

## The Factors Affecting To Repeated Service Of Small Accommodation In Airport

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### Abstract

Repeated service can reflect the tourists' impression and relationship with the service at the accommodation they have visited. It shows their willingness to reuse the service. It can also predict their future behaviors through an evaluation of either direct or indirect experiences that the tourists receive. Hence, repeated service is considered to be the heart of accommodation business. The objective of this study is to propose the factors of repeated service use of small airport accommodation. Data is collected from Thai tourists using probability sampling by systematic random. Results revealed that the most important factor is "Travelling purpose", followed by "The location", and "The transit duration" respectively..

**Keywords:** tourists, repeated service, small accommodation in airport

### 1. Introduction

Aviation is one of the industries that plays an important role in driving the tourism industry (Gillen & Mantin, 2014). Airport is a major element of tourism and business travelling such as travelling for vacation, seminar, and events (Halpern et al., 2012; Gillen & Mantin, 2014). It has recently become more than just an accessible facility: there are several development of infrastructures and services. A growth of transit flight has greatly increased as well, especially among European tourists (Cattaneo et al., 2017). Therefore, airport facility development is a necessary and important mission, especially the development of airport accommodation.

Various accommodation businesses have adapted and developed their service by building their own uniqueness to be outstanding and different from others so as to attract more tourists. These days a small accommodation business at the airport gradually receives more attention from the tourists, especially from Japan where is the origin of this type of accommodation. Other countries like Belgium, Poland, Iceland, China, and Hong Kong are also interested in launching it. A small accommodation at the airport is designed to meet the needs of those who travel by plane and have to wait for next flight, transit or delayed flight. It also aims to serve those who have an early flight and do not want to hurriedly get up in the morning as well as those avoiding traffic jam (Jablonska, 2017; Lee et al., 2018; Yap, 2020; Chen et al., 2020). This is the use of the airport's limited area to be able to support more tourists (Yap, 2020). It is considered as a new concept of accommodation which can respond to the modern tourists well.

According to the mentioned background and literature review, researches on small accommodation at the airport have not been studied widely; therefore, the researcher has conducted a study on factors affecting to repeated service of small accommodation in airport.

## 2.Literature review

### 2.1.A concept of repetition of the service usage

Lennon et al. (2001) says that the tourists' determination reflects the prediction of their future behaviors about the service usage. This is done through examining the internal source of information: their direct experience or learning from others' experiences like word of mouth about the service's quality. The other one is external source of information: customer reviews on social media and advertisement on various channels that can give knowledge and understanding to the tourists leading to their decision on using the service. Robinson & Etherington (2006) proposes three major elements of the repetition of the service usage which are 1) repetition of the service usage shows the tourists' relationship with the attraction which is regarded as their determination to revisit the accommodation. It can be caused by their impression on the accommodation's image, service, or value that they can perceive which builds a positive attitude and tendency to return to the accommodation, 2) recommendation and word of mouth shared among their relatives or friends about the accommodation they have stayed, as well as their story and nice experience at the place such as attraction, facilities, and service, and 3) willingness to pay more, which is the tourists' persistence to the accommodation's price although it becomes more expensive. This shows their loyalty to the accommodation. Even though the price gets higher, they still pay to stay there willingly.

Repeated service is a key factor of the accommodation service showing the tourists' satisfaction which can lead to brand loyalty while drawing new group of tourists (Barber et al., 2011). Service business seeks for new ways to develop service quality and value to bring the tourists' willingness to reuse the service (Lennon et al., 2001). Their satisfaction links to a process of buying a product or service which they will consider from the value they perceive after using the service. They will screen and evaluate the received service before building their positive or negative feeling towards that accommodation. Afterwards, they will realize the value of their past experiences which can lead them to consider about revisiting in the future (Choi & Chu, 2001; Chan & Wong, 2006; Barber et al., 2011; Yeoh & Chan, 2011; Han et al., 2019). In addition, there are other related factors such as travelling purposes and duration (Yeoh & Chan, 2011; Gbenga & Osotimehin, 2015; Rajaguru & Hassanli, 2018).

In this literature, the 8 important affecting to repeated service of small accommodation in airport discussed in our study are covered, from background to latest research trends (Choi & Chu, 2001; Gbenga & Osotimehin, 2015; Rajaguru & Hassanli, 2018; Han et al., 2019). Comprehensive research work has been proceeded on affecting to repeated service 1) Location, 2) Airlines' terms and condition, 3) Flight's limitation, 4) Transit duration 5) Limitation of both domestic and international flights 6) Price comparison 7) Period of stay and 8) Travelling purpose.

### 2.2.Conceptual Framework

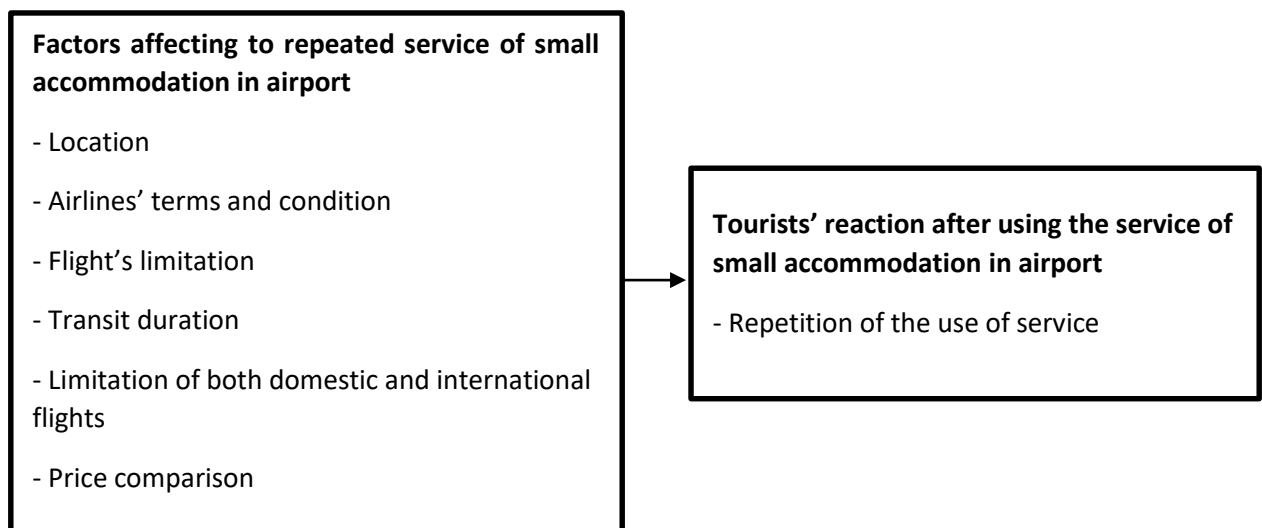


Figure 1: Theoretical framework of the study

**3. Research Methodology**

The research methodology are composed of selected research design, population, sample, data collection technique, and the statistical tool used for data analysis. Primary data obtained from questionnaire by using probability sampling approach with systematic random. The target respondents are Thai tourists who have received services from small accommodation at Donmueang airport, Bangkok, Thailand. The number of the sample group will be 399 respondents according to Yamane (1967)'s calculation method (Yamane, 1973) from the total of 1,089,504 (AOT, 2018). The researcher selects 400 respondents to be avoid the mistakes possibly caused by errors from the data in the questionnaire. The data are statistically analyzed by multiple linear regression analysis with enter method.

The tool used in this research is a questionnaire. Data is collected from Thai tourist using probability sampling by systematic random. The questions are specified based on literature review and gaining validity from three professors who are experts in tourism and hospitality industry. Afterwards, the tools for the data collection test was used with the sampling group of 30 sets before testing the reliability by using Cronbach's Alpha Coefficient. It is discovered that the questionnaire's reliability is 0.976 which is close to one. According to the standard, this means that it has high reliability. The questionnaire to the Research Ethic Committee for ethical consideration and clearance was submitted before using. (Protocol ID No. ECNIDA 2020/0133).

**4. research results**

**Table 1:** Behavior level of the tourists before using the service of small accommodation in airport

Subject	Behavior level before using the service at the small airport accommodation					$\bar{x}$	S.D.	Rank	Result
	Highest	High	Medium	Low	Lowest				
	N %	N %	N %	N %	N %				
<b>Expectation before using the service</b>									
1) Receive pleasant service from the staff	158 (39.5)	182 (45.5)	55 (13.8)	1 (0.3)	4 (1)	4.22	0.76	3	Highest
2) Receive prompt service	187 (46.8)	181 (45.3)	28 (7)	0 (0)	1 (1)	4.37	0.70	1	Highest
3) Facilities are fully provided	157 (39.3)	162 (40.5)	73 (18.3)	4 (1)	4 (1)	4.16	0.83	4	High
4) Worthiness and reasonable price	183 (45.8)	149 (37.3)	62 (15.5)	2 (0.5)	4 (1)	4.26	0.81	2	Highest
5) Receive exceptional experience	178 (44.5)	129 (32.3)	78 (19.5)	8 (2)	7 (1.8)	4.15	0.93	5	High
Overall of the expectation before using the service						4.23	0.66		Highest
<b>Image before using the service</b>									
1) Image of pleasant service from the staff	147 (36.8)	175 (43.8)	70 (17.5)	4 (1.0)	4 (1.0)	4.14	0.81	3	High
2) Image of fully provided facilities	138 (34.5)	177 (44.3)	70 (17.5)	3 (0.8)	12 (3.0)	4.07	0.90	5	High
3) Image of the accommodation's surrounding and soundproof room	219 (54.8)	123 (30.8)	51 (12.8)	3 (0.8)	4 (1.0)	4.38	0.82	1	Highest
4) Image of the accommodation's popularity and reliability	154 (38.5)	152 (38.2)	84 (21.0)	6 (1.5)	4 (1.0)	4.12	0.86	4	High
5) Image of receiving the same good service as people share their review on social	193 (48.3)	160 (40)	43 (10.8)	0 (0.0)	4 (1.0)	4.35	0.76	2	Highest

Subject	Behavior level before using the service at the small airport accommodation									
	Highest	High	Medium	Low	Lowest	$\bar{x}$	S.D.	Rank	Result	
	N	N	N	N	N					
media										
<b>Overall image of the accommodation before using the service</b>						4.21	0.68			Highest
<b>Source of Information</b>										
1) The accommodation's website	159 (39.8)	183 (45.8)	52 (13.0)	4 (1.0)	2 (0.5)	4.23	0.75	1		Highest
2) Friends/relatives/acquaintances	56 (14.0)	147 (36.8)	160 (40.0)	35 (8.8)	2 (0.5)	3.55	0.86	4		High
3) Social media	152 (38.0)	169 (42.3)	66 (16.5)	13 (3.3)	0 (0.0)	4.15	0.81	3		High
4) Customer reviews from different channels	161 (40.3)	158 (39.5)	69 (17.3)	12 (3.0)	0 (0.0)	4.17	0.82	2		High
5) Others such as newspapers, brochures, or advertisements	39 (9.5)	91 (22.8)	172 (43.0)	62 (15.8)	36 (9)	3.08	1.06	5		Medium
<b>Overall of the source of information received before using the service</b>						3.84	0.59			High
<b>Room reservation</b>										
1) The accommodation's website	124 (31.0)	179 (44.8)	73 (18.3)	19 (4.8)	5 (4.8)	3.99	0.89	2		High
2) Agent	174 (43.5)	163 (40.8)	50 (12.50)	7 (1.8)	6 (1.5)	4.23	0.85	1		Highest
3) Phone (Reservation)	73 (18.3)	162 (40.5)	107 (26.8)	45 (11.3)	13 (3.3)	3.59	1.01	3		High
4) Walk in	54 (13.5)	147 (36.8)	120 (30.0)	58 (14.5)	21 (5.3)	3.38	1.06	4		Medium
5) Packaged offer	48 (12.0)	118 (29.5)	117 (29.3)	89 (22.3)	28 (7.0)	3.17	1.12	5		Medium
<b>Overall of room reservation</b>						3.68	0.63			High

The level of tourists' behavior before using small accommodation in airport shows the main Thai tourist groups expect to receive a prompt service. A great number of tourists think of the accommodation image which is surrounding and soundproofing. For the channel of the source of information, the tourists are received from accommodation website. Moreover, the high level of tourists reserves the room via a booking agent, such as Agoda, Traveloka, Expedia, Booking.com.

**Table 3:** Behavior level during using the service at the small accommodation in airport

Subject	Behavior level before using the service at the small airport accommodation									
	Highest	High	Medium	Low	Lowest	$\bar{x}$	S.D.	Rank	Result	
	N	N	N	N	N					
<b>Arrival Information</b>										
1) Direction signs in various languages	92 (23)	200 (50)	105 (26.3)	2 (0.5)	1 (0.3)	3.95	0.73	1		High
2) Direction signs located in noticeable areas	110 (27.5)	179 (44.8)	84 (21.0)	22 (5.5)	5 (1.3)	3.92	0.90	2		High
3) Direction signs presented on electronic screens	75 (18.0)	149 (37.3)	119 (29.8)	53 (13.3)	4 (1.0)	3.59	0.97	5		High
4) Direction signs	89	169	91	47	4	3.73	0.97	4		High

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Subject	Behavior level before using the service at the small airport accommodation					$\bar{x}$	S.D.	Rank	Result
	Highest	High	Medium	Low	Lowest				
	N %	N %	N %	N %	N %				
presented around the airport area	(22.3)	(42.3)	(22.8)	11.8)	(1.0)				
5) The accommodation provides GPS to their location	111 (27.8)	142 (35.5)	93 (23.3)	45 (11.3)	9 (2.3)	3.75	1.05	3	High
<b>Overall of the room reservation</b>						3.79	0.78		High
<b>Check-in process</b>									
1) Check-in by the receptionist	145 (36.3)	185 (46.3)	58 (14.5)	10 (2.5)	2 (0.5)	4.15	0.79	1	High
2) Check-in by QR code for the faster process	81 (20.3)	140 (35.5)	125 (31.3)	48 (12.0)	6 (1.5)	3.61	0.99	2	High
3) Self- check in on the accommodation's website	69 (17.3)	141 (35.3)	108 (27.0)	74 (18.5)	8 (2.0)	3.47	1.04	4	High
4) Self- check in on the smartphone's application	85 (21.1)	145 (36.3)	85 (21.3)	71 (17.8)	14 (3.5)	3.54	1.11	3	High
5) Self- check in on the email	52 (13.0)	130 (32.5)	119 (29.8)	65 (16.3)	34 (8.5)	3.25	1.13	5	Medium
<b>Overall of the check-in process</b>						3.60	0.79		High
<b>Rooms</b>									
1) Variety of room sizes	76 (19.0)	181 (45.3)	112 (28.0)	20 (5.0)	11 (2.8)	3.73	0.92	4	High
2) Variety of bed sizes	71 (17.8)	183 (45.8)	118 (29.5)	17 (4.3)	11 (2.8)	3.72	0.90	5	High
3) Interior design and limited area usage	86 (21.5)	210 (52.5)	89 (22.3)	10 (2.3)	5 (1.3)	3.91	0.80	3	High
4) Ability to protect the light outside (darkness)	90 (22.5)	211 (52.8)	82 (20.5)	16 (4.0)	1 (0.3)	3.93	0.78	2	High
5) Peaceful and soundproof room	141 (35.3)	172 (43.0)	67 (16.8)	16 (4.0)	4 (1.0)	4.08	0.88	1	High
<b>Overall of the rooms</b>						3.87	0.70		High
<b>Housekeeping service</b>									
1) Cleanliness and tidiness of the room	151 (37.8)	197 (49.3)	46 (11.5)	2 (0.5)	4 (1.0)	4.22	0.75	3	Highest
2) Clean and odorless bathroom	172 (43.0)	169 (42.3)	52 (13.0)	6 (1.5)	1 (0.3)	4.26	0.76	2	Highest
3) Clean and sufficient room facilities	143 (35.8)	203 (50.7)	47 (11.8)	7 (1.8)	0 (0.0)	4.21	0.71	5	Highest
4) Clean, neat, and pleasant exterior	149 (37.3)	191 (47.8)	53 (13.3)	7 (1.8)	0 (0.0)	4.21	0.73	4	Highest
5) Safety and hygiene of the room	194 (48.7)	153 (38.3)	48 (12.0)	3 (0.8)	2 (0.5)	4.34	0.75	1	Highest
<b>Overall of the housekeeping service</b>						4.25	0.65		Highest
<b>Food &amp; Beverage</b>									
1) Quality, clean, and fresh food and beverage	124 (31.0)	179 (44.8)	88 (22.0)	7 (1.8)	2 (0.5)	4.04	0.80	1	High
2) Taste of the food	118	172	94	10	6	3.97	0.88	2	High

Subject	Behavior level before using the service at the small airport accommodation					$\bar{x}$	S.D.	Rank	Result
	Highest	High	Medium	Low	Lowest				
	N %	N %	N %	N %	N %				
3) Variety of food and beverage such as Thai and international food	92 (23.0)	155 (38.8)	120 (30)	31 (7.8)	2 (0.5)	3.76	0.91	3	High
4) Room Service	92 (23)	140 (35.5)	123 (30.8)	21 (5.3)	24 (6.0)	3.64	1.08	5	High
5) Variety of food and beverage service	103 (25.8)	136 (34.0)	107 (26.8)	38 (9.5)	16 (4.0)	3.68	1.08	4	High
<b>Overall of the food and beverage</b>						3.82	0.82		High
<b>Check –out process</b>									
1) Check-out by the receptionist	146 (36.5)	189 (47.3)	58 (14.5)	6 (1.5)	1 (0.3)	4.18	0.75	1	High
2) Check-out by QR code for faster process	74 (18.5)	110 (27.5)	124 (31.0)	67 (16.8)	25 (6.3)	3.35	1.15	2	Medium
3) Self- checkout on the accommodation’s website	57 (14.2)	102 (25.5)	124 (31.0)	85 (21.3)	32 (8.0)	3.17	1.16	4	Medium
4) Self- checkout on the smartphone’s application	64 (16.0)	105 (26.3)	99 (24.8)	101 (25.3)	31 (7.8)	3.18	1.20	3	Medium
5) Self-checkout by email	49 (12.3)	93 (23.3)	104 (26.0)	102 (25.5)	52 (13.0)	2.96	1.23	5	Medium
<b>Overall of the check-out process</b>						3.37	0.91		Medium

For the level of behavior during the use of service in small accommodation in airport, it is found that the most importance is arrival information (e.g., direction signs with various languages and signs located in noticeable areas). Check-in and check-out with staff are more favorable by the most tourists. For room condition, they also favor peaceful and soundproof room that prevent the disturbance from outside. Housekeeping service must take a special care of safety and hygiene of the room and surrounding area. In addition, cleanliness and freshness must be significantly included in food and beverage.

**Table 3:** Result of multiple regression coefficient of the factors affecting to repeated service of small accommodation in airport

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-value
	B	Std. Error	Beta		
Multiple regression coefficient of the factors affecting to repeated service of small accommodation in airport	1.99	.35		5.61	.00
1. Location	.11	.05	.10	1.98*	.05
2. Airlines’ terms and condition	.12	.07	.12	1.68	.09
3. Flight’s limitation	.02	.07	.02	.23	.82
4. Transit duration	-.12	.06	-.10	-1.98*	.05
5. Limitation of both domestic and international flights	.04	.06	.04	.70	.48
6. Price comparison	.08	.06	.08	1.35	.18
7. Period of stay	.09	.06	.10	1.59	.11
8. Travelling purpose	.14	.05	.15	2.52*	.01
a. Dependent Variable: Decision					

Remarks: \* Significant level at 0.05

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Results revealed that, Thai tourists have a significant impact on the factors affecting to repeated service of small accommodation in airport by examining the t values. T values are greater than 1.96 which means the hypothesis is accepted. The intensity of relationships that whether the relationship is positive or negative analyzed by the value of beta. The positive value showed positive relations. All values of this assessment depicted in Table. The Table 2 shows that the travelling purpose ( $\beta = 2.52$ ) affects the repetition of the service usage the most followed by accommodation's location and transit duration ( $\beta = 1.98$ ), respectively.

### 5. Discussion and Conclusion

According to the study of factors affecting to repeated service of small accommodation in airport, which consist of eight major factors: location, airlines' terms and conditions, flight's limitations, transit duration, limitation of both domestic and international flights, price comparison, period of stay, and travelling purpose, it appears that there are three factors that Thai tourists focus on: travelling purpose, location, and transit duration.

Regarding the analysis result of factors affecting to repeated service usage, it is discovered that travelling purpose is the factor affecting to repeated service of small accommodation in airport the most such as vacation, business trip, visiting relatives/ friends/family, and study visits. The second factor is the accommodation's location which is located inside the airport area. This allows the tourists to access the airport easily and able to travel via airlines fast and conveniently. The last factor is the transit duration because some tourists might have to wait for more than three hours for their transit, so they want to get some rest at that time. As mentioned above, these factors are significant whether the tourists will repeat the service of accommodation.

Travelling purpose is a main factor for the tourists to choose the accommodation (Kantvorarat, 2020). In addition, Okamura and Fukushige (2017) see that the first main purpose for them is to enjoy travelling around the accommodation area, while the purpose of their revisit is just to enjoy their stay at the accommodation and join the activity there. The location factor agrees with Song and Ko (2017)'s study stating that it impacts the tourists' decision on choosing the accommodation in a positive way in terms of statistics. Moreover, Lee et al. (2017) and Fang et al. (2019) add that they focus on convenience, safety, surrounding, traffic, and accessibility. They also have expectations on the accommodation's location. Lastly, the flight duration factor agrees with the study by Tochwat and Wittayapun (2014) showing that a 2-3 hour transit is one of the main factors influencing the tourists to stay overnight, take a short break, or take a shower. The factor also agrees with the study by Thrift (1977) and Dawes and Rowley (1996), stating that flight waiting duration is a part of service experience for the tourists. It impacts their satisfaction and attitude for future visits. A successful flight waiting duration management can bring benefits to both tourists and entrepreneurs. On the other hand, Tavalaei (2020) who conducted a study on waiting time in two-sided platforms: the case of the airport industry proposes that waiting time at the airport tends to be extended as external commercial concessionaires or executives want to create more income from the benefit of the tourists' transit period. However, the study shows that using this advantage can be positive to the tourists in terms of travelling purpose, which is one of the factors contributing to the repetition of the service usage of small accommodation in airport.

According to the mentioned research results, it can be concluded that the main reasons for these results come from three factors: travelling purpose, location, and transit duration which are able to response to the tourists' demands for convenience. The location allows them to access the airport easily as it is located in the airport area which takes only few minutes to get there. This can response to their demand of short stays also called "day use", for example, when the tourists want to relax during their transit period by using the service only for 1-3 hours, or other different travelling purposes that encourage them to decide to stay at accommodation in **airport (Travel Stack Exchange, 2015)**. These mentioned reasons show the need for the airport accommodation's development in every step including before, during, and after the service: 1) arrival information requires direction signs to accommodations around the airport in various languages, 2) check-in process should be fast and accurate. Technology or innovation can be adapted instead of the existing check-in process to reduce touch and remain social distance, 3) rooms should be well arranged to allow the tourists to use the area efficiently and doesn't feel too narrow. They should be soundproofed and able to prevent the light from outside to let the tourists feel relaxed, 4) housekeeping service should mainly focus on cleanliness and hygiene. Areas frequently touched should be cleaned regularly in order to prevent any viruses, 5) food and beverage services should be improved to be more private for the tourists such as serving food in the room, and 6) check-out process is as important as the check-in process: it should be done fast.

This research gives suggestion to the accommodation's entrepreneur that they should improve identity verification during check-in and check-out process by adapting new technology and innovation to make it faster and more accurate. Moreover, it can help reducing personal touch or direct contact with the staff. This will become one of the defensive measures for the tourists after the COVID-19 situation. For examples, using the hotel's application to check-in and check-out for touchless process, developing a smart phone key room,

contacting the staff or requesting for a service via a smart phone. The accommodation should develop their activities as well as the interior and exterior design. There should also be more variety of interpretation to build relationship, impression, and nice experiences for the tourists which can add more value to their service. Also, the research gives suggestion to the government that they should support and promote all types of small airport accommodation among domestic and international tourists in order to persuade them to choose this type of accommodation more..

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