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(BESSH-2016)**

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Office Address: Academic Fora
125 Jalan Setia 5, Jinjang Utara 52000
Kuala Lumpur Malaysia
Contact: +6 0 362 528131
Email: contact@academicfora.com

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1. Dr. Silvia C. Ambag

Conference chair

Email: chair2016@academicfora.com

2. Ms. Ani Wahyu

Conference coordinator

Email: aniwahyu@academicfora.com

3. Mr. Leon Yap

Conference coordinator

Email: leonyap@academicfora.com

4. Mr Metin

Conference Coordinator

Email: metin@academicfora.com

5. Mr Metha Shahi

Conference Coordinator

Email: metha.shahi@gmail.com



Relationship between Personal Factors and Marketing Mix Satisfaction of the Tourists at Don Hoi Lot (Tourism Destination) in Samutsongkhram Province, Thailand

Rumpapak Luekveerawattana*

Suan Sunandha Rajabhat University, Thailand

Abstract

This research was undertaken using quantitative research at Don Hoi Lot, the most famous tourism destination in Samutsongkhram, Thailand. This descriptive-analytical study was performed on 400 tourists by using questionnaire to evaluate satisfaction of tourists regarding to marketing mix at this destination. The samples were chosen by convenience sampling. The findings indicated that tourists satisfied all component of marketing mix in the moderate level. Chi-square test was applied to test the relationship between personal factors and Marketing mix satisfaction of the tourists. Chi-square test revealed that no relationship between gender and marketing mix satisfaction (product, price, place, promotion and total tourist satisfaction) , at the statistically significant at the 0.05 level. Moreover, the chi-square test revealed that there were relationship between tourist's satisfaction and product, at the statistically significant at the 0.001 level. Age of the tourists also had relationship with price, at the statistically significant at the 0.49 level. Age of the tourists had related with place, at the statistically significant at the 0.000 level. Next, Age of the tourists had related with promotion, at the statistically significant at the 0.000 level. Last Age of the tourists had related with the total tourist satisfaction, at the statistically significant at the 0.000 level In conclusion, the marketing mix of this tourism destination should be improved as the tourist's respondent was in moderate level. The management team also should focus on the factor "age" to formulate marketing plan to attract more tourist's coming.

Keywords: Tourism Destination, Marketing Mix, Plan

*All correspondence related to this article should be directed to Rumpapak Luekveerawattana, Suan Sunandha Rajabhat University, Thailand
Email: sirittt@yahoo.com

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