

THE EFFECT OF HEALTH AND WELLNESS RESORT ATTRIBUTES ON CUSTOMER SATISFACTION AND POST-PURCHASE BEHAVIORAL INTENTIONS

GLORAPAT SIRIPHANNAPIRAT*
SUPEECHA PANICHPATHOM**
ATCHARAWAN NGARMYARN***
NITI RATANAPRECHAVECH****

*Department of Real Estate Business, Thammasat Business School, Thammasat University, Thailand.

**Department of Management Information Systems, Thammasat Business School, Thammasat University, Thailand.

***Department of Real Estate Business, Thammasat Business School, Thammasat University, Thailand.

****Department of Real Estate Business, Thammasat Business School, Thammasat University, Thailand.

ABSTRACT

This paper focused on the effect of health and wellness resort attributes on customer satisfaction and post-purchase behavioral intentions in Thailand. The 39 resort attributes were factor-analyzed and six factors were identified in the study: Staff Service Quality, Room Quality, General Amenities, Value, Security and Health Programs. Multiple regression analysis was applied to investigate what factors have significant influence on customer satisfaction then simple regression was used to examine relationship between customer satisfaction and post-purchase behavioral intentions. The data was collected from resort guests, aged 25 years old or more. Attributes of the health programs were found to be the most influential on customer satisfaction and the results suggest that the more satisfaction, the more positive post-purchase behavioral intentions. This finding has implications for resort developers to concern more about their attributes that customers pay attention to for increasing their customers' satisfaction and positive post-purchase behavioral intentions.

Keywords: health, wellness, health and wellness resort, resort attributes, customer satisfaction, post-purchase behavioral intentions

1. Introduction

Over the last few years a new strategy has been developed and the business has started using the word “wellness”, both physical and emotional meaning, rapidly. This came from the service industry especially the luxury hotels. In Europe, accommodation's facilities tend to describe itself as “wellness” to expand border trade and market positioning for the restoration and treatment not only the physical body, but also mind and spirit, for example wellness center, wellness hotel and wellness resorts (Chen et al., 2008). In Thailand, the

government has announced its policy promoting Thailand as a medical hub since 2004. Moreover, the vision of the Office of the National Economic and Social Development Board and Ministry of Public Health is “Thailand as World Class Healthcare Destination” and they have defined Thailand as an academic medical hub of Asia to enhance and improve healthcare professionals (Department of Health Service Support, 2011). These lead to the arrival of a large number of foreign customers into the country to receive the healthcare services and substantial income into the industry and related fields i.e. hotel business, food business, etc. (Department of International Trade Promotion, 2011).

Traveling with a health care purpose is not entirely new. However, what new is the usage of health tourism concept for market positioning strategy in many resorts and hotels. To attract more tourists, the promotions and campaigns of health services and facilities beyond usual has been employed (Chen, 2007). Since the hotel investment cost is rather high, recognizing the hotel attributes that attract customers is essential for developers especially for the unique type of hotel or resort such as health and wellness. It will help developers invest worthily and meet, or even exceed, the customers’ need effectively. In the last decade, there have been several studies and researches about the hotel attributes. The findings of these studies were useful in attracting and retaining common travelers; however, they did not particularly mention about health travelers which could be significantly different from leisure and business travelers. This research question is focusing on which attributes of health and wellness resort affect customer satisfaction most. The purposes of this study are to help developers match their supplies to their target markets’ needs and attitudes and to provide a number of strategies for developing their potential customers. The developers will gain an advantage position to create strategies to meet the changing needs and expectations of travelers by identifying the most influential hotel dimension in influencing travelers’ satisfaction levels (Qu et al., 2000). Thus, developers might use the information from this study’s finding for planning the site selections, service training, and facility offerings.

2. Literature Review

2.1 Wellness Tourism

Wellness and well-being tourism has become more popular among the tourism agency because its products and services do not depend on the regular tour season. It has been proved to increase market demands and profitability during the low season (Konu, 2010). The word “Wellness” does not have a specific definition, despite the fact that it has been use widely in European tourism. Staciulescu & Molnar (2010) defined wellness as a balance state of body,

spirit and mind, including such holistic aspects as self-responsibility, physical fitness/beauty care, healthy nutrition, relaxation, mental activity and environmental sensitivity as fundamental elements and also viewed as a way of life, which aims to create a healthy body, soul and mind through acquired knowledge and positive interventions. Didascalou, Lagos, & Nastos (2009) mentioned that the essential point of wellness is the significant of lifestyle, the responsibility for own health, and the exploitation of a personal potential to live a better quality of health. It is the integrity of life that connects among body, thought, emotion society and mind. The more balance of live person live, the more wellness they get (Thailand Health & Wellness, 2012). Moreover, it is associated with preventing health problems, both in physical and mental, and sometimes it may include a diagnostic to identify health problems (Didascalou et al., 2009). Wellness tourism is considered a subcategory of Health tourism (Mueller and Kaufmann, 2001) and is one of the oldest tourism forms developed from Greek and Roman (Didascalou et al., 2009). It explains the phenomenon of enhancing quality of life of people who travel to the place that provides services and rehabilitation of body, mind and spirit experiences (Chen et al., 2008). Well-being tourists are likely to become leisure tourists and are a group of people whose main traveling purpose is to promote and maintain good health (Konu, 2010).

2.2 Health & Wellness Resort

Many people tend to stay in a more superior resort to receive a better treatment. During 18th century, the trend of resorts was a natural mineral spring and in 19th and 20th it was going to be an obesity therapy centers and Tuberculosis clinics while modern health resorts will focus on stress and individual well-being healing. One of the first resorts providing health facilities is WAT&G development – the Hyatt Coolum resort in Queensland, Australia (Elliott and Johns, 1993).

For the framework of health resort's definition, Australian Bureau of Statistics (1989) gave a resort definition as "Comprises accommodation in establishments which are integrated complexes containing accommodation and a variety of eating and drinking places. These establishments provide facilities/services additional to those commonly provided by hotels or motels. They may encompass some natural physical amenities, a special location, attraction or activity. They provide accommodation on a room/suite/cabin/unit basis. These establishments provide sufficient night life and day time activities to encourage an extended, self-contained, on-site holiday. Some establishments may comprise multiple accommodation types. An inclusive tariff (food and accommodation) may be offered and in some

establishments the use of recreational/entertainment facilities may also be included in the tariff". WHO (World Health Organization) (1946) defined health since 1946 as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". Bennett, et al. (2004) defined a word health as a "wholeness or soundness especially of the body". When combined the words together, health resort is the resort which offers programs for guests who are intended for physical and or spiritual self-improvement (Stein et al., 1990). Australian Bureau of Statistics (1995) defined health and fitness establishments as "Comprises accommodation in establishments which specialize in the provision of health/fitness/dietary activities on-site. These activities are included in the tariff. These establishments provide accommodation on a room/suite/cabin/unit basis. Excludes hospitals, nursing homes, sanatoria, etc., where the provision of accommodation is ancillary to the provision of health services". Bennett, et al. (2004) also included the resort that use the word "health" or other health-related synonyms in its name such as "holistic", "healing", "sanctuary" or "retreat" which products offering related to either physical, emotional, or spiritual health, and the resort that focuses on a spa or mineral spring emphasizing in health in its offerings. These definitions focus on mind and spiritual enhancement. Sonthiraksa (2011) pointed out that health resort had eight components including know-how, medical supervision, individual care, information, relaxation, beauty, programs/courses in order to achieve healthy objectives such as weight management, detoxification, Yoga, Taiji, Tai Chi, Qi Gong, meditation, eternal rejuvenation, etc., and health facilities. Elliott & Johns (1993) mentioned that health resort provides environment management for high level clients. Workshops and seminar related to health, lifestyle, and stress topics are provided. There may also be linked to electronic medical center with a personal physician to help and improve the health record up to date which can serve both family and individual. The goal of health resort programs is to restore health deterioration by using a treatment strategy, a rehabilitative strategy and a preventive strategy (Morita et al., 2006).

2.3 Perceptions of Hotel Attributes

Customers tend to see the services as a bundle of attributes which may be different in their contributions from the product or service evaluation and choice (Shanka and Taylor, 2004, Choi and Chu, 2001). These hotel attributes which directly influence the selection process are determinant attributes that stimulates consumers' purchase intension and differentiate from which competitors offerings (Alpert, 1971). Features of the hotel or the hotel's services and facilities offered to the customer will persuade them to choose that hotel

(Lewis, 1983). Wuest et al. (1996) defined the perceptions of hotel attributes as “the degree to which the travelers may find various services and facilities important in promoting customer satisfaction for staying in a hotel.”

There have been several studies about hotel attributes within the hospitality industry. It becomes an extensive and various field of research. Israeli (2000) evaluated the hotel features among 396 tourists in different locations in Israel. The result showed that between the hotel and environment characteristics, the hotel characteristic was a more significant feature. In the hotel, the room was the most important feature, followed by security, public areas, and image. Qu et al. (2000) surveyed 402 international travelers to investigate their satisfaction levels toward service and facility quality in three Hong Kong hotel market segments. Six perception dimensions were extracted from 33 hotel attributes. Staff performance was the most influential factor followed by quality of room facilities, value for money, variety and efficient services, business related services, and staffs and security. Choi & Chu (2001) studied the relative importance of 33 hotel attributes from 7 hotel factors (staff service quality, room quality, general amenities, business services, value, security and IDD facilities) related to travelers' overall satisfaction levels with their hotel stays in Hong Kong and the possibility of returning to the same hotel in their following trips. The study showed that staff service quality, room qualities and value were the three most influential factors in determining travelers' overall satisfaction levels and their possibility of returning to the same hotels. Matzler et al.'s (2006) study found that five factors, friendliness and service, reception, room, wellness area, and breakfast and restaurant, have a significant impact on overall service satisfaction in the hotel industry. The data was collected from 25 hotels of a special interest group (wellness). Emir and Kozak (2011) identified four major attributes as the most influential factors on the intention of tourist loyalty; front office services, employees, housekeeping/rooms, and food & beverage services. Sohrabi et al. (2012) analyzed 50 hotel attributes to find the most significant hotel selection indicators and factors in Tehran hotels from more than 500 travelers staying in 19 Tehran hotels. Promenade and comfort, security and protection, network services, pleasure, staffs and their services, news and recreational information, cleanliness and room comfort, expenditure, room facilities and car parking were identified as the main hotel selection factors.

There are also other studies which mainly focus on the specific type of travelers such as mature, business and leisure travelers, etc. For example, Gundersen et al. (1996) examined the attributes that guests consider important. Norwegian business travelers were asked about the assessments of the tangible and intangible aspects of three hotel departments: front desk,

food and beverage, and housekeeping. The result showed that these 315 business travelers were most concerned about the tangible aspects of housekeeping (e.g., comfort and amenities of the guest room) and the intangible attributes of the front desk (e.g., receptionists' willingness to provide service and speed at check-in). Callan and Bowman's (2000) study pointed out that 104 mature British travelers, rating the 38 hotel attributes, emphasized on value for money and staff attitude and behavior more than on actual price or discounting alone. Chu and Choi (2000) examined business and leisure travelers' perceived importance and performance of six hotel selection factors from 33 hotel attributes; service quality, business facilities, value, room and front desk, food and recreation, and security in Hong Kong hotel industry. The result found that both business and leisure travelers held the same perceptions towards all the six hotel factors. Cobanoglu et al. (2003) surveyed 612 Turkish business travelers, determining the importance of 113 hotel attributes. Twelve major factors emerging including service, price and value, security, extra amenities, technology, room comfort, food and beverage, complimentary goods, parking, location, health sensitivity, and single sensitivity. In addition, there are significant differences between male and female business travelers in their selection criteria of hotels. Tsai et al. (2011) examined differences in the importance ratings of hotel selection criteria between Mainland Chinese and foreign individual travelers to Hong Kong. For overall attributes, convenience to tourist attractions, safety and security, and value for money were ranked as the three most important hotel attributes for Mainland Chinese travelers. For foreign travelers, safety and security was ranked as the most important attribute, followed by convenience to tourist attractions and maintenance. The finding indicated that there are significant differences between the two groups in the perceived importance of many of the attributes.

However, few studies focusing on specific types of hotel or resort such as ski resort, health resort, etc. For example, Hudson and Shepharda's (1998) study that identified and evaluated the 97 attributes (features and services) of a ski resort in Switzerland. Ogorlec and Snoj (1998) examined guests' satisfaction with tourism services in two health resort in Slovenia. The results revealed that the quality of health services had a crucial impact on guests' loyalty. Bennett, et al. (2004) studied the health resort sector in Australia and mentioned that the most common features discussed were location (state or territory and remoteness), menu (type of cuisine, e.g. vegan, organic), health assessment (from blood pressure to nutritional appraisals), lectures/workshops (classes provided), tailor-made programs (customized approaches), seminar/conference facilities, length of stay, ambience (as manifested through the natural surroundings), and cost (e.g. bundled pricing).

2.4 Customer Satisfaction

Customer satisfaction in the service industry has been studied in enormous researches for many years and has been defined in various ways. It has been widely recognized that customer satisfaction is an important factor leading to the success of companies in the hotel, catering and tourism industries (Choi and Chu, 2001, Sim et al., 2006). Gundersen, et al. (1996) defined customer satisfaction as a guest's post-consumption judgment of a product or service that can be measured by assessing guests' evaluation of performance on specific attributes. Anton (1996) stated that customer satisfaction can be views as a customer's state of mind in which their needs, wants, and expectations about the product or service that have been met or exceeded, which resulted in subsequent repurchase and longstanding loyalty. Kotler et al. (2003) defined customer satisfaction as "the extent to which a product's perspective performance matches a buyer's expectations." In the other words, if customers have an expectation on a service performance and that expectation is not met; then, the customers are either satisfied or dissatisfied (Shanka and Taylor, 2004). In the conclusion, whether customers are satisfied or not come from the comparison of their expectation and actual purchase experience (Oliver, 1981) and it may lead to favorable word-of-mouth publicity and following repeating purchase (Fornell, 1992). Sim, et al.'s (2006) study showed that the latent construct of customer retention depended on the latent construct of customer satisfaction, and measuring customer satisfaction resulted in a company's competitive advantage (Choi and Chu, 2001). In this study, we intend to measure customer satisfaction in relation to the health resort attributes evaluated by customers' actual experiences.

2.5 Post-Purchasing Behavior and Customer Behavioral Intentions

From various previous studies, customers generally develop their attitudes toward purchasing based on prior service experiences (Oliver, 1981, Fornell, 1992, Shanka and Taylor, 2004). This attitude strongly related to the customers' intentions to repurchase the service/product and to be engaged in word-of-mouth behaviors (Ryu et al., 2008). Kotler and Armstrong (2004) defined post-purchasing behavior as "the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction" (Chang et al., 2010). Zeithaml et al. (1996) stated that behavioral intentions is "...signal whether customer will remain with or defect from the company". Oliver (1997) described behavioral intentions as an affirmed possibility to engage in a certain behavior. Behavioral intentions can be classified as favorable or unfavorable. Favorable behavioral

intentions include positive positively saying and recommending the service to others (word of mouth), paying a premium price, spending more money with the company, and remaining loyal. On the contrary, unfavorable behavioral intentions include leaving the company, spending less money, negatively spreading word of mouth, and taking legal action (Ladhari, 2009). In summary failure to consider the influence hotel attributes in customer satisfaction may lead to a negative evaluation of the hotel and eventually reduce the likelihood to return to the same hotel (Choi and Chu, 2001).

Based on the literature review, the hypothesizes are as follows;

Hypothesis 1: Staff Service Quality positively influences customers' overall satisfaction,

Hypothesis 2: Room Quality positively influences customers' overall satisfaction,

Hypothesis 3: General Amenities positively influences customers' overall satisfaction,

Hypothesis 4: Value positively influences customers' overall satisfaction,

Hypothesis 5: Security positively influences customers' overall satisfaction,

Hypothesis 6: Health Programs positively influences customers' overall satisfaction, and

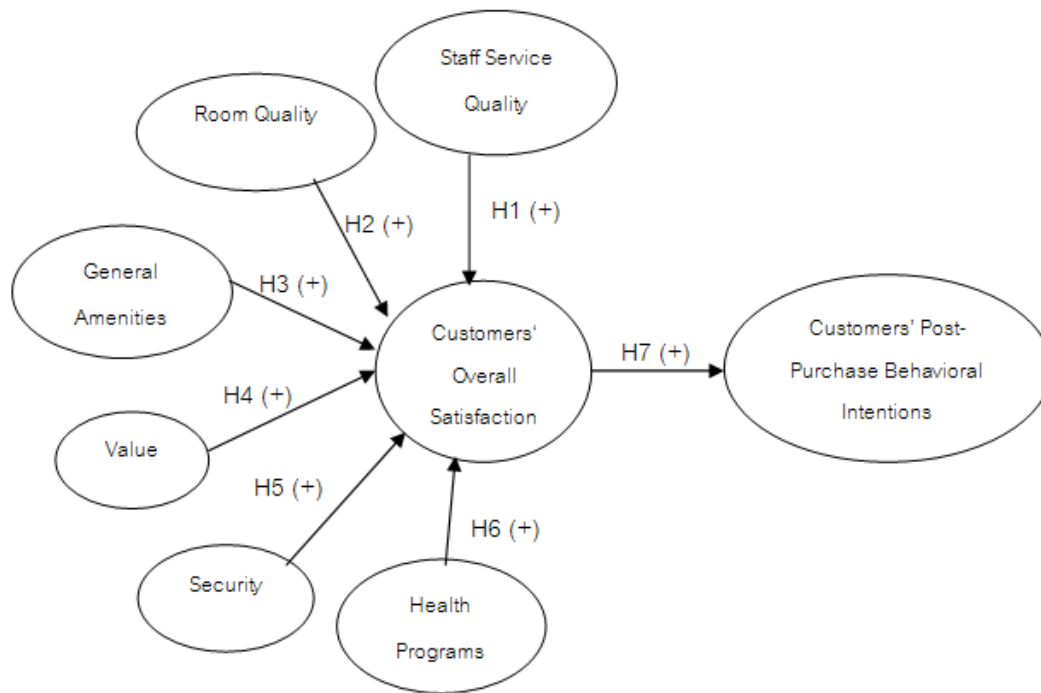
Hypothesis 7: Customers' Overall Satisfaction positively influences customers' post-purchase behavioral intentions.

See Figure 1, which summarizes the hypothesized model.

3. Data/Methodology/Propositions

3.1 Conceptual framework

Figure 1. Proposed model showing relationship among hotel attributes (staff service quality, room quality, general amenities, value, security, health programs), customers' overall satisfaction and customers' post-purchase behavioral intentions



3.2 Research instrument

The questionnaire consists of 39 hotel attributes. It was designed to measure the perception of customers related to health and wellness resort attributes in contributing to their overall satisfaction levels toward the services and facilities, provided by health and wellness resorts in Thailand. These 39 resort attributes were identified based on a review of relevant literature. The questionnaire was divided into three sections. The first section is to screen the respondents who must have experienced in health and wellness resort before. The second section measured customers' perceptions toward 39 health and wellness resort attributes where they have experienced, on 5-point Likert scale ranging from 'strongly disagree - (1)' to 'strongly agree - (5)'. The third section was designed to extract customers' demographic and travelling characteristics such as gender, age, education level, a purpose of the trip, and the length of stay. The questionnaire was pre-tested by 20 respondents who used to stay in health and wellness resorts in Thailand. After pre-testing, the questionnaire was revised to improve the questions.

3.3 Sample

The target populations of this study were travelers not under 25 years old, whose traveling purpose is only to enhance their health quality and used to stay in health and wellness resort in Thailand. Data were collected from January 2012 to April 2012 by a self-administered questionnaire and were collected from both paper-based questionnaires and online questionnaires. The sample size was 204 and a judgment sampling approach was used to

choose the respondents. Two hundred and twenty (220) questionnaires were completed and returned.

3.4 Data analysis

A descriptive statistical method, including simple frequencies, mean rating and crosstab, was computed to analyze travelers' demographic and traveling characteristics. Exploratory factor analysis with VARIMAX rotation was employed on the data to extract the 39 hotel attributes into the smallest set of hotel factors. The factor analysis was applied in this study because it provides a better understanding of the underlying structure of the data, and also can use the derived factors in subsequent regression method for further analysis. Factors were considered significant and included if they had Eigenvalue equal to or greater than 1, and variable (attributes) with factor loading equals to or greater than 0.50 (Hair et al., 1995). Furthermore, the regression analysis was adopted to investigate the relative importance of the resort attributes in relation to the customers' overall satisfaction levels with their resort stays in Thailand and the relationship between customers' overall satisfaction and customers' post purchase behavioral intentions

4. Findings/Analysis

4.1 Demographic and traveling characteristics of the respondents (Descriptive analysis)

A total of 220 questionnaires were completed and returned in four-month survey period. The majority of the respondents interviewed were female (67.3%). Age levels were almost equal (between 10-14%) except the respondents aged over 51 (37.7%). With regard to the educational level, the results show that the majority of the respondents (96.3%) had a graduated or post-graduated education. The survey also showed that 72.7 percent of respondents were government officers or state enterprise officers and a monthly income of respondents were over 50,001 Baht. The main purpose of staying in the health and wellness resort was to participate in seminar or workshop related to health issue which held by their company (56.8%), followed by to use the health facilities (27.7%), to receive the services provided by an expert (5.9%), to recovery the body and mind after leaving hospital (4.1%), to rehabilitate their health (not admitting to the hospital before) (2.7 percent), and other (2.7%). The length of stay was 2-3 nights (88.2%) and the number of guests accompanied with was more than 2-3 persons (50%). The room rate was between 1,000-2,500 Baht (46.4%).

4.2 Reliability and validity testing

A reliability test was performed to assess the internal consistency of the result measurements (Ryu et al., 2008). Cronbach's Alpha was used to describe the consistency of questions in each construct. The results showed that the Alpha coefficients of the factors ranged from 0.775 to 0.899 which is above the minimum value of 0.50 that is considered acceptable as an indication of reliability for basic research (Nunnally, 1967). The Cronbach's alpha results listed in table 1 were all the retained items. Items that increased Cronbach's Alpha when deleted were excluded.

Table 1. Reliability Analysis

Variables	Number of items	Cronbach's Alpha
Staff Service Quality; STA (Drop STA5, STA6, STA7)	4	.879
Room Quality; ROM	7	.825
General Amenities; GEN (Drop GEN2)	7	.803
Value; VAL	5	.775
Security; SEC (Drop SEC4)	3	.843
Health Programs; HEA	8	.899
Customers' overall satisfaction; SAT	4	.819
Customers' Post-Purchase Behavior; CP (Drop CP6)	5	.885

4.3 Resort factors derived from factor analysis

The resort attributes was factor-analyzed, using principle axis analysis with varimax rotation, to identify the underlying dimensions, or resort factors. Six factors were extracted from the factor analysis included 26 resort attributes and explained 62.76 percent of the variance in the data with Eigenvalues greater than 1.0 and factor loading greater than 0.4 was used (Kaiser, 1985). (Kaiser-Meyer-Olkin (KMO) = 0.846, Bartlett's test of sphericity was significant at $p = 0.000$ level). (See Table 2)

Table 2. the results of Factor Analysis results with varimax rotation

Items	Factor loading					
	F1	F2	F3	F4	F5	F6
<i>Factor 1 – Health Programs (HEA)</i>	(8 items)					
HEA7 All exercises are under the take care of instructors (Consult an expert to plan your workout for suiting individual body and health purposes)	0.757					
HEA4 Health assessment and health counseling are available	0.747					
HEA8 Physicians and nurses with advanced medical equipments are available 24 hours	0.708					
HEA3 Special treatment and advising about programs and services that should be used are provided from professionals	0.680					
HEA5 Health tailor-made programs are available	0.680					
HEA2 Health programs are of great variety and can be arranged to suit the needs of individual.	0.656					
HEA6 The health seminars and training activities are provided by a team of experts specializing in healthcare	0.620					
HEA1 Health facilities are of great variety (such as an examination room, emergency room, health training room, etc.)	0.571					
<i>Factor 2 – Room Quality (ROM)</i>	(5 items; drop ROM7, ROM1)					
ROM4 Facilities in room are fully equipped (such as DVD player, Satellite TV, International direct dial phone, hairdryer, refrigerator, etc.)		0.677				
ROM6 Focus on purity, cleanliness and air circulation in the room		0.658				
ROM5 Each room has been designed, both external and internal, according to the health goal		0.653				

Items	Factor loading					
	F1	F2	F3	F4	F5	F6
ROM2 In-room temperature control is of high quality		0.636				
ROM3 Room is quiet and high privacy		0.514				
Factor 3 – Staff Service Quality (STA)	(4 items)					
STA2 Staffs are eager to help			0.846			
STA1 Staffs are polite and friendly			0.838			
STA3 Staffs understand your request quickly			0.709			
STA4 Staffs provide efficient service			0.697			
Factor 4 – Security (SEC)	(3 items)					
SEC2 Safe box is available in every room				0.834		
SEC1 Security personnel are responsible 24 hours a day				0.753		
SEC3 An emergency alarm system is set up in all rooms				0.639		
Factor 5 – General Amenities (GEN)	(3 items; drop GEN7, GEN4, GEN3, GEN1)					
GEN6 Free wireless/internet access 24 hours and coverage throughout the resort					0.834	
GEN8 Exercise room is fully equipped					0.572	
GEN5 Conference room is standard, modern and well-equipped					0.417	
Factor 6 – Value (VAL)	(3 items; drop VAL5, VAL4)					
VAL1 Resort food & beverages are value for money						0.761
VAL3 Health program is value for money						0.573
VAL2 Room is value for money						0.568

4.4 Correlation of the 26 resort attributes with customers' overall satisfaction levels (Multiple Regression)

Multiple regression was employed to quantify the relationship between resort attributes and customers' overall satisfaction. The results showed that all independent variables together explain 42.8 percent of the variance (R^2) in customer satisfaction, which is significant at F-ratio 26.710. Results are shown in Table 3 and Figure 2

Table 3. the results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Health programs (HEA)	.450	.055	.423	8.149	.000
Room quality (ROM)	.259	.058	.232	4.478	.000
Staff service quality (STA)	.189	.055	.179	3.459	.001
Security (SEC)	.176	.056	.162	3.128	.002
General amenities (GEN)	-.123	.057	-.112	-2.154	.032
Value (VAL)	.341	.060	.298	5.734	.000
<i>Dependent variable: SAT</i> $R^2 = .428$ Adjusted $R^2 = .412$					

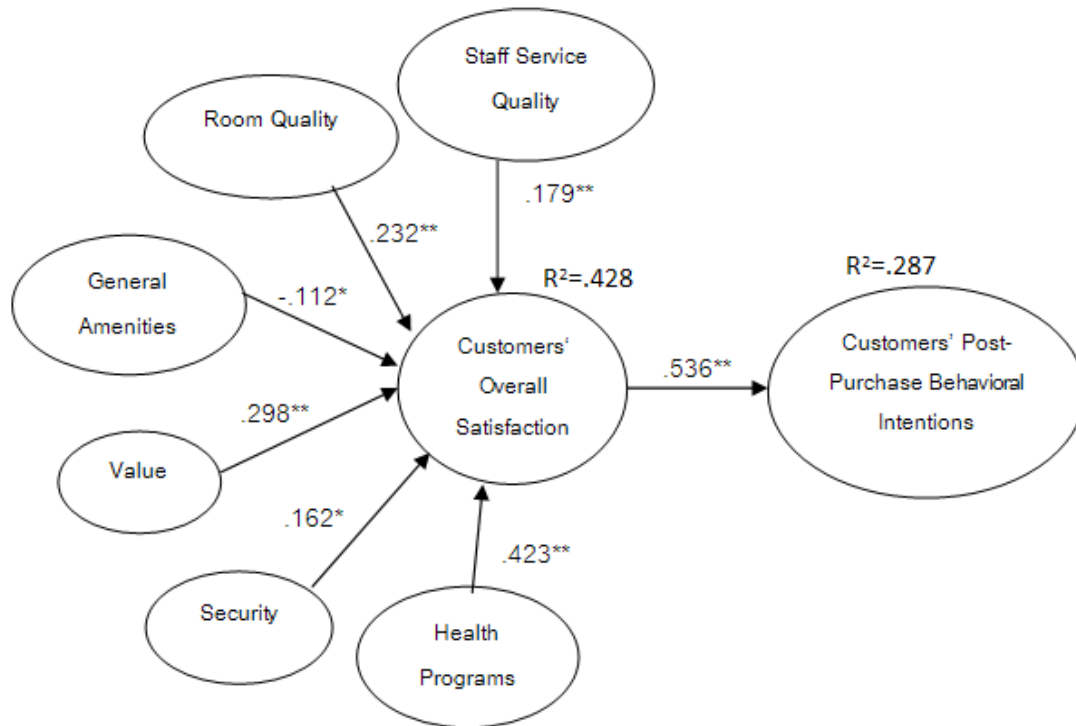
4.5 Correlation of customers' overall satisfaction levels with customers' post-purchase behavior (Simple Regression)

Simple regression was used to test the customers' post-purchase behavior as the dependent variable and the customers' overall satisfaction as the independent variable. The results showed that customer satisfaction explains 28.7 percent of the variance (R^2) in customers' post-purchase behavior, which is significant at F-ratio 88.144. Results are shown in Table 4 and Figure 2

Table 4. the results of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Customers' Overall Satisfaction (SAT)	.536	.057	.536	9.388	.000
<i>Dependent variable: CP</i> $R^2 = .287$ Adjusted $R^2 = .284$					

Figure 2. Research final model for relationships among hotel attributes (staff service quality, room quality, general amenities, value, security, health programs), customers' overall satisfaction and customers' post-purchase behavioral intentions



5. Conclusion

The finding has identified the six resorts factors which are Staff Service Quality, Room Quality, General Amenities, Value, Security, and Health Programs. The attributes of Health programs factor are considered as a major determinant affecting customers' perception, resulting in their overall satisfaction with health and wellness resort in Thailand, followed by Value, Room Quality, Staff Service Quality, Security, and General Amenities. Almost every factor has a positively influence on customers' overall satisfaction except General Amenities factor, which has a negatively impact on customers' overall satisfaction and is not consistent with the prior studies (Choi & Chu, 2001). It might be due to the different respondents. In this study, we focus only on health travelers. It implied that health travelers are less considered about the general amenities, comparing to other types of travelers. Also, customers' overall satisfaction has a positively influence on customers' post-purchase behavioral intentions significantly. The results suggest that the more satisfaction, the more positive post-purchase behavioral intentions which is confirmed the prior studies about customer satisfaction that it may lead to customers' post-purchase behavioral intentions such as favorable word-of-mouth publicity and following repeating purchase (Fornell 1992; Anton, 1996).

This finding has implications for health and wellness resort developers to concern more about their attributes that customers pay attention to for increasing their customers' satisfaction and positive post-purchase behavioral intentions. If the health and wellness resorts' developers

desire to improve their products for a unique target segment, it is useful to conduct customers' satisfaction surveys on the resort attributes.

References

1. ALPERT, M. I. (1971) Identification of Determinant Attributes: A Comparison of Methods. *Journal of Marketing Research*, 8 (May), 184-191.
2. ANTON, J. (1996) *Customer relationship management*, Upper Saddle River, NJ, Prentice-Hall.
3. AUSTRALIAN BUREAU OF STATISTICS (1995) Australian Standard Classification of Visitor Accommodation 1995. IN AUSTRALIAN BUREAU OF STATISTICS (Ed.).
4. BENNETT, M., KING, B. & MILNER, L. (2004) The health resort sector in Australia: A positioning study. *Journal of Vacation Marketing*, 10, 122-137.
5. CALLAN, R. J. & BOWMAN, L. (2000) Selecting a hotel and determining salient quality attributes: a preliminary study of mature british travellers. *International Journal of Tourism Research*, 2, 97-118.
6. CHANG, K.-C., CHEN, M.-C., HSU, C.-L. & KUO, N.-T. (2010) The effect of service convenience on post-purchasing behaviours. *Industrial Management & Data Systems*, 110, 1420-1443.
7. CHEN, J. S. (2007) Wellness Tourism: Measuring Consumers' Quality of Life. IN CHEN, J. S., GHERISSI-LABBEN, T. & MUNGALL, A. (Eds.) *Proceedings of the First Hospitality and Leisure: Business Advances and Applied Research Conference*. Lausanne, Switzerland.
8. CHEN, J. S., PREBENSEN, N. & HUAN, T. C. (2008) Determining the Motivation of Wellness Travelers. *Anatolia*, 19, 103-115.
9. CHOI, T. Y. & CHU, R. (2001) Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20, 277-297.
10. CHU, R. K. S. & CHOI, T. (2000) An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism Management*, 21, 363-377.
11. COBANOGU, C., CORBACI, K., MOREO, P. J. & EKINCI, Y. (2003) A Comparative Study of the Importance of Hotel Selection Components by Turkish Business Travelers. *International Journal of Hospitality & Tourism Administration*, 4, 1-22.
12. DEPARTMENT OF HEALTH SERVICE SUPPORT (2011) Summary (draft) of strategic plan as Thailand International Medical Hub (2011-2014).
13. DEPARTMENT OF INTERNATIONAL TRADE PROMOTION (2011) Factsheet : Health-care services. IN PROMOTION, O. O. S. T. (Ed.).
14. DIDASCALOU, E., LAGOS, D. & NASTOS, P. (2009) Wellness Tourism: Evaluating Destination Attributes For Tourism Planning in a Competitive Segment Market. *Tourismos: an International Multidisciplinary Journal of Tourism*, 4, 113-126.
15. ELLIOTT, J. & JOHNS, N. (1993) The Influence of International Tourism Trends on the Design of Leisure Resorts. *International Journal of Contemporary Hospitality Management*, 5, 6-9.
16. EMIR, O. & KOZAK, M. (2011) Perceived importance of attributes on hotel guests' repeat visit intentions. *TOURISM*, 59, 131-143.
17. FORNELL, C. (1992) A National Customer Satisfaction Barometer: The Swedish Experience. *The Journal of Marketing*, 56, 6-21.
18. GUNDERSEN, M. G., HEIDE, M. & OLSSON, U. H. (1996) Hotel Guest Satisfaction among Business Travelers What Are the Important Factors? *Cornell Hospitality Quarterly* 37, 272-281.
19. HAIR, J. F., ANDERSON, R. & BLACK, W. C. (1995) *Multivariate Data Analysis with Readings*, Englewood Cliffs, NJ, Prentice-Hall.
20. HUDSON, S. & SHEPHARDA, G. W. H. (1998) Measuring Service Quality at Tourist Destinations: An Application of Importance-Performance Analysis to an Alpine Ski Resort. *Journal of Travel & Tourism Marketing* 7, 61-77.
21. ISRAELI, A. A. (2000) Exploring the Importance of Hotel Features Among Guests Using a Multi-Attribute Scaling Approach. *Anatolia* 11, 141-158.
22. KAISER, H. F. (1985) The varimax criterion for analysis rotation in factor analysis. *Psychometrika*, 23, 187-200.
23. KONU, H. (2010) Identifying potential wellbeing tourism segments in Finland. *Tourism Review*, 65, 41-51.
24. KOTLER, A., ADAM, S., BROWN, L. & ARMSTRONG, G. (2003) *Principles of Marketing*, Melbourne, Prentice Hall.

25. KOTLER, A. & ARMSTRONG, G. (2004) *Principles of Marketing*, Upper Saddle River, NJ, Prentice Hall.
26. LADHARI, R. (2009) Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality*, 19, 308-331.
27. LEWIS, R. C. (1983) Getting the Most from Marketing Research Part I of a Series. *Cornell Hospitality Quarterly* 24, 81-85.
28. MATZLER, K., RENZL, B. & ROTHENBERGER, S. (2006) Measuring the Relative Importance of Service Dimensions in the Formation of Price Satisfaction and Service Satisfaction: A Case Study in the Hotel Industry. *Scandinavian Journal of Hospitality and Tourism*, 6, 179-196.
29. MORITA, E., WEIGL, M., SCHUH, A. & STUCKI, G. (2006) Identification of relevant ICF categories for indication, intervention planning and evaluation of health resort programs: a Delphi exercise. *International Journal of Biometeorology*, 50, 183-191.
30. MUELLER, H. & KAUFMANN, E. L. (2001) Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry. *Journal of Vacation Marketing*, 7, 5-17.
31. NUNNALLY, J. C. (1967) *Psychometric Theory*, New York, McGraw-Hill Incorporation.
32. OGORLEC, A. & SNOJ, B. (1998) Guests' satisfaction with tourism services: A case of health resorts in Slovenia. *Tourism Review*, 53, 38 - 47.
33. OLIVER, R. L. (1981) Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57, 25-48.
34. OLIVER, R. L. (1997) *Satisfaction: A Behavioral Perspective on the Consumer*, New York, NY, McGraw-Hill.
35. QU, H., RYAN, B. & CHU, R. (2000) The Importance of Hotel Attributes in Contributing to Travelers' Satisfaction in the Hong Kong Hotel Industry. *Journal of Quality Assurance in Hospitality & Tourism*, 1, 65-83.
36. RYU, K., HAN, H. & KIM, T.-H. (2008) The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27, 459-469.
37. SHANKA, T. & TAYLOR, R. (2004) An Investigation into the Perceived Importance of Service and Facility Attributes to Hotel Satisfaction. *Journal of Quality Assurance in Hospitality & Tourism* 4, 119-134.
38. SIM, J., MAK, B. & JONES, D. (2006) A Model of Customer Satisfaction and Retention for Hotels. *A Model of Customer Satisfaction and Retention for Hotels*, 7, 1-23.
39. SOHRABI, B., VANANI, I. R., TAHMASEBIPUR, K. & FAZLI, S. (2012) An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International Journal of Hospitality Management*, 31, 96-106.
40. SONTIRAKSA, T. (2011) Wellness Hotel. *e-TAT Tourism Journal*, 36-39.
41. STANCIULESCU, G. C. & MOLNAR, E. (2010) Segmentation and Positioning Products and Destinations in Health and Wellness Tourism. *Health, Wellness and Tourism: healthy tourists, healthy business?* Budapest, Hungary, Travel and Tourism Research Association.
42. STEIN, T. J., DEV, C. S. & TABACCHI, M. H. (1990) Spas: Redefining the market. *The Cornell Hotel and Restaurant Administration Quarterly*, 30, 46-52.
43. THAILAND HEALTH & WELLNESS (2012) Thailand Health & Wellness สุขภาวะดี วิถีไทย.
44. TSAI, H., YEUNG, S. & YIM, P. H. L. (2011) Hotel Selection Criteria Used by Mainland Chinese and Foreign Individual Travelers to Hong Kong. *International Journal of Hospitality & Tourism Administration*, 12, 252-267.
45. WHO (WORLD HEALTH ORGANIZATION) (1946) WHO definition of Health. Geneva.
46. WUEST, B. E. S., TAS, R. F. & EMENHEISER, D. A. (1996) What Do Mature Travelers Perceive as Important Hotel/Motel Customer Services? *Journal of Hospitality & Tourism*, 20, 77-93.
47. ZEITHAML, V. A., BERRY, L. L. & PARASURAMAN, A. (1996) The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60, 31-46.