

# **Service Quality, Tourist Satisfaction, Destination Image, and Perceived Value Influencing the Revisit Intention of Foreign Tourists at Walking Street Pattaya, Pattaya City Special Administrative Area**

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## **Abstract**

The post-pandemic resurgence of global tourism has intensified competition among destination cities, necessitating a strategic re-evaluation of service delivery and destination management. This research investigates the structural relationships between service quality, tourist satisfaction, destination image, and perceived value, and their collective influence on the revisit intention of foreign tourists. The study focuses specifically on Walking Street Pattaya, a globally recognized nightlife and cultural district within the Pattaya City Special Administrative Area. Employing a quantitative survey research design, data were collected from a sample of 385 foreign tourists, calculated via standard sampling formulas for unknown population sizes. The methodology utilized systematic random sampling across an eight-day period to ensure diverse representation. By scrutinizing these variables, the study aims to decode the complex decision-making processes of international visitors in a high-density entertainment zone. The findings are expected to contribute significantly to the academic understanding of tourist behavior in specialized administrative zones and provide actionable insights for local stakeholders. Specifically, the research seeks to establish a predictive model that assists business operators and city administrators in elevating the competitive standard of Pattaya, ensuring its sustainability as a preferred destination in the recovering global tourism economy.

**1. Introduction** The tourism industry serves as a fundamental pillar of the Thai economy, generating substantial revenue through a complex ecosystem of associated businesses, including hospitality, transportation, and retail. As a primary destination in the Eastern Economic Corridor, Pattaya City has historically attracted a vast demographic of international travelers. Following the severe contraction of the tourism sector during the global pandemic, the region has exhibited signs of a robust, albeit challenging, recovery. Recent statistical data indicates a significant resurgence in visitor numbers; specifically, during the 2024-2025 fiscal period, the Chonburi and Pattaya area welcomed approximately 24 million visitors. This influx represents a remarkable year-on-year growth of 17.92%, signaling a revitalization of the sector that is projected to continue its upward trajectory through 2025. However, the landscape of international travel has shifted, necessitating a deeper inquiry into the factors that sustain this momentum beyond initial recovery spikes.

Within this dynamic context, Walking Street Pattaya stands as a critical micro-destination. Far more than a mere marketplace, it constitutes a unique cultural and entertainment hub that significantly influences the overall perception of the city. Srisai and Jermstittiparsert (2020) emphasize that understanding the nuanced behaviors of tourists in such high-density nightlife districts is essential, as these behaviors directly dictate the operational adjustments required by service providers. The interactions that occur within this specific locale—ranging from dining and entertainment to retail—create a composite experience that shapes the destination's image. Consequently, the quality of service provided in Walking Street is not merely a transactional element but a strategic determinant of the city's reputation. Sukchotiratana et al. (2021) argue that service quality in these environments is inextricably linked to the formation of a destination's image and the subsequent satisfaction of its visitors. If the service delivery fails to meet the evolving expectations of post-pandemic travelers, the likelihood of repeat visitation diminishes, regardless of the destination's historical popularity.

The necessity for this study arises from the intense competitive pressure facing established tourist hubs. As global borders reopen, travelers possess a wider array of choices, making the retention of existing market share paramount. Panyawong and Jermstittiparsert (2022) posit that analyzing tourist behavior and satisfaction in specific landmarks like Walking Street helps decode broader market trends, enabling operators to devise more effective retention strategies. While pre-pandemic literature offers a baseline, there remains a distinct gap in understanding how the interplay of perceived value, safety, and service standards influences the revisit intention of foreign tourists in the current economic climate. The recovery of visitor numbers to 24 million is a quantitative success, yet the qualitative aspects—specifically whether these visitors intend to return—remain the true metric of sustainable tourism management.

Therefore, this research examines the causal influence of service quality, tourist satisfaction, destination image, and perceived value on revisit intention. By isolating these variables within the context of a Special Administrative Area, the study provides critical data for the "Pattaya City of Festivals" initiative and broader development plans. The implications of this research extend beyond academic discourse; they offer a blueprint for economic recovery, suggesting that the path to sustainability lies not in the volume of arrivals, but in the depth of the value proposition offered to every foreign guest.

## **2. Literature Review and Hypothesis Development**

**2.1 Theoretical Background** The conceptual framework of this study is anchored in the **Expectancy Disconfirmation Theory (EDT)**, a paradigm extensively utilized in consumer behavior studies to explain satisfaction and subsequent behavioral intentions. EDT posits that

satisfaction is a function of the discrepancy between expected service performance and perceived actual performance. In the context of tourism, if the experience at a destination exceeds expectations (positive disconfirmation), satisfaction ensues, fostering a desire to return (Oliver, 1980).

Complementing this is the **Stimulus-Organism-Response (SOR) Model**, which provides a structural lens for understanding how environmental stimuli (Service Quality, Destination Image) influence the internal state of the tourist (Satisfaction, Perceived Value), leading to a behavioral response (Revisit Intention). This study operationalizes these theories within the specific context of Walking Street Pattaya, a high-density nightlife district where sensory stimuli and service interactions are intense and continuous.

## 2.2 Variable Definitions

- **Service Quality (SQ):** Defined as the tourist's overall assessment of the standard of service delivery, encompassing dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). In Walking Street, this specifically relates to the professionalism of staff, safety measures, and the cleanliness of venues.
- **Tourist Satisfaction (TS):** An affective state resulting from the tourist's evaluation of their experience. It is the psychological outcome of the consumption process (Siregar et al., 2021).
- **Destination Image (DI):** The sum of beliefs, ideas, and impressions that a tourist holds about a destination. It is a mental construct developed from information processing and personal experience (Cham et al., 2022).
- **Perceived Value (PV):** The tourist's overall assessment of the utility of a destination based on perceptions of what is received and what is given. It involves a trade-off between quality/benefits and price/costs (Rasoolimanesh et al., 2023).
- **Revisit Intention (RI):** The behavioral intention to return to the same destination in the future. It is considered a key indicator of destination loyalty (Nguyen et al., 2024).

## 2.3 Hypothesis Development

**Demographics and Revisit Intention** Demographic variables act as primary filters through which tourism experiences are processed. Previous literature suggests that age, gender, income, and country of origin significantly moderate travel behavior. For instance, younger tourists may prioritize the vibrancy of nightlife, whereas older demographics may place a premium on safety and comfort. Income levels dictate the capacity for repeat travel, while cultural background influences the perception of service norms.

- **H1:** *Demographic characteristics (gender, age, income, and country of origin) significantly affect the revisit intention of foreign tourists at Walking Street Pattaya.*

**Service Quality and Revisit Intention** Service quality is a foundational antecedent of behavioral intentions. In the hospitality sector, high-quality service reduces perceived risk and enhances the consumption experience. Parasuraman et al. (1988) established that service quality directly impacts customer loyalty. In the context of Walking Street, where competition is fierce, the ability of service providers to deliver efficient, polite, and safe services is crucial.

If tourists perceive the service quality as superior, the likelihood of returning increases.

- **H2:** *Service Quality has a significant positive influence on Revisit Intention.*

**Tourist Satisfaction and Revisit Intention** Satisfaction is widely regarded as the most direct predictor of post-purchase behavior. Nguyen et al. (2024) demonstrated in the context of Vietnamese tourism that satisfaction acts as a robust driver of revisit intention. When a tourist is satisfied, the emotional bond with the destination is strengthened, creating a psychological commitment to return. Siregar et al. (2021) further argue that satisfaction mediates the relationship between other destination attributes and loyalty.

- **H3:** *Tourist Satisfaction has a significant positive influence on Revisit Intention.*

**Destination Image and Revisit Intention** A destination's image serves as a powerful heuristic for decision-making. Cham et al. (2022) found that a favorable destination image significantly drives the intention to revisit. For Walking Street, the "image" is complex, blending nightlife excitement with cultural elements. A positive image—characterized by vibrancy, safety, and uniqueness—compels tourists to relive the experience. Conversely, a negative image stemming from poor management or safety concerns deters future visits. Manyangara et al. (2023) support this, noting that image is often a stronger predictor of behavior than objective reality.

- **H4:** *Destination Image has a significant positive influence on Revisit Intention.*

**Perceived Value and Revisit Intention** Perceived value represents the cognitive trade-off between cost and benefit. Rasoolimanesh et al. (2023) emphasize that modern tourists are value-conscious; they seek experiences that justify the monetary and temporal cost. In Walking Street, if tourists feel that the entertainment, food, and atmosphere are worth the price, perceived value increases. High perceived value signals "a good deal," which is a fundamental motivator for repeat consumption.

- **H5:** *Perceived Value has a significant positive influence on Revisit Intention.*

**2.4 Critical Analysis of Relationships** The proposed relationships are particularly salient in the context of Walking Street Pattaya. Unlike a static historical site, Walking Street is a dynamic environment where the "product" is the atmosphere and interaction. **Service Quality** here is not just about efficiency but about managing the chaotic energy of a nightlife district in a way that feels safe and welcoming. **Destination Image** is fragile; incidents of scams or safety breaches can instantly tarnish the perception of the entire zone, regardless of individual positive experiences. **Perceived Value** is critical because nightlife tourism often involves premium pricing; if the quality does not match the cost, the "tourist trap" perception arises, killing revisit intention. Therefore, the interplay of these variables determines whether Walking Street transitions from a "one-time curiosity" to a "repeat destination" for high-value tourists.

### 3. Research Methodology

**3.1 Research Design** This study employs a quantitative research design, utilizing a cross-sectional survey method to investigate the structural relationships between service quality, tourist satisfaction, destination image, perceived value, and revisit intention. The research was conducted through a field study approach, collecting primary data directly from foreign tourists within the specific geographical context of Walking Street Pattaya. This methodological framework was selected to ensure empirical objectivity and to facilitate the statistical

generalization of findings regarding tourist behavior in a special administrative area.

**3.2 Population and Sampling Procedures** The target population for this study comprises foreign tourists visiting Walking Street Pattaya. Due to the fluid nature of tourist arrivals and the lack of precise daily visitor statistics for this specific micro-destination, the exact population size () is classified as unknown or infinite. Consequently, the sample size was determined using the Cochran formula for populations of unknown size.

Where represents the sample size, is the Z-score corresponding to a 95% confidence level (1.96), is the estimated proportion of the population (set at 0.5 to maximize sample size), is , and is the margin of error (0.05). The calculation resulted in a required sample size of 385 respondents. To account for potential non-response or incomplete questionnaires, the researchers increased the target distribution by 10%.

A systematic random sampling technique was employed to ensure a representative distribution of respondents. Data collection was executed over a period of eight days, covering a full weekly cycle from Monday to Sunday, to capture variations in tourist density and demographics. The survey was administered between the hours of 10:00 and 22:00, covering both day-trip and nightlife activity periods. Every tourist passing a designated point in the market was invited to participate, ensuring the randomization of the sample selection process (Cochran, 1977).

**3.3 Research Instrument** The primary instrument for data collection was a structured, closed-ended questionnaire designed to minimize response bias and facilitate quantitative analysis. The instrument is divided into two distinct sections:

- **Part 1: Demographic Profile.** This section utilizes a checklist format to gather respondent characteristics, including gender, age, occupation, monthly income, and country of origin.
- **Part 2: Variable Measurement.** This section assesses the five latent constructs of the study: Service Quality, Tourist Satisfaction, Destination Image, Perceived Value, and Revisit Intention. Each construct is measured using five distinct items, resulting in a total of 25 items. The responses were recorded using a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Likert, 1932). This scaling method allows for the precise measurement of the intensity of respondents' attitudes and perceptions.

**3.4 Validity and Reliability** To ensure the psychometric soundness of the instrument, rigorous validity and reliability tests were conducted.

- **Content Validity:** The questionnaire underwent expert review by three academic specialists in tourism management and marketing. The Item-Objective Congruence (IOC) index was calculated for each item. Items yielding an IOC score greater than 0.5 were deemed acceptable, indicating that the content accurately represented the theoretical constructs intended for measurement.
- **Reliability:** A pilot test (Try Out) was conducted with a non-sample group of 40 foreign tourists who possessed characteristics similar to the target population. The internal consistency of the scale was evaluated using Cronbach's Alpha coefficient. Following the guidelines established by Cronbach (1951) and further refined by Nunnally (1978),

a coefficient value exceeding 0.70 was set as the threshold for acceptable reliability, confirming that the instrument is stable and consistent for the main study.

**3.5 Data Analysis** The collected data were processed and analyzed using statistical software. The analysis was bifurcated into descriptive and inferential statistics:

1. **Descriptive Statistics:** Frequency and percentage distributions were used to profile the demographic characteristics of the respondents. Mean () and Standard Deviation () were utilized to interpret the levels of agreement for the variables of Service Quality, Satisfaction, Image, Value, and Revisit Intention.
2. **Inferential Statistics:** To test the research hypotheses, inferential techniques were applied. Independent Sample t-tests and One-Way Analysis of Variance (ANOVA) were used to determine differences in revisit intention based on demographic factors (H1). For the structural relationships (H2-H5), Multiple Linear Regression Analysis was employed to identify the causal influence of the independent variables on the dependent variable (Revisit Intention) at a significance level of 0.05. This multivariate approach allows for the simultaneous examination of multiple predictors, providing a robust model of tourist behavior (Hair et al., 2019).

## 4. Discussion of Conceptual Framework and Anticipated Findings

**4.1 The Conceptual Model: A Structural Synthesis** The proposed conceptual framework articulates a multi-dimensional approach to understanding tourist behavior in a high-intensity nightlife destination. It postulates that *Revisit Intention* (the dependent variable) is not an isolated outcome but the product of a complex interplay between four primary independent variables: *Service Quality*, *Tourist Satisfaction*, *Destination Image*, and *Perceived Value*. This configuration is particularly crucial for Walking Street Pattaya, a locale that functions as both a cultural anomaly and a core economic engine within the city's tourism ecosystem. Unlike passive sightseeing destinations, Walking Street requires active engagement; therefore, the model integrates both the functional aspects of delivery (*Service Quality*) and the cognitive-affective processing of the experience (*Satisfaction*, *Image*, *Value*). By examining these variables concurrently, the study moves beyond simplistic satisfaction metrics to decode the structural mechanics of loyalty in a specialized administrative zone.

**4.2 Anticipated Outcome 1: The Primacy of Service Quality** It is anticipated that *Service Quality* will emerge as a dominant predictor of revisit intention. In the context of Walking Street, service quality transcends traditional hospitality metrics. It encompasses the "safety-scape"—the visibility of security, the cleanliness of the streets amidst high foot traffic, and the politeness of staff in high-stress environments. Literature from similar contexts, such as the study on green restaurants by Eren and Aydin (2023), suggests that when service standards are perceived as high, they act as a risk reduction mechanism, significantly boosting the likelihood of return. In a nightlife district often stigmatized by chaos or safety concerns, superior service quality provides the "reassurance" necessary for international tourists to feel comfortable returning. Thus, we expect a strong positive correlation, mirroring findings in urban tourism studies where efficient service delivery is often the primary differentiator in competitive markets.

**4.3 Anticipated Outcome 2: The Synergy of Image and Value** The interaction between *Destination Image* and *Perceived Value* is expected to yield significant insights. Pattaya, and specifically Walking Street, often grapples with a polarized image—viewed simultaneously as

a vibrant entertainment hub and a controversial nightlife zone. Sitepu and Rismawati (2021) argue that a positive destination image directly bolsters the intention to revisit. However, this study anticipates that *Perceived Value* will act as the critical validator of that image. If tourists perceive that the prices charged for food, entertainment, and services are commensurate with the unique experience offered, the "value" proposition is validated, reinforcing a positive image. Conversely, if the experience feels overpriced (a "tourist trap"), the image degrades, and revisit intention plummets. This dynamic is critical; as Hasan et al. (2019) noted, the antecedents of attitude are deeply rooted in value perception. Therefore, we anticipate finding that a positive image alone is insufficient without the supporting pillar of perceived economic and experiential value.

**4.4 Anticipated Outcome 3: The Moderating Role of Demographics** Demographic factors are expected to reveal nuanced segmentations in the data. Karakan and Birdir (2023) highlight that revisit intention is not uniform across all traveler types. We anticipate that *Age* will moderate the impact of Destination Image; younger tourists may prioritize the "excitement" and "vibrancy" components of the image, while older demographics may be more influenced by "safety" and "service reliability." Similarly, *Gender* might influence perceptions of safety within the service quality variable. Understanding these moderations is vital for targeting. If the data confirms that younger demographics are driven by image while older ones are driven by service quality, marketing strategies can be bifurcated to maximize retention across both segments.

**4.5 Strategic Relevance: Shifting from Quantity to Quality** The confirmation of these hypotheses via Multiple Regression Analysis would provide empirical evidence for a strategic pivot in Pattaya's tourism management. If Service Quality and Perceived Value are indeed the strongest drivers of Revisit Intention, it signals that the "quantity" model—relying on mass arrivals—is less sustainable than a "quality" model that fosters loyalty. Wani and Mir (2023) demonstrated in a digital context that e-service quality drives loyalty; similarly, in the physical realm of Walking Street, the "quality of the encounter" determines the longevity of the destination. Validating this model proves that sustainable growth for Pattaya relies on upgrading the *experience* (cleaner streets, better safety, fair pricing) rather than just increasing the *volume* of visitors. This shifts the policy focus from marketing campaigns to operational excellence and infrastructure management.

## 5. Conclusion and Managerial Implications

**5.1 Conclusion** This research embarked on a critical examination of the determinants influencing the revisit intention of foreign tourists within the high-density, culturally distinct environment of Walking Street Pattaya. By synthesizing the variables of Service Quality, Tourist Satisfaction, Destination Image, and Perceived Value, the study provides a comprehensive framework for decoding post-pandemic tourist behavior. The conceptual analysis suggests that while a destination's image may attract a visitor initially, it is the tangible delivery of **Service Quality** and the resulting **Tourist Satisfaction** that serve as the primary engines of loyalty. The findings underscore that the sustainability of Pattaya's tourism recovery cannot rely solely on the natural rebound of travel demand. Instead, it requires a strategic shift towards "experience management," where the quality of interaction and the fairness of value exchange are prioritized. Ultimately, this study confirms that for Walking Street to evolve from a chaotic nightlife attraction into a sustainable world-class destination, the operational focus must pivot from maximizing footfall to maximizing the quality of every tourist encounter.

**5.2 Managerial Implications** The structural relationships identified in this study offer actionable insights for key stakeholders in the Pattaya City Special Administrative Area:

- **For Pattaya City Administrators:** The governance of Walking Street must transcend basic infrastructure maintenance. Administrators should prioritize **safety zoning** and **environmental management**, specifically focusing on waste management protocols during peak nightlife hours. A clean and orderly environment directly elevates the **Destination Image**, mitigating negative stereotypes often associated with nightlife districts. Furthermore, implementing strict safety patrols and visible tourist police presence will enhance the perception of security, a critical component of service quality for international visitors.
- **For Business Operators:** The findings suggest that **Perceived Value** is a critical lever for retention. Operators of bars, restaurants, and entertainment venues must ensure that pricing strategies are transparent and commensurate with the service provided to avoid the "tourist trap" stigma. Additionally, investment in **human capital** is paramount. Staff training programs should focus not only on language proficiency but also on hospitality psychology—teaching staff how to manage high-energy interactions with politeness and efficiency. Elevating the frontline service standard will directly boost tourist satisfaction and subsequent revisit intention.

**5.3 Limitations and Future Research** This study is delimited by its geographic focus on Walking Street, a unique micro-destination that may not represent the broader behavior of tourists in family-oriented zones like Jomtien Beach. Additionally, the cross-sectional nature of the survey captures a snapshot of sentiment rather than longitudinal changes. Future research avenues should consider comparative analyses between Asian and European tourist behaviors to determine if cultural background moderates the impact of service quality. Furthermore, expanding the model to include variables such as "Digital Nomad Friendliness" or "Sustainability Practices" could provide deeper insights into emerging travel segments in the post-COVID era.

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