Data (2023)

Table (4.7) presents customer perceptions regarding different aspects of their stay at Awei Metta Hotel. The mean score of 4.24 indicates that, on average, customers feel safe and secure during their stay. With a mean score of 2.28, customers have experienced some problems or issues during their stay.

The mean score of 2.30 suggests that customers have concerns about the quality of food and water at the hotel. Customers have some concerns about the cleanliness of the room and hotel facilities, as indicated by the mean score of 2.47. The mean score of 2.31 suggests that customers have concerns about noise and disturbance levels. Customers express worries about the quality of service, as reflected by the mean score of 2.07. With a mean score of 2.19, customers have experienced difficulties or delays during the check-in or check-out process. The mean score of 2.43 suggests customers have expectations of potential financial risks or hidden costs.

Overall, the aggregated mean score of 2.536 indicates a moderate level of concern or dissatisfaction across the evaluated aspects. These findings emphasize areas where the hotel can focus its efforts to address customer concerns and enhance their overall experience. Specifically, addressing issues related to problems or delays, food and water quality, cleanliness, noise levels, service quality, and the check-in/check-out process can contribute to improving customer satisfaction and loyalty.

4.3.3 Customer Perception on Level of Involvement

The perception level of customers on the level of involvement in buying decision of hotel service is measured with eight questions. Regarding the level of perception with the customers answered, the scores range. The mean value for each statement and the overall mean value are presented in Table (4.8).

Table 4. 8 Level of Involvement

Sr. No	Statement	Mean	SD
1	I did research before booking my stay at Awei Metta Hotel	3.73	.857
2	I seek recommendations from friends, family, or travel websites before booking to stay at Awei Metta Hotel	3.63	.798
3	It is important to me to stay at a high-end hotel like Awei Metta Hotel	3.79	.816
4	I compared the services and amenities offered by Awei Metta Hotel to other high-end hotels before making my decision to stay	3.77	.878
5	I am considered multiple factors (such as location, amenities, and reviews) when choosing a hotel	4.03	.755
6	I am comparing prices and deals from multiple sources before booking a hotel	3.82	.875
7	I revisit and evaluate hotel choices before finalizing my reservation	3.57	.951
8	I will provide feedback or reviews after my hotel stay	3.57	.680
	Overall Mean	3.7	

Source: Survey Data (2023)

Table (4.8) presents the findings related to customer perceptions in their decision-making process when booking a stay at Awei Metta Hotel.

The results indicate that customers engage in research before making their bookings, as evidenced by a mean score of 3.73. Customers often seek recommendations from various sources from friends, family, or travel websites before booking to stay at Awei Metta Hotel before making their booking decision, as indicated by a mean score of 3.63. Staying at a high-end hotel like Awei Metta Hotel is important to customers, as shown by a mean score of 3.79. Customers compare services and amenities between Awei Metta Hotel and other high-end hotels, as suggested by a mean score of 3.77. Multiple factors, including location, amenities, and reviews, are considered by customers when choosing a hotel, as indicated by a mean score of 4.03

Customers compare prices and deals from multiple sources before booking a hotel, as suggested by a mean score of 3.82. Customers tend to revisit and evaluate their hotel choices before making the final reservation, as indicated by a mean score of 3.57. Customers are willing to provide feedback or reviews after their stay, as suggested by a mean score of 3.57.

Overall, the aggregated mean score for all statements is 3.73, indicating a moderately high level of involvement and consideration in the decision-making process for customers choosing to stay at Awei Metta Hotel.These findings highlight the importance of factors such as research, recommendations, comparing services and prices, considering multiple factors, and revisiting choices in the decision-making process. Awei Metta Hotel can focus on providing clear and comprehensive information about its services and amenities, leveraging positive recommendations, and offering competitive pricing to enhance customer satisfaction and attract potential guests. Furthermore, encouraging customers to provide feedback or reviews can contribute to continuous improvement and reputation management for the hotel.

4.4 Correlation between Variables

After the reliability test, the correlation of the independent variables (perceived value, perceived risk and level off involvement were tested to show their correlation with dependent variable (customer satisfaction). Correlation is the relationship between two or more paired variables or two or more sets of data to measure the degree of relationship. Correlation is the statistical technique that can show whether and how strongly pairs of variables are related. Correlation coefficient ranges from -1.0 to +1.0. If the value is positive, it means that as one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other get smaller. The results of the correlation of the measured variables are shown in Table (4.10).

Table 4. 9 Correlation between Variables

Sr. No	Description	Pearson Correlation Coefficient	P - value
1	Perceived value	0.624**	0.000
2	Perceived Risk	-0.323**	0.000
3	Level of Involvement	0.228**	0.005

Source: Survey Data (2023)

**. Correlation is significant at the 0.01 Level.

*. Correlation is significant at the 0.05 level.
Dependent variable: Customer Satisfaction

Table (4.9) showed that the correlations between the variables are as follows:

Perceived value and Satisfaction: The Pearson correlation coefficient between Perceived value and Satisfaction is 0.624**, indicating a positive and strong correlation between these variables. The p-value associated with this correlation is 0.000, indicating that the correlation is statistically significant. This suggests that customers who perceive higher value in the hotel services are more likely to report higher levels of satisfaction.

Perceived Risk and Satisfaction: The Pearson correlation coefficient between Perceived Risk and Satisfaction is -0.323**, indicating a negative and moderate correlation between these variables. The p-value associated with this correlation is 0.000, indicating that the correlation is statistically significant. This indicates that higher levels of perceived risk are associated with lower levels of satisfaction among hotel customers.

Level of Involvement and Satisfaction: The Pearson correlation coefficient between Level of Involvement and Satisfaction is 0.228**, indicating a positive and weak correlation between these variables. The p-value associated with this correlation is 0.005, indicating that the correlation is statistically significant. This suggests that customers who have a higher level of involvement in their hotel choices are more likely to report higher levels of satisfaction.

Overall, these correlations provide insights into the relationships between the variables and their impact on customer satisfaction in the hotel industry.

4.5 Correlation between Customer Satisfaction and Buying Decision

Another correlation of the independent variables as customer satisfaction was tested to show their correlation with the dependent variable (buying decisiomon). The results of the correlation of the measured variables are shown in Table (4.17).

Table 4. 10 Correlation of Customer Satisfaction and Buying Decision

Sr. No	Description	Pearson Correlation Coefficient	P - value
1	Customer Satisfaction	0.443**	0.000

Source: Survey Data (2023)
**. Correlation is significant at the 0.01 Level.
*. Correlation is significant at the 0.05 level.
Dependent variable: Buying Decision

Table (4.10) showed that the Pearson correlation coefficient between customer satisfaction and buying decision is 0.443**, indicating a positive and moderate correlation between these variables. The p-value associated with this correlation is 0.000, indicating that the correlation is statistically significant.

This suggests that higher levels of customer satisfaction are associated with a greater likelihood of making a buying decision. Customers who are more satisfied with their hotel experience are more likely to make a purchase or engage in future transactions with the hotel.

4.6 Multiple Regression Analysis of Factors Influencing Consumer Satisfaction for Awei Metta Hotel

Multiple regression analysis was conducted to test **factors influencing consumer satisfaction** of Awei **Metta Hotel**. The results of multiple regression analysis are shown in Table (4.11).

Table 4. 11 Multiple Regression Analysis of factors influencing consumer satisfaction of Awei Metta Hotel

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
(Constant)	1.263	.381		3.313	.001
Perceived Value	.521	.062	.598	8.454	.000
Perceived risk	-.042	.057	-.052	-.733	.465
Level of Involvement	.216	.058	.232	3.734	.000
R square	.665				
Adjusted R square	.443				

Source: Survey Data (2023)

Based on the results of the multiple regression analysis with a significance level of $p < 0.05$, the examined the relationship between the independent variables (perceived value, perceived risk, and level of involvement) and the dependent variable (customer satisfaction). The findings are as follows:

The first significant factor is perceived value. The coefficient for perceived value indicates a significant and positive relationship with customer satisfaction ($p < 0.001$). This implies that as the perceived value of the product or service increases, customer satisfaction also tends to increase. Customers appreciate the benefits and advantages they perceive in relation to the price they pay, leading to higher satisfaction levels. Therefore, businesses should focus on enhancing the perceived value of their offerings to enhance customer satisfaction.

It can be concluded that perceived value plays a crucial role in influencing customer satisfaction. By delivering a product or service that is perceived as valuable by customers, businesses can enhance customer satisfaction levels and foster positive customer experiences.

The second significant factor did not show a statistically significant relationship with customer satisfaction. The coefficient for this factor was not significant, indicating that perceived risk does not have a significant impact on customer satisfaction. This suggests that customers' concerns or perceptions of risk associated with the product or service do not significantly influence their overall satisfaction levels.

The third factor, level of involvement, showed a significant and positive relationship with customer satisfaction ($p < 0.001$). This means that customers who have a higher level of involvement in the decision-making process or engagement with the product or service tend to experience higher levels of satisfaction. Their active participation and investment in the decision contribute to greater satisfaction levels.

The results of the multiple regression analysis indicate that perceived value and level of involvement are significant factors influencing customer satisfaction. Businesses should prioritize strategies to enhance perceived value and encourage customer involvement to improve overall customer satisfaction levels. However, perceived risk did not show a significant impact on customer satisfaction in this study. Further research could explore additional factors that may contribute to customer satisfaction in the context under investigation.

4.7 Regression Analysis of Factors Influencing Consumer Buying Decisions For Awei Metta Hotel

Regression analysis can be applied to test the relationship between customer satisfaction and buying decision. The results of regression analysis are shown in Table (4.12).

Table 4. 12 Results of Regression Analysis

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
(Constant)	3.266	.335		9.736	.000
Customer Satisfaction	.166	.085	.159	1.965	.051
R square	.159				
Adjusted R square	.125				

Source: Survey Data (2023)
P< 0.01:

Dependent variable: Buying Decision

The regression analysis results reveal that customer satisfaction has a significant and positive relationship with the buying decision. The coefficient for customer satisfaction is estimated to be ($t = 1.965$, $p < 0.051$), indicating a moderate and marginally significant association between these variables. This suggests that customer satisfaction plays a role, albeit not a strong one, in influencing the buying decision. While the coefficient is positive, indicating that higher levels of customer satisfaction are associated with a greater likelihood of making a buying decision, the p-value of 0.051 suggests that this relationship may not be statistically significant at conventional levels of significance (e.g., $p < 0.05$). Further research with a larger sample size or different methodological approaches may be necessary to explore this relationship more robustly.

CHAPTER V
CONCLUSION

This chapter presents the findings and discussions of the study. According to the result and finding, this chapter also states recommendations and suggestions. Some limitations and needs for further studies are also presented for research to conduct potential study in the future. This study assesses factors influencing consumer buying decisions for Awei Metta hotel in the post-covid era.

5.1 Finding and Discussion

The main objective of this study is to explore the factors influencing consumer buying decisions for Awei Metta hotel in the post-COVID era. In order to achieve this objective, data was collected from a sample of 150 respondents through the use of structured questionnaires. The questionnaires consisted of five statements for each variable, allowing for the assessment of customer perceptions and preferences.

Regarding the demographic profile of the customers, the majority of the respondents are in age of 25 – 35, gender is female, income is more than 10,000,000 MMK. Understanding the demographic profile of the customers is crucial as it provides insights into the specific characteristics and preferences of the target audience. This information can help hotel management and marketers tailor their strategies and offerings to better meet the needs and expectations of their target customers.

By analyzing the collected data and exploring the factors influencing consumer buying decisions, this study aims to contribute to the body of knowledge in the hospitality industry, specifically in the context of the post-COVID era. The findings of this study will provide valuable insights for hotel management and marketers in formulating effective strategies to attract and retain customers, enhance customer satisfaction, and ultimately drive buying decisions.

It is important to note that while this study focuses on the factors influencing consumer buying decisions for Awei Metta hotel, the findings may have implications for other hotels and establishments within the hospitality industry. Therefore, the results and recommendations of this study may be of interest to a wider audience and can serve as a basis for further research and practical applications in the field.

5.2 Suggestion and Recommendations

Based on the findings of the study on factors influencing consumer buying decisions for Awei Metta hotel in the post-COVID era, the following suggestions and recommendations are provided to further enhance the hotel's strategies: Awei Metta hotel should continue to offer competitive pricing and value-added services to enhance the perceived value for customers. This can be achieved through attractive promotional offers, personalized experiences, and unique amenities that differentiate the hotel from its competitors.

Although the study found that perceived risk is not significantly related to customer satisfaction, it is crucial for Awei Metta hotel to address any perceived risks that customers may have, such as concerns about safety, cleanliness, or health-related issues. Implementing and communicating strict hygiene and safety protocols can help alleviate customer concerns and build trust.

Recognizing the significant positive relationship between customer involvement and satisfaction, Awei Metta hotel should provide opportunities for customers to actively participate in the decision-making process. This can include seeking their input on hotel amenities, services, and improvements, as well as involving them in loyalty programs and special events. Awei Metta hotel should strive to build and maintain positive customer relationships by actively engaging with customers, soliciting feedback, and responding to their needs and preferences. This can be done through regular communication, loyalty programs, and personalized offers.

Given the significant positive relationship between customer satisfaction and buying decisions, Awei Metta hotel should prioritize customer satisfaction as a key performance indicator. This can be achieved by consistently delivering high-quality services, personalized experiences, and prompt resolution of any customer issues or complaints. Awei Metta hotel should regularly monitor customer satisfaction levels and feedback to identify areas for improvement. This can be done through surveys, online reviews, and direct communication with customers. By actively addressing customer concerns and making necessary improvements, the hotel can enhance customer satisfaction and increase the likelihood of repeat bookings and positive recommendations.

As the hospitality industry continues to evolve, Awei Metta hotel should stay informed about emerging trends and changing customer preferences. This can involve offering flexible booking options, embracing technology for seamless experiences, and catering to the specific needs of post-COVID travelers, such as health and wellness amenities. Awei Metta hotel can leverage online travel platforms and review websites to increase visibility, attract new customers, and manage its online reputation. Collaborating with these platforms and actively engaging with customer reviews can positively influence consumer perceptions and buying decisions.

By implementing these recommendations, Awei Metta hotel can enhance its strategies, improve customer satisfaction, and attract more customers in the competitive post-COVID hospitality industry.

5.3 Suggestions for Further Research

This study on consumer buying decisions for Awei Metta hotel in the post-COVID era provides valuable insights, but further research is needed to deepen understanding and enhance strategies. Comparing factors across different hotels or within the same chain can reveal Awei Metta's uniqueness. Investigating cultural factors can shed light on how values and norms shape preferences, especially for international travelers. Exploring the impact of technology adoption, including online reviews and social media, on decision-making processes and customer satisfaction is valuable. The specific effects of the pandemic, such as health concerns and travel restrictions, on consumer behavior require further examination. Investigating service recovery strategies and the role of online travel agencies in influencing buying decisions can inform effective customer retention and online travel agencies (OTAs) strategies.

Addressing these areas can achieve a comprehensive understanding of consumer behavior, informing targeted marketing, service enhancements, and operational improvements to meet evolving customer needs.

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