

Tourists' Behavior and Factors Affecting their Decision for Visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province

Sutaphat Chanprasert ^a, Phattharaphon Chummee ^b and Pornthep Kaewchur ^c

^{a,c} Rajamangala University of Technology Suvarnabhumi, Thailand

^b College of Innovative Mangement, Valaya Alongkorn Rajabhat under the Royal Patronage University, Thailand.

Email: ^a nutsutaphat@gmail.com, ^b atta9899@hotmail.com, ^c Pornthep.k@rmutsb.ac.th

Article History: Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 20 April 2021

Abstract: The objectives of this research were 1) to study tourists' behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market in Phra Nakhon Si Ayutthaya Province during the crisis, and 2) to validate the model of tourists' behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market in Phra Nakhon Si Ayutthaya Province during the crisis. This research was a mixed methods research through quantitative and qualitative methods. For the quantitative research, 17 observable variables were explored and collected from 340 tourists visiting Ayothaya Floating Market. For the qualitative research, data were collected from 9 experts related to the floating market service business, obtained based on a purposive sampling. Research instruments were a questionnaire and semi-structured interview. Data were analyzed with LISREL program, Structural Equation Model (SEM). The results of this research indicated as follows: tourists' behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market in Phra Nakhon Si Ayutthaya Province during the crisis were consistent and harmonious with the empirical data. The results of calculating index of consistency (IOC) were as follows: $\chi^2 = 199.78$, $df = 109$, $\chi^2 / df = 1.83$, $CFI = 0.97$, $GFI = 0.94$, $SRMR = 0.051$, $RMSEA = 0.050$. 2. Factors affecting tourists' decision to visit Ayothaya Floating Market included tourist's behavior and service marketing factors, respectively.

Keywords: Decide for using the service, Tourism behavior, Factors affecting the choice of service

1. Introduction

Tourism in Phra Nakhon Si Ayutthaya Province is considered a tourism industry that plays an important role in Thailand. Tourism is a sector that can utilize income for provincial development and the nation's economic stimulation. Tourism can generate a lot of income for the country as well as continuously create businesses such as hotels, shopping malls, shops, which were places of large-scale employment represented the manufacturing sector, resulting in employment and consumption. Later, when the economy grows, people have more incomes. People began to look for happiness especially in the pursuit of tourist destinations, resulting in the tourism industry following. Thailand therefore turned to support and promote tourism as an economic development instead of industry. According to the global tourism situation, there were 1,134 million tourists and the economy was as high as \$ 7.8 trillion, which was 3.5%. Tourism industry was a rapidly expanding industry, playing a very important role in Thailand's economic and social system, being a major source of income, leading to foreign currency, job creation, and diversification into the region. [1]

Likewise, when the figures for tourism revenue in Thailand were considered, it was significantly high and very satisfactory. At the same time, there was also an underlying concern, because of any political crisis or accident occurring, or even at present, by the domestic tourism situation after the COVID-19 virus outbreak. Thailand's tourism sector has been stagnant since April 2020. Travel restrictions of foreigners entering the country have had significantly adverse impacts on tourism-related businesses such as airlines, hotel chains, and tour companies, including the MICE business group (Meetings, Incentive Travel, Conventions, Exhibitions), car rental companies, floating markets, cruise ships, tour guides, museums, shopping centers, shops, and restaurants. The outbreak has a huge impact on these businesses, causing difficulties to recover quickly as well as the number of foreign tourists entering for travel in Thailand. As a result of this situation, many countries around the world have taken measures to mitigate the impacts of tourism for domestic operators. For Thailand, the government has issued direct and indirect measures for treatment and remedies, including measures to directly and indirectly mitigate the effects of the coronavirus on the Thai economy, Phase 1–3, and additional measures specifically in the case of "tourism businesses" to mitigate the impact and enhance liquidity for entrepreneurs. [2]. In the past few years, the tourism industry has played a very important role in substituting the manufacturing industry in attracting foreign money into Thailand as an essential tool in the economic development of the country. Tourism policy has been developed continuously until the tourism industry was the main income-generating industry and was one of the country's top earners. Tourism also played an important role in the development of transport infrastructure, as well as trade and investment. Tourism was not just for recreation, it has evolved into knowledge and environmental responsibility.

Currently, the Ayothaya Floating Market, Ayutthaya Province has become increasingly popular and has attracted the attention of both Thai and foreign tourists. Ayothaya Floating Market Tourism, Phra Nakhon Si Ayutthaya Province was considered another form of tourism that emphasizes relaxation with nature and focused on activities related to the environment and receives more attention from tourists. However, tourists' attention was not much, compared to that at pre-covid-19 era and other crises.

Therefore, the researcher was interested in studying behavior and factors affecting the decision for visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the crisis. This study focused on exploring tourists' behavior, service marketing factors, and purchase decision process. The findings will be used to plan for tourism administration in order to be able to formulate strategies to suit the tourism management of Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province. In addition, they would be used as the guidelines for the relevant agencies to develop more efficient tourism in the future.

2. Research Objectives

1. To study tourists' behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market.

2. To validate the model of tourists' behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market and to conduct confirmatory factor analysis of factors affecting their decision to visit Ayothaya Floating Market in Phra Nakhon Si Ayutthaya Province.

3. Literature Review

Theory of Millet's satisfaction [3] studied the satisfaction of the people with the service. The theory must adhere to the measure of satisfaction in 5 areas: 1. Equitable service, 2. Timely service, 3. Ample service, 4. Continuous service, and 5. Progressive service. [3]

Maslow's Hierarchy of Needs is the theory of satisfaction that has been adopted by several theories, depending on the leader in each place which was used to suit each situation, but the theory that was considered a fundamental and discussed theory the most was Maslow's Hierarchy of Needs, who said that all human beings have needs that are hierarchically ranked. [4]

The concept of consumer behavior in tourism is a research on consumers' behavior. Tourist groups are categorized into Thai tourists and foreign tourists, as well as an individual tourist, a couple, a group, or an organization. The categorization of tourists is for realizing the characteristics, needs and behaviors of consumers in tourism. Consumers' behavior or tourists' behavior refers to behavior to provide or procure goods or services that are expected to meet the needs of themselves and others. Studying the behavior of consumers or tourists can clarify tourists' decision model as follows: 1. What products and services do tourists buy?, 2. Why do they buy that product/service and when?, 3. Where to buy the product/ service?, 4. How often to buy the product/ service and 5. How do they evaluate them [5].

The concept of marketing mix factors (7Ps): Marketing mix is considered as a controllable marketing tool or variable to meet the customers' satisfaction. The marketing mix (7 P's) is one of the important concepts for modern marketing entrepreneurs. This concept of marketing mix plays an important role for entrepreneurs, or related persons as this concept integrates various techniques used in operations. By applying this concept, business organizations can adapt and change to keep up with customers' needs and target market. [5]

When Thailand was encountered the economic crisis from the COVID-19 outbreak, the tourism industry played an important role in generating much income for the country and could help the economy recover in a much faster time than manufacturing and service sectors. Hence, the purpose of tourism has been developed to manage and add value to tourism in Phra Nakhon Si Ayutthaya Province. Ayothaya Floating Market is organized as one of popular tourist destinations among domestic and foreign tourists. However, the attractiveness of Ayothaya Floating Market during the crisis is not much enough when compared to the pre-crisis conditions and other crises. Therefore, based on the background mentioned above, the researcher was interested in studying behavior and factors affecting the decision for visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the crisis. This study focused in exploring tourists' behavior and factors affecting their decision to visit. Therefore, to increase the attractiveness of Ayothaya Floating Market and stimulate tourists' choice for visitation, many factors play an important role. Factors affecting tourists' decision to visit Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the crisis are related to tourist behavior patterns [6] and service marketing mix is considered as a marketing tool or variable that can meet the satisfaction of target customers. The marketing mix, or 7 P's, is a very important concept for modern marketing entrepreneurs, where the concept of marketing mix plays an important role for entrepreneurs or stakeholders. As it integrates various techniques used in operations. By applying this concept,

business organizations can adapt and change to meet the needs of customers and target markets or to motivate target customers with high demand for their products and services [7]. Under the goal of every marketer in a consumer context, factors that affect the behavior of decision-making to visit Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the crisis could be explained as follows.

3.1 Tourism behavior

Consumer behavior is the act of consumers or tourists in choosing to purchase goods, things or other things, including consumption goods where entrepreneurs pay their attention and focus on repurchase. Consumer behavior is also related to the decision-making process involving the use of certain ideas or experiences in determining the selection of activities, products, services, or selecting something in response to consumer demand. This covers various social influences and environments that affect the mind and travel decision-making behavior of the consumer or individual tourist. Besides, factors influencing consumer or tourist behavior include social psychological factors, cultural factors, and situational factors. These factors determine the interaction of consumers in terms of actions such as what consumers think (perception), feel (impression) and act (behavior), etc. Consumer behavior is the response of each individual on various external variables. Consumer behavior defines an exchange between one person to another. In the case of the relationship between the consumer and the producer, a consumer will determine his/her needs while the producer determines the market supply. If both parties which are the producer and the consumer have created mutual understanding, it will be of great importance in the purchasing process and the production of goods and services. Consumer behavior involves a continuous or simultaneous action for making alternative choices. Making alternative results in a decision. Marketing activities are applied as tools to promote and sell products, change consumer or tourist behavior. The perspectives that entrepreneurs need to study and focus on which will affect consumer decision are: who is the key person in making purchasing decisions? How do consumers buy? Where did they buy and when did they buy it and so on? [8] [9] [10] [11] [12]

3.2 Service marketing

Service marketing is a marketing or economic activity that an entrepreneur of one party offers goods/service to the customer of the other party. Duration is used as a basis for the operations to deliver produce or anything else the customer needs in exchange for somethings like money, time and effort while the customer expects to receive from goods, labor, skills, and facilitation. That activity is collectively known as the Service Marketing Mix or it may refer to controllable marketing tool or factor that businesses (manufacturing or service business) should use to meet the needs and create satisfaction to target customers or to motivate the target customers to generate demand for the product and services. Marketing mix refer to the components of factors in marketing planning in the product or service. In most cases, if it is a product, there will be only 4 factors in the marketing mix: Product / Service, Price, Place / Distribution Channel, Promotion. However,

service marketing mix is different from marketing mix as the former must focus on employees as service providers, service process and physical evidence. Three factors, including people, process, and physical evidence are included and integrated as the core to provide the service. Therefore, service marketing mix for the service market is an activity that responds to the needs of the customer. To maximize customer satisfaction, prior to the purchase, the customer will have to try to put in place rules about quality and the benefits that will be gained from the service or the seller. The seller or the operator must build confidence. The seller must try to find strategies or collateral for consumer's making faster decisions, which is the service marketing mix, known as the 7 P's.

Generally, the traditional marketing mix, 4P's is required for product market. However, for the service market, which is tourism business, a floating market or a hotel, it is necessary to rely on the service marketing mix (7P's) with additional three elements included: People, Process, and Physical Evidence in order to satisfy customers or service recipients as well as to prepare service providers to operate effectively and meet the needs of consumers or tourists. Most importantly, the service provider must set goals and a full-fledged marketing process, implementing STP (Segmentation, Targeting and Positioning), which is a market share analysis. This analysis aims to consider where can generate sales in the total market? After that, it can be used in the formulation of marketing strategies. This follows the concept of modern marketing. Marketers must correctly select marketing strategies that match their target customers and create a marketing mix that is neither too large nor too small to achieve maximum customer satisfaction by applying the service marketing mix in order to satisfy customers and maintain the business survival. Marketing mix concept that should be applied to the service market is the service marketing mix (7Ps), which is: 1. Product is to deliver what customers want, such as appearance, service, quality, etc. 2. Price is setting the price that is suitable for the products and services. 3. Place is to create a convenience for customers to access easily, such as selling through online marketing channels, etc. 4. Promotion is the use of marketing strategies to stimulate customer perception in order to make decisions faster. 5. People is the preparation of personnel to always respond to the service to customers or tourists to impress. 6. Process is the management method of the organization that must

maintain quality. and speed, in time to meet the needs of customers and 7. Physical evidence is to maintain the landscape and the environment to be clean and free from pollution, etc. [13] [14] [15] [16] [17] [18]

3.3 Decision Making

Decision making concept is the goal or expectation of entrepreneurs. Most of them focus on profit, including all marketers who want to know how consumers will make decisions including how to figure out what to do in order for consumers or tourists to make decisions to purchase goods or services. Therefore, what operators or service providers need to know is the decision-making process of consumers or tourists. There are 5 steps in the decision-making process, with the method or process of making such decisions. It is a way to search, study and compare in order to select a product or service as well as assessments to make the best decisions, including. 1. Identification of the problem means a process used in determining decisions that consumers demand and want and if operators can respond this. This may come from inspirational advertising media. If consumers are aware and perceive, they will feel the need. 2. Searching information means in the search process, the operator may conduct research to find products or services that can meet customer needs or requirements. This may be done by conducting research surveys to know the real consumer needs as well as surveying from both internal and external environments (both controllable and uncontrollable environments) that will result in responding to customer needs. 3. Evaluation of alternatives means that consumers are aware of their needs in step 1 and enter the process of searching for products or services in step 2, then the decision was made to assess the alternatives or what is best or most suitable for them at that time by evaluating several factors, such as price, quality of service, or other factors, etc. 4. Selection process refers to the decision-making method by which consumers have already gathered information from the 1st to 3rd steps. They bring the aforementioned information to the decision on whether how should they choose to buy or not to buy? In order to suit the consumers under the evaluation of all 3 steps earlier. 5. Evaluation of the decision means the final process after the consumer has made a decision to purchase or receive a service. Customers have to evaluate their decision on whether to make the repurchase or not. With or without negative experience, it will give customers the experience of making a choice to factor in their next alternative evaluation. [19,20,17,21,22]

3.4 Tourism behavior and Market Service

[23] said the behavior of consumers, customers or tourists is related with service marketing. By testing the relationship between marketing mix factors and tourism behavior in the Republic of Korea (South Korea), it was found that the two factors were related. When individual aspects were considered, an aspect with the highest influence on tourism behavior was promotion, followed by other marketing mix factors, respectively. Marketing mix factors are most closely related to consumers. Consumers gave priority on the product aspect and the variety of travel styles that affect purchasing decisions. In terms of price, the details of the travel program prices are clear. Promotion is conducted through price reduction program, special discount offer for low-season. When marketing mix factors were considered, it was found that the majority of respondents were satisfied with promotion the most, followed by product, physical evidence, and other aspects consisting of price, place, people and process, respectively. From testing the relationship between marketing mix factors, it was found that they were related with tourism behavior in Republic of Korea (South Korea. In addition, the service marketing mix in terms of product, price, promotion, and process influenced tourism behavior in terms of number of times they visited and used services. In terms of tourism potential, attractions, amenities, and administration influenced tourism and purchase behavior of consumers [16,17,24,25] and these can be summarized as hypothesis 1 as follows:

H₁: Tourism behavior influences Market Service.

3.5 Tourism behavior and Decision Making

Consumer behavior influences decision to use the services of consumers, customers, users and tourists. [7,21] A survey of the decision-making process of Russian tourists traveling to Thailand, after analyzing the data, it was found that Russian tourists showed acceptance and decision-making behavior. In addition, the decision-making process of Chinese tourists traveling to Thailand was surveyed, it was found that consumer behavior was focused on determining how to make decisions based on accessibility and availability, such as enough time and the right time for the available place, enough money or assets to buy things in order to decide to buy or choose to use the service. Many researchers agree that the tourists' decision-making process is complex and multifaceted. They said that tourist behavior is a direct consequence of the ongoing interactions between personal and environmental variables, so decision making is a process of perceived by consumers, customers and tourists. The relationship between making decisions in product selection and place [7,21] can be summarized as the hypothesis 2 as follows.

H₂: Tourism behavior influences decision making.

3.6 Service marketing and decision making

In terms of the relationship between service marketing and decision making, [26] stated that service marketing strategy affects purchasing decisions of consumers, customers, or tourists. The service marketing strategy consists of product, price, place, promotion, people, process, and physical evidence. The research results showed that service marketing strategy was correlated with decision to access service in Uttaradit municipality. The results were consistent with the service marketing mix and the consumer decision-making process. In addition, [27] said that the service marketing mixes (7P's), consist of product, price, place, promotion, people, process, and physical evidence. According to the research, it was found that tourists paid more attention to people. In addition, it was found that tourists who travel to Taling Chan Floating Market gave an importance to people in terms of good service and hospitality of the vendors. The findings were consistent with the research of [28], studying Marketing Mix Factors Affecting Backpacker's Decision to Purchase Accommodation in Rattanakosin Island Tourism, Bangkok, Thailand. The results of this study indicated that marketing mix factors affecting backpacker's decision to purchase accommodation was the promotion, process, people. Personnel should have a friendly personality when serving tourists. In addition, the sample placed importance on price. From the research, it was found that the price is reasonable with the quality of the product, which was consistent with the previous research of [28] exploring the Influence of service marketing mix (7P's). The relationship can be summarized as the hypothesis 3 as follows:

H₃: Service marketing influences decision making.

From all three hypotheses, a conceptual model could be shown in Figure 1.

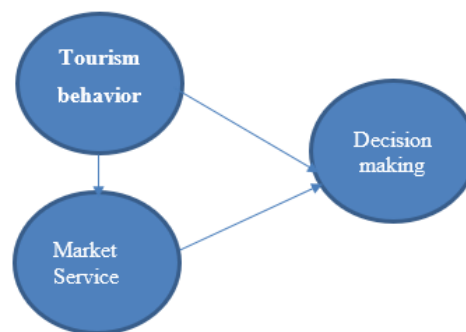


Figure 1 Conceptual Model

4. Research scope

1) Content scope - It was the scope of the content based on concepts, theories and research work related to the factors of decision making Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province.

2) Population boundaries - The population of this research was 340 tourists visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province.

5. Research Methods

This research was a mixed methods research. For the quantitative research, data were collected from the sample of 340 people, obtained based on a convenience sampling. The tool was used as a closed-ended five-rating scale questionnaire with a Likert scale with IOC range 0.8-1.00 and Cronbach's alpha of 0.83. The researcher conducted paper and electronic questionnaire distribution. For the qualitative research, data were collected through a focus group discussion of 9 experts working in the floating market, or until the data were saturated by using Judgment Sampling. The inclusion criteria included being a supervisor level or higher, having working experience in tourism management and market management to validate the model obtained from the quantitative research.

5.1 Population

The population of this research was tourists visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province.

5.2 Samples

The researcher had determined the size of the sample, which was the tourists in Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province, using a sample size model of Hair, Black, Babin, and Anderson (2010). Referring

to the criteria used to determine the sample size, the sample should be 20 times the observed variable. In this research, 17 observable variables were required to have a sample size of 340 samples, which the researcher used to determine the size of the sample 20 times, so the number of samples was 340 people.

5.3 Instruments for collecting research data

The research instruments used to collect research data were classified according to the research method. 1) For quantitative research using questionnaires covering definitions of all studied variables; and 2) for qualitative research using a Semi-Structured Interview. Details were as follows.

1) Research tools for quantitative research. The researcher used a questionnaire to collect the opinions of tourists visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province. The researcher has established a Rating Scale in the questionnaire to 5 levels.

2) Research instrument for qualitative research. Qualitative research was to study behavior and factors affecting the decision for visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the crisis. The researcher defined a semi-structured interview and a focus group discussion with tourists visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province.

5.4 Quality testing of research instruments

Content Validity testing was conducted by 5 experts. The questionnaire created for consistency with the question, objective, and conceptual framework of the research were examined. The results of the quality testing of the questionnaire in terms of content validity, coverage of questionnaires, suitability, and clarity of language from five experts were found that the index of consistency was between 0.8-1.00, which was in accordance with the reliability assessment criteria using Alpha coefficient. The results of the reliability testing of the items from the trial were conducted with 30 samples, which were not the sample in this research indicated that the items with the reliability (Cronbach's alpha) of 0.83 could be used in the study and met the criteria

6. Research Results

The research results of studying 340 samples and the structural equation analysis (SEM) revealed that there were 3 latent variables and 17 observed variables as follows: Tourism behavior (TB), divided into 5 aspects: 1. What products and services do tourists buy (TB1) 2. Why do they buy that service and when (TB2) 3. Where do they buy the service (TB3) 4. How often do they buy the service (TB4) and 5. How do they evaluate those services (TB5). Market Service (FA) can be divided into 7 aspects: 1. Product (FA1) 2. Price (FA2) 3. Place (FA3) 4. Promotion (FA4) 5. People (FA5) 6. Process (FA6) and 7. Physical Evidence (FA7). Decision Making (DV) can be divided into : 1. Problem Identification (DV1), 2. Searching Process (DV2) 3. Alternative Evaluation (DV3) 4. Selection Process (DV4) 5. Evaluation of Decision Making (DV5). Results were interpreted with Lisrel Program to validate the consistency of the model with the empirical data. The results showed that $\chi^2 = 199.78$, $df = 109$, $\chi^2 / df = 1.83$, CFI = 0.97, GFI = 0.94, SRMR = 0.051, RMSEA = 0.050, which met the criteria of [30]. The coefficient of determination (R^2) was 55%, shown in Figure 2.

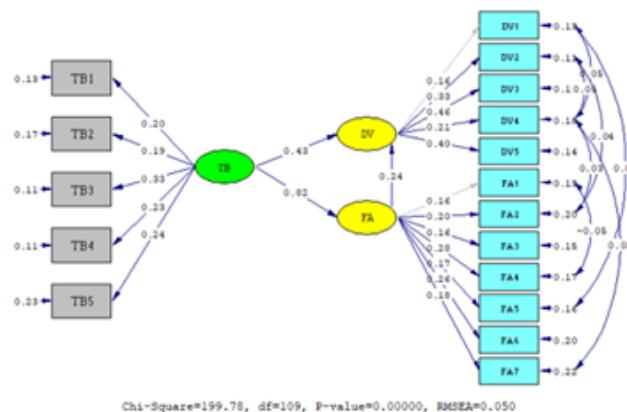


Figure 2: The causal model of Tourism Behavior and Service Marketing Factors Affecting their Decision for visiting Ayothaya Floating Market, Phra Nakhon Si Ayutthaya Province during the Crisis

From Figure 2 above, it can be seen that the causal model of tourism behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market during the crisis was consistent and harmonized with empirical data according to the criteria of [30] as shown in Table 1.

Table 1 Index of consistency and harmonization with empirical data

Evaluation criteria	Analytic results	Summary
$12 < \text{Observed variable } s < 30$		
$p\text{-values} \leq 0.05$	0.000	Pass
$CFI > 0.91$	0.97	Pass
$SRMR < 0.08$	0.051	Pass
$RMSEA < 0.07$	0.050	Pass
$\chi^2 / df \leq 3$	1.83	Pass

From Figure 2, it was found that the causal model of tourism behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market during the crisis was consistent and harmonious with empirical data to meet the criteria of [30] and total effect was shown in Table 2.

Table 2: The total effect of the hypotheses

Hypothesis	Direct Effect	Indirect Effect	Total Effect	Decision
H ₁ Tourism behavior influences Decision making	0.43	0.1968	0.6268	Accepted
H ₂ Tourism behavior influences Market Service	0.82	-	0.8200	Accepted
H ₃ Market Service influences Decision making	0.24	-	0.2400	Accepted

From Table 2, there were 3 hypotheses and all passed the criteria. For three hypotheses, the hypothesis with the highest level of influence as follows: 1. H2 Tourism behavior influences Market Service with an influence power of 0.8200, divided into direct influence of 0.82 and without indirect influence, followed by 2. H1 Tourism behavior influences Decision making with an influence power of 0.6268, divided into direct Influence of 0.43 and indirect influence of 0.1968, and 3. H3 Market Service influences Decision making with an influence power of 0.2400, divided into direct influence of 0.24 and without indirect influence.

For the qualitative research, data were collected through a focus group discussion from nine experts on tourism behavior and service marketing factors to confirm the causal models of tourism behavior and service marketing factors affecting decision-making to visit Ayothaya floating market, Phra Nakhon Si Ayutthaya Province during the crisis obtained from empirical data. From the focus group discussion, the results are in the same direction, i.e. they agreed with the aforementioned model. From the focus group discussion, most of key informants emphasized on place or to decide where to buy a service and how much time does it take to use the service. They assessed the services that have been provided including what products and services tourists buy. In addition, key informants in the focus group also gave the importance to service marketing mix factors influencing service decisions. As a result, most of them focused on promotion, namely discount, exchange, giveaway, followed by processes. So, it can see that for tourists' behavior and factors affecting their decision to visit the floating market business, entrepreneurs should pay attention to promotion, including discount, redemption, distribution or giveaway. In addition, a good service process is one of the factors that consumers, customers or tourists are equally important, so entrepreneurs should pay more attention and should provide before, during, and after-sales services, increasing customer impression, leading to repurchase.

7. Conclusion

This research was a study to identify tourist behavior and service marketing factors affecting their decision to visit Ayothaya Floating Market in Phra Nakhon Si Ayutthaya Province during the crisis. This research was a mixed methods research to find the influence of tourist behavior and service marketing factors influencing service decision. The relationship can be summarized as follows:

Tourism behavior influenced the Market Service. This was consistent with the study of [23]. The relationship between marketing mix factors and tourism behavior indicated that these two factors were related. If individual aspects were considered, it was found that an aspect with the highest influence was promotion, followed by other

factors. Most of consumers focused on marketing mix factors. Consumers placed their priority on product, and the variety of travel styles affecting purchasing decisions. In terms of price, the details of the travel program prices are clear. In terms of promotion, they focused on discount, promotional program, and special offer during the off-season.

Tourism behavior influenced decision making. This was consistent with the study of [7,21]. From the testing, consumer behavior influenced their decision-making. It was found that consumer behavior was focused on determining how to make decisions based on accessibility and availability, such as enough time and the right time for the available place, enough money or assets to buy things in order to decide to buy or choose to use the service. Many researchers accepted that the tourists' decision-making process is complex and multifaceted. They said that tourist behavior is a direct consequence of the ongoing interactions between personal and environmental variables, so decision making is a process of perceived by consumers, customers and tourists, selection of products, locations, etc. to respond to consumer needs.

Market Service influenced Decision Making. This was consistent with the study if [28]. The results indicated that the sample emphasized on promotion, followed by good service process, and friendly personnel (people) to serve tourists. These marketing factors influence their decision to use the service.

8. Suggestions

The findings indicated that for tourists' behavior and factors affecting their decision to visit Ayothaya Floating Market, most of the sample preferred visiting the floating market and emphasized on promotion, a good service process of entrepreneurs, merchants, and vendors to increase tourists' satisfaction when visiting Ayothaya Floating Market. Local people wanted to stay in the community in the midst of systematic development, especially with tourism, where government agencies were expected to play an important role in the development of tourism in the community. People in the community took pride in the attractions as it was a source of generating income for the local area with a long history. When tourism occurred, people expected that government agencies or related agencies would pay more attention to the role of community people in problem analysis, participation in development until benefit sharing and income distribution along with wanting to participate in the performance monitoring. Therefore, relevant agencies are required to use the findings of this research as a basis for determining guidelines for community participation in order to further develop ecotourism in Ayothaya community..

References

1. Sanitdech Jintana Areewan Hussadin. The problem of life and assets safety of tourism industry in Bangkok : foreign tourists' perspective Journal of Liberal Arts RMUTT Thanyaburi Year 1 No. 2 (July - December 2020)
2. Washitadathara Rattanasuwan. Impact of covid -19 virus on tourism crisis in Thailand (Impact of covid-19 on Tourism Sector in Thailand) .. The Secretariat of the Senate Year 10 Issue 15 August 2020
3. Millet, John D. (1954). Management in the Public Service : The Quest for Effective Performance. New York: Mcgraw-Hill Book Company Inc.
4. Praphatsawattana. (2017) Maslow's humanist concept and the existentialist concept of Jean Paul Sartre (Jean Paul Sartre) depicted in the novel. "One day in the life of Ivan Deniso Bachelor of Arts Russian Studies Faculty of Liberal Arts, Thammasat University, Academic Year 2017
5. Kotler, P. (1997). Marketing Management: Analysis, Planning, Implementation and Control (14th Global ed.). Upper Saddle River, NJ: Prentice-Hall.
6. Dimanche and Havitz (2016) Consumer Behavior and Tourism: Review and Extension of Four Study Areas
7. Chanapong Arpornpisa. 2018. Tourism Elements Influence the Decision Making in Traveling to Visit Phra Pathom Chedi, Nakhon Pathom, Thailand Asian Administration and Management Review Volume 1 Number 1 (January-June 2018)
8. John Swarbrooke and Susan Horner. 1997. Consumer behaviour in tourism
9. Frederic Dimanche, Mark E. Havitz's. 1994 Consumer Behavior and Tourism: Review and Extension of Four Study Areas
10. Scott A. Cohen, Girish Prayag & Miguel Moital 2013 Consumer behaviour in tourism: Concepts, influences and opportunities
11. Irina Gabriela Besciu. 2013 behavior of the consumer of tourist entertainment
12. Delia frat. 2011. factors of influence and changes in the tourism consumer behavior
13. Sanhakot Vithayaporn, Rajit Khongharn 2019 Satisfaction Confirmatory Factor Analysis of Tourists toward Eco-Friendly Hotel Business in Central Region of Thailand

14. Rajit Khongharn.2017The Marketing Mix Affecting the Perception of The Senior Foreigners in Tourism Service Quality: Andaman Area
15. Nurhazirah Hashim, Muhammad Iskandar Hamzah.2013 7P's: A Literature Review of Islamic Marketing and Contemporary Marketing Mix
16. Dr.S.Praveenkumar.2015 Tourism Marketing and Consumer Behaviour
17. Gatot Wijayanto.2015. The Effect of Service Marketing Mix in Choosing the Decision to Consumer Services Hotel: Studies in Hotel Grand Zuri Pekanbaru
18. Purawich Phitthaya phinantand BunchaSomboonsuke.2013 Purchasing Decision Probabilityon Health Products Made from Cold-Pressed Palm Oil in Hat Yai District, Songkhla Province
19. Chanapong Arpornpisa.2018. Tourism Elements Influence the Decision Making in Traveling to Visit Phra Pathom Chedi, Nakhon Pathom, Thailand
20. Montira Maneesaeng, William P. Wall.2017. Factors Influencing Tourist Decision-Making Towards Traveling to Luang Prabang
21. Javid Seyidov, Roma Adomaitienė.2016. factor influencecinf local tourists decision-making on choosing a destination a case of a zerbaling
22. Siripen Dabphet.2014Destination Choice between First-time and Repeat Tourists
23. Chadaporn Akkarawong and Sumalee Sawang. 2015 Service Marketing Mix Factors Affecting to Traveling Behavior South Korea Tourists in Thailand
24. Lamson Lertkulprayad.2011. Tourism Marketing For Elderly Inbound Tourists Traveling
25. in Thailand
26. Sitanan Saleepalin, Lamson Lertkulprayad.2020 factor of nostalgia tourism potential and marketing mix affecting to tourism behavior case study of traditional market in suphanburi province.
27. Alicesayanun Charoenpool.2018.Marketing Strategies Affected on Makong Decision to Buying Cosmetics through Mobile Commerce System
28. Kamolchan Prasertsak** Benjawan Sucharit*** Sirikarnda Yaemkong****.2010. To Study Relationship of Service Marketing Mix Factors for the Decision to Use Service of Homemade Ice Cream Shop in MuangUttaradit Municipality, Uttaradit Province
29. Sirirat khantong, La-iard Silanoi, Kantimarn Chindaprasert.2019. Marketing Mix Factors that Tourists Attach Great Important to Travel in Taling Chan Floating Market
30. Reni Diah Kusumawatia *, Teddy Oswarib , Rooswhan Budi Utomoc , Vikas Kumard.2014The Influence of 7P's of Marketing Mix on Buying Intention of Music Product in Indonesia
31. J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, Multivariate Data Analysis vol. 7: Pearson New International Edition, 2014..