

**TITLE** Service Quality of Hotel Business in Nongkhai  
**AUTHOR** Ruangsilp Ummepian and Nattapong Chaisaengpratheep  
The Faculty of Tourism and Hotel Management  
**UNIVERSITY** Mahasarakham University  
**YEAR** 2017

### **ABSTRACT**

This research is quantitative research to study 1. the quality of hotel services in Nongkhai 2. Comparison of the quality of hotel services in Nong Khai, Classified by personal factors. 3. presenting quality service guidelines for hotel business in Nong Khai. The samples were 385 tourists in Nongkhai province, using the formula (Weiers, 2005) and using an accidental sampling method. Statistical analysis of the data included percentage, standard deviation, t-test, and One-Way ANOVA.

The results show that most of the tourists were female, 20-29 years old, occupation was students, income 5,000-9,999 baht / month and single. Most tourist habits stay 2-3 nights for the first time, to relax and booking a room by phone and appreciate the service quality of hotel in Nong Khai and the highest mean was tangibility.

The hypothesis test results showed that tourists who had different sex; there is not significant. Other personal factors include age, occupation, level of education, and marital status found that the pay attention to service quality of hotel in Nhongkai overall is significant; it was statistically significant at the 0.05 level.

The quality of service of the hotel must be emphasized. To concrete the service is intangible, so the hotel must be tangible and must respond immediately such as elegant decoration, cleanliness of the staff uniform and the location as well as the equipment. Customer response are the readiness of the agency and workers willingness to serve have enough staff and provide accurate information.

**Keywords:** Service Quality, Hotel Business