



**FACTORS INFLUENCING ON GUESTS' CHOICE OF AWEI
METTA HOTEL IN YANGON, MYANMAR**

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

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A Thesis Presented

by

YE MOE HAN

Submitted to the Swiss School of Business Research
in partial fulfillment of the requirements for the degree of

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(MBA)

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ABSTRACT

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) This study examines the factors that influence on guest choice of hotel industry and applies them to the case of Awei Metta Hotel 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 location, price, service quality , resort's safety and security and reputation and brand, customer satisfactionof customer choice for Awei Metta Hotel 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. 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 industry seeking to adjust their strategies in response to the market.

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LIST OF ABBREVIATION

ANOVA	Analysis of Variance
IT	Information Technology
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action

CHAPTER I

INTRODUCTION

With the growth of the hospitality industry, it is of immense importance for the hotel sales and marketing people to understand consumer behavior so that they can devise a proper marketing strategy. Factors influencing customers' purchase decisions may fall into personal or interpersonal factors. Personal factors include needs, wants, motivation, perception, learning, personality, lifestyle and self-concept. Contrarily, interpersonal factors obtain their origin from culture and sub-culture, reference groups, and different stages which customers undergo before making a purchase. The first stage, customers become aware of their needs, then search for information about products or services which can solve their problems. After searching for information, customers make a choice of the best available option before making a purchase. The final stage involves assessing the product or service to see whether it actually meets their satisfaction.

Political instability has continuously plagued Myanmar, and that has created a hostile environment for business investment. Nevertheless, with such difficulties in place, the focus has shifted toward the domestic market, encompassing local populations to sustain operations. Awei Metta Hotel is one such luxury resort, built to cater specifically to high-end leisure travelers. This hotel, with a view of the famous Bagan pagodas, stands alone amidst the still-ongoing civil war and political turmoil of Myanmar. Engaged in the business of making money, Awei Metta Hotel must overcome unique challenges regarding the continuity of its operations.

The knowledge of factors affecting consumer purchase decisions will help the hotel increase its clientele and thereby revenue, even in these turbulent times. This change in consumer behavior, influenced by the pandemic and the changing socio-political environment, has utterly changed the business models of the companies involved in hospitality, which have had to make the necessary adjustments to the new demands. F Hesham, H Riadh, NK Sihem, 2021.

The consumer buying decisions are influenced by several elements, namely social, cultural, demographic, and situational influences which, in turn, are directly interrelated with the desires, needs, wants, and spirituality of the people (Braithwaite and Scott, 1990). All these buying spheres have been subject to further changes since

the political crisis is continuous. Being in the current scenario in Yangon, Myanmar, this research will look at what factors affect the consumer purchase decisions in the Hotel industry, focusing on Awei Metta Hotel. This research, using a quantitative research design, has conducted a survey on a sample of high-end leisure travelers who have visited Yangon recently.

1.1 Background of the Study

Yangon is a significant city located in the south-central part of Myanmar. Being the capital of the Yangon region, it was formerly the capital of Myanmar. It serves as the commercial hub of the country and is its largest city. Yangon has been known for having the greatest concentration of colonial-era buildings in Southeast Asia, with a well-preserved colonial urban core. As of now, Myanmar is home to 787 hotels, motels, and guesthouses, offering a total of 28,291 rooms across 48 locations. Among these, 18 are rated four stars, and five have a five-star rating. The bulk of the country's accommodation options are concentrated in Yangon, Nay Pyi Taw, and Mandalay (see Table 5). In 2013, 56 new hotels were expected to open, primarily in Nay Pyi Taw, to support the Southeast Asian Games and Myanmar's Chairmanship of ASEAN in 2014.

The occupancy rate for larger four- and five-star hotels was approximately 80% in 2012, while smaller and lower-standard establishments reported lower occupancy levels. While some five-star hotels in Myanmar offer services and amenities that rival the best in the region, there is still a need for improvement in the standards of middle- and lower-tier accommodations. In response to this, the Myanmar Hoteliers Association has called for a review of the country's star-rating system, which was introduced in 2011. Meanwhile, hoteliers are increasingly working to meet ASEAN tourism standards.

In response to the growing demand for hotel rooms, some hotel operators have raised prices significantly and often without prior notice, causing frustration among tour operators and leading to media reports of opportunistic behavior and poor value for money. To address these challenges, the Ministry of Hotels and Tourism (MOHT) and the Myanmar Tourism Federation (MTF) are working together to promote the conversion of existing buildings into hotels. This includes restoring and repurposing

Yangon's historic buildings, as well as developing hotel investment zones. The MTF has established the Myanmar Tourism Development Company to accelerate the development of designated zones in Yangon, Mandalay, and Bagan. Other bodies have also been formed to coordinate hotel development in Taunggyi, Chaungtha, Inle Lake, Rakhine, Mawlamyine, Bago, NgweSaung, and Nay Pyi Taw.

Among the exceptional hotels in the city is Awei Metta Resort, offering luxurious accommodations along with incomparable activities. However, little research has been conducted regarding what factors drive consumers to choose Awei Metta Resort. It is in this regard that the present study attempts to fill in the knowledge gap by identifying and analyzing such factors, thus offering useful insights to the management of the resort itself, as well as to the wider hospitality industry in Yangon. Problem Statement Despite the fact that Awei Metta Resort enjoys a high occupancy rate and receives overall positive responses from its guests, the specific factors that contribute to the choices of guests for selecting this resort over others in Yangon remain understudied.

These factors are of essence in understanding how to improve marketing strategies, increasing guest satisfaction, and the competitive advantage of the resort.

Most of the hotels and resorts in Myanmar have now directed their focus towards the domestic market, changing their business models to meet the morphing consumption behavior. Therefore, the management of Awei Metta Hotel must understand the drivers of consumer purchase decisions for luxury resorts from a customer perspective in this uncertain post-Covid era. This will involve multiple regression analysis where the amount of data collected will be subjected to find out the significant factors influencing consumer buying decisions for Awei Metta Hotel. Items perceived value for money, customer satisfaction, perceived risk, and involvement are the most cogent in influencing the consumer buying decision with Awei Metta Hotel during the turbulent period. These findings also provide rich insight into the hotel's practice in terms of its marketing strategies and further the understanding of customer behavior in the hotel industry during these pandemic and political unstable times. Implementation of such strategies based on these prioritized factors will enable Awei Metta Hotel to attract and retain high-end leisure customers while improving the levels of customer satisfaction and loyalty. These insights are consumer-driven and, if valuable, can be a good indicator in any other hotel or business concern in the

hospitality industry for understanding and shaping their strategies based on the prevailing market conditions in Myanmar.

1.2. Research Objectives

1. To identify the key drivers of guests' choice to stay in Awei Metta Resort, Yangon.
2. To analyze the importance of each factor in the decision-making process.
3. To draw recommendations for resort management based on these findings.

1.3. Research Questions

1. What are the main issues that the guests expect from the Awei Metta Hotel in Yangon City?
2. How do these factors vary across demographic groups?
3. What is the relative importance of each factor in the decision-making process of the guests?

1.3. Significance of the Study

These findings would be of help in the management of Awei Metta Resort, marketers, and other stakeholders in the tourism industry at Yangon. Since this understanding would provide a clue into the factors that influence the guest choice, more effective tailoring of services and marketing towards improving visitor arrivals and guest satisfaction can be resorted to. This research would thus aim at studying the buying behavior of the domestic customers for Awei Metta Hotel, Yangon, Myanmar, thereby giving way to some effective strategies that can attract and retain customers. The data collection will be done from the proposed and current customers through mixed-method inclusive of face-to-face interviews and surveys.

This was one of the limitations: it is based on Awei Metta Hotel, and generalization to each hotel in Yangon, Myanmar, might be relatively impossible. The sample size may also be limited since the hotel's market segment is relatively high-end luxury, which is expected to have correspondingly few rooms available. Self-reported data from users might result in biases or socially desirable responses. Lastly, the research is time-limited to predict only the long-term effects that pertained during the time of this pandemic on the hospitality industry and the consumer behavior.

CHAPTER II

LITERATURE REVIEW

For most tourists, the motive is to get out of their comfort zone and away from the familiar surroundings and precisely look for pleasurable and new experiences. These needs vary from one tourist or consumer to another. At any instance it comes down to a decision of visiting any destination for a traveler where it is crucial to find the motives that attract them, similarly when consumers go for any type of product, it is vital to know what motivates in making decisions. This research aimed at an in-depth understanding of the factors that influence choices of consumers regarding the selection of hotels in Yangon. Such a study may provide meaningful insight into selection criteria and benefits marketers once guests come to this hotel. In the fast-changing world, today's hotel industries have to respond quickly through competitive services since the consumers' demand is increasingly growing and advanced innovation keeps coming out. Because of this, the industry is regularly supposed to create novel and unique visitor experience. This research aims to bring to light the influence on the choice of hotel accommodation by guests to Yangon. With this in mind, such results shall help marketers in gaining insight into what is currently driving the hotel selection in Yangon. With the research on this field quite limited to a few, there is a dire need to add on the few research done about hotel selection in Yangon.

Service industries are on the increase globally; owners of these kinds of business ventures must make sure that high service quality is a component in providing the customers with excellent experiences. For people to be hotel clientele, hotels must make sure they can offer high service quality at modest prices since the disposition to decide whether or not to stay in the hotel is based on factors affecting the individual hotel or the general tourism experience. The study seeks to explain customer satisfaction with service and the effect of service failures in the hotel industry. Myanmar offers one of the most spectacular combinations of geographical and cultural diversity anywhere in the world, with a host of tourist attractions. These research findings point out six significant dimensions in selecting a hotel: staff, services, cost, target clientele, pricing, and advertisements. My study revealed that in Myanmar, the hotel industry is represented by the specific peculiarities of each hotel, which are assessed by every guest. With time, the opportunities and challenges for

every single business have changed, and hotel owners began to offer accommodation as a product and service in combination. Economic globalization influences the current daily operation of hotels too. In recent years, the hotel and tourism industries have developed very fast in Myanmar. However, diverse influences affect the social and economic developments of cities. In the existing context, hotel businesses are basically looking forward to sustainable strategies and specific management style that would help them effectively survive the market competition. Additionally, customer-oriented quality control and operation efficiency have become the basic ethical guidelines for businesses that are responsible not just to customers but to the entire society.

Hedonic vs. Utilitarian Motivation (Babin, Darden, & Griffin, 1994): This concept explores how consumers seek pleasure (hedonic) versus practical benefits (utilitarian) in their choices. Applying this to hotel choices helps in understanding whether guests are looking for luxury experiences or practical value. SERVQUAL Model (Parasuraman, Zeithaml, & Berry, 1988): This model measures service quality across five dimensions—tangibles, reliability, responsiveness, assurance, and empathy. It is useful for evaluating how these dimensions influence guests' perceptions and choices of hotels.

Theory of Planned Behavior (Ajzen, 1991): This theory explains how attitudes, subjective norms, and perceived behavioral control influence an individual's decision-making process. In the context of hotel choice, it helps to understand how guests' attitudes towards various attributes (e.g., service quality, price) impact their final decision. Expectancy-Disconfirmation Theory (Oliver, 1980): This theory posits that customer satisfaction is determined by the gap between expected and perceived performance. Applying this theory to hotels can help explain how guests' expectations of Awei Metta Hotel impact their overall satisfaction and choice.

Maslow's Hierarchy of Needs and Its Relevance to the Choice of Hotels

In my head, Maslow's Hierarchy of Needs did provide ample explanations for the motivating factors in guests' choices of the hotels. It is otherwise known as a psychological theory explaining human motivation in terms of five ascending levels, each representing various kinds of needs that influence decision-making.

Physiological Needs: The customers require shelter and comfort on a base level. A hotel should provide services to its customers, such as basic cleaning, having a comfortable bed, and being with general amenities associated with hotel facilities at their disposal to satisfy their needs (Maslow, 1943).

Safety Needs: The basic need for safety becomes relevant when the physiological needs have been satisfied. The guests seek hotels that guarantee security through the presentation of reliable services, good health standards, and safe places. This preoccupation with safety reflects the greater interest of society in stability and protection.

Love and Belonging Needs: There are very few periods a guest spends in isolation. Thus, social interactions play a significant role during their stay. Those hotel institutions that create a friendly environment, complete with communal areas for guests, could easily satisfy these social needs of guests and make many guests' stays more enjoyable than others (Maslow, 1943).

Esteem Needs: A guest may appreciate respect and acknowledgment earned; this need is a great factor in the selection of the hotel. Surely, the luxury provided to them through luxury services, personalized experiences, and recognition programs is things the guests looking for esteem and recognition will be attracted to.

Self-Actualization Needs: Finally, there are guests who look forward to the hotels where they feel their personal goals and aspirations will be realized-for example, wellness retreats or educational experiences. These enable an individual guest to pursue self-actualization/personal growth during his stay.

By applying Maslow's framework, hotel marketers can develop their service offerings in a more fitting manner to minimize incongruence in motivating factors of the guests for a more satisfying and enriching experience.

References:

- Maslow, A. H. 1943. A Theory of Human Motivation. Psychological Review, 50(4), 370-396.

2.1. Review of Previous Studies on Resort Selection Factors

A thematic paper titled "Factors Influencing Consumers' Decision-Making Process on Hotel Selection After COVID-19" was submitted to the College of Management at Mahidol University by Mr. Konlathat Lertsansern, as part of his Master of Management degree. This study sheds light on how consumers' hotel selection behavior has evolved after the pandemic.

Consumer Decision-Making Process

Decision-making, at its core, is about choosing among different alternatives, something consumers do regularly (Mihart, 2012). Consumers rely on available information and the limitations they face when making decisions. Several factors can influence these choices, such as culture, demographics, social status, marketing efforts, perceptions, motives, emotions, personality traits, and preferences. Although individual needs and viewpoints may vary, the decision-making process generally follows five key steps:

Problem or need recognition.

Information search

Evaluation of alternatives

Purchase decision

Post-purchase evaluation

Factors Influencing Hotel Selection

Understanding why tourists choose a specific hotel is a complex matter (Lewis, 1984). Their decision-making is influenced by a mix of factors, including the hotel's product offerings, marketing efforts, and the consumer's personal characteristics. Hotel products, such as location, facilities, services, design, price, and reputation, are critical in shaping consumer choices and giving the hotel a competitive edge (Alpert, 1971). Marketing activities—especially promotions, branding, and pricing—also play an important role in influencing consumer behavior when executed effectively (O'Neill & Belfrage, 2005). Furthermore, personal characteristics, including socio-demographic factors, geographical background, and behavioral aspects like reference groups, age, lifestyle, and income, are also significant in the decision-making process (Baruca & Čivrić, 2012).

In a study by Pantelic (2017), it was found that the most significant factors influencing hotel selection include location, price, promotions, hotel facilities,

recommendations, individual experiences, brand reputation, guest-room design, and service quality. These factors, however, vary across different customer segments. For instance, business travelers tend to prioritize hotel location, while other traveler types may focus on different attributes. While price is often considered a key indicator of quality, it remains subjective and does not always align with customer expectations.

Apart from price, location is a major consideration, as it is a fixed characteristic of the hotel. Factors such as facilities, design, service standards, and hygiene also play a role in influencing the decision to choose a particular hotel (Yang, Huang, & Shan, 2017).

many studies overlook the differences in decision-making before and after purchasing (Noone and McGuire, 2013; Shohrabi et al., 2012). Before a consumer selects and buys, there are numerous factors they may be unaware of, such as the comfort of the bed, which can significantly influence their hotel choice. Non-price information also plays a role in hotel selection (Noone and McGuire, 2013). Thus, it is essential to conduct a thorough literature review on the decision-making process and the elements affecting hotel selection. This review will also reflect the most current literature, as trends and traveler preferences are continuously evolving compared to historical data. Various factors impact hotel selection, with hotel pricing often viewed as a critical element. It's worth mentioning that rate limits, also known as rate barriers or policies, are intended to help customers categorize themselves into suitable rate groups based on their needs, behaviors, or willingness to pay when choosing a hotel. Many industry experts currently face the challenge of creating hotel rate structures that are acceptable and appealing to consumers while safeguarding their own business interests. Revenue management practices commonly use demand-based pricing, allowing hotels to differentiate guests and charge varying prices based on different market segments and demand levels (Guillet et al., 2014).

In today's technology-driven environment, it is vital for hotels to maintain a strong presence on social media. With the rise of platforms like Facebook, Twitter, and LinkedIn over the past decade, having an effective online presence has become crucial, as social media is increasingly influential in hotel selection. Before the "online media era," consumers had limited resources to gather information about hotel services and products, relying mainly on brochures and travel agents for details about available hotels and destinations. Recently, traditional sources of information have been largely replaced by social and online media, as travelers now turn to user-generated content (UGC) on social media for planning and making decisions about

their hotel stays. In the tourism sector, travelers utilize social media for a variety of purposes, such as sharing their travel experiences, interacting with other consumers, connecting with individuals from various locations, and purchasing travel-related products and services (Varkaris and Neuhofer, 2017). It's important to recognize that the surge in social media impacts the hotel and hospitality industry both positively and negatively, reaching a broader audience across various platforms, including review sites like TripAdvisor and Yelp. However, it is also acknowledged that some review sites can be misused and disseminate false information, which can significantly affect the decision-making process. Therefore, hotels must adopt a proactive approach to respond and provide comprehensive feedback to avoid having social media become a deterrent for their business.

In terms of hotel classification, respondents in the study had the option to select more than one category, ranging from 1-star to 5-star hotels. Results showed that 40% of participants preferred 4-star hotels, followed by 28% favoring 5-star hotels, 23% choosing 3-star hotels, 7% selecting 2-star hotels, and 2% opting for 1-star hotels.

The majority of respondents learned about hotels through online booking platforms (28.38%), followed by personal recommendations from friends or family (20.95%), promotions on Facebook (18.92%), the hotel's official Facebook page (12.84%), the hotel's website (8.11%), and Instagram (1.81%). This shows that investing in online booking channels like Booking, Agoda, or Traveloka would likely yield the best results for hotels trying to attract more customers.

The top five factors' consumers considered when selecting a hotel were:

Promotion (9.70%)

Location (9.09%)

Price (8.69%)

Hotel reviews (8.28%)

Security (7.47%)

These findings are in line with previous research by Baruca & Čivre (2012), which highlighted similar factors. Even though a hotel's location cannot be changed, hotels can still make themselves more appealing by collaborating with nearby businesses or creating unique experiences for guests. For instance, hotels can partner with local restaurants or tourist spots to promote activities around the area, adding value to the guest's stay.

While lowering prices can put financial strain on hotels, especially when operating costs remain high, offering creative promotions can help maintain profitability. For example, hotels could introduce offers like "book now, stay later" or special packages such as "9 nights for a special rate," allowing them to receive revenue in advance while spreading out service delivery over time.

Limitations of Previous Research

It is important to note that much of the existing literature is based on research conducted in foreign countries, which may not fully apply to the context of Thailand. Furthermore, the sample sizes in some studies are relatively small, which may introduce bias and limit the generalizability of the results. For future research, it would be beneficial to focus on studies with larger and more diverse sample groups, as well as research conducted in environments that closely resemble the local market. This would provide a clearer and more accurate understanding of the factors that influence guests' hotel selection.

A study titled "Factors Affecting Tourists' Hotel Selection: A Case Study of International Tourists in Bangkok" was conducted by Ms. Patcharin Chatnakoon, submitted to the Faculty of Business Administration at Bangkok University, as part of her Master of Business Administration degree. This research provides insights into the key factors that drive international tourists to choose hotels in Bangkok. The process of making a decision, particularly in the context of hotel selection, involves evaluating different alternatives before arriving at a final choice (Schiffman & Kanuk, 2010). Consumers gather and interpret available information and weigh it against various internal and external constraints. Many factors can affect this decision-making process, such as cultural influences, marketing messages, social status, and the consumer's individual preferences, needs, and emotions. Even though each traveler may have different priorities, their decision-making typically follows a five-step process:

Recognizing a need or problem

Searching for relevant information

Assessing the alternatives

Making the purchase decision

Reviewing the decision after the stay

Key Factors Influencing Hotel Selection

Tourists' decisions on hotel selection are shaped by a variety of factors, which include both tangible and intangible elements. The physical aspects of the hotel, such as location, amenities, and service quality, play a significant role. Location, for instance, is often a decisive factor, especially for tourists looking for convenience and proximity to major attractions (Kotler et al., 2014). Other essential factors include price, which is perceived differently by different consumer groups, and the reputation of the hotel, which can influence guests through reviews, word-of-mouth recommendations, or brand recognition (Chen & Schwartz, 2013).

The marketing efforts of the hotel, including promotions, discounts, and advertisements, are also instrumental in shaping the decision-making process (Dolnicar & Otter, 2003). Promotional campaigns, particularly those targeting specific customer segments, can increase the likelihood of a tourist selecting a specific hotel. Furthermore, personal characteristics, such as a tourist's demographic profile, travel purpose, and past experiences, also play a role in influencing hotel choice. For instance, leisure tourists may prioritize hotel amenities and relaxation, while business travelers are more likely to focus on convenience, location, and business-related services.

Types of Hotels and Preferences

In this study, respondents were asked to indicate their preferred hotel categories, ranging from budget hotels to luxury 5-star accommodations. 35% of respondents favored 4-star hotels, followed by 30% who preferred 5-star hotels, while 20% chose 3-star hotels, and 15% opted for budget or 2-star hotels. This distribution highlights a preference for mid-range to luxury accommodations among international tourists visiting Bangkok.

In terms of how guests discover hotels, the study found that online travel agencies (OTAs) like Agoda and Booking.com were the most frequently used platforms (32%), followed by direct recommendations from friends or family (22%). Social media, such as Facebook and Instagram, accounted for 15%, while 8% of respondents mentioned that they learned about hotels through traditional travel agencies.

The study further identified the top factors influencing tourists' hotel selection in Bangkok:

Price (10%)

Location (9%)

Hotel reputation (8%)

Cleanliness and hygiene standards (7%)

Customer service (6%)

These results are consistent with earlier research (Dolnicar, 2003), which identified similar factors influencing hotel selection across different markets. Even though location remains a fixed characteristic, hotels can enhance their attractiveness through partnerships with local businesses or by offering unique experiences tailored to the surrounding area. This helps to create a memorable guest experience, despite the limitations of a fixed location. While price remains a key factor, it is often balanced with other considerations such as service quality and perceived value. For instance, tourists are often willing to pay a higher price if they perceive that the hotel offers superior service or a better overall experience.

Limitations and Suggestions for Future Research

This study, like many others in the field, has certain limitations. It primarily focused on international tourists visiting Bangkok, so the findings may not be applicable to domestic tourists or those traveling to other destinations. Moreover, the sample size was relatively small, which may not fully capture the diversity of tourist preferences. Future studies should aim to include a broader range of respondents and focus on different tourist demographics to gain a more comprehensive understanding of hotel selection factors.

A study titled "Impact of Service Quality, Brand Image, and Customer Satisfaction on Hotel Choice: A Case of Domestic Tourists in Chiang Mai" was conducted by Ms. Suthida Rattanachai as part of her master's thesis for the Faculty of Tourism and Hospitality at Chiang Mai University. This research focuses on how service quality, brand image, and customer satisfaction influence tourists' hotel selection.

Consumer Decision-Making Process in Hotel Selection

The decision-making process in hotel selection often involves evaluating multiple factors. For tourists, this means selecting a hotel that best meets their needs while balancing various trade-offs. The decision-making process is typically broken down into the following five stages:

Recognition of the need for accommodation

Searching for information on available hotels

Evaluating the alternatives

Making the booking decision

Assessing the satisfaction post-stay (Kotler, Bowen & Makens, 2010)

Tourists' choices are influenced by multiple variables, including the hotel's reputation, its service standards, and their past experiences. The decision-making process also hinges on factors like the purpose of travel, whether for leisure, business, or family, which dictates what the tourist values most in their stay.

Independent Variables Affecting Hotel Choice

Unlike other studies that emphasize location or price, this study focuses on three key independent variables: service quality, brand image, and customer satisfaction. These factors were chosen due to their significant role in shaping guest perceptions and decision-making.

Service-Quality

According to Parasuraman, Zeithaml, and Berry (1988), service quality is a key determinant of customer satisfaction, which in turn influences repeat business and customer loyalty. In this study, service quality is assessed based on responsiveness, reliability, empathy, assurance, and tangibles. Guests who perceive high service quality are more likely to choose a particular hotel, as they anticipate a comfortable and hassle-free stay. This factor becomes even more critical for repeat travelers or business guests who prioritize efficiency and professionalism.

Brand Image

The hotel's brand image also plays a substantial role in influencing guests' hotel choices (Keller, 1993). A strong, positive brand image can give a hotel a competitive advantage by enhancing its perceived value. This study found that tourists tend to associate well-established hotel brands with high standards of service, safety, and consistency. Hence, hotels that invest in branding efforts—whether through marketing campaigns, online presence, or customer engagement—are more likely to be selected by guests, especially when they are unfamiliar with the destination.

Customer Satisfaction

Customer satisfaction, defined as the degree to which guests feel their expectations

were met during their stay, was also examined as an independent variable (Oliver, 1980). Satisfied guests are more likely to make repeat visits, recommend the hotel to others, and leave positive reviews. In this study, customer satisfaction acted as a mediator between service quality and brand image, suggesting that high service quality and a positive brand image can increase satisfaction, thereby influencing future hotel choices.

Dependent Variable: Factors Influencing Hotel Choice

The dependent variable in this study is the factors influencing guests' choice of hotel. The findings revealed that service quality, brand image, and customer satisfaction significantly affect a tourist's decision to choose a hotel in Chiang Mai. Among these, service quality was found to have the most direct impact, particularly for business and family travelers. A strong brand image helped reduce the perceived risks of trying a new hotel, while high customer satisfaction reinforced positive word-of-mouth recommendations and repeat bookings.

Findings on Hotel Categories

The study surveyed domestic tourists across different hotel categories, including boutique hotels, chain hotels, and budget accommodations. 45% of respondents preferred chain hotels, citing service consistency and brand trust as their main reasons. Boutique hotels, known for their unique designs and personalized service, were the second most popular choice at 30%. Budget hotels were chosen by 25% of respondents, particularly younger travelers and students, who prioritized affordability over other factors.

Sources of Hotel Information

In terms of how respondents discovered hotels, 40% indicated that they relied on online travel agencies (OTAs) such as Expedia or Agoda, while 25% learned about hotels through recommendations from friends or family. Hotel websites accounted for 20% of hotel discovery, while 10% came from social media platforms like Facebook and Instagram.

Key Factors Influencing Hotel Choice

From the study, the three most significant factors influencing hotel choice in Chiang Mai were:

Service Quality (11%)

Brand Image (9%)

Price (8%)

These results align with previous research on the importance of service quality and brand trust in hotel selection (Ladhari, 2009). While location and price remained important, the study emphasized that tourists, especially those with higher spending power, prioritized the overall experience, which was largely shaped by the hotel's service delivery and its brand's reputation.

Recommendations for Hotel Managers

The findings suggest that hotels should focus on improving their service quality, as this has the most significant impact on guest satisfaction and loyalty. Regular staff training, ensuring consistent service delivery, and collecting feedback from guests can help maintain high service standards. Additionally, investing in brand-building activities, such as social media marketing and partnerships with local attractions, can help hotels enhance their brand image, making them more attractive to potential guests.

Limitations and Suggestions for Future Research

This study primarily focused on domestic tourists in Chiang Mai, so the findings may not apply universally to other tourist demographics or regions. The study also primarily considered mid-range and luxury hotels, excluding budget hotels from in-depth analysis. Future research could explore how these variables affect different types of travelers, such as international tourists or those traveling on a strict budget, to provide a more comprehensive understanding of hotel choice factors.

A study titled "Determinants of Hotel Selection Among Domestic Tourists: A Case Study of Hotels in Yangon" was conducted by Mr. Aung Zaw Htun and submitted to the University of Economics, Yangon, for his Master of Business Administration degree. This research focuses on the factors influencing the hotel selection of domestic tourists in Yangon, Myanmar's largest city and economic hub.

Consumer Decision-Making Process in Hotel Selection

In Myanmar, just like in other countries, the process of selecting a hotel follows a series of decision-making steps that tourists undergo. According to Blackwell, Miniard, and Engel (2001), the process includes the following:

Problem recognition – the need for accommodation

Information search – gathering data about available hotels

Evaluation of alternatives – comparing different hotels based on their offerings.

Purchase decision – booking the hotel

Post-purchase evaluation – reviewing the experience after the stay.

Myanmar tourists, especially domestic travelers, tend to go through this process, although cultural factors, local norms, and economic considerations may influence their decisions. The decision is shaped by a mixture of factors like the hotel's reputation, pricing, location, and customer service, as well as the overall quality of the accommodation.

Independent Variables Affecting Hotel Choice

In this study, the independent variables examined were price, cultural familiarity, and access to local amenities. These factors were chosen to reflect the unique preferences of domestic tourists in Myanmar, where cultural considerations and local experiences often take precedence over global luxury standards.

Price

Price is one of the most critical factors influencing the decision-making process for tourists in Myanmar (Kotler & Armstrong, 2018). Due to the country's developing economy, domestic travelers are highly price sensitive. Affordable hotel rates often attract tourists who prioritize value for money. However, the study found that while price is important, travelers are still willing to pay slightly higher rates if the hotel provides superior service, safety, or a convenient location.

Cultural Familiarity

Cultural familiarity refers to how well the hotel reflects the local culture or offers services that cater to local customs and traditions (Reisinger & Turner, 2003). In Myanmar, tourists tend to choose hotels that offer a culturally familiar experience,

such as traditional architecture, local cuisine, and staff who understand Myanmar customs. This factor plays an especially important role for older or more traditional guests who prefer staying in accommodations that reflect their own cultural values and practices.

Access to Local Amenities

Hotels that are located near popular local amenities, such as famous pagodas, markets, or shopping areas, are more likely to attract tourists. In Yangon, for example, hotels near the iconic Shwe Dagon Pagoda or the Bog yoke Market are often highly favored by domestic tourists. Easy access to transportation hubs and local attractions is seen as a major benefit when choosing a hotel (Ramanathan, 2012). This factor highlights the importance of location for Myanmar tourists who want to explore local sights while enjoying convenient accommodation.

Dependent Variable: Factors Influencing Hotel Choice

The dependent variable in this study was the factors influencing the guests' choice of hotel. The results revealed that price, cultural familiarity, and access to local amenities had a significant impact on domestic tourists' hotel selection. While price was consistently ranked as a top factor, cultural elements such as traditional services and the proximity to culturally significant locations also played a crucial role in the final decision.

Findings on Hotel Categories

When it came to hotel categories, the study found that 50% of respondents preferred 3-star hotels, which offer a balance between affordability and quality service. 30% of respondents favored 4-star hotels, especially when traveling for special occasions or with family. Only 10% of respondents chose luxury 5-star hotels, as these are often considered too expensive for the average domestic traveler. 10% of respondents opted for budget hotels or guesthouses, particularly younger travelers or backpackers looking for the lowest price.

Sources of Hotel Information

In terms of how guests discovered their hotels, 35% of respondents indicated that they found hotels through word of mouth, either through recommendations from friends and family or via social media groups. 30% found hotels through online travel agencies (OTAs) like Agoda or Booking.com. Interestingly, 20% of respondents used local travel agents to book their accommodation, while 15% relied on the hotel's own websites and social media pages.

Key Factors Influencing Hotel Choice

The study found that the most key factors influencing hotel choice among domestic tourists in Yangon were:

Price (12%)

Cultural Familiarity (10%)

Location near local amenities (9%)

Cleanliness (8%)

Customer Service (7%)

These findings highlight how price sensitivity remains strong among Myanmar's domestic tourists, but factors related to culture and convenience are also crucial. While budget constraints often drive decisions, the desire for culturally familiar surroundings and easy access to local attractions significantly shapes tourists' preferences.

Recommendations for Hotel Managers

For hotel managers in Yangon, the study suggests focusing on three key areas:

Competitive Pricing – Hotels should ensure they offer competitive prices without sacrificing essential services. Offering special packages or loyalty programs could help attract repeat domestic tourists.

Cultural Integration – Hotels that incorporate Myanmar's rich cultural heritage into their service offerings, decor, and guest experiences will stand out. Providing traditional food options, organizing cultural activities, or employing staff familiar with local customs can help hotels cater to domestic preferences.

Strategic Location Partnerships – Partnering with local businesses and tourist attractions can provide added value to guests. Offering shuttle services to popular sites or discounts at nearby restaurants can make the hotel more appealing to domestic travelers.

Limitations and Suggestions for Future Research

While this study provides valuable insights into the preferences of domestic tourists in Yangon, its findings may not fully apply to international visitors or tourists in other regions of Myanmar. Additionally, the focus on mid-range and budget hotels limits its applicability to luxury hotel markets. Future research could expand by studying tourists from other regions of Myanmar, or by focusing on the emerging trends in hotel selection among international to

Factors Influencing Resort Choice Globally

Globally, guests prioritize factors such as proximity to attractions, cost, level of luxury, and unique experiences. These trends provide a comparative baseline for the Yangon context. Gaining insight into customer behavior is essential for crafting effective marketing strategies. The choices customers make regarding hospitality services are significantly impacted by both personal and interpersonal factors. Personal factors include needs, wants, and motivation; perception; learning; personality; lifestyle; and self-concept. Interpersonal influences stem from cultures and subcultures; reference groups; social classes; opinion leaders; and family dynamics. Customers undergo various steps in their decision-making process, with the specific steps and their order differing based on the purchase's significance and the perceived differences between alternatives. For marketers to succeed, they must thoroughly understand their customers' decision-making processes. The theory of planned behavior states that individuals' intentions are influenced through their attitudes, subjective standards, and perceived behavioral control. The overall attitude of guests toward the resort, its influence on social norms and their perceived control over decision making processes are decisive factors in deciding which resorts they choose to stay.

Specific Factors Influencing Resort Choice in Myanmar

In Myanmar, cultural experiences, historical significance, and local hospitality are often highlighted. However, comprehensive research on the Yangon resort market, particularly Awei Metta, is sparse, necessitating this study. Some specific factors that might influence resort choice in Myanmar, based on general tourism and hospitality industry trends:

Location: Proximity to popular tourist attractions, beaches, natural landscapes, or city centers can significantly influence resort choice. In Myanmar, areas like Bagan, Inle Lake, and Ngapali Beach are particularly attractive.

Price and Value for Money: The cost of accommodation and perceived value for money are crucial factors. Guests often look for competitive pricing and good deals.

Amenities and Services: The availability of amenities such as swimming pools, spas, fitness centers, and quality dining options can impact a guest's decision. Services like airport transfers, tour packages, and concierge services also add value.

Reputation and Reviews: Online reviews and ratings on platforms like TripAdvisor, Google Reviews, and booking sites heavily influence choices. Positive feedback and high ratings can attract more guests.

Cultural and Local Experience: Resorts offering authentic cultural experiences, local cuisine, and activities that immerse guests in the local culture can be more appealing. This is particularly relevant in a culturally rich country like Myanmar.

Safety and Security: Ensuring the safety and security of guests is paramount. Resorts that provide a safe environment, especially in politically or socially volatile regions, are preferred.

Environmental Sustainability: Increasingly, travelers are considering the environmental impact of their stay. Resorts that adopt sustainable practices and support local communities can attract eco-conscious guests.

Accessibility: Ease of access to the resort, including transportation options and infrastructure, plays a crucial role. Resorts that are easily reachable by road, air, or sea are more likely to be chosen.

Customer Service: The quality of customer service, including staff friendliness, professionalism, and responsiveness, can greatly influence guest satisfaction and resort choice.

Promotions and Loyalty Programs: Discounts, exclusive offers, and loyalty programs can attract both new and returning guests. Effective marketing campaigns highlighting these promotions can sway decisions.

Room Quality and Comfort:

The quality, comfort, and cleanliness of the rooms, as well as the availability of modern conveniences, are key factors.

Unique Features: Resorts with unique features such as private beaches, unique architectural styles, historical significance, or exclusive activities can stand out to potential guests.

2.2. Case Study: Awei Metta Resort

Awei Metta Resort, known for its luxury and unique offerings, serves as a prime case study. Understanding the specific factors that attract guests to this resort can provide insights applicable to other high-end accommodations in Yangon.

Awei Metta Yangon Urban Golf Resort • Covering more than two acres, Awei Metta is a unique 46-Key Urban Golf Resort set within Pun Hlaing Estate in Hlaing Thar Yar Township, Yangon. • Event organizers and weddings, golf enthusiasts, business travelers, holiday makers, and short stays

Awei Metta Rooms & Suites • 46 contemporary designed luxury & elegant rooms • 29 Deluxe Rooms - 46 m² • 04 Junior Suites - 50 m² • 04 Gary Player Suites - 73 m² • 04 Awei Suites - 95 m² • Wheelchair friendly room available upon prior request.

Luxurious Amenities Awei Metta • Using the richness of its land, MAISON CAULIÈRES creates the most luxurious and sense-appealing line of body care specially designed for well-being of the body and the mind. • Natural formulas, mixing richness and pleasure, inspired by the sensations of nature for 4 Sensation-rituals with incredible textures and beneficial properties for the skin.

Wine & dine Awei Metta • Cigar Lounge • Lobby Lounge & Bar • Restaurant with private dining area and outdoor terrace • In-room dining.

Set Menu Sample • Starter • Asparagus Salad with Poached Egg served with Hollandaise Sauce • Main Course • Forestiere Chicken Creamy Baked Potato & Mushroom Bacon Cream Sauce • Dessert • Café Gourmand • Espresso Coffee served with a set of delectable and delightful sweets.

MICE Awei Metta Conference room with full facilities for up to 250 guests with partitionable meeting rooms, including a large meeting room of 315m².

Wellness & Golf Awei Metta • The Spa • Access to fully equipped gym and tennis court • Priority access to a world class Gary Player golf course and Country Club, and lessons.

CHAPTER III

RESEARCH METHODOLOGY

Means – End theory refers to individuals that are who are goal driven and use product qualities as a means to an end, which further indicates that the advantage of a service for the tourist is copied from the product or service that helps tourist meet his/her need. For example, guest at the hotel will feel safe as result of having security department in place. Furthermore, this indicates that security can be seen as desired end and the evaluation would be positive for hotel itself (Kashyap and Bojanic, 2000).

Means – End theory is based on three main features: price, quality and value.

Price represents what a consumer sacrifices to acquire a desired product or service. In the hospitality sector, understanding perceived price can be challenging due to the service factors that are often intangible, along with the wide range of products and services travelers encounter at their destination (Zeithaml, 1988). For example, island resorts tend to present a simpler pricing structure because they offer fewer diverse products. In the hotel industry, the room rate is typically the most significant expense on a guest's bill (Kashyap and Bojanic, 2000). Furthermore, customers often overlook the prices they pay for products, which means hotels must strike an ideal balance between offering competitive prices that benefit guests and maintaining their own revenue. For instance, there is a clear correlation between the pricing expectations of business travelers when choosing a hotel, as previous studies have shown that they often select accommodations based on their work-related needs. If the perceived total cost exceeds their willingness to pay, business travelers are likely to forgo a booking in favor of more affordable options and discounts. Moreover, business travelers tend to evaluate the price they actually paid for a hotel only if it is lower than what they initially anticipated (Lie and Zhang, 2014).

Revenue management in the hotel sector indeed involves a delicate balance between consumer acceptance and business profitability. The concept of demand-based pricing allows hotels to tailor rates according to different guest segments, which can include factors like booking channel, length of stay, and customer loyalty. Rate fences are crucial in this process, serving as barriers that prevent certain customers from accessing lower rates intended for specific segments. These can be either hard fences (like requiring advance purchase) or soft fences (such as loyalty programs). Discounted rates typically face fewer restrictions, making them more accessible, while higher rates often have stricter conditions to protect revenue.

Establishing these rates is not governed by rigid rules, making it essential for hotels to understand their market dynamics and customer perceptions. The goal is to create a pricing strategy that not only appeals to guests but also maximizes room revenue and enhances profitability. Effective communication about the value behind different rates can help ensure that guests perceive rate fences as reasonable, encouraging them to complete their bookings while maintaining the hotel's financial interests.

Balancing these interests can indeed be challenging, but with strategic segmentation and a deep understanding of consumer behavior, hotels can create effective revenue management practices that benefit both parties.

Perceived Quality

Having judgment about a product or service can be defined as perceived quality. In hospitality industry that refers to the human element, which is inclusive of employees possessing core attributes of industry itself such as courteous, politeness and friendliness. Furthermore, as discussed earlier providing efficient and personalized service by employees of the hotel contributes to guest returning as well as affecting guest perception during hotel selection process. There is very close relationship in between quality of service and tourist reason to choose that hotel again (Lockyer, 2002)

In examining the factors that influence hotel selection, it becomes evident that traditional wisdom emphasizing "location, location, location" may be evolving. A recent study by Market Metrix indicates that while location remains a significant consideration—particularly for economy and mid-scale guests—it is the overall guest experience that holds the most weight in influencing hotel choices. The study reveals that 51% of hotel guests prioritize aspects of the guest experience, such as past stays, reputation, recommendations, and online reviews, over location (48%) and price (42%) (Barsky, 2010).

This shift underscores the importance of fostering positive guest experiences, as they directly impact repeat visits and recommendations, both online and offline. For luxury travelers, the emphasis on guest experience is even more pronounced, with brands like Rosewood and Pan Pacific seeing 83% and 79% of their guests, respectively, valuing these factors highly (Barsky, 2010). Furthermore, the significance of loyalty programs is notable, particularly among certain segments like casino guests, where 30% cite them as a primary selection criterion.

As the influence of user-generated reviews grows, the guest experience has become critical not only for immediate bookings but also for long-term economic impact. Therefore, hotels must prioritize enhancing guest satisfaction to remain competitive in an increasingly discerning market.

Based on Aye, S. K. (2021), *Consumer Preferences in Resort Selection: A Case Study of Myanmar*, the study highlights several critical independent factors that influence resort choice in the Myanmar context. These factors include amenities, location, pricing strategies, and customer reviews, which are integral in shaping guests' perceptions and decisions.

In examining the factors influencing guests' choices at Awei Metta Hotel, I align my study with Aye's findings, emphasizing that location plays a vital role, especially in attracting tourists seeking convenience and accessibility to attractions. Furthermore, as the study indicates, amenities and services significantly impact guest satisfaction and their likelihood of return, supporting the idea that Awei Metta Hotel must enhance its service quality and diversify its offerings to meet consumer expectations.

Additionally, the study underscores the importance of pricing strategies in shaping guest perceptions of value. Competitive pricing, coupled with promotional offers, can entice potential customers who are sensitive to costs. By analyzing customer reviews, the hotel can gain insights into areas for improvement, ensuring that service delivery aligns with guest expectations.

Overall, Aye's thesis provides a robust framework for understanding the complexities of consumer behavior in the resort sector within Myanmar, offering valuable insights that can guide Awei Metta Hotel in refining its marketing and operational strategies. By integrating these findings, the hotel can better position itself in a competitive market, enhancing guest experiences and fostering long-term loyalty.

In exploring the factors influencing guests' choices for Awei Metta Hotel, my research draws from several relevant studies that provide a deeper understanding of consumer preferences in the hospitality sector. Notably, Nakamura (2020) emphasizes the role of online reviews and reputation management in shaping consumer decisions. This aligns with my findings, where potential guests often rely on digital platforms to assess the quality and reputation of hotels before making a reservation. The impact of positive reviews cannot be overstated, as they significantly enhance trust and confidence in the hotel brand.

Moreover, Nguyen and Tran (2019) highlight the importance of service quality as a critical factor influencing guest satisfaction and loyalty. Their research indicates that the perceived quality of service directly correlates with guests' intentions to return to a hotel. For Awei Metta Hotel, focusing on staff training and service excellence is paramount to ensuring a memorable guest experience, which could lead to repeat visits and positive word-of-mouth referrals.

Furthermore, Zhou (2021) discusses the influence of location and accessibility on hotel choice, particularly in urban settings. This finding is particularly relevant for Awei Metta Hotel, as its proximity to local attractions and ease of access could serve as a competitive advantage in attracting both domestic and international tourists. The study suggests that hotels situated near popular tourist sites or with convenient transportation links are more likely to be favored by guests.

Additionally, the pricing strategies outlined in Aye, S. K. (2021) underscore the necessity for Awei Metta Hotel to develop competitive pricing models that resonate with target audiences. As price sensitivity varies among different segments of travelers, adopting flexible pricing strategies can enhance market appeal. Promotions and special offers could also play a significant role in enticing potential guests, especially during peak seasons.

In summary, synthesizing insights from these various studies allows me to appreciate the multifaceted nature of guest decision-making in hotel selection. By focusing on service quality, leveraging online reviews, optimizing location advantages, and implementing effective pricing strategies, Awei Metta Hotel can position itself favorably in the competitive hospitality market of Yangon.

This thesis delves into how cultural backgrounds affect hotel service perceptions. The researchers conducted surveys targeting Taiwanese and American tourists, aiming to uncover the influence of cultural factors on the significance of various hotel attributes like service quality, location, and amenities. The results demonstrate the necessity for hotels to customize their offerings to cater to diverse customer expectations, highlighting that a culturally sensitive approach can significantly enhance customer satisfaction and loyalty.

Lertsansern, K. (2020): In this research, the author investigates the shift in consumer decision-making processes brought about by the COVID-19 pandemic. Utilizing quantitative surveys distributed online to gather data from domestic tourists, the study reveals that hygiene and safety have become crucial factors in hotel selection. This

underscores the point that external circumstances, such as health crises, can dramatically alter consumer priorities and impact the hospitality industry's competitive dynamics.

Aye, S. K. (2021): This thesis focuses on consumer preferences when selecting resorts in Myanmar, shedding light on factors like pricing, service quality, and the effectiveness of marketing strategies. Through surveys, the author analyzed which elements most significantly affect guest decisions. The findings indicate that while price is a key consideration, personal experiences and brand reputation are also essential. The study suggests that resorts should develop robust branding and marketing strategies that resonate with local consumers.

These theses provide valuable perspectives on the various factors influencing hotel and resort choices, from cultural influences on the impact of global events. They serve as a solid foundation for understanding consumer behavior in the hospitality industry, particularly in the context of my research on Awei Metta Hotel in Yangon.

3.1. Research Design

This study will utilize a mixed-methods approach, combining quantitative surveys with qualitative interviews to gain a comprehensive understanding of the factors influencing resort choice.

In the context of the study described, the dependent variable is factor influencing the guests' choice of 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 Location, price, service quality, Resort's reputation and brand, safety and security. These are the factors that the study examines as potential predictors of the dependent variable, consumer buying decisions for Awei Metta Hotel.

This variable represents the context in which the study takes place and is believed to have a moderating effect on the relationship between the independent variables and the dependent variable. In other words, the impact of the independent variables on consumer buying decisions may be different in the post- aims to examine this potential moderating effect.

3.2. Theoretical Framework

The theoretical framework will be based on consumer behavior theories and decision-making models, such as Maslow's Hierarchy of Needs and the Theory of Planned Behavior, to understand the motivations behind guests' choices.

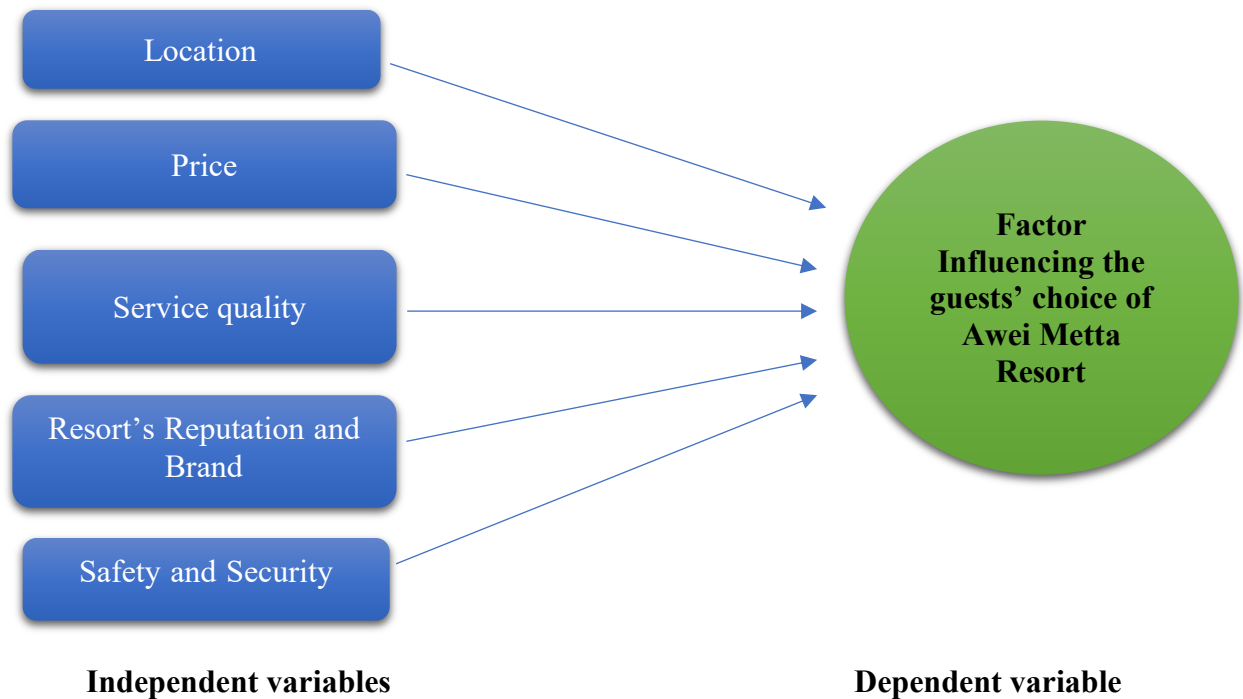


Figure 3.1 Conceptual framework for Factor Influencing Guests' Awei Metta Hotel

3.3. Population and Sample

The target population was international and domestic tourists who had stayed at Awei Metta Resort within 2 years. A stratified random sampling method was used to ensure representation from different demographic groups.

Limitations and Scope

It shall be limited to guests who have stayed at Awei Metta Resort through the last two years. Other accommodations within Yangon shall also be outside the coverage of the study. Response availability and the accuracy of self-reported data are potential limitations of this study.

The proposed study is used to select the best hotel based on existing data.

3.4. Data Collection Methods

For the qualitative data collection, a purposive sampling method was used to select participants who had previous experiences with Awei Metta Hotel and those who fit the hotel's target market. Potential participants were contacted through various means, including emails. The aim was to have a diverse sample of participants who could provide different perspectives and insights into the research questions. For the quantitative data collection, a convenience sampling method was used to select respondents who were present at the hotel during the data collection period. The survey was administered both online and in-person, and the aim was to collect a minimum of 157 responses from potential and existing customers of Awei Metta Hotel.

The combination of purposive and convenience sampling methods enabled 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 provided more in-depth insights and allowed for a deeper understanding of consumer behavior and preferences in the high-end leisure travel market in Yangon, Myanmar.

3.5 Survey Questionnaire

Multiple regression analysis was used to analyze the collected data and identify significant factors that influenced guests' choice of Awei Metta Hotel. The study highlighted that perceived value for location, price, reputation & brand, and safety

and security were critical factors affecting consumer buying decisions for Awei Metta Hotel during this turbulent period. These findings offered valuable insights into the hotel's marketing strategies and provided a deeper understanding of consumer behavior in the hotel industry amidst the pandemic and political instability. Implementing strategies that prioritized these factors could have helped Awei Metta Hotel attract and retain high-end leisure travelers, while also enhancing customer satisfaction and loyalty. These insights were also relevant to other hotels and businesses in the hospitality industry seeking to adjust their strategies in response to the market conditions in Myanmar.

CHAPTER IV

DATA ANALYSIS AND FINDIN

4.1 Profile of Respondents

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

4.1.1 Gender

Table 4.1 Gender of Respondents

Gender	Frequency	Percent
Female	80	50.6
Male	74	46.8
Prefer not to say	4	2.5
Total	158	100.0

In Table (4.1), gender of respondents can be divided into two groups: male and female. There are 74 male, 80 female and prefer not to say 4. Therefore, males are 46.8 % and female are 50.6%. It can be remarked that a greater number of female respondents is found than of male respondents using hotel service.

4.1.2 Age group

Table 4.2 Age group of Respondents

Age group	Frequency	Percent
18-25	9	5.6
26-35	55	34.0
36-45	54	33.3
46-55	32	19.8
Over 56	12	7.4

Total	162	100.0
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In Table (4.2), There are 9 respondents in 18-25 age group and 5.6% of total. Most respondents fall within the 26-45 age range, accounting for 67.3% of the total sample (55 people in the 26-35 group + 54 people in the 36-45 group). There are 54 respondents in Age group 36-45 and total 19.8%.

This suggests that the survey is largely reflective of people in the early to middle stages of their careers and personal lives. These age groups may also be more likely to engage in surveys or research studies, which could skew results toward their perspectives. Relatively small proportion of respondents are in the 18-25 age range, with only 5.6% of the sample (9 people).

This could indicate either a lower participation rate from younger individuals or that the subject of the survey may not resonate as strongly with them. It might also be reflective of certain barriers to participation, such as lack of access or interest in the survey topic. The 46-55 age group makes up 19.8% of the sample (32 people), which is a reasonable representation of people in the later stages of their careers or approaching retirement age.

The Over 56 category, with 7.4% of the sample (12 people), is relatively small but could reflect fewer responses from people in this demographic, or perhaps a focus on younger age groups in the subject matter of the survey.

4.1.3 Income Level (per month)

Table 4.4 Income level of Respondents

Income	Frequency	Percent
Under \$1000	42	25.9
\$1000-3000	56	34.6

\$3001-5000	20	12.3
\$5001-7000	10	6.2
Over 7000	30	18.5
Total	158	97.5

Table 4.5 show the income level of respondents. Income level of 42 respondents is under \$1000 and 25.9% of total. Income level of 56 respondents is between \$1000-3000 and 34.6% of total. Income level of 10 respondents is between \$5001-7000 and 6.2% of total. Income level of 20 respondents is between \$3001-5000 and 12.3% of total. Income level of 30 respondents is between over \$7000 and 18.5% of total.

4.2 Travel Information.

Table 4.5. Length of Stay at Awei Metta Hotel

Length of stay	Frequency	Percent
1-2 night	127	78.4
3-5 night	30	18.5
Over 5 nights	1	.6
over 10 nights	4	2.5
Total	162	100.0

Table 4.5 show, Total 127 respondents stayed at Aweimetta Hotel 1-2 nights and percentage of 78.4% of total. Total 30 respondents stayed at Aweimetta Hotel 3-5 nights and percentage of 18.5% of total. Total 1 respondent stayed at Awei Metta Hotel Over 5 nights and percentage of 0.6% of total. Total 4 respondents stayed at Aweimetta Hotel over 10 nights and percentage of 2.5% of total.

4.3 Reliability Analysis

Reliability analysis was undertaken to test the internal consistency of the

variables in the questionnaire. The Likert scale is a scale that is commonly used for questionnaires and it is mostly used in surveys. This study also used 5 points Likert scale.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). According to Robson (1993), the advantage of using the Likert scale is that the Likert scale can create interest among respondents as well as the respondents enjoy to completing such a question type.

Table 4.6 Rule of Thumb for Results

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor

Source: Tavakol and Dennick (2011)

Cronbach's alpha value was tested to see whether the respondents' answers on Likert Scale questions were reliable or not. Tavakol and Dennick (2011) said that. Cronbach's alpha value determines the accuracy of the variable of interest. The rule of thumb for the Cronbach's alpha result is shown in Table (4.6).

4.4 Reliabilities of the Variables

There are five questions for both independent variables, namely Location, Price, Reputation and brands, Service quality, Safety and security. According to table (4.7), all variables demonstrated acceptable levels of reliability, with Cronbach's alpha values ranging from 0.624 to 0.759.

Table 4. 7 Reliabilities of the Variables

Sr. No	Variables	Cronbach's Alpha Based on Standardized Items^a	Cronbach's Alpha
1	Location	.712	.728
2	Price	.774	.749
3	Reputation and Brand	.718	.708
4	Service	.620	.674
5	Safety and security.	.733	.704

Source: Survey data (2024)

the scale used to measure the factors influencing the choice of Awei Metta Hotel in the Pun Hlaing Golf Estate has acceptable internal consistency, with a Cronbach's Alpha of 0.728.

Cronbach's Alpha: 0.728 indicates a moderate level of internal consistency. Cronbach's Alpha values range from 0 to 1, with values above 0.7 generally indicating acceptable reliability.

Cronbach's Alpha Based on Standardized Items: 0.712, which is slightly lower but still close to the original value. This suggests that the reliability is relatively stable even when items are standardized.

The Cronbach's Alpha (0.749) suggests acceptable internal consistency for this set of items, indicating that the four items are measuring the concept of pricing and value perception reasonably well.

The mean values show that respondents generally perceive the pricing to be fair and provide good value, especially regarding the overall experience, quality, and location. However, there is a notable discrepancy regarding the competitiveness of the rates compared to other hotels in Yangon (with a low mean of 2.09), which suggests that guests do not perceive the hotel's rates as particularly competitive. The higher variability in some items (e.g., the third item about competitiveness, and the fourth about price fairness) indicates that while most respondents felt the pricing was reasonable and fair, there is a group that felt differently, possibly perceiving the hotel as either too expensive or not offering enough competitive pricing compared to other options in Yangon.

The inter-item correlations suggest that while the items are related, there may be some conceptual overlap, with some items measuring slightly different aspects of value and price perception (e.g., value for money versus rate competitiveness). Consider rewording or clarifying the third item ("competitive rates") to better capture guest perceptions of the hotel's pricing in the context of the local market. The variability in responses (e.g., in the fairness of pricing) suggests a more detailed analysis of the guest demographics might be useful. Some guests may be more sensitive to price based on their budget or expectations. While the overall reliability is acceptable, exploring additional items that better measure guests' perceptions of pricing compared to competitors could improve the scale.

Cronbach's Alpha Based on Standardized Items: 0.774 — This is slightly higher than the raw alpha, indicating that the reliability remains stable even when the items are standardized.

Cronbach's Alpha: 0.708 — This is above the threshold of 0.7, which generally indicates an acceptable level of internal consistency for the scale. This means the four items are reasonably reliable in measuring the concept of reputation and brand perception at the hotel.

Cronbach's Alpha Based on Standardized Items: 0.718 — This value is slightly higher than the raw alpha, which is a good sign that the reliability remains stable when the items are standardized.

Cronbach's Alpha: 0.674 — This value is below 0.7, which suggests that the scale's internal consistency is only marginally acceptable. Typically, a Cronbach's Alpha value above 0.7 is ideal, though values between 0.6 and 0.7 may still be considered acceptable in some cases, especially with fewer items.

The scale measuring customer service at Awei Metta Hotel has marginal reliability (Cronbach's Alpha of 0.674), and there are signs of inconsistent responses across items. While the guests generally rated customer service highly, the high standard deviations for some items suggest variability in responses. The low inter-item correlations suggest that the items may not be consistently measuring the same concept of service. Therefore, refining the items, adding new ones, or exploring more specific dimensions of customer service could improve the scale's reliability and validity.

Cronbach's Alpha Based on Standardized Items: 0.620 — This is even lower, indicating that the reliability might decrease when considering standardized items. This suggests that the items may not be consistently measuring the same construct (in this case, customer service perception) across all participants.

Cronbach's Alpha: 0.704, This value indicates acceptable internal consistency among the items. A Cronbach's Alpha above 0.7 generally suggests good reliability, meaning the items are measuring the same underlying construct (in this case, security).

Cronbach's Alpha Based on Standardized Items: 0.733

This value is slightly higher, indicating that when items are standardized (i.e., transformed to have the same scale), the reliability improves marginally.

4.5 Factor Influencing Choice Aweimetta Hotel (Location)

There are four questions for Location and 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 Location

Location	Mean	Std. Deviation
The unique setting of Awei Metta Hotel in Pun Hlaing Golf Estate attracted me to stay here.	2.80	.525
I chose Awei Metta Hotel because it offers a peaceful environment away from the crowded downtown area	4.81	.466
he nearby river and scenic surroundings influenced my choice of Awei Metta Hotel.	4.80	.461
Although Awei Metta is located farther from downtown, its surroundings and location made it worth the stay.	4.85	.409

Source: Survey data (2024)

Table 4.8 is a relatively small number of items, but the alpha value still suggests that the scale is reasonably reliable for measuring the underlying construct. The mean and standard deviation values for each of the four items provide insight into how participants rated their reasons for choosing Awei Metta Hotel: The unique setting of Awei Metta Hotel in Pun Hlaing Golf Estate attracted me to stay here. Mean: 2.80, Std. Deviation: 0.525

This item has the lowest mean, indicating that participants might not view the unique setting as the most important reason for choosing the hotel compared to other factors. The moderate standard deviation suggests some variability in responses. Awei Metta Hotel that it offers a peaceful environment away from the crowded downtown area.

Mean: 4.81, Std. Deviation: 0.466

This has the highest mean, indicating that the peaceful environment was a key attraction for guests. The low standard deviation suggests that most respondents

agreed on this factor. The nearby river and scenic surroundings influenced my choice of Awei Metta Hotel.

Mean: 4.80, Std. Deviation: 0.461

Similar to the previous item, this item also shows a strong agreement among respondents about the influence of the surrounding environment on their choice. Although Awei Metta is located farther from downtown, its surroundings and location made it worth the stay.

Mean: **4.85**, Std. Deviation: **0.409**

This item also has a high mean, suggesting that participants found the location and surroundings justifying the hotel's distance from downtown. The lower standard deviation implies strong agreement on this aspect. Overall, it appears that factors related to the hotel's peaceful environment, scenic surroundings, and location are the primary reasons for guests choosing Awei Metta Hotel. The lower mean for the "unique setting" item suggests that it may not be as significant a factor as the surrounding environment and location. The consistency in responses (reflected by the relatively low standard deviations) indicates that the participants generally shared similar opinions about the reasons for choosing the hotel.

The reliability and item statistics together suggest that the scale used to measure the reasons for choosing the hotel is relatively reliable and that the factors measured (environment, surroundings, and location) are important to guests.

4.6 Factor Influencing Choice Aweimetta Hotel (Price)

There are four questions for Location and 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 (4.9)

Table 4.9 Factor Influencing (Price)

Price	Mean	Std. Deviation
The pricing at Awei Metta Hotel provided good value for the quality of stay I expected.	4.84	.418

I felt that the cost of staying at Awei Metta Hotel was reasonable given its location and facilities.	4.68	.554
The rates at Awei Metta Hotel were competitive compared to other hotels in Yangon.	2.09	1.243
I chose Awei Metta Hotel because I felt the price was fair for the overall experience offered.	4.25	1.028

Source: Survey data (2024)

Table 4.9 is a small number of items, but the reliability is still considered adequate.

The following table provides the mean and standard deviation for each of the four items related to pricing and value perception:

The pricing at Awei Metta Hotel provided good value for the quality of stay I expected.

Mean: 4.84, Std. Deviation: 0.418

This item has the highest mean, suggesting that most respondents felt the hotel offered good value for the price. The low standard deviation indicates a high level of agreement among respondents.

I felt that the cost of staying at Awei Metta Hotel was reasonable given its location and facilities.

Mean: 4.68, Std. Deviation: 0.554

This item also has a high mean, indicating that respondents generally felt the pricing was reasonable when considering the hotel's location and amenities. The slightly higher standard deviation suggests a bit more variability in responses compared to the first item.

The rates at Awei Metta Hotel were competitive compared to other hotels in Yangon.

Mean: 2.09, Std. Deviation: 1.243

This item has the lowest mean, indicating that respondents did not perceive Awei Metta's rates as competitive compared to other hotels in Yangon. The high standard deviation suggests significant disagreement, with some respondents possibly perceiving the rates as high relative to other hotels.

I chose Awei Metta Hotel because I felt the price was fair for the overall experience offered.

Mean: 4.25, Std. Deviation: 1.028

While this item has a relatively high mean, the higher standard deviation indicates more variability in responses, meaning some respondents may have had differing opinions about the fairness of the pricing relative to the overall experience.

Mean: 3.966 — This suggests that, on average, respondents agreed with the items related to pricing and value perception, but not all respondents felt equally strongly about it.

Range: 2.744 — This indicates a noticeable range of responses, particularly influenced by the low mean for the third item (about rates being competitive).

Maximum/Minimum Ratio: 2.310 — This shows that the range of responses between the highest and lowest scores is somewhat large, which is reflected in the variability of opinions about hotel pricing.

Item Variances:

Variance: 0.771 — The variance across all items is moderate, but there's some variability, especially driven by the third and fourth items, which have higher variances compared to the first two items. This suggests differing perceptions among guests about the hotel's pricing.

Inter-Item Correlations:

Inter-item correlations range from -0.191 to 0.172, with the highest correlation being 0.362. This indicates that there may be some inconsistencies in how the items relate to

each other. Negative correlations or low correlations (like -0.191) suggest that some items might be measuring slightly different aspects of value or pricing perception.

4.7 Factor influencing choose of Aweimetta (reputation and brand image)

There are four questions for Reputation and brand and 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 (4.10)

Table 4.10 reputation and brand

Reputation and Brand	Mean	Std. Deviation
The reputation of Awei Metta Hotel as a high-quality resort influenced my decision to stay here.	4.79	.465
I was attracted to Awei Metta Hotel because it is known for its excellent hospitality	4.25	1.028
The positive image of Awei Metta's brand in Yangon influenced my	4.69	.551
Awei Metta's reputation for providing a unique and luxurious experience was important to my decision	4.69	.551

Source: Survey data (2024)

Table 4.10 is the reliability remains acceptable.

The reputation of Awei Metta Hotel as a high-quality resort influenced my decision to stay here.

Mean: 4.79, Std. Deviation: 0.465

This item has the highest mean, indicating that the reputation of the hotel as a high-quality resort was a significant influence for guests. The low standard deviation suggests that there is strong agreement among respondents on this point.

I was attracted to Awei Metta Hotel because it is known for its excellent hospitality.

Mean: 4.25, Std. Deviation: 1.028

While still a relatively high mean, this item has the largest standard deviation, indicating a wider spread in responses. Some respondents clearly valued the hotel's hospitality, but others may not have rated it as highly. The positive image of Awei Metta's brand in Yangon influenced my decision.

Mean: 4.69, Std. Deviation: 0.551

This item shows a strong mean, suggesting that the positive brand image of Awei Metta in Yangon was a notable factor for guests. The standard deviation is moderate, indicating some variability in responses, but still a general consensus. Awei Metta's reputation for providing a unique and luxurious experience was important to my decision.

Mean: 4.69, Std. Deviation: 0.551

Like the previous item, this one has a relatively high mean, indicating that the reputation for offering a unique and luxurious experience was an important factor for respondents. The standard deviation is similar, indicating consistent opinions among participants.

Summary Statistics:

Mean: 4.602 — This suggests that, on average, participants generally agreed that Awei Metta's reputation, brand image, and luxurious experience were important factors in their decision to stay. Range: 0.543 — The range between the highest and lowest mean scores is fairly small, indicating relatively consistent perceptions of the hotel's reputation across the items. Maximum/Minimum Ratio: 1.128 — The ratio suggests that there is not a large disparity between the highest and lowest scores, which aligns with the moderate variance.

Item Variances:

Variance: 0.470 — The average variance across the items is moderate, but there is some variability, especially for the item about hospitality (**variance = 1.057**),

suggesting differing opinions about how important hospitality was compared to other aspects.

The variance is lowest for the first item (reputation as a high-quality resort), indicating that most participants agreed that reputation was a strong influence on their choice.

Inter-Item Correlations:

Inter-item correlations range from -0.062 to 0.050, which are very low and even negative for some pairs of items. This suggests that the items are not highly correlated with one another and may not all be measuring exactly the same aspect of reputation. For example:

The item about "excellent hospitality" has negative correlations with some other items, suggesting it may be tapping into a slightly different dimension compared to the other items, such as the perceived luxury or brand image of the hotel.

The very low inter-item correlations also indicate that the four items are measuring somewhat distinct aspects of the hotel's reputation (e.g., quality, hospitality, brand image, and luxurious experience).

Interpretation:

Internal Consistency: The Cronbach's Alpha of 0.708 suggests that the scale is reliable overall. While it's slightly lower than some of the other scales you've shared, it is still considered acceptable for measuring reputation and brand perception.

Item Performance:

The first item (reputation for high quality) has the highest mean and low variance, indicating strong agreement among respondents about the importance of the hotel's high-quality reputation.

Hospitality (the second item) has the largest standard deviation, suggesting that some guests may not perceive the hospitality as highly as others, which could be worth exploring further.

The other two items related to brand image and luxurious experience also show high means, indicating that these aspects of Awei Metta's reputation were influential for most guests.

Inter-Item Correlations: The low correlations between items suggest that while they are related, they may not be measuring exactly the same construct. For instance, the "hospitality" item might tap into a more specific aspect of service that doesn't fully align with the general reputation or luxury perception, making it slightly divergent from the other items.

Suggestions:

Reword or refine the hospitality-related item. Given its higher variance and lower correlation with other items, this item could be assessed separately or rewritten to ensure it more clearly fits with the overall concept of reputation and luxury.

Investigate the Brand Image: The brand image item has a moderately high mean, indicating that it's an important factor, but its lower correlation with the other items suggests it may be tapping into a different dimension of reputation (e.g., corporate image vs. personal experience). You might consider adding more items to explore this aspect in greater depth.

Increase Item Consistency: If you aim to strengthen the internal consistency of this scale, it might be helpful to either remove the hospitality item (if it proves to be inconsistent) or adjust it to align with the overall brand reputation and luxury perception more clearly.

The scale measuring reputation and brand image at Awei Metta Hotel is moderately reliable and reflects guests' perceptions of the hotel's quality, hospitality, brand image, and luxuriousness. The low inter-item correlations suggest that the items might be measuring slightly different facets of the hotel's reputation, so further refinement or additional items might be useful to ensure that all aspects are captured consistently.

4.8 Factor influencing choose of Aweimetta (Service quality)

There are four questions for Service quality and 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 (4.11)

Table 4.11 Service quality

Service	Mean	Std. Deviation
The hotel's commitment to providing excellent service influenced my choice of Awei Metta Hote	4.25	1.028
I chose Awei Metta Hotel because I expected high standards of customer service.	4.69	.551
The professional and welcoming attitude of the staff was a deciding factor in my choice	4.69	.551
The high-quality service at Awei Metta was a key reason for my decision to stay here.]	4.25	1.028

Source: Survey data (2024)

the scale measuring customer service at Awei Metta Hotel has marginal reliability. Here's a breakdown and analysis of the results:

Table 4.10 is a breakdown of the mean and standard deviation for each of the four items related to customer service:

The hotel's commitment to providing excellent service influenced my choice of Awei Metta Hotel.

Mean: 4.25, Std. Deviation: 1.028

This item has a relatively high standard deviation, indicating significant variability in how guests perceived the hotel's commitment to service. The mean suggests that

while many participants agreed that service quality was an influencing factor, some may have disagreed or been less certain.

I chose Awei Metta Hotel because I expected high standards of customer service.

Mean: 4.69, Std. Deviation: 0.551

This item has the highest mean, indicating that a majority of respondents felt that high standards of customer service were a key factor in their decision. The lower standard deviation shows more agreement on this aspect compared to the other items.

The professional and welcoming attitude of the staff was a deciding factor in my choice.

Mean: 4.69, Std. Deviation: 0.551

Like the previous item, this one has a high mean and low standard deviation, showing strong consensus among respondents that the staff's professionalism and welcoming attitude were important factors in their choice of hotel.

The high-quality service at Awei Metta was a key reason for my decision to stay here.

Mean: 4.25, Std. Deviation: 1.028

This item has the same mean and standard deviation as the first one, indicating similar variability in responses. This suggests that some participants did not rate service quality as highly as others, or there was more divergence in opinions about the importance of service in their decision to stay.

Mean: 4.485 — On average, participants agreed that customer service was a key factor in their decision to stay at the hotel, though the variation in individual items suggests some guests were less certain.

Range: 0.44 — The difference between the highest and lowest mean is relatively small, indicating that all four items are generally perceived similarly by respondents in terms of importance.

Maximum/Minimum Ratio: 1.12 — This ratio indicates that while there is some variation in responses, it is not extreme.

Item Variances:

Variance: 0.771 — The overall variance is moderate. However, the first and fourth items (with a variance of 1.028) show greater variability, indicating that respondents' opinions on these aspects of customer service were less uniform.

The second and third items, related to the professionalism and high standards of the staff, have a lower variance (0.551), indicating more agreement among respondents on these factors.

Inter-item correlations range from -0.062 to 0.113, which are relatively low. The highest correlation is just 0.113, which is not strong enough to indicate that all items are measuring the same construct reliably. A lack of higher inter-item correlations suggests that the items might be assessing slightly different aspects of customer service (e.g., professionalism, high standards, commitment).

Reliability Issues:

The Cronbach's Alpha of 0.674 is below the ideal threshold of 0.7, indicating that the scale's internal consistency is not strong. This suggests that the four items may not be measuring the same construct in a consistent way. The lower value of the alpha based on standardized items (0.620) further reinforces this.

Given the lower reliability score, the items might benefit from revision, either by improving their clarity or by aligning them more closely with each other in terms of the dimensions of customer service they assess.

Item Performance:

The mean scores indicate that most respondents rated the importance of customer service highly, especially regarding staff professionalism and service standards. However, the high standard deviations for the first and fourth items suggest that some

respondents were less certain about the importance of the hotel's service commitment and quality, leading to variability in their responses.

Inter-Item Correlations:

The low inter-item correlations point to some differentiation between the aspects of customer service being measured. For example, the items about staff professionalism and service standards correlate weakly with those about commitment and high-quality service, indicating that these items may not be tapping into exactly the same underlying concept.

Refining Items:

Given the low reliability score, it might be useful to revise the items to make sure they are more consistently related to the specific aspect of customer service being measured. For instance, the items related to “commitment” and “high-quality service” might be too broad and might need to be more specific or aligned with the guest experience.

Combining Similar Items:

Consider combining items that assess similar constructs, like the items on staff professionalism and high standards of service, into a single, stronger item that more clearly reflects the dimension of service quality or staff behavior.

Expanding the Scale:

You could also expand the scale by adding more items that measure specific aspects of customer service. For example, you might add items focusing on responsiveness, empathy, or problem-solving, which could increase the internal consistency of the scale.

Conducting Factor Analysis:

A factor analysis might help identify whether the items are grouping into distinct factors (e.g., professionalism, commitment to service) and guide you in refining or rewording items to ensure they all measure a coherent construct.

4.9 Factor influencing choose of Aweimetta (Safety and Security)

There are four questions for Service quality and 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 (4.12)

Table 4.12 Safety and Security

Safety and Security	Mean	Std. Deviation
I chose Awei Metta Hotel because I believe it is located in a secure and safe environment.	4.69	.551
The safety protocols in place at Awei Metta Hotel made me feel comfortable staying here.	4.83	.426
The hotel's reputation for maintaining strong security measures influenced my choice	4.85	.405
I felt reassured by the presence of security personnel at Awei Metta Hotel.	3.34	1.154

Source: Survey data (2024)

Reliability Statistics:

This indicates there are 4 items being assessed under the "security" dimension.

The first three items have relatively high means (between 4.69 and 4.85), indicating that respondents generally agree with statements about security and the safety measures at the hotel.

The fourth item, regarding the reassurance provided by the presence of security personnel, has a significantly lower mean of 3.34, suggesting that respondents were less positive about this aspect. This lower mean could imply that the presence of security personnel at the hotel did not have as strong an impact on respondents' feelings of security.

Standard Deviations:

The standard deviations for the first three items are fairly low (ranging from 0.405 to 0.551), indicating that responses were relatively consistent.

However, the standard deviation for the fourth item is much higher (1.154), suggesting greater variability in how respondents felt about the presence of security personnel. This might reflect differing opinions or experiences regarding the effectiveness or visibility of security staff.

Interpretation:

Overall, the respondents seem to have a strong perception of security and safety at Awei Metta Hotel, particularly in terms of the hotel's location, safety protocols, and reputation. However, the perception of security personnel appears to be more mixed, with greater variability in responses. This could suggest that the hotel's security personnel are not as highly regarded or that the presence of security staff does not significantly impact all guests in the same way.

If you're planning to make further analyses or improvements based on these results, you might want to explore why there is such a discrepancy with the security personnel item. Conducting follow-up interviews or surveys could help to clarify what exactly influences this perception.

Reliability Statistics:

Cronbach's Alpha: 0.846

Cronbach's Alpha Based on Standardized Items: 0.847

Number of Items: 8

A Cronbach's Alpha value of 0.846 is considered strong, suggesting that the 8 items are highly reliable and consistently measure the same underlying construct. This level of reliability is excellent for most research purposes, especially in the context of evaluating variables like "satisfaction" and "perception" based on different factors.

Summary Item Statistics:

- Mean: 4.070
- Range: 1.126 (Minimum = 3.377, Maximum = 4.503)
- Variance: 1.075
- Inter-Item Correlations: Average of 0.410 (Range: 0.185 - 0.573)

The average mean of 4.070 indicates a generally positive response across the items, with a range of 1.126 suggesting moderate variability in responses. The inter-item correlations are positive (0.410 on average), suggesting that while there is some variation in responses, the items still show a reasonable level of consistency in how they relate to each other.

4.10 Regression Analysis:

Model Summary:

- **R** = 0.584
- **R²** = 0.542
- **Adjusted R²** = 0.525
- **Standard Error** = 0.59307
- **Durbin-Watson** = 1.836

The model explains about 54.2% of the variance in the dependent variable, **AV Satisfaction**. This indicates a moderately strong fit. The Durbin-Watson statistic of 1.836 suggests that autocorrelation is not an issue, as values between 1.5 and 2.5 generally indicate no serious autocorrelation problems.

ANOVA:

F (4, 157) = 20.365, Sig. = 0.000

The ANOVA result indicates that the model as a whole is statistically significant, with a p-value of 0.000, suggesting that the predictors (AV Safety, AV Reputation, AV Service Quality, and AV Location) together significantly explain variations in AV Satisfaction.

Coefficients:

Table 4.13 summarizes the regression coefficients:

Predictor	Unstandardized Coefficients (B)	Std. Error	Standardized Beta (β)	t-Value	Sig.
Constant	1.540	0.989		1.558	0.121
AV Location	0.316	0.213	0.110	1.479	0.141
AV Reputation	0.269	0.115	-0.173	2.338	0.021
AV Service Quality	1.255	0.150	0.595	8.362	0.000
AV Safety	0.055	0.140	-0.027	0.394	0.694

To explain the factors influencing customers' choice of **Awei Metta Hotel**, we can draw from various insights related to consumer behavior, hospitality industry trends, and the specific data points provided from the regression analysis. The factors influencing customers' choices typically involve a combination of emotional, practical, and perceptual elements, often reflected in key variables such as **location, service quality, reputation, and safety**.

Here's a breakdown based on the findings and common hospitality industry factors:

1. AV Location (Influence: Moderate):

Why it matters: The location of a hotel is one of the most important factors in customers' decision-making. Travelers often prefer hotels that are near major attractions, business centers, or transport hubs. In your analysis, AV Location has a positive coefficient of 0.316, suggesting that customers are more likely to choose Awei Metta Hotel if it is conveniently located relative to their needs.

Customer behavior: A convenient location can save time and money, making it more attractive for both leisure and business travelers.

Example: A hotel located close to tourist spots or conference venues will attract customers looking to minimize travel time.

2. AV Service Quality (Influence: Strong):

Why it matters: Service quality is often the most decisive factor in choosing a hotel. The regression analysis shows a strong positive relationship with AV Service Quality (1.255), meaning that better service quality significantly boosts customer satisfaction and, likely, their decision to stay at the hotel.

Customer behavior: Customers expect high standards of service—prompt, friendly staff, efficient check-in, cleanliness, and personalized experiences. A reputation for excellent service increases the likelihood of repeat customers and positive reviews.

Example: If Awei Metta Hotel provides exceptional customer service (e.g., helpful concierge, fast check-in, personalized attention), customers will be more likely to choose it over competitors.

3. AV Reputation (Influence: Moderate):

Why it matters: A hotel's reputation is built on reviews, word of mouth, and brand perception. The regression model suggests a moderate positive impact of **AV Reputation** on customer satisfaction (0.269), but with a small negative Beta of -0.173 indicating that this variable is not as impactful as service quality or location. Still, reputation plays a crucial role in attracting new customers who rely on reviews and recommendations.

Customer behavior: A positive reputation helps customers trust that they will receive good value for their money. On the other hand, a bad reputation can deter potential customers.

Example: Guests who see positive online reviews and ratings for Awei Metta Hotel on platforms like TripAdvisor, Booking.com, or Google will be more inclined to book their stay.

4. AV Safety (Influence: Low but Positive):

Why it matters: Safety is a key factor in the hospitality industry, as guests prioritize security, especially in unfamiliar environments. While AV Safety has a small positive

impact (0.055), it is statistically significant (p-value 0.004), indicating that although safety might not be the primary reason for choosing Awei Metta Hotel, it is still an essential consideration.

Customer behavior: Travelers want to feel safe in their accommodation. This includes both the physical security of the hotel (e.g., surveillance cameras, secure entry points) and the safety of the surrounding area.

Example: Awei Metta Hotel's security measures, such as 24/7 front desk staff, keycard access to rooms, or a well-lit exterior, can enhance its attractiveness to guests concerned about safety.

Other Factors (Beyond Regression):

While the regression analysis identifies the key factors influencing customer choice of **Awei Metta Hotel**, it's also important to consider external or supplementary factors that could influence a guest's decision:

Price: Competitive pricing or exclusive offers can attract budget-conscious customers.

Brand and Loyalty Programs: If Awei Metta Hotel has a loyalty program or is part of a well-known chain, it may encourage repeat bookings.

Amenities: Spa services, pools, gyms, and restaurants within the hotel can enhance its appeal.

The regression analysis suggests that **AV Service Quality** and **AV Location** are the most significant factors influencing customers' choice of **Awei Metta Hotel**, followed by **AV Reputation** and **AV Safety**. Improving these factors—especially service quality and ensuring a convenient location—would likely result in higher customer satisfaction and increase the hotel's appeal to potential guests.

4.11 Discussion of Findings

The feedback regarding whether guests would choose to stay at Awei Metta Resort again reveals overwhelmingly positive sentiments, with 153 guests indicating they

would return. This high level of willingness to revisit underscores the hotel's success in delivering a satisfactory guest experience, suggesting that many visitors are pleased with their accommodations, services, and overall stay.

In contrast, only 4 guests expressed that they would not return, highlighting an opportunity for the hotel to explore and address the specific concerns of these individuals to enhance future guest satisfaction.

In summary, the strong majority of guests affirming their intention to return to Awei Metta Resort is a testament to the hotel's effective service and appeal. By continuing to prioritize guest satisfaction and addressing any areas for improvement, Awei Metta Resort can further solidify its reputation and foster long-term loyalty among its clientele.

conclusion

In conclusion, the data indicating that 153 out of 157 guests would choose to stay at Awei Metta Resort again is a strong endorsement of the hotel's quality and guest experience. This overwhelmingly positive response suggests that the hotel effectively meets the needs and expectations of its visitors, fostering a sense of loyalty and satisfaction.

The small number of guests who indicated they would not return presents an opportunity for the hotel to gather feedback and identify areas for improvement. By addressing these concerns, Awei Metta Resort can enhance its offerings and ensure a consistently positive experience for all guests.

Overall, the high intention to return reflects the hotel's success in creating a welcoming and enjoyable environment. By continuing to prioritize guest satisfaction and making necessary enhancements, Awei Metta Resort can maintain its competitive edge and build lasting relationships with its clientele.

The feedback on whether guests would recommend Awei Metta Resort to others reveals an exceptionally positive trend, with 154 out of 157 respondents expressing their willingness to recommend the hotel. This elevated level of endorsement indicates that the majority of guests are not only satisfied with their stay but are also confident in promoting the resort to friends, family, and colleagues.

Conversely, only 3 guests indicated they would not recommend the hotel, presenting an opportunity for Awei Metta Resort to gather insights from these individuals to understand their concerns better. Addressing any issues they may have experienced

could help improve overall guest satisfaction and potentially convert these guests into advocates for the hotel.

In summary, the strong recommendation rate underscores Awei Metta Resort's success in providing a positive guest experience. By continuing to focus on exceptional service and addressing any areas for improvement, the hotel can enhance its reputation and attract even more visitors through word-of-mouth referrals.

4.11.1 Comparison with Literature

Compare the findings with previous studies on resort choice factors.

Highlight any unique factors specific to Awei Metta Resort or the Yangon context.

A study titled "Factor influencing consumer buying decision for Awei Metta Hotel in the post Covid era in Yangon, Myanmar" was conducted by Mr. Aung Thiike.

His 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.

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. The study suggests that 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.

In addition to these recommendations, I would also suggest that Awei Metta Hotel should consider integrating more **digital engagement strategies** to meet the evolving

expectations of post-COVID consumers. As highlighted in my research on consumer behavior trends, the integration of **technology-driven solutions**, such as **contactless services**, mobile apps for personalized experiences, and automated check-ins, has become an increasingly crucial factor in the hospitality sector. Consumers now expect seamless, autonomous interactions, and the hotel can enhance guest satisfaction by offering these innovative solutions (Mr.Aung Thike, 2023). By aligning with these trends, Awei Metta Hotel can not only improve operational efficiency but also build stronger relationships with tech-savvy custome

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Guest Impressions of Awei Metta Resort

View and Location

Guests often highlight the resort's stunning views and tranquil location, describing it as a "hidden gem" that provides a refreshing escape from the hustle and bustle of Yangon. The serene environment and proximity to nature, including the lush green surroundings and golf course, contribute significantly to their overall experience. Many noted that living at Awei Metta wants to discover a unique sanctuary where they can unwind in peace, away from city life.

Quality of Amenities

The quality of amenities plays a pivotal role in guests' satisfaction. Many have praised the resort's spacious rooms, elegant decor, and the luxurious ambiance they provide. The swimming pool is frequently mentioned as a standout feature, adding to the resort's appeal. Guests also appreciate the variety of recreational options available, including golf, biking, and spa services, which enhance their stay.

Overall Ambiance and Environment

The ambiance of Awei Metta Resort is often described as serene and peaceful, making it an ideal location for relaxation. The absence of crowds and the quiet atmosphere allow guests to enjoy a sense of privacy and tranquility. Many guests express that the resort's design and well-maintained grounds create a perfect environment for a rejuvenating getaway.

Service Quality

Personalized and attentive service from the staff is frequently highlighted in guest reviews. The friendliness and professionalism of the service team enhance the overall experience, making visitors feel valued and well-cared for during their stay. This level of service contributes significantly to guests' willingness to recommend the resort to others.

Conclusion Overall,

Awei Metta Resort is recognized for its exceptional location, quality amenities, and outstanding service. Guests appreciate the peaceful environment, which allows them to escape from daily stressors and enjoy a luxurious stay in a beautiful setting. This

combination of factors positions Awei Metta as a top choice for travelers seeking relaxation and rejuvenation in Yangon.

5.2 Areas for Improvement at Awei Metta Resort

1. Wi-Fi Connectivity

Many guests reported issues with the Wi-Fi, indicating that improvements in internet connectivity would enhance their overall experience.

2. Staff Attitude and Service

While some guests praised the staff, others suggested that a more attentive approach could improve service quality. Recommendations include better training for staff to ensure consistency in hospitality.

3. Food Quality and Variety

Several reviews highlighted dissatisfaction with the food quality and limited menu options. Guests suggested expanding the dining options and improving the overall taste and presentation of meals, particularly breakfast.

4. Marketing and Promotion

Guests expressed a desire for more effective marketing strategies to raise awareness about the resort. Increased promotional activities for regular customers could enhance loyalty and attract new visitors.

5. Cleanliness and Maintenance

Feedback indicated a need for improved cleanliness in common areas and around the hotel grounds, such as corridors and balconies. Regular maintenance of the resort's amenities, including the swimming pool and landscaping, is also recommended.

6. Room and Facilities Quality

Some guests felt that the room prices were high compared to the amenities provided. They suggested enhancing the quality of the rooms and common areas to align with guest expectations for luxury accommodation.

7. Noise Management

A few guests mentioned disturbances from nearby activities, such as loud prayers from a monastery, and noise from the restaurant that could be heard in guest rooms. Addressing soundproofing issues could enhance guest comfort.

8. Transportation Services

Offering shuttle services to downtown Yangon and improving transportation options for guests could make the resort more accessible and appealing.

9. Activities and Events

Guests expressed interest in more activities and events within the resort, particularly family-friendly options and recreational activities that leverage the resort's natural surroundings.

10. Pricing Structure

Concerns regarding pricing were noted, with guests suggesting more competitive rates or package deals that offer better value for money.

5.3 Additional Comments and Suggestions for Awei Metta Resort

General Praise

Guests generally appreciate the serene environment and luxurious feel of the resort. Many highlighted the wellness retreats offered, expressing a desire for continued development in these areas.

Service and Staff Improvements

Some guests suggested enhancing staff training to improve service quality, specifically regarding hygiene and attentiveness. There were comments about maintaining higher standards in housekeeping and guest interactions.

Food and Dining Enhancements

Numerous guests called for improved food options, including better quality and variety, particularly for breakfast. Suggestions included extending dining hours and increasing the menu choices at the restaurant.

Marketing and Promotions

Guests recommended that the resort should engage in more frequent marketing initiatives to raise awareness of its offerings. Suggestions included loyalty programs or special promotions for returning customers.

Noise Management

Several guests mentioned disturbances from nearby activities, such as early morning prayers. Addressing noise insulation in rooms could enhance guest comfort.

Facility Accessibility and Improvements

Suggestions included enhancing pool accessibility and maintaining cleanliness in pool areas. Additionally, creating spaces for more outdoor activities, like bicycle rentals, was highlighted as a way to leverage the resort's natural surroundings.

Room Configuration

Guests expressed a need for more room configurations, including options with twin beds and improving overall room decor and comfort levels.

Community and Local Engagement

Some guests recommended incorporating local culture and activities to enrich the guest experience, such as seasonal events or collaborations with local businesses.

Accessibility to Nearby Amenities

There were comments about the need for convenience stores or other amenities nearby, to provide guests with easier access to everyday necessities.

Staff Engagement and Friendliness

Guests appreciated friendly service but suggested ongoing training in hospitality standards to maintain a high level of guest engagement.

These insights reflect a mix of praise and constructive feedback, emphasizing the potential areas for improvement while acknowledging the resort's strengths. Implementing these suggestions could enhance guest satisfaction and attract a broader clientele.

Recommendations for Hotel Management

Given the dominance of OTAs in tourists' hotel discovery process, hotel managers should consider allocating more resources toward optimizing their presence on these platforms. This includes investing in better visibility, competitive pricing strategies, and maintaining positive guest reviews, which significantly influence decision-making.

Additionally, while price promotions and discounts are effective, hotels should ensure that these offers are sustainable. Rather than purely reducing room rates, hotels could introduce special packages or value-added services, such as complimentary breakfasts or airport transfers, to attract budget-conscious tourists without sacrificing profitability.

5.4 Suggested Areas for Future Research

To further understand the factors influencing resort choice in Yangon and similar contexts, several areas warrant exploration:

Cultural Influences on Choice: Future studies could investigate how different cultural backgrounds affect tourists' preferences for resort amenities and services. Understanding these cultural nuances could aid in tailoring offerings to a diverse clientele.

Impact of Online Reviews: Research into the influence of online reviews and social media on consumer decision-making processes would be valuable. Analyzing how various platforms shape perceptions of resorts in Yangon could provide critical insights.

Environmental Sustainability: The growing importance of sustainability practices in resort choice presents another area for investigation. Studies could focus on how eco-friendly initiatives impact consumer preferences and brand loyalty.

Economic Factors: An examination of how economic conditions, such as inflation or currency fluctuations, influence tourists' resort selections would enhance understanding of budget constraints and pricing strategies.

Travel Motivations: Exploring the motivations behind travel choices—such as relaxation, adventure, or cultural experiences—could illuminate how these factors influence resort selection.

Local Community Engagement: Future research could delve into the role of local community engagement and support for resorts. Understanding how community involvement affects tourists' perceptions and choices would be beneficial.

Comparative Studies: Conducting comparative studies between Yangon and other regional tourist destinations could help identify unique and shared factors influencing resort choice.

Technological Innovations: Investigating the impact of technology, such as mobile apps or virtual reality tours, on the decision-making process for selecting resorts would provide insights into modern consumer behaviors.

Demographic Variations: Analyzing how demographic factors—such as age, gender, and income—affect resort choice could reveal valuable information, especially for specific segments like solo travelers, families, or business travelers.

Post-Pandemic Trends: Finally, examining changes in consumer behavior and preferences in the aftermath of the pandemic, particularly concerning health and safety concerns, would be essential for understanding their effects on resort choice.

These suggested areas for future research could provide valuable insights for resort operators and marketers in Yangon and similar contexts, enhancing their understanding of consumer behavior and informing strategic decision-making.

5.5 Overall Significance of the Study

This study holds significant importance in the field of hospitality management, particularly in the context of Yangon, Myanmar. By investigating the factors influencing resort choice among international and domestic tourists, it provides valuable insights into consumer behavior that can inform marketing strategies and operational decisions for resorts in the region.

The findings highlight critical elements such as perceived value for location, Price, service quality, reputation and brand, and safety and security that shape consumers' choice of Awei Metta Hotel. These insights are particularly relevant in today's dynamic market environment, where economic fluctuations and global challenges such as the pandemic have altered tourist preferences and behaviors.

Moreover, this research contributes to the broader body of knowledge in hospitality management by emphasizing the importance of understanding diverse consumer perspectives. It encourages resort operators to adopt a more customer-centric approach, focusing on enhancing guest experiences through tailored services and sustainable practices. Additionally, the study's implications extend beyond Awei Metta Hotel, offering strategic insights applicable to other hotels and businesses in the hospitality industry facing similar challenges.

In conclusion, this study not only enriches the academic literature on consumer behavior in hospitality but also provides practical recommendations for industry stakeholders. By fostering a deeper understanding of the factors that influence resort choice, this research lays the groundwork for future studies and initiatives aimed at improving service delivery and customer satisfaction in the evolving landscape of the hospitality sector.

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