

MINGKWAN BOONRAWD : THE EFFECT OF PRODUCT INNOVATION
AND SERVICE PROCESS INNOVATION ON MARKETING
PERFORMANCE OF 3-4 STARS HOTEL BUSINESSES
IN THAILAND. THESIS ADVISOR : ASST. PROF.
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PRODUCT INNOVATION, PROCESS INNOVATION, MARKETING
PERFORMANCE, 3-4 STARS HOTEL, THAILAND

This research aims to: 1) study product innovation and process innovation of 3-4 stars hotel businesses in Thailand, 2) study the market performance of 3-4 stars hotel businesses in Thailand and, 3) study the magnitude of the effects of product innovation and process innovation on marketing performance of the 3-4 stars hotel businesses in Thailand. The target groups are among managers of 3 to 4 stars hotel businesses in Thailand. Questionnaires were distributed to 149 samples. The quantitative analysis method was used to analyze the mean, the standard deviation as well as the multiple regression analysis.

The results indicate that process innovation is at the highest ($\bar{X} = 4.08$), followed by product innovation ($\bar{X} = 3.78$). The overall marketing performance is also at a high level ($\bar{X} = 3.83$). Moreover, it was found that product innovation ($\beta = 0.354$) and process innovation ($\beta = 0.388$), are all contributed a positively impact on the marketing performance of the 3-4 stars hotel business in Thailand.

School of Management Technology

Academic Year 2018

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