

## **The difference between satisfied/dissatisfied tourists toward service quality and revisit Pattaya, Thailand**

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### **ABSTRACT**

This research aims to study the relationship between service quality and tourists' intention to revisit Pattaya, one of the most famous tourist destinations in Thailand, and to compare the difference in opinions of satisfied and dissatisfied tourists toward service quality provided by Pattaya. A questionnaire was used to survey 400 American and European tourists who were selected by convenience sampling method. The results show that 307 tourists were satisfied (76.75%) while 93 tourists were dissatisfied (23.25%) with the service quality of Pattaya. Of 307 satisfied tourists, 264 were Europeans (86%) and 43 were Americans (14%), while dissatisfied 93 tourists consisted of 85 Europeans (91.4%) and 8 Americans (8.6%). For the satisfied tourists, the overall service quality had positive relationship with intention to revisit. Elements of service quality which had positive relationship with intention to revisit were core-tourism experience, information, hospitality, fairness of price, value of money, logistics, and food. For the dissatisfied tourists, the overall service quality had positive relationship with intention to revisit. Elements of service quality which had positive relationship with intention to revisit were core-tourism experience, information, hospitality, fairness of price, hygiene, value of money, and logistics. Compared with dissatisfied tourists, satisfied tourists showed significantly higher perception toward service quality of Pattaya.

**Keywords:** Tourist satisfaction, intention to revisit, Thailand