



Determinants of Electronic Word of Mouth During the COVID-19 Pandemic in Thailand: A Qualitative Case Study of Hostels at Aonang, Krabi in Thailand

¹ Pongsakorn Limna

² Supaprawat Siripipattanakul

³ Sutitthep Siripipattanakul

⁴ Pichakoon Auttawechasakoon

Received 16th Feb 2022,

Accepted 15th Mar 2022,

Online 22nd Apr 2022

¹ UNITAR International University, Malaysia
palmlimna@gmail.com

² Manipal GlobalNxt University, Malaysia,
Bangkok Thonburi University, Thailand
drsupaprawat@gmail.com

³ Kasetsart University, Thailand
fedustt@ku.ac.th

⁴ Burapha University, Thailand
pichchakun4997@gmail.com

Abstract: This study explains the determinant factors influencing hostel customers' electronic word of mouth (e-WOM) during the COVID-19 pandemic at Ao Nang, Krabi in Thailand. A purposive sampling of eight hostel customers in Ao Nang, Krabi in Thailand, was selected for a qualitative study. The data were analysed employing content analysis and the NVIVO software program. The results reveal that the determinant factors (prices, facilities, and services) are related to satisfaction, and satisfaction affects hostel customers' e-WOM. Hostel customers perceived prices as the highest essential factor, followed by facilities and services. Business owners, hostel managers, and marketers should consider these determinants because these factors are related to customer satisfaction, which influences e-WOM communication and customers' behavioural intentions. The implication could be applied to all service sectors to find the appropriate strategies to attract their customers. The recommendation is to consider a quantitative study in a large sample for further research. The results could give a more explanation in general.

Keywords: Electronic Word of Mouth (e-WOM), Determinant Factors, Intention to Write a Review, Hostel Industry, Qualitative.

1. INTRODUCTION

1.1. Background of the Study

The COVID-19 pandemic has recently sparked global concern due to the coronavirus's destructive nature. Thailand is currently aware of this unprecedented situation. Besides, the coronavirus has decimated the Thai tourism and hospitality industries. Hence, the Thai cabinet has declared a state of emergency to prevent the spread of this virus (Vithayaporn, 2021). As a result of the ongoing rapid spread of COVID-19, businesses in the hospitality industry, including hotels and hostels, must devise an effective strategy (Gursoy & Chi, 2020; Kumar, 2022). Companies have started implementing strategies to survive this

crisis, such as advertising to boost tourists' confidence and offering discounts (Pongsakornrungrungsilp et al., 2021). Moreover, electronic word of mouth (e-WOM) is critical in the hospitality industry (Pourabedin & Migin, 2015). Online reviews are regarded as one of the most important forms of e-WOM communication (Ruiz-Mafe et al., 2020). Customers increasingly rely on online reviews as a source of information when making purchasing decisions (Zhang et al., 2021). In the case of a hotel or hostel service, the customer cannot see the product or service in person (though he or she may view photographs), touch, smell, feel, or try the accommodation before visiting. Therefore, it is natural for customers to seek the advice of other customers before purchasing hospitality items (Cró et al., 2021). Furthermore, there are several online platforms for hostel customers to share their experiences or write a review, such as HostelWorld, TripAdvisor, and Booking.com (Ammatmanee & Gan, 2021; da Rosa et al., 2021; Gelbman, 2021). There are also categories for customers to rate the scores, such as price and value for money, facilities, cleanliness, staff, and services (Kuzmanović & Vukić, 2021). As a result, the determinants of hostel customers' electronic word of mouth (e-WOM) during the COVID-19 pandemic are critical to explore.

1.2. Research Objective

This study aims to explain the determinant factors that influence hostel customers' electronic word of mouth (e-WOM) during the COVID-19 pandemic in Ao Nang, Krabi in Thailand.

1.3. Research Question

What are the determinant factors that influence hostel customers' electronic word of mouth (e-WOM) during the COVID-19 pandemic in Ao Nang, Krabi in Thailand?

2. LITERATURE REVIEW

2.1. Hostel Industry During COVID-19 Pandemic in Thailand

The hospitality industry, particularly the hotel and hostel sectors, is an important pillar of Thailand's economy (Phoonphonphiphat, 2017; Pongsakornrungrungsilp & Pongsakornrungrungsilp, 2021). The major characteristic of a hostel is the concept of shared dormitories. The selling unit is the bed rather than the room, allowing guests to sleep in the same dorm with different reservations, minimising the price, and maximising the bed occupancy rate. Furthermore, a hostel is distinguished by an informal atmosphere that caters to young people, students, and backpackers. The average age of hostel guests ranges between 18 and 35 years old (Andrade, 2014). For example, Slumber Party Hostels, one of Southeast Asia's largest hostel companies with properties in Thailand, Indonesia, and Cambodia, is based on providing adventure travellers aged 18 to 35 with a one-stop travel experience that includes design-led hostel facilities, local tour operation and management, and events held in their restaurants and bars (Bangkok Post, 2021). During the COVID-19 pandemic, many other business districts in Thailand, including hostel businesses, were forced to close, particularly hostels on Khao San Road in Bangkok (Wangkiat, 2021). Furthermore, in February 2022, Thailand relaunched its Test & Go program, allowing vaccinated international travellers from all countries to enter without lengthy quarantine restrictions (CNN, 2022). Therefore, the hostel industry during the COVID-19 pandemic in Thailand is critical to study.

2.2. Electronic Word of Mouth (e-WOM)

Word of mouth (WOM) refers to verbal communications between a current or potential consumer and others, such as the product or service provider, independent experts, family, relatives, and friends. These communications can be either positive or negative. Besides, WOM is critical in business development. It assists customers in becoming acquainted with new services, the quality of services, and the promotion of different options (Ennew et al., 2000; Siripipatthanakul, 2021). Similarly, electronic word of mouth (e-WOM) is a type of communication that evolved from the concept of physical or face-to-face communication into the electronic word of mouth that the Internet enables. The role of e-WOM is to

encourage consumers' data exposure behaviour (Sosanuy et al., 2021). Furthermore, customers trust their friends or other customers more than company advertising and enjoy feeling like a part of the community by acting like everyone else. Hence, consumers prefer to rely on informal personal communications rather than official or corporate sources (Şehirli, 2021). Online reviews are especially influential when experiencing goods, such as hostel or hotel services, which quality is unknown before consumption (Cró et al., 2021). Therefore, electronic word of mouth (e-WOM) in this study refers to online communication between customers and other people such as relatives and friends about prices, facilities and services of hostels at Ao Nang, Krabi in Thailand. Also, e-WOM communications are positive if the hostel customers are satisfied with prices, facilities and services.

2.3. Prices

Prices refer to the value of items with the unitality required to acquire a product or service (Siripipatthanakul & Bhandar, 2021). The customer perceives the price concerning the quality, which results in satisfaction or dissatisfaction. Furthermore, price reasonability plays a critical role in creating customer satisfaction (Malik et al., 2012). Natural resources that are highly diverse and unspoiled are likely to increase tourists looking for recreational activities. Local difficulties included inclement weather, insufficient transportation, and exorbitant prices. Therefore, prices are crucial in the hostel industry (Yang et al., 2017). Consumers may make price comparisons based on various factors, including the cost of goods, historical prices, and competitive prices. Additionally, consumers perceive prices as unfair because they overlook vendor costs, underestimate the impact of inflation, and attribute competitive price differentials to profit margins. Prices for goods are more sticky than services, making them more susceptible to systematic perceptions of unfairness (Bolton et al., 2003; Faith & Edwin, 2014). Therefore, prices in this study are related to hostels, regarding the reasonable price, not being high and the prices versus quality.

2.4. Facilities

A facility is a place, amenity, or piece of equipment provided for a particular purpose. Also, it can be referred to as a location that contains structures, equipment, and resources provided for a specific purpose. (Li et al., 2021; Siripipatthanakul & Bhandar, 2021). The most important facility attributes are cleanliness and location, while the atmosphere is secondary. However, widespread preference heterogeneity was observed, and cluster analyses identified three distinct groups of travellers: cleanliness adherents, location seekers, and party seekers. Facilities and atmosphere were discovered to be critical attributes for specific clusters (Kuzmanović & Vukić, 2021). Furthermore, the location of higher-grade hostels has shifted to newly rehabilitated urban areas, which are safer, farther from nightlife, and closer to commercial areas than the city centre (Cró & Martins, 2018). Therefore, facilities in this study refer to the place, equipment and resources provided by hostels to their customers.

2.5. Services

Service is a person's or organisation's actions to provide customers with satisfaction and to go above and beyond what the customer has expected (Sánchez-García & Currás-Pérez, 2011). The success of service quality is always related to how much the customer expects to be obtained versus the reality of the service he or she receives or feels (Winowatan et al., 2021).

When it comes to staff services, the attitude or helpfulness of the staff is critical. The attitude is a long-term proclivity to consistently react to various affective, cognitive, and behavioural components (Liao & Chuang, 2004; Siripipatthanakul & Bhandar, 2021). Furthermore, when customers do not receive the quality of service they expect before purchasing, their trust is shaken, leading to dissatisfaction and writing a negative review and switching to another service provider. Thus, perceived quality service is an

important factor in customer satisfaction (Malik et al., 2012). Therefore, services in this study refer to actions taken by hostel staff to satisfy their customers.

2.6. Customer Satisfaction

Satisfaction is the feelings' level of disappointment or pleasure that an individual feels after comparing the performance (outcome) of a product or service to their expectations (Andri et al., 2022). Also, satisfaction is influenced by one's impression of performance and expectations. The customer is dissatisfied if it falls short of their expectations. If performance exceeds expectations, the customer will be extremely satisfied (Siripipatthanakul, 2021). Customer satisfaction is a term that clarifies the measurement of services or products provided to meet customers' expectations (Ali et al., 2021). Customer satisfaction will be related to expectations and result in individual success or consequence (Chana et al., 2021). It can also lead to word-of-mouth (WOM) communication and customer loyalty (Tjahjaningsih et al., 2020). Furthermore, customer satisfaction is one of the most critical metrics in the hospitality industry. Thus, it is imperative to study customer satisfaction in the hospitality industry (Ali et al., 2021; Díaz & Duque, 2021; Oh et al., 2022). Therefore, customer satisfaction in this study refers to an individual's feelings of disappointment or pleasure regarding prices, facilities and services of hostels at Ao Nang, Krabi in Thailand.

3. RESEARCH METHODOLOGY

3.1. Research Method

The aim of qualitative research is to investigate every context in which people or groups make decisions and act and to explain why that particular observed phenomenon occurred (Alvesson et al., 2022; Siripipattanakul et al., 2022). In this study, the qualitative approach was used as a research strategy. Furthermore, in-depth interviews were conducted to clarify the determinant factors of electronic word of mouth. The data was gathered from eight customers of hostels at Ao Nang using semi-structured interviews.

3.2. Population and Sample

Purposive sampling is commonly used in qualitative research to identify and select the most information-rich cases for the most effective use of available resources. It entails identifying and selecting individuals or groups of proficient and well-informed individualised about a phenomenon of interest. In addition to knowledge and experience, it is important to note the importance of availability and willingness to participate and the ability to communicate experiences and opinions in an articulate, expressive, and reflective manner (Etikan et al., 2016). Therefore, the data in this study was collected through purposive sampling. The population consisted of hostel customers at Ao Nang, Krabi in Thailand. Also, the sample consisted of eight key informants who were customers of hostels at Ao Nang, Krabi in Thailand, and all were over 18 years old.

3.3. Data Collection

The researchers reviewed the secondary data (documentary method) for appropriate key survey questions through in-depth interviews to accomplish the primary data results. The survey interview questions are shown as follows.

Q1: What are your thoughts on the hostel's prices? Are the prices reasonable? Are the prices of the room and services related and relevant to the quality provided?

Q2: What are your thoughts on the hostel's facilities? Does the hostel offer clean and safe facilities? Is the hostel's location easy to access?

Q3: What are your thoughts on the hostel's services? Are the hostel staff always willing to help the customers? Do they provide prompt service to the customers?

Q4: Are you satisfied with the overall services from the hostel, and why?

Q5: Would you recommend the hostel (write an online review) to others, and why?

3.4. Data Analysis

The respondents in this study were customers of hostels at Ao Nang, Krabi in Thailand. Four males and four females were selected through purposive sampling. Content analysis, a qualitative method, is a broad technique that seeks to provide a systematic and objective means of making valid inferences from verbal, visual, or written data to describe and quantify specific phenomena (Crellin et al., 2022; Limna et al., 2022). Therefore, the content analysis method and the NVIVO Trial Version (a qualitative approach software) were used in this qualitative study to analyse qualitative data from open questions to identify data that would help clarify responses to quantitative questions, particularly the reasons people gave for their responses through in-depth face-to-face interviews.

4. RESULTS

4.1. Respondents' Demographics

The respondents' demographics and the priority of determinant factors of electronic word of mouth (prices, facilities and services) from eight purposive sample perceptions that reflected their satisfaction and e-WOM are shown in Table 1.

Table 1. Respondents' Demographics and Priority of Price, Facility and Service

Respondent	Age Gender	Prices	Facilities	Services
Respondent 1 April 04, 2022 – 10:30 a.m.	26 - Female	1	2	3
Respondent 2 April 04, 2022 – 11:30 a.m.	28 - Female	1	3	2
Respondent 3 April 04, 2022 – 02:30 p.m.	28 - Female	1	2	3
Respondent 4 April 05, 2022 – 10:30 a.m.	31 - Female	1	3	2
Respondent 5 April 05, 2022 – 11:30 a.m.	25 - Male	1	2	3
Respondent 6 April 05, 2022 – 01:00 p.m.	26 - Male	1	2	3

Respondent 7 April 05, 2022 – 02:30 p.m.	26 - Male	1	2	3
Respondent 8 April 05, 2022 – 03:30 p.m.	27 - Male	1	2	3
Total	Age 25 - 31 (Average 28) 4 Females and 4 Males	1 = 8 2 = 0 3 = 0	1 = 0 2 = 6 3 = 2	1 = 0 2 = 2 3 = 6

Eight customers of hostels in Ao Nang, Krabi, participated in this study. Four females were 26 years old, 28 years old, 28 years old, and 31 years old, respectively. Four males were 25 years old, 26 years old, 26 years old, and 27 years old, respectively. The participants were customers of hostels in Ao Nang, Krabi, and all were over 18 years old. The priority of the determinant factors of electronic word of mouth from respondents' perceptions was satisfaction with prices, facilities, and services. The participants' perceived prices (8/8 of the respondents) are the highest crucial, followed by facilities (6/8 of the respondents) and services (6/8 of the respondents).

4.2. Content Analysis

4.2.1. The Relationship Between Prices, Customer Satisfaction and e-Word of Mouth

Referring to the interviews, most respondents ranked prices as the highest essential factor. Price is regarded as a factor that contributes to customer satisfaction and e-WOM. Moreover, the prices perceived by hostel customers are not excessive but rather reasonable and appropriate for the quality. Also, the price should be affordable, not significantly higher than hotels or other hostels. Customers satisfied with the prices are more likely to write a positive review online and recommend the hostel to others.

“Honestly, as we are backpackers, the prices are the main focus when we book our accommodations. This hostel's prices are affordable. We booked three nights online and also got a 10% discount. It was inexpensive and good for us. My friends and I are pleased, and we will write good reviews online for sure.” – Respondent 1: a 26-year-old female; interviewed at 10:30 a.m. on April 04th, 2022.

“Prices should be reasonable compared to services and quality, especially during this COVID-19 pandemic. This hotel met my expectations, in the matter of prices. It is affordable. They also offer a discount if you book the hostel via online platforms. I am a solo backpacker. We have online communities where we share our positive and negative experiences. I always share my experiences with my backpacker friends online, and I am happy to recommend this hostel.” – Respondent 2: a 28-year-old female; interviewed at 11:30 a.m. on April 04th, 2022.

“The prices are not too high compared to other hostels or hotels. Sometimes, the hostel has promotions, discounts and stuff, which, to me, is very good. I like it. I booked this hostel online, read reviews, and everything. I have to say it is inexpensive. I already wrote a review on their Facebook page. Also, if my friends are visiting Ao Nang, I would recommend this hostel for sure.” – Respondent 5: a 25-year-old male; interviewed at 11:30 a.m. on April 05th, 2022.

4.2.2. The Relationship Between Facilities, Customer Satisfaction and e-Word of Mouth

Referring to the interviews, most of the respondents ranked facilities and services as the second most important factor after prices. Customer satisfaction and e-WOM communication are influenced by the

hostel facilities that are up-to-date, safe and clean and the location that is easy to access. Customers satisfied with the facilities are more likely to write a positive reviews online and recommend the hostel to others.

“The hostel's environment is good, particularly during the COVID-19. The hostel is clean and safe for customers. Disinfectants, such as alcohol, are provided. Also, the hostel has adequate lighting, a comfortable atmosphere, and a nice co-working space, which has convinced me to stay here again the next time I visit Ao Nang. Also, I am happy to recommend and share my good experiences with my friends online. I have an intention to write a good review on their Facebook page.” – Respondent 3: a 28-year-old female; interviewed at 02:30 p.m. on April 04th, 2022.

“The hostel's facilities, such as bunk beds. The location is on Google Maps, making it simple to find the hostel. The check-in and check-out areas are pleasant and beautifully decorated. A parking lot for motorcycles is also available. I would say I am satisfied with their facilities.” – Respondent 4: a 31-year-old female; interviewed at 10:30 a.m. on April 05th, 2022.

“I have to say I am impressed with the hostel's facilities. The wi-fi is good. There is a parking lot. The room is good. The bed is comfortable. Also, signs show the COVID-19 preventive protocols around the hostel, which is essential to me. Disinfectants are also provided. Overall, I am delighted.” – Respondent 5: a 25-year-old male; interviewed at 11:30 a.m. on April 05th, 2022.

4.2.3. The Relationship Between Services, Customer Satisfaction and e-Word of Mouth

Referring to the interviews, most respondents ranked services and facilities as the second most crucial factor after prices. Customer satisfaction and e-WOM communication are influenced by the excellent service mindset, which is friendly and attentive to the customers' needs and expectations. Customers who are satisfied with the service provided by the hostel are more likely to write a positive review online and recommend the hostel to others.

“The services here are just excellent. Also, I am satisfied with the helpfulness and friendliness of the staff here. I arrived at the hostel at one o'clock in the afternoon, but it was not yet time for check-in. A receptionist kindly checked with the housekeeper to see if the room was ready, and then checked me in immediately.” – Respondent 6: a 26-year-old male; interviewed at 01:00 p.m. on April 05th, 2022.

“I like it here. The services from the hostel's staff, in my opinion, are outstanding. I needed help with my airport transfer, and the staff here helped me sort everything out. They are very well-trained to provide the best service. Yes, I am happy to write a good review online, and will recommend this hostel to my friends.” – Respondent 7: a 26-year-old male; interviewed at 02:30 p.m. on April 05th, 2022.

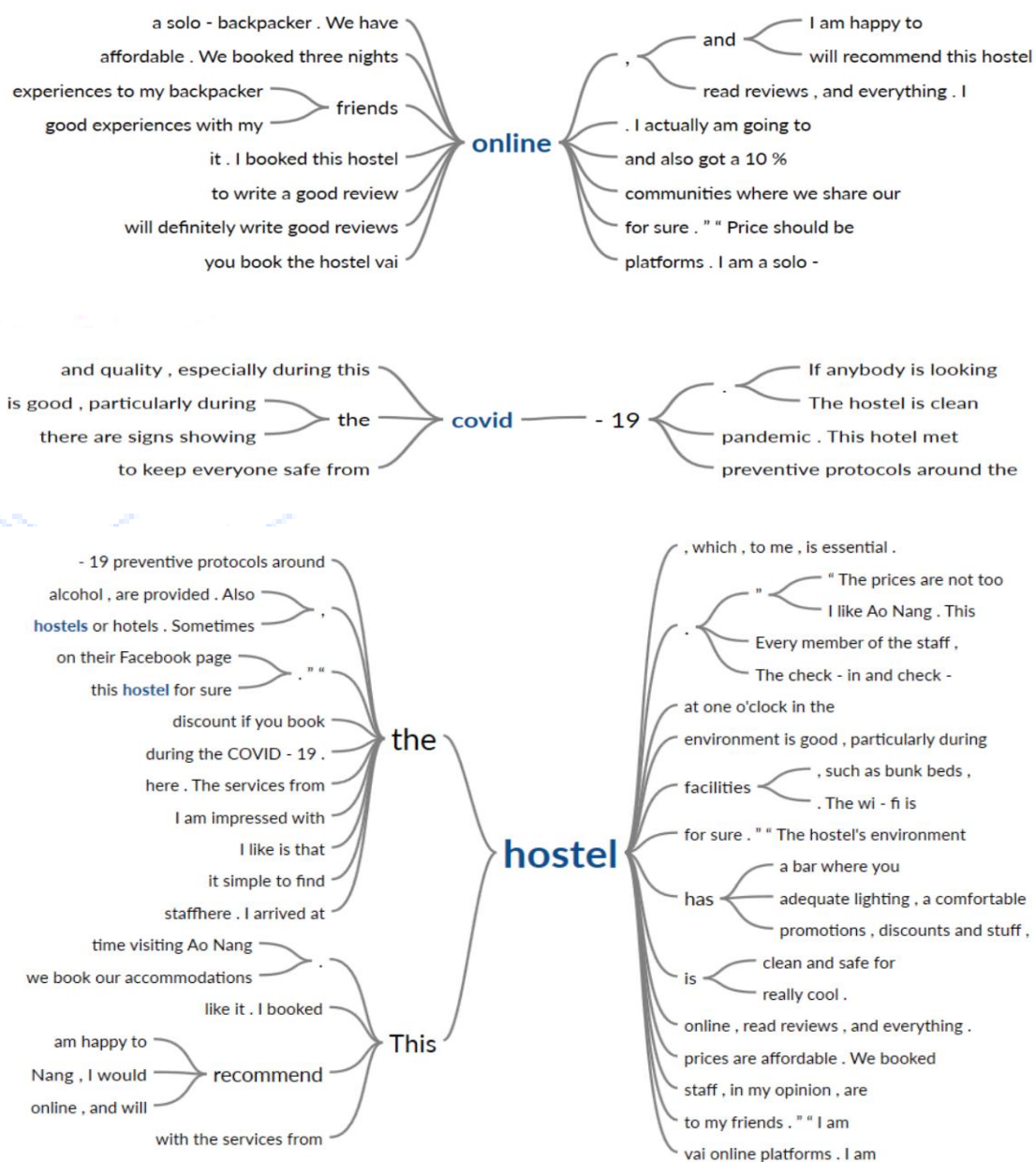
“I am satisfied with the services from this hostel so much. Every staff member, including receptionists, housekeepers, and bartenders, is extremely nice and friendly. I like that the hostel has a bar where you can socialise, but you must wear a mask and keep your distance to keep everyone safe from COVID-19. If anybody is looking for a good place to stay in Ao Nang, I would recommend this hostel.” – Respondent 8: a 27-year-old male; interviewed at 03:30 p.m. on April 05th, 2022.

4.3. NVivo Analysis

In this study, the collected data through in-depth face-to-face interviews were analysed using the content analysis method. Also, the interpretation and analysis were based on NVivo (trial version), a qualitative data analysis software.



Figure 1. Word Frequency Query – Word Cloud



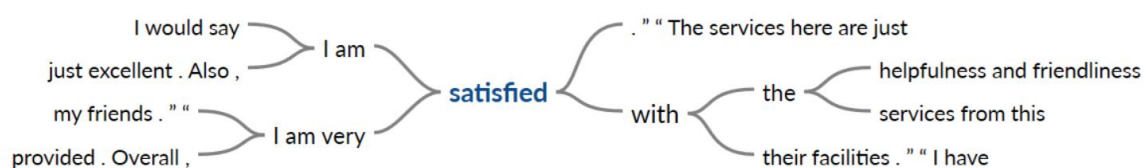
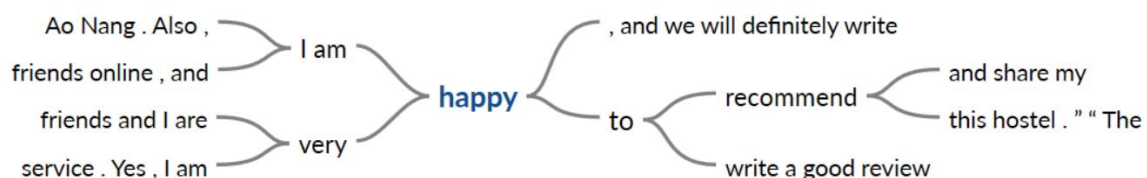
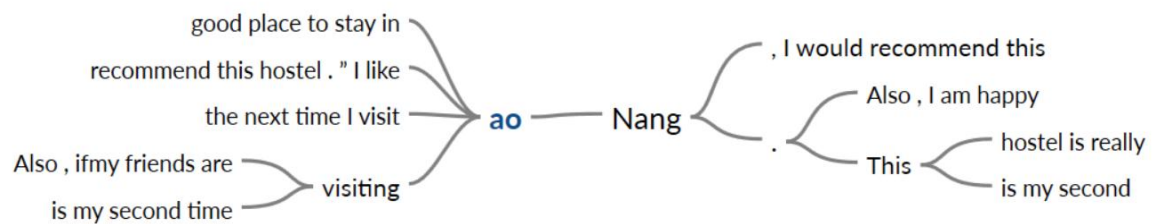




Figure 2. Text Search – Word Tree

5. DISCUSSION AND CONCLUSION

5.1. Discussion

The determinant factors (prices, facilities, and services) are related to satisfaction, and satisfaction affects hostel customers' e-WOM. Hostel customers perceived prices as the highest essential factor, followed by facilities and services. The finding supported the previous research of Malik et al. (2012) that reasonable prices significantly impacted customer satisfaction. The result supported the prior study of Kuzmanović & Vukić (2021) that facilities, locations, and services influenced customer satisfaction. The finding supported the previous research of Winowatan et al. (2021) that quality services significantly impacted customer satisfaction. The discovery also supported Siripipatthanakul & Bhandar (2021) research that customer satisfaction and customers' intentions to recommend were influenced by reasonable prices, good facilities, and quality services.

5.2. Conclusions

Hostel customers' perceptions that prices are the most important factor, followed by facilities and services. Customer satisfaction with these factors influences e-WOM communication. Hostel customers have the intention to write positive reviews about a hostel if the prices are reasonable, the facilities are clean, and the staff provide excellent services. Therefore, business owners, hostel managers, and marketers should consider these determinants (prices, facilities, and services). If hostel customers are satisfied, they will have positive e-WOM communication. As a result, high performance will incur.

5.3. Research Implication

This research may benefit hostel managers, business owners, and other industry businesses to improve their marketing strategies to respond to customers' needs and expectations and increase e-WOM communication by enhancing customer satisfaction with prices, facilities and services. Also, the implication could be applied to other service sectors to find the appropriate strategies to attract their customers and improve customer satisfaction with services, prices, and facilities to enhance positive e-WOM communication.

5.4. Limitations and Recommendations

The limitation of this study is the respondents were hostel customers in Ao Nang, Krabi in Thailand. Only one province may not be a good representation of Thailand. The recommendation is to expand more areas further. Also, the quantitative approach should be considered and raised on a large sample for further research.

REFERENCES

1. Ali, B.J., Gardi, B., Jabbar Othman, B., Ali Ahmed, S., Burhan Ismael, N., Abdalla Hamza, P., Mahmood Aziz, H., Sabir, B.Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact

- of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14-28.
2. Alvesson, M., Sandberg, J., & Einola, K. (2022). Reflexive Design in Qualitative Research. *The SAGE Handbook of Qualitative Research Design*, 23.
 3. Ammatmanee, C., & Gan, L. (2021). Transfer Learning for Hostel Image Classification. *Data Technologies and Applications*, 56, 1, 44-59.
 4. Andrade, E. V. P. R. D. (2014). Business Hostel: A New Opportunity for the Hostel Industry. *Universidade Nova de Lisboa, NSBE-UNL*, 1-28.
 5. Andri, P., Jasfar, F., & Kristaung, R. (2022). Effect Of Product, Distribution And Service Quality on Customer Loyalty Through Customer Satisfaction At Indonesian Marketplace. *Devotion: Journal of Community Service*, 3(4), 321-335.
 6. Bangkok Post. (2021). *Slumber Party Hostels Fourth-Largest Globally*. Bangkok Post. Retrieved from <https://www.bangkokpost.com/thailand/pr/2104399/>.
 7. Bolton, L. E., Warlop, L., & Alba, J. W. (2003). Explorations in price (un) fairness. *Journal of Consumer Research*, 29(4), 474-491.
 8. Chana, P., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of the Service Marketing Mix (7Ps) on Patient Satisfaction for Clinic Services in Thailand. *International Journal of Business, Marketing and Communication*, 1(2), 1-12.
 9. CNN. (2022). *Traveling to Thailand during COVID-19: What you need to know before you go*. Retrieved from <https://edition.cnn.com/travel/article/thailand-travel-covid-19/>.
 10. Crellin, N.E., Priebe, S., Morant, N., Lewis, G., Freemantle, N., Johnson, S., Horne, R., Pinfold, V., Kent, L., Smith, R., & Darton, K. (2022). An Analysis of Views about Supported Reduction or Discontinuation of Antipsychotic Treatment Among People with Schizophrenia and Other Psychotic Disorders. *BMC Psychiatry*, 22(1), 1-11.
 11. Cró, S., & Martins, A. M. (2018). Hotel and hostel location in Lisbon: looking for their determinants. *Tourism Geographies*, 20(3), 504-523.
 12. Cró, S., Martins, A., Simões, J., & Calisto, M. (2021). Online Customer Reviews About Security and Its Impact on Hostel Prices: The Importance of Human Rights. *European Journal of International Management*, 1-27.
 13. da Rosa, D. M., Kuniechik, N., Musse, S. R., & Silveira, M. S. (2021). Analyzing the Presentation of Multilingual User Reviews in Accommodation Websites. *Proceedings of the XX Brazilian Symposium on Human Factors in Computing Systems*, 1-7.
 14. Díaz, M. M., & Duque, C. M. (2021). Open Innovation Through Customer Satisfaction: A Logit Model to Explain Customer Recommendations in the Hotel Sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3), 180.
 15. Ennew, C.T., Banerjee, A.K., & Li, D. (2000). Managing Word of Mouth Communication: Empirical Evidence from India. *International Journal of Bank Marketing*, 18, 2, 75-83.
 16. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.

17. Faith, D. O., & Edwin, A. M. (2014). A Review of the Effect of Pricing Strategies on the Purchase of Consumer Goods. *International Journal of Research in Management, Science & Technology*, 2, 88-102.
18. Gelbman, A. (2021). Tourist Experience and Innovative Hospitality Management in Different Cities. *Sustainability*, 13(12), 6578.
19. Gursoy, D., & Chi, C. G. (2020). Effects of COVID-19 Pandemic on Hospitality Industry: Review of the Current Situations and a Research Agenda. *Journal of Hospitality Marketing & Management*, 29(5), 527-529.
20. Kumar, S. V. (2022). Applied Research on Non-Traditional Use of Hotels During the COVID-19 Period in Selected 4-Star and 5-Star Hotels of Gujarat. *Indian Journal of Hospitality Management*, 4(1), 35-45.
21. Kuzmanović, M., & Vukić, M. (2021). Incorporating Heterogeneity of Travelers' Preferences into the Overall Hostel Performance Rating. *Decision Making: Applications in Management and Engineering*, 4(2), 200-224.
22. Li, X., Li, Z., Jia, T., Yan, P., Wang, D., & Liu, G. (2021). The Sense of Community Revisited in Hankow, China: Combining the Impacts of Perceptual Factors and Built Environment Attributes. *Cities*, 111, 103108.
23. Liao, H., & Chuang, A. (2004). A multilevel investigation of factors influencing employee service performance and customer outcomes. *Academy of Management Journal*, 47(1), 41-58.
24. Limna, P., Siripipattanakul, S., & Auttawechasakoon, P. (2022). A Qualitative Study of Ethical Change Management Affecting Teacher Satisfaction and School Performance: A Case Study of Secondary Schools in Krabi, Thailand. *International Journal of Trend in Scientific Research and Development*, 6(3), 275-287.
25. Malik, M. E., Ghafoor, M. M., & Hafiz, K. I. (2012). Impact of Brand Image, Service Quality and Price on Customer Satisfaction in Pakistan Telecommunication Sector. *International Journal of Business and Social Science*, 3(23).
26. Oh, S., Ji, H., Kim, J., Park, E., & del Pobil, A. P. (2022). Deep Learning Model Based on Expectation-Confirmation Theory to Predict Customer Satisfaction in Hospitality Service. *Information Technology & Tourism*, 24(1), 109-126.
27. Phoonphongphiphat, A. (2017). *Hostel Attraction*. Bangkok Post. Retrieved from <https://www.bangkokpost.com/business/1230160/hostel-attraction>.
28. Pongsakornrunsilp, P., & Pongsakornrunsilp, S. (2021). Mindful Tourism: Nothing Left Behind—Creating a Circular Economy Society for the Tourism Industry of Krabi, Thailand. *Journal of Tourism Futures*, 1-15.
29. Pongsakornrunsilp, S., Pongsakornrunsilp, P., Kumar, V., & Maswongssa, B. (2021). The Art of Survival: Tourism Businesses in Thailand Recovering from COVID-19 Through Brand Management. *Sustainability*, 13(12), 6690.
30. Pourabedin, Z., & Migin, M. W. (2015). Hotel Experience and Positive Electronic Word of Mouth (e-WOM). *International Business Management*, 9(4), 596-600.
31. Ruiz-Mafe, C., Bigné-Alcañiz, E., & Currás-Pérez, R. (2020). The Effect of Emotions, eWOM Quality and Online Review Sequence on Consumer Intention to Follow Advice Obtained from Digital Services. *Journal of Service Management*, 31, 3, 465-487.

32. Sánchez-García, I., & Currás-Pérez, R. (2011). Effects of Dissatisfaction in Tourist Services: The Role of Anger and Regret. *Tourism Management*, 32(6), 1397-1406.
33. Şehirli, M. (2021). Transformation of WOM (Word of Mouth) From Traditional to Digital and Current Recommendations for e-WOM. *Handbook of Research on IoT, Digital Transformation, and the Future of Global Marketing*, pp. 380-400. IGI Global.
34. Siripipattanakul, S., Siripipattanakul, S., Limna, P., & Auttawechasakoon, P. (2022). Marketing Mix (4Cs) Affecting Decision to be an Online Degree Student: A Qualitative Case Study of an Online Master's Degree in Thailand. *International Journal on Integrated Education*, 5(4), 31-41.
35. Siripipattanakul, S. (2021). Service Quality, Patient Satisfaction, Word-Of-Mouth, and Revisit Intention in A Dental Clinic, Thailand. *International Journal of Trend in Scientific Research and Development*, 5(5), 832-841.
36. Siripipattanakul, S., & Bhandar, M. (2021). A Qualitative Research Factors Affecting Patient Satisfaction and Loyalty: A Case Study of Smile Family Dental Clinic. *International of Trend in Scientific Research and Development*, 5 (5), 877-896.
37. Sosanuy, W., Siripipattanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of Electronic Word of Mouth (e-WOM) and Perceived Value on Purchase Intention During the COVID-19 Pandemic: The Case of Ready-to-Eat Food. *International Journal of Behavioral Analytics*, 1(2), 1-16.
38. Tjahjaningsih, E., Ningsih, D. H. U., & Utomo, A. P. (2020). The Effect of Service Quality and Product Diversity on Customer Loyalty: The Role of Customer Satisfaction and Word of Mouth. *The Journal of Asian Finance, Economics, and Business*, 7(12), 481-490.
39. Torres, E. N., Singh, D., & Robertson-Ring, A. (2015). Consumer Reviews and the Creation of Booking Transaction Value: Lessons from the Hotel Industry. *International Journal of Hospitality Management*, 50, 77-83.
40. Vithayaporn, S. (2021). COVID-19 Pandemic—A Testing Time for Tourism and Hospitality in Thailand. *ABAC ODI Journal Vision. Action. Outcome*, 8(1), 41-53.
41. Wangkiat, P. (2021). *Let's Learn to Coexist with COVID-19*. Bangkok Post. Retrieved from <https://www.bangkokpost.com/opinion/opinion/2052563/>.
42. Winowatan, W. J. W., Suarta, I. P., & Sukarana, M. (2021). Customer Satisfaction on Barista Service. *Journal of Asian Multicultural Research for Economy and Management Study*, 2(4), 33-38.
43. Yang, C. C., Wu, S. F., & Lu, M. Y. (2017). Tourist Hostel Development in the East Taiwan Area. *Journal of Advanced Research in Social Sciences and Humanities*, 2(2), 119-124.
44. Zhang, L., Wei, W., Line, N. D., & Cheng, Y. (2021). When Positive Reviews Backfire: The Effect of Review Dispersion and Expectation Disconfirmation on Airbnb Guests' Experiences. *International Journal of Hospitality Management*, 96, 102979.