

# Relationship Marketing and Perception Service Quality Model of Business Operator of Homestays in Samut Sakhon Province of Thailand

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## ABSTRACT

The purpose of this research was to investigate the application of relationship marketing, and perception service quality model by the successful business operator of homestays in Samut Sakhon province of Thailand. The study therefore analyzed the components of four latent variables of the relationship marketing, perception service quality, satisfaction, and successful business operator of homestays. The analytical aspect was geared towards establishing both direct and indirect effects of the relationship marketing, perception service quality, and satisfaction on the successful business operator of homestays in Samut Sakhon province. The research was also investigated the relationship marketing and perception service quality model of business operator of homestays. Quantitative methodology was applied using structured questionnaire to collect data from a representative sample of 570 respondents. The data were analyzed by using descriptive statistics of percentage, mean and inferential statistics of Confirmatory Factor Analysis, Path Analysis and Structural Equation Modeling (SEM). The research found that the four variables of study, the relationship marketing, perception service quality, satisfaction, and successful business operator of homestays in Samut Sakhon were ranked at high level (X between 3.89 to 4.08). The confirmatory factors analysis revealed that the relationship marketing has the highest in the most customer relationship management, the perception service quality factors was trustiness, satisfaction factors was atmosphere, the successful business operator of homestays in samut sakhon was suggest and tell. The results of the structural equation model analysis found that the relationship marketing has direct effect on successful business operator of homestays in Samut Sakhon (DE = 0.332). Perception service quality has direct effect on successful business operator of homestays in Samut Sakhon (DE = 0.239). Satisfaction has direct effect on successful business operator of homestays in Smut Sakhon (DE = 0.372). Overall, these variables (relationship marketing, perception service quality and satisfaction) influenced 54.2 % ( $R^2 = 0.542$ ) of variation in successful business operator of homestays in Samut Sakhon. The constructed model corresponded with the empirical evidence of all variables ( $\chi^2 = 95.97$ ,  $df = 76$ ,  $\chi^2/df = 1.26$ ,  $P = 0.06$ ,  $SRMR = 0.07$ ,  $RMSEA = 0.02$ ). The research recommended that Operator Homestay Business should be featured Improve Relationship marketing Perception of service quality to create satisfaction.

**Keywords:** *Relationship Marketing, Perception Service Quality, successful business operator of homestays*

## 1.0 INTRODUCTION

Thailand tourism industry is today considered to play a very important role in the economy of Thailand. Able to generate more than a hundred billion baht in foreign currency each year, which is a very high value. Compared with other industries

such as the textile industry and agricultural products. The tourism industry has a positive effect on the overall economy of Thailand, resulting in employment and income distribution to the tourism sector and related industries, resulting in the prosperity of the region in various fields. In the matter of improvement and development of tourist attractions Building utilities various facilities to support tourists and people in the country

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(Tourism Authority of Thailand, 2018) and in the year 2004 there was a sluggish economic crisis around the world. As a result, the number of foreign tourists traveling to Thailand has decreased. Impact on various groups for the field that is most directly affected is the tourism sector. In addition, it is a sector with a large number of jobs, 80 percent of which is in small and medium enterprises (SME) in the field of tourism. (Bangkok Business Online, 2017)

Thailand has abundant resources for tourism industry, giving it a strong competitive advantage to be titled as one of the best tourism destinations in the world. It is a tour to experience the land of smiles, with rich history and strong cultural heritage. Thais in general prefer to work as business entrepreneurs either in a form of startup business ventures, SMEs, or big corporate. With this unique idea, it has been recently witnessed Thais converting private residences into homestay attractions for tourists at convenient pricings.

With the advent of globalization and learning new experiences from traveling is becoming more and more important. Similarly, to meet the growing demands of the visitors, the concept of Home Stay Hotels is quite common in Thailand, which is a form of ecotourism management. The community manages the accommodations for homeowners, by villagers in the community to ensure the safety and hotel requirements of tourists. It requires having a good decent room or space that can support and be able to provide services for tourists according to the criteria community members have with the experience, knowledge and understanding of community life.

The homestay business is associated with services industry, offers accommodation and tours at competitive pricing in a traditional local living in experiencing the nature closely, healthy green environment, culture, traditions, and community values, are important factors contributing towards the ecotourism service business, particularly in Samut Sakhon. At present, it is observed that the number of tourists interested in staying and participating in various activities in Samut Sakhon province of Thailand, and the number of tourists flocking in are rising recently. For the homestay business to succeed, the researcher has identified the variables i.e. (Relationship Marketing, Perception Service Quality, and Satisfaction) to Relationship Marketing and Perception Service Quality Model of business operator of Homestays.

Relationship market (Relationship Marketing), which is rapidly moving at the forefront of academic research in marketing (Berry, 2000), the

concept of corporate relationship building with clients has been applied to achieve efficiency. Good results for the organization marketing communication will play an important role in creating brand value or creating value for that company. Integrated Marketing communication (IMC) (Dewhirst & Davis, 2005), which has the essential purpose of marketing communications to make business successful (Kotler & Keller, 2012). And building relationships with customers, which is part of the combination of satisfaction will play an important role in creating satisfaction and managing customer relationships and satisfaction that results in a successful business with the same aim to directly affect the recipient (Shrimp, 2010)

Perception of service quality of homestay business it is one way of homestay business entrepreneurs. That is an important tourist destination as can be seen from Thailand Tourism Strategy 2004-2008 that sets a vision for Thailand is the tourist center of Asia. In addition, a quality tourist attraction to make tourism one of the main industries with sustainable growth. By developing a strategy that focuses on increasing competitiveness Both in terms of product and service development, tourism operators as well as developing an integrated management service system This concept of service quality perception has been recognized as It is a tool used to develop effective operations. It is an important factor that influences the business performance and in the future. The tourism market depends on each country's ability to deliver quality tourism products and services. To meet the needs and the preferences of tourists However Service results it also depends on the service provider. The mental state of the client. Property and environment the appropriate level of perceived quality depends on customer satisfaction (Parasuraman et al., 1985). It does not arise exclusively from the perception of service quality. Because even though the service is excellent but may be assessed as having low value If the price of the service is too high (Rust & Oliver, 1994), then the perception of service quality of homestay operators in Samut Sakhon province, which will be the component of how homestay entrepreneurs succeed. Being responsive to service Trust, care, visible and tangible. Based on this background, this research sought to achieve four objectives: 1) to explore relationship marketing, the perception of service quality, satisfaction and success of homestay entrepreneurs In Samut Sakhon Province; 2) to analyze relationship marketing components, the perception of service quality, satisfaction and success of homestay

entrepreneurs; 3) to analyze the direct and indirect influence of relationship marketing, the perception of service quality, satisfaction that affect the success of homestay entrepreneurs and 4) to find the relationship marketing model of entrepreneurs, homestay businesses in Samut Sakhon Province

## 2.0 LITERATURE REVIEW

### 2.1 Tourism Industry in Thailand

Tourism is the main industry to generate income for countries around the world (Dawes, Romaniuk, & Mansfield, 2009) as well. Thailand's tourism industry is recognized around the world. A survey from Travel News magazine surveyed opinions among members of the tourism industry choosing Thailand as a popular tourist destination. Greece, Denmark, Italy, Spain, Brazil, the United States, France, England and Sweden are second in the ranking (Travel News, 2007). In addition, the Country Brand Index Award 2006 (CBI) has ranked Thailand as the number 1 in the top 10 countries worth it. Travel money Thailand has been selected as the Best Country Brand for Value for Money (Chicago Tribune, 2007), which represents the potential of Thailand's tourism industry, which is also an eye for foreign tourists. It is still the main industry for the development of the country (Bank of Thailand, 2018). Thailand tourism is an industry that can generate high economic returns. And can also cause added value in the industry as a continuous chain the important activities that continuously generate added value are: Manufacturing, restaurant and transportation industries, etc., which are important to the development of the country's competitiveness. Stimulate the local economy Employed The government sector can collect tax. The country's tourism income increased accordingly. As for the risk factors affecting the decision to visit, such as economic, political, social, environmental and demographic factors, it affects the satisfaction of tourists (Pankeaw, 2003), as well as the epidemic causing the number of tourists to decline. Which will directly affect employment and domestic consumption (Tourism Authority of Thailand, 2018)? For the economic stimulus, with the continuous development of the tourism industry, the tourism industry in Thailand has grown tremendously and brought tremendous economic benefits to the country. However, the tourism industry has also resulted in an undesirable effect, growing parallel to especially the impact on the quality of the environment, ecology, culture, traditions.

### 2.2 Homestay (Home stay) Tourism

Homestay (Home stay) means a form of tourism that tourists have to stay with the owner of the same house. The rooms or living space in the house can be adapted for tourists to temporarily stay which has a maximum of 4 rooms with a total of up to 20 people with compensation. It provides reasonable facilities Which looks like a business to earn extra income which is in accordance with the definition of "hotel" of the Hotel Act 2004 and registered with the Department of Tourism, according to the criteria set by the Department of Tourism (Tourism Authority of Thailand, 2561). Government policy Focus on decentralization to the local focus on community development focus on creating jobs Make money for the community Use tourism as a development tool causing a variety of tourism activities in the community Year 2003 The Department of Tourism created Thai homestay standards. The objectives include to encourage the community to create homestays to create jobs and income. A strong community Can be self-sufficient and promote, support and develop homestays Standardize Enter the certification process. It also focuses on encouraging homestay development as part of community tourism Take into account the sustainability of natural resources Maintain a cultural identity Communities get involved and benefit fairly.

Homestay according to the Department of Tourism standards Framework is a conservation of natural resources and the environment developing a balanced environment, economy, society and spirituality in order to achieve sustainable development. The community is owned by the business itself. Homestay and tourism income are only an additional income. Not the main income of the community Community involvement is a key issue in management. Manage homestay the community must be strong. Be knowledgeable about what leads to change and understand the objectives of what they are doing A single entrepreneur who does not act on behalf of a group is not eligible for Thai homestay standards. Because it is in a resort or guesthouse-like operation, all parties from the government, the community to the operator, must understand the homestay in the same direction. Not every village has a homestay. Must take into account the availability, knowledge and understanding of the community is important Focusing on the selling point is on the traditional way of life of the community. Local wisdom is interesting ecotourism. (Nature + culture). Ten basic homestay features should be observed. 1) Homeowners and

family members are required to hold homestay as an additional income in addition to the income from the family's primary occupation. 2) There is a living space within the house left and not being used that can be adapted for tourists to stay. 3) Tourists are required to stay overnight in the same house as the property owner, with cultural exchange opportunities and the way of life between them. 4) Family members are delighted and willing to take the responsibility of tourists to stay overnight in their homes along with transmitting the good culture of the local area to tourists. 5) The homeowner and family members work well with the community to manage the homestay. 6) The home should be a member of a group, club, or co-operative managing the homestay of that community. 7) At least number of houses belonging to the homestay group three houses. 8) Every house requested for evaluation must have a house number Issued by government agencies. 9) The location of the community or homestay group must not be in a protected area such as a national park wildlife sanctuary, etc., unless permitted. 10) Has operated a homestay in accordance with the homestay standard requirements of the Department of Tourism 6 months.

### 2.3 Relationship marketing

Relationship marketing is the concept of building consumer loyalty, which relies on Customer Relation Management, which is the main tool for customer satisfaction. Become loyalty and become a sales assistant where we do not pay a salary because of the customer who has a good relationship with the brand. Inevitably, the brand speaks positively and is always ready to be a good customer. Relational marketing is marketing where we try to build customer engagement through deep customer knowledge to plan strategies to motivate customers to buy products or services that impress the consumer. Just how important insights about your customers are for relationship building? That knowledge is also important for branding. How useful is it to get clients well in determining your relationship strategy? That awareness can only be helpful in formulating a branding strategy. Berry (1983) said that Definition of relational marketing (Relationship Marketing) that attracts, maintains and fosters customer relationships in a wide variety of service organizations. " Believe that the customer is more connected to the person than the product Relational marketing thus breaks the market tradition that emphasizes the importance of the

theory of economics which emphasizes the number of sales. It comes down to the psychological focus of customer empathy " Stone, Woodcock, & Machtynger (2000, p.2) said. Relationship marketing is where marketers find customers, know their customers, keep in touch with them, make sure they get what they want from the organization, and make sure they get what they want as promised. Relationship marketing is very important today because it allows organizations to maintain Able to keep existing customers and reduce the loss rate of customers to a minimum. In order to generate profit for the business, at the same time, it shows the satisfaction that customers have with our products / services. In marketing a relationship, money is required to create activities, the amount is more or less depending on the level of the relationship that the organization wants to make with its customers. Types of customer service can be categorized according to the five levels of relationship: (Kotler & Keller, 2014)

1. **Basic form (Basic Marketing)** is an initial form of relationship where a company's salespeople are offering to sell products to a group of customers. To drive buying behavior
2. **Passive Marketing (Reactive Marketing)** is a form in which a salesperson or a company tries to connect with the customer to a greater extent than trading products in a more basic form This is to drive customers to be satisfied with the company's products and services and eventually come back to buy again.
3. **Customer-oriented model (Accountable Marketing)** is a form in which the salesperson will examine the satisfaction of the customer and listen to suggestions, improve the products or services of the company. In order to make customers feel more impressed with the company and may develop to become a support customer, help introduce products or services to other customers to try to buy more products or services of the company.
4. **Proactive Marketing Model (Proactive Marketing)** is a form where salespeople will visit customers at home, work, or the company's customer stores from time to time to present news and information about products This is to create a group of customers who can provide more support and loyalty to the company. This resulted in the company having a long competitive advantage.
5. **Business Partnership Model (Partnership Marketing)** is a model for the company to fully support the operation of its customer stores. Provide effective store management training as

the merchant profit increases, the overall profit of the company be also increased.

#### 2.4 Service quality perception

Service quality concept (Service quality) is recognized as a tool to improve operational efficiency. Jayawardena (2002) said that in the future, the tourism market will depend on each country 'ability to deliver quality tourism products and services. To meet the needs and how well the preferences of international tourists have changed, so the researcher applied this theoretical concept into the research, including the definition of quality of service. Theory of integrated quality perception model theory. Gap model theory and measurement of service quality and related research as follows. Feigenbaum (1991) introduced the Total Quality Management Theory, looking at quality as the responsibility of everyone in the organization to participate. Together to make it happen and the last one to mention, Peters (1987), defines quality as customer perception of excellence. Peters see quality from a customer-centered perspective. In addition, pointed out the importance of Expectations and perception of quality by customers conformance) 3) Reliability (reliability) 4) safety and 5) field use. Later Crosby (1979) defines quality as Is something that is in accordance with the specified standard (conformance to requirement) and offers an idea Zero defect or initialization This will save cost in fixing defective products and Feigenbaum (1991) introduced the Total Quality Management Theory, looking at quality as the responsibility of everyone in the organization to participate. Together to make it happen and the last one to mention, Peters (1987), defines quality as customer perception of excellence.

#### 2.5 Service quality Model

Zeithaml, Parasuraman and Berry (1990) conducted studies on service quality and defined service quality as the perceived quality of service derived from a comparison between expectations and delivered. Get real which in fact Service quality assessment is more difficult than product quality assessment. Because the assessment measures not only the outcome of the service, but also the evaluation of the service delivery process. From the definition it can be seen that Service quality consists of two parts: 1) perception of service quality and 2) service expectation Parasuraman, Zeithaml, and Berry (1990) presented the factors used to measure service quality. The definition of service quality is the customer's perception of

service quality as opposed to the expectation that determines the factor (determiner) Expectations of the service recipient are held in 4 ways as follows: First of all, word of mouth is the expectation that comes from word of mouth. Alternatively, from hearing from other customers. Second, personal needs Expectations made to each person may vary. It depends on the specific characteristics of the individual. Third, past experiences Expectations arising from experience in service experience influence the level of expectations of the customer. Fourth, advertising and public relations it is the expectation that arises from receiving direct and indirect communication information about the service company. Perceived service quality is a judgment against the overall picture of a product and service as superior or superior (Parasuraman et al., 1985), where excellence is mentioned here It differs from the excellence defined by Garvin (1988) but refers to an attitude where quality does not mean satisfaction. Rather, it is a result of a comparison between expectations and perceptions arising from use or service quality (Parasuraman et al., 1988). For service quality measurement tools Parasuraman, Zeitham and Berry (1985) defines ten dimensions of service quality, comprising 22 questions to be used as a measure of satisfaction. It is the process of comparing the differences between the expectations and experiences that arise from the perceptions of the customers who receive the service. According to research, customers have the following criteria for assessing service quality:

- Service natures: the appearance of physical facilities, tools, personnel, and communication devices
- Trust is the ability to provide the service as stated. And correctly
- Prompt response, or the willingness to assist customers and provide timely service.
- Competencies: knowledge and ability of service personnel
- Hospitality Including politeness and friendliness of the service provider to the service recipient
- Reliability or the reliability of the service provider
- Safety, condition free from danger, risk and suspicion
- Access to services, including means and ease of contact and receiving services
- Communication means contacting customers and providing information to customers in languages that they can understand. And listening to customers
- Understanding the customer or service recipient



means making an effort to understand the customer needs

From the conclusions of the research above Parasuraman, Zeithaml, and Berry (1990) developed and improved the perception measuring tool for service quality. In addition, perform reliability tests and accuracy found that SERVQUAL could combine some dimensions from the original under the name of the new dimension SERVQUAL consists of five main dimensions. Dimension 1 Service concrete (tangibility) means visible physical characteristics such as location, tools and equipment, materials and personnel, communication documents, and symbols. Including the environment that the service provider intends to present the concrete Make service recipients more clearly aware of that service. Dimension 2 Reliability refers to the ability to provide the service that has been told to the recipient. Which the service received is accurate Suitable and the service is consistent every time you visit the service. This consistency creates the trust and trust of customers. Dimension 3 responding to customers means availability and willingness to serve. Which can respond to the needs of service recipients in a timely manner Allowing customers to receive convenient and fast service. Dimension 4 giving customer confidence means the ability to build customer confidence. The service provider must demonstrate the skills, knowledge and capabilities of the client and respond to the two requirements of the client in a polite manner. Use communication effectively and ensure that service recipients will receive the best service. Dimension 5 Knowing and understanding the customer means the ability to take care of the clients according to the different needs of each client.

### 3.0 METHODOLOGY

The population studied is Thai tourists who have come or have visited Homestays in Samut Sakhon Province number 639,887 people (Department of Tourism, Ministry of Tourism and Sports, 256). This research study is a quantitative research (Quantitative Research) uses questionnaires to verify content validity by consulting with experts. (Subject matter specialists) 3 persons to examine the clarity of language, wording and the validity of the content. Index of item objective congruency (IOC) The questionnaire consists of closed-ended questions (closed-ended question), which allows the sample group to fill in the questionnaire themselves (Self-Administration) used to collect data with a sample

equal to 570 people.

The researcher collected the data and distributed the questionnaires from the sources after receiving the sample number. This information is divided into the two main sections, according to the research method, were data collection from in-depth interviews by interviewing experts. Homestay Business Marketing Scholar Homestay Business Service And management Homestay and Bring data Received Going as a guideline for creating a query after that do Data collection by Distribution of questionnaires give Sample. The data collection instrument for this research was a questionnaire, which had been tested for validity by 3 experts by using the technique of IOC (item objective congruence). Moreover, a tryout of 30 samples of the same homogeneity with the population was carried out to measure the reliability of the research instrument resulting to the Cronbach Alpha Coefficient of .942. Statistics of percentage, arithmetic means, standard deviation, confirmatory factor analysis, path analysis and structural equation modeling (SEM).

### 4.0 RESULTS OF THE RESEARCH

Part 1: Results of the relationship marketing, perception service quality, satisfaction, and successful business operator of homestays in samut sakhon province as shown in Table 1.

From Table 1, The relationship marketing all at high level ( $\bar{x} = 3.89$ ), Perception Service Quality was all high level ( $\bar{x} = 3.97$ ), Satisfaction was all high level ( $\bar{x} = 4.00$ ) and successful business operator of homestays in samut sakhon ( $\bar{x} = 4.08$ ).

The checking of skewness and kurtosis found minus and plus no more than 2, all variables have a positive relationship and are suitable for structural equation modeling (SEM) (Angsuchot et al., 2009)

Part 2: Results of the confirmatory factors (CFA) of the components of the four latent variables of the factors of the relationship marketing, perception service quality, satisfaction, and successful business operator of homestays in samut sakhon province.

Part 3: Part 3: The results found that the relationship marketing has direct and indirect influence on Successful Business Operator of Homestays in Samut Sakhon.

Perception Service Quality has direct and indirect influence on Successful Business Operator of Homestays in Samut Sakhon as shown in Table 2.

From Table 2, the effect analysis of variables between variables structural equation model analysis found that the relationship marketing has direct effect on successful business operator of homestays

in Samut Sakhon (DE = 0.332), indirect (IE = 0.166), total influence (TE = 0.498). Perception service quality has direct effect on successful business operator of homestays in Samut Sakhon (DE = 0.239), indirect (IE = 0.215), total influence (TE = 0.455). Satisfaction has direct effect on successful business operator of homestays in Smut Sakhon (DE=0.372). The forecast coefficient ( $R^2$ ), satisfaction (0.542), successful business operator of homestays in Samut Sakhon (0.908). Part 4: The constructed model fits to the empirical data;  $\chi^2=95.97$ ,  $df=76$ ,  $\chi^2/df=1.26$   $P=0.06$ , CFI = 0.99 TLI = 0.99 SRMR = 0.07 RMSEA = 0.02

#### 4.1 Hypothesis testing results

The first Hypothesis 1 (H1) was evaluating the relationship marketing and satisfaction has direct and indirect effects on successful business operator of homestays in samut sakhon province. Based on the results, this hypothesis was accepted. The second Hypothesis 2 (H2) was evaluating the perception service quality, and satisfaction has direct and indirect effects on successful business operator of homestays in samut sakhon province. Based on the research results, this hypothesis was accepted.

#### 5.0 DISCUSSION AND CONCLUSIONS

The discussion of this research is divided into 4 parts. **Part one** is the relationship marketing, perception service quality, satisfaction, and successful business operator of homestays in samut sakhon were mostly at high level. For the **second part**, the results of the confirmatory factors analysis implied that the relationship marketing have the highest in the most customer relationship management, the perception service quality factors was trustiness, satisfaction factors was atmosphere, the successful business operator of homestays in samut sakhon was suggest and tell. The results of the confirmatory of the factors of the relationship marketing found that "Customer relationship management" had the highest factor loading, followed by "Database management" "Promise, Contact, Relations with suppliers and Confidence" which are in line with the concept and theory of (Kotler & Keller, 2014) which stated that the "Customer relationship management" and "Database management" is an important confirmatory of the relationship marketing, as well as corresponded to the research of (Leonard, S.E., M. Comm, Feby Thung, 2017). It was found that the "Customer relationship management" has a positive effect on the relationship marketing. The results of the confirmatory of perception service quality found that "Trust" had the highest factor loading, followed

by "Tangible things" "Tangible things" and "Attention" which are in line with the concept and theory of (Jayawardena, 2002) ) which stated that the future, the tourism market will depend on the ability of each country to be able to offer quality services. to meet the needs with service response Able to provide various services For users with speed Able to build trust, as well as corresponded to the research of (Cemal Zehir & Elif Narcikara, 2016) whose found that "Trust" "Tangible things" and "Tangible things" has a positive effect on perception service quality that "people" has a positive effect on the sustainable marketing factors to Sufficiency Economy Philosophy. The results of the confirmatory of satisfaction found that "Atmosphere" had the highest factor loading, followed by "Service value" "Safety" "Cleanliness" and "Financial" which are in line with the concept and theory of (Chen, 2008) which stated that service value "Atmosphere" "Safety" "Cleanliness" and "Financial" are important components of satisfaction, as well as correspond to the research of (Muangmee, Meekaewkunchorn, Panyasapat, Bunuam, & Suebsawat, 2020) whose found that the satisfaction of tourists has a positive effect the homestay business. The results of the confirmatory of successful business operator of homestays in samut sakhon found that "Suggest and Tell" had the highest factor loading, followed by "the Repeated Use of Service" "Increase" and "Good Image" which are in line with the concept and theory of (Duncan, 2008) which stated that suggest and tell is an important marketing strategy and this intention of returning is a useful tool for predicting future use. Which is a positive effect on business success, as well as corresponded to the research of (Muangmee, 2020) whose found that the Increase and a good image has a positive impact on business operators.

The **third section** shows the of the direct and indirect effects analysis found that the relationship marketing has direct and indirect influence on the successful business operator of homestays in samut sakhon which is in line with the concept and theory of (Stone, Woodcock, & Machtynger 2000) which stated that the relationship marketing has a positive effect on the successful business which stated that has a positive effect as well as correspond to the research of (Leonard & Comm, 2017) ) which found similarly. The results of the direct and indirect effects analysis found that perception service quality has direct and indirect influence on the successful business operator of homestays in samut sakhon which is in line with the concept and theory of (Eakuru and Mat 2008) which stated that perception service quality has a positive effect as well as correspond to the research of (Mohd Noor Ismawi

Ismail, Mohd Hafiz Hanafiah, Norliza Aminuddin and Norazah Mustafa, 2016) which found similarly.

The **fourth section** shows the results of searching for relationship marketing and perception service quality model of business operator of homestays In samut sakhon confirmed that the constructed model fit with the empirical data, P-value = 0.06 Moreover, the value of  $\chi^2=95.97$  further confirm the finding. The researcher also considers other critical statistical results; such as, RMSEA = 0.02, CFI = 0.99, TLI = 0.99. In conclusion, the constructed model fit with the statistical analysis of the empirical results.

## 6.0 RECOMMENDATIONS

Based on the findings of this research, it is recommended that Operator Homestay Business should be featured Improve Relationship marketing Perception of service quality to create satisfaction! That affect Entrepreneurial success Homestay Business In order to develop towards excellent service that will make Operator Homestay Business There is a development resulting in a sustainable business success. Operator Homestay Business Should is featured side Relationship marketing by building relationships with customers on various festivals such as holding special events on Valentine's Day, New Year's Day and other important days. Along with building a business network of the same type: stakeholders, agencies, community and society around It should also have Information and timely advice for various situations have Built relationships with added value such as additional discounts. Alternatively, special privileges Lecture on homestay How to stay naturally the location there is an information technology used for recording up to date information. Bring customer feedback to improve / improve the service the homestay cares about what has been promised to you. Able to follow up that work until it is accomplished Efficiently Should have a phone, website, Facebook, along with a channel for receiving information / news that customers can contact easily and conveniently. Can contact quickly build the confidence of customers effectively. Perception of service quality by improving the service quality of homestay operators Meet service can provide various services to service users with speed, willingness and enthusiasm in service there are both food preparation. Drug accommodation, Necessary equipment in the homestay and most importantly there is Homestay service procedures not complicated Flexible Build Dependability by Arrange a room that meets the needs of the

customer has the system of booking rooms and receiving payments is accurate and reliable. Employees can solve problems. There is a service charge that is clearly stated and Can answer questions Clarify doubts, give advice have Attention Listen to the opinions of Customer There are amenities in the room ready. According to customer needs, there is a TV, refrigerator, mattress with clean, modern quality in the room with facilities for use such as a coffee machine. Wireless internet and there are equipment and appliances prepared. Be clear in explaining and suggesting the service process well.

To create satisfaction for service recipients in which the homestay business operators should build atmosphere With Beautifully designed rooms it has a warm and friendly atmosphere. There is information about the rooms and services. Of the homestay with complete and clear illustrations have Employees have the knowledge and understanding of at the whole There is enough parking place have Safety by There is a 24-hour CCTV recording system inside the homestay that provides accurate and clear information about security equipment such as smoke detectors. Fire escape plan there is a fire extinguisher the staff are dressed clean and polite have Toilets and showers are clean. Room price is suitable can Pay by credit card

Side build the success of the homestay business owner Should make Customers have Recommend and tell More and more by customers Will tell good things That received service from the homestay It should provide impressive services that will make customers. Re-use of the service Where the guest or User Have loyal Impregnate Impression Received from the service of the homestay have Strategy for finding more customers to use the service Homestay services take into account creating a good image in the eyes of customers.

## 7.0 SUGGESTIONS FOR FURTHER RESEARCH

From the past research, this gives the researcher an idea of the limitations and ways to further develop this research. As the following details. In the continue research should study Operator Homestay Business In other provinces to compare strategies of each homestay for business study, homestay business has depth in each area. In the next research, In-depth studies should be studied separately for each subject, such as slope research. Research in financial management Research in human resource management to delve into the details of each science to develop research and development Homestay Business to be



sustainable.

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## Tables and Figures

Table 1. Showing the average and standard deviation of information (n=570)

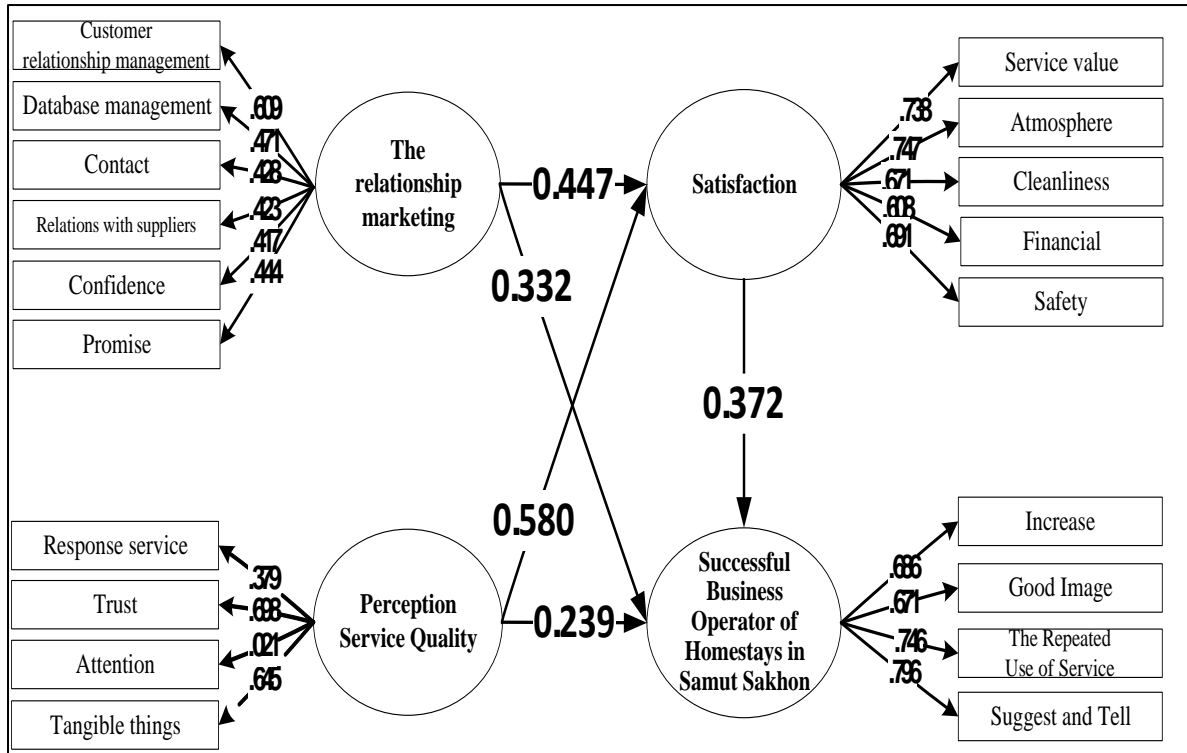
Observable Variables	$\bar{x}$	S.D.	SK	KU	Interpretation
<b>The Relationship Marketing</b>	<b>3.89</b>	<b>.491</b>	<b>-.465</b>	<b>-.123</b>	High level
Customer relationship management	3.96	.584	-.322	-.291	High level
Database management	3.95	.659	-.777	.546	High level
Contact	3.78	.669	-.442	.025	High level
Relations with suppliers	3.90	.618	-.407	-.202	High level
Confidence	3.87	.623	-.393	-.110	High level
Promise	3.87	.633	-.380	-.066	High level
<b>Perception Service Quality</b>	<b>3.97</b>	<b>.436</b>	<b>-.427</b>	<b>-.270</b>	High level
Response service	3.84	.600	-.587	.119	High level
Trust	4.04	.563	-.184	-.622	High level
Attention	3.99	.561	-.416	.023	High level
Tangible things	4.00	.593	-.396	-.207	High level
<b>Satisfaction</b>	<b>4.00</b>	<b>.421</b>	<b>-.300</b>	<b>-.240</b>	High level
Service value	4.05	.539	-.238	-.400	High level
Atmosphere	3.92	.524	-.260	-.231	High level
Cleanliness	4.04	.555	-.324	-.297	High level
Financial	4.02	.541	-.420	.322	High level
Safety	3.98	.557	-.273	-.039	High level
<b>Successful Business Operator of Homestays in Samut Sakhon</b>	<b>4.08</b>	<b>.454</b>	<b>-.808</b>	<b>.593</b>	High level
Increase	4.12	.632	-.760	.516	High level
Good Image	4.10	.564	-.800	.601	High level
The Repeated Use of Service	4.12	.554	-.423	-.049	High level
Suggest and Tell	4.00	.526	-.283	-.383	High level

Latent variables	Observed variables	Factor loadings	SE	t	R <sup>2</sup>
<b>The relationship marketing</b>	Customer relationship management	0.609**	0.02	20.67	0.37
	Database management	0.471**	0.03	13.46	0.22
	Contact	0.428**	0.03	11.85	0.18
	Relations with suppliers	0.423**	0.03	11.71	0.17
	Confidence	0.417**	0.03	11.69	0.17
	Promise	0.444**	0.03	12.67	0.19
<b>Perception Service Quality</b>	Response service	0.379**	0.02	14.77	0.14
	Trust	0.698**	0.02	27.27	0.48
	Attention	0.021	0.00	14.29	0.00
	Tangible things	0.645**	0.02	23.68	0.41
<b>Satisfaction</b>	Service value	0.738**	0.02	36.97	0.54
	Atmosphere	0.747**	0.02	32.59	0.55
	Cleanliness	0.671**	0.02	24.89	0.45
	Financial	0.608**	0.02	20.75	0.37
	Safety	0.691**	0.02	28.45	0.47
<b>Successful Business Operator of Homestays in Samut Sakhon</b>	Increase	0.686**	0.02	33.86	0.47
	Good Image	0.671**	0.02	23.92	0.45
	The Repeated Use of Service	0.746**	0.02	32.87	0.55
	Suggest and Tell	0.796**	0.01	41.21	0.63

$\chi^2 = 95.97$ ,  $df = 76$ ,  $P = 0.06$ ,  $CFI = 0.99$ ,  $TLI = 0.99$ ,  $SRMR = 0.07$ ,  $RMSEA = 0.02$

Table 2. Show statistics, analyze relationships and influence between variables

Result variable	Satisfaction			Successful Business Operator of Homestays in Samut Sakhon		
	TE	IE	DE	TE	IE	DE
<b>Event variables</b>						
<b>The Relationship Marketing</b>	0.447	-	0.447**	0.498	0.166	0.332**
<b>Perception Service Quality</b>	0.580	-	0.580**	0.455	0.215	0.239**
<b>Satisfaction</b>				0.372**		0.372**
R <sup>2</sup> structural equation modeling		0.542			0.908	
	χ <sup>2</sup> = 95.97, df = 76, P = 0.06, CFI = 0.99 TLI = 0.99 SRMR = 0.07 RMSEA = 0.02					



\*P<0.05 TE = Total influence, IE = indirect, DE = Direct

Fig. 1. Construct model displaying the effect values between variables