



RESEARCH ARTICLE

Causal Effect Models for Universal Design and Perceived Service Quality in Behavior intention to Revisit thai Tourists in Universal Design Hotels at Hua-Hin, ThailandWongjun Pairoj¹, Sangkae Punyasiri²^{1,2}National Institute of Development Administration (NIDA)**ARTICLE INFO****ABSTRACT**

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Keywords

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The objectives of this research were to develop a causal relationship model universal design and perceived service quality in behavior intention to revisit of Thai tourists in universal design hotels at Hua-Hin and examine the consistency of the causal effects of universal design, perceived service quality and behavior intention of Thai tourists who the universal design hotels at Hua-Hin. Using the questionnaire survey method with Cronbach alpha reliability ($\alpha = 0.932$). The populations are Thai tourists, who traveled to universal design hotels at Hua-Hin, this research used a sample size of 450 samples in structural equation analysis, and data analysis used (1) descriptive statistics, (2) Pearson correlation, and (3) hypothesized structural equations the results of the research found that perceived destination image affects to revisit intention of Thai tourists who the universal design hotels at Hua-Hin. Overall, it is the factor that is the most level ($\bar{x} = 4.672$; S.D. = .462) and perceived service quality in revisit intention of Thai tourists in universal design hotels at Hua-Hin. Overall, it is a factor that is at the level of strong agreement ($\bar{x} = 4.221$; S.D.=.436) and (2) analysis of positive influence universal design and perceived service quality in behavior intention to revisit of Thai tourists in universal design hotels at Hua-Hin found that the relationship between the observed variables and the correlation coefficient (r) of 55 pairs was at a moderate level. at the statistical significance level of 0.01 and the results of the structural equation model analysis It is appropriate and consistent with the empirical data.

INTRODUCTION

Universal Design, universality and the future of Thai society, which at the same time is a design principle that has been in place for more than 30 years. The origin of this concept comes from the Americans with Disabilities Act (ADA) of the United States, it is a law about granting equal rights to the people. After the said law came out, the idea of developing an environment that was accessible to everyone spread throughout the world. In Thailand, there was a law regarding facilities for the disabled in 1991 and 2005. Ministerial regulations were issued specifying facilities in buildings for the disabled or handicapped. The trend towards universal design in Thailand is entering a fully aging society. There will be up to **20** percent of the population aged **60** years and over, and around the world the proportion of the elderly population will exceed 10 percent. Therefore, adjusting the area according to the principles of Universal Design is a development to keep up with the world society (Office of the National Economic and Social Development Council, 2017).

Universal Design is the management of designing facilities for all people. Although Thailand has

placed importance on public relations to provide information, it is still considered a new topic for Thai people in general. This is a major cause of the misunderstanding of design for all people within the context of universal design. The most important problem is the attitude of the general group towards those who need to use special facilities, including elderly, a disabled person, and children including differences in status, gender, age, etc. therefore resulting in different concepts (Santiwes & Tongpong, 2017). On the other hand, the aforementioned specialized facilities are viewed by some designers as a problem in the design process, resulting in a negative attitude. For example, the frequency of using a facility is so small that it is seen as unnecessary, design of the ramp takes up a lot of space, resulting in the loss of usable space, or lifts to provide services for people with mobility issues are expensive. Sometimes there are attempts to avoid designating those facilities or not being listed in the design at all. Although it is defined as a law, it is still unclear and cannot be implemented. In some aspects, universal design fails to meet some of its own principles. This has resulted in a lack of understanding of the concept, which in turn, has allowed the terms “accessibility” and “disability” to inhabit the language of universal design. The important reason that must be corrected in the first place is “Attitude” This is partly an attempt to provide, but a lack of knowledge and understanding makes the facility inoperable or difficult. But most of them don't pay attention to it. These problems are the reasons why the civilized facilities that appear in public places do not exist or cannot be used, or are difficult to use or unsafe for the elderly and other groups that is necessary to use (Bringolf, 2008). Therefore, solving the problem of universal design in designing for all people to manage special facilities in Thailand must start with a conscious attitude adjustment. In order to understand and realize this matter, when human resources have an attitude and understanding, then it can lead to the development of the country and the locality to be ready to enter an aging society. (Santiwes & Tongpong, 2017)

Meanwhile, from the perspective of universal design in the hotel business sector, it is an improvement the service quality of hotel business establishments for all tourists, the concept of universal design can be applied, i.e. the design and development of infrastructure, services and products that can facilitate the guests. In particular, elderly and disabled Including those who have the ability to live a daily life different from the general person due to physical limitations (Jarurat & Tongart, 2014). Therefore, establishments that provide accommodation services should have their place and environment designed to be ready and appropriateness can attract the attention of this group of tourists. By doing a study of 7 elements of universal design that are suitable for the hotel business, namely: equitability, flexibility, simplicity, understanding, size and space, safety and low physical effort (Plermkamon & Thangchan, 2021). In the future, the number of elderly tourists will increase. This group of travelers has both the money and the time to access tourism. Hoteliers need to adjust to accommodate more of this group of tourists. By improving and developing various facilities within their own hotels in line with the civilization concept and in accordance with the standard of accommodation for tourism in the category of 1-5-star hotels to accommodate elderly tourists, which will increase building Satisfaction for tourists and resulting in the hotel having better operating results as well (Serivichayaswadi & Mayuree, 2017).

Based on the problems mentioned above, the researcher is interested in studying the causal relationship between universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand. To be used as a guideline for managing hotel facilities to support the needs of elderly tourists for other hotels in the future and for the benefit and efficiency of improving and developing services to meet the needs of elderly tourists and equality among tourists, which can enhance the sustainable performance of the hotel business.

Research Objective

1) To develop a model of the influence on universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand.

2) To examine the consistency of the causal effects of universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand.

LITERATURE REVIEW

The concept of the universal design

The concept of universal design was used for the development of products designed for people with disabilities. The concept of designing the physical characteristics of various products to suit the use of all groups of people, such as elderly, disabled, children, and ordinary people, etc., to use comfortably and equally (Social research institute, Chiang Mai University, 2014). According to Bringolf (2008) and Terebukh et al. (2020) studies revealed that universal design, developed seven principles to assist designers. In which there are seven influential elements: 1) equitable use: people with diverse abilities can use it 2) flexibility in use: can be operated in more than one way 3) simple and intuitive use: easy to use without prior experience 4) perceptible information: all users can “see” how to use it 5) tolerance for error: unintended and adverse use is minimized 6) low physical effort: can be used comfortably and efficiently and 7) size/space for approach and use: people of any size or posture can use it.

The concept of the perceived service quality

Service Quality implemented in several industries has constantly been an area of research in dynamic world. What’s satisfactory today won't be even relevant the next day, therefore it becomes very critical for researchers to hold on studies regularly to better apprehend the dynamics and spotlight the gaps for the betterment of the enterprise (Guo et al., 2012). Parasuraman et al. (1988) later developed the service quality model (SERVQUAL) as an advanced model for measuring service quality. In the traditional concept, there are 3 elements: tangibles, reliability and responsiveness by developing SERVQUAL with 5 measures: 1). tangibles: facilities provided by the service organization for the customer, such as the setting up of the service environment. various machines and equipment 2). reliability: the ability to be ready to provide services that accurately and reliably meet the needs of customers. 3). responsiveness: willingness to provide service in a timely manner. and willing to help customers as well 4). assurance: It is something that service providers should have the necessary knowledge and skills to provide customer-friendly service. politeness in service Honesty and able to build confidence for customers who receive the service, and 5). empathy: easily accessible and easy for customers to contact. In the above summary of the development of the service quality model later, there were many researchers who applied the service quality model (SERVQUAL) to study and research the importance of each of the five variables with the same findings (Parasuraman et al., 1988; Parasuraman et al., 1991; Surjani, et al. 2013; Badara, et al. 2013; Rizka & Widji 2013; Vithya 2014; Ismail, et al. 2016) found that the key elements of service quality consist of 5 factors: 1) responsiveness 2) assurance 3) reliability 4) empathy and 5) tangibles.

The concept of the behavior intention

According to Zeithaml et al. (1996) the BI is an indication whether customers remain with or defect from the company. Positive word of mouth, more spending with the service provider, paying a price premium and remaining loyal are the sign of favorable BI whereas leaving the service provider, less spending with the company and/or taking legal action, negative word of mouth is included in unfavorable BI (Ali & Amin, 2013; Ladhari, 2009). Likewise, Oliver (1999) conclude that the evaluation of the behavioral intent can be assessed in 2 dimensions, namely, the revisit intent dimension, representing the intention of tourists toward the tourist destination, and intends to return to travel again in the future and the second dimension is willingness to recommend (recommendation intention) is the behavior that will occur after receiving the service. Which is word

of mouth, recommending or sharing positive impression experiences with other people to travel to that tourist destination as well.

There are also findings from various researchers who can conclude that a measure of the behavioral dimension of future intentions of tourists, which means traveler's willingness to recommend or revisit a destination. including willingness to pay (e.g., Han Chunxian, 2015; Yang Ni et al., 2015; Liu Jingyan & Jing Jinjing, 2015; Tu Hongwei et al., 2017).

From a review of literature, theories, and related research, concepts and theories about universal design: equitable use (EU), flexibility in use (FLE), simple and intuitive use (SI), perceptible information (PI), tolerance for error (TOL), low physical effort (LPE) and size/space for approach and use (SAU), and perceived service quality: responsiveness (RES), assurance (AS), reliability (REL), empathy (EMP), and 5) tangibles (TAN). To use concepts and theories to create a research framework and research tools by collecting data on universal design and the perceived service quality leads to statistical modeling analysis to develop a causal relationship model of the factors underlying universal design and the perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand, as shown in figure 1.

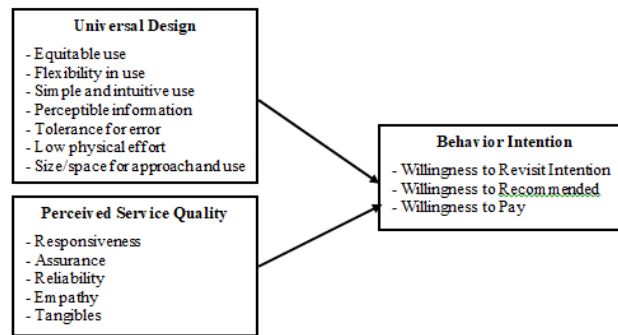


Figure 1: Conceptual framework of model universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand.

RESEARCH METHODOLOGY

As the study is aimed at analyzing the development of the structural equation model of causal relationship of universal design and perceived service quality toward behavior intention in universal design hotels: a case study of Hua-Hin, Thailand. the researcher decided to have Thai tourists, who access the service universal design hotels: a case study of Hua-Hin, as sample in the study. The researcher used criteria for determining the sample size according to the requirements of structural equation analysis (Structural Equation Model: SEM). The sample size should not be too small because the correlation coefficient tends to have a high standard error. Therefore, the researcher must determine the sample size appropriately and importantly in order to reduce the standard error. The researcher uses Thump's rule in conducting SEM. The reason for using large numbers is This is because a small sample size of less than 100 will reduce the accurate estimation of statistical standard errors and increase the chance of technical problems for SEM. Therefore, this research used a sample size of 450 samples, which is a large size. sufficient and of a size that passes the criteria to be consistent with population parameters (Hair et al., 2010).

Research Instrument

The research instrument finds the objectives by questionnaires based on previous study finding and the questionnaire which is usually associated with quantitative research is purposefully designed to relate to the objectives of this study the questionnaire is divided into 3 parts includes part i: demographics, part ii: factors affecting universal design toward behavior intention in universal design hotels: a case study of Hua-Hin, part iii: factors affecting perceived service quality toward behavior intention in universal design hotels: a case study of Hua-Hin. For the content validation, copies of the questionnaire were submitted to three experts in the field for inspection in order to ascertain the appropriateness of the questionnaire. The acceptable validity is determined by index of item-objective congruence (IOC) equal to 0.5-1.00 and the reliability of the research instrument was examined by a pilot test conducted Thai tourists who do Didn't use the service in universal design hotels at Hua-Hin 30 cases, to measure the degree of internal consistency of the measurement scale and to make sure that overall questionnaire has enough internal consistency to yield the same results over repeated investigation. The reliability of the instrument is acceptable when Cronbach's Alpha value equal to or greater more than 0.9 all factors considered the questionnaire to have appropriate reliability.

Data analysis

After collecting data from questionnaires to ensure consistency with the research objectives. The researcher used the following steps to analyze the data.

1. Descriptive statistical analysis explain the results of basic information of Thai tourists in universal design hotels at Hua-Hin includes frequency, Percentage, Mean, Standard Deviation, Skewness, Kurtosis whether different from zero or not with Z-test statistic
2. Statistical analysis of Pearson's Correlation Coefficient to test linear relationships and identify the direction of relationships between variables.
3. Structural Equation Modeling (SEM) analysis to check the harmony of the research model with the empirical data (Model Fit). The researcher examines the consistency of the empirical model (Assessment of Model Fit) by the index used to check the consistency of the model (Measurement Model) with the empirical data includes Chi-Square index, χ^2/df , CFI, GFI, AGFI, RMSEA, and SRMR, are used to check the consistency of the model with empirical data (Hair et al., 2010; Anderson & Gerbing, 1988).

RESEARCH RESULT

The results of analyzing basic data of Thai tourists in universal design hotels at Hua-Hin, it was found that most of demographic information of the 450 sample tourists showed that most were females (65.39%), aged between 21 and 30 years (38.76%) with a bachelor degree (58.85%), occupations included private employees (26.59%), with monthly income between 20,001 and 30,000 baht (52.93%), most tourists travel on vacation with their families (69.27%), Pay attention to hotels with amenities and Universal design (82.54%).

Results of research objective 1) To develop a model of the influence of universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand found that most tourists have levels of opinion towards universal design in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand. Overall, it is the factor that is the most level (\bar{x} = 4.672; S.D. = .462; SK = -.216; KU = -1.029). When considering each aspect levels of opinion- most level arranged in order includes; equitable use (\bar{x} = 4.498; S.D.=.555), size/space for approach and use (\bar{x} = 4.441; S.D.=.527), low physical effort (\bar{x} = 4.455; S.D.=.535), flexibility in use (\bar{x} = 4.440; S.D.=.528), Simple and intuitive use (\bar{x} = 4.324; S.D.=.532) with a standard deviation of universal

design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin. The value is in the range of 0.528 to 0.845, which is less than 1 considered an appropriate criterion. The information is reasonably distributed and there are no notable differences in the provision of information mean that tourists have a slightly different perspective on affective image in the excitement factor of Thai tourists in universal design hotels at Hua-Hin, and most variables have skewness and kurtosis close to 0. Skewness ranges from -0.921 to -0.093 and kurtosis ranges from -1.268 to 0.685. The skewness value decreases by 3.00 while the kurtosis decreases by 10.00, indicating that the data of the variables are normal distribution curve.

2) Tourists have levels of opinion towards perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand. overall, it is a factor that is at the level of strong agreement (\bar{x} = 4.221; S.D. = .436; SK = -.226; KU = -.144). When considering all four aspects found that responsiveness, assurance, reliability, empathy is at the highest level respectively, by standard deviation of perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand, the value is in the range of 0.497 to 0.892, which is less than 1 considered an appropriate criterion. The information is distributed appropriately and there are no notable differences in information delivery means that tourists have a slightly different perspective on responsiveness of Thai tourists in universal design hotels at Hua-Hin, Thailand. Most variables have skewness and kurtosis close to 0 skewness ranges from -1.091 to -0.175 and kurtosis ranges from -0.786 to 1.758. The skewness value decreases by 3.00 while the kurtosis decreases by 10.00, indicating that the data of the variables are normal distribution curve (Kline, 2005, 2016) as shown in Table 1.

Table.1 The factor level perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site.

Factors	\bar{x}	S.D.	Results interpretation level
Perceived Destination Image			
- Equitable use	4.498	.555	Excellent
- Flexibility in use	4.440	.528	Excellent
- Simple and intuitive use	4.324	.532	Excellent
- Perceptible information	4.241	.512	Excellent
- Tolerance for error	4.115	.489	Good
- Low physical effort	4.455	.535	Excellent
- Size/space for approach and use	4.441	.527	Excellent
- The Summarized of perceived destination image	4.432	.452	Excellent
Perceived Service Quality			
- Responsiveness	4.450	.572	Excellent

Factors	\bar{x}	S.D.	Results interpretation level
Perceived Service Quality			
- Assurance	4.345	.732	Excellent
- Reliability	4.472	.577	Excellent
- Empathy	4.369	.597	Excellent
- Tangibles	4.450	.576	Excellent
- The Summarized of perceived experience quality	4.387	.610	Excellent
Behavior Intention			
- Willingness to Revisit Intention	4.456	.581	Excellent
- Willingness to Recommended	4.298	.662	Good
- Willingness to Pay	4.058	.592	Good

- The Summarized of revisit intention	4.222	.436	Excellent
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Results of research objective 2) To examine the consistency of the causal effects of universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand found that the relationship (r) of the observed variables from the identity matrix with the Pearson correlation coefficient. Each pair of variables was associated with a statistical significance level of 0.01. The magnitude of the relationship for 55 pairs was moderate ($0.4 \leq r < 0.6$) and 23 pairs were quite high ($0.6 \leq r < 0.8$). The variables with the highest correlation such as perceived service quality ($r = 0.810$)

While considering the results of examine the consistency of the variable measurement model universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels according to research hypothesis, universal design positively affect behavior intention of Thai tourists in universal design hotels and perceived service quality positively affect behavior intention of Thai tourists in universal design hotels both hypotheses, the results of the structural equation model analysis were performed according to the assumptions to find relationships between the studied factors. The criteria for examine the consistency of the model with the empirical data are by the results of the analysis before adjusting the index statistics $\chi^2 = 782.890 / df = 41$, CFI = 0.830, GFI = 0.787, AGFI = 0.657, RMSEA = 0.182, P - value = 0.000. It was found that the value did not pass the specified criteria, meaning that the harmony index value was still not consistent with the data according to the principles of structural equation statistics (SEM). The model must be adjusted by considering the Modification Indices (MI) and adjusted according to the value. MI that introduced pairwise adjustment found an index value of $\chi^2 = 21.268 / df = 19$, CFI = 0.999, GFI = 0.993, AGFI = 0.976, RMSEA = 0.015, P - value = 0.322, which the concordance value passed the specified criteria. There were 3 rounds of model adjustment. It can be concluded that structural equation modeling model universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin with empirical data (table. 2 and figure. 2)

Table. 2 The influence coefficient of the causal relationship model of universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin with the empirical data.

Index of item objective congruence/	Criteria	Before adjusting the model		After adjusting the model	
		Analysis results	Results	Analysis results	Results
1. Absolute Fit Index					
		$\chi^2 = 782.890$		$\chi^2 = 21.268$	
1.1 Relative $\chi^2, \chi^2/df$ of CMIN/DF	< 2.00	df = 41	Fail	df=19	Pass
		CMIN/DF= 19.095		CMIN/DF=1.119	
1.2 P-value of χ^2 or P of CMIN	P>0.05	0.000	Fail	.321	Pass
1.3 GFI (Goodness of fit Index)	≥ 0.90	.778	Fail	.992	Pass
1.4 AGFI (Adjusted Goodness of Fit Index)	≥ 0.90	.647	Fail	.976	Pass
1.5 RMR (Root Mean Square Residual)	≤ 0.05	.028	Pass	.005	Pass
1.6 RMSEA (Root Mean Square Error of Approximation)	≤ 0.05	.185	Fail	.015	Pass
2. Relative Fit Index					

2.1 NFI (Normed Fit Index)	> 0.80	.824	Pass	.995	Pass
2.2 RFI (Relative Fit Index)	> 0.80	.773	Fail	.986	Pass
2.3 IFI (Incremental Fit Index)	> 0.80	.821	Pass	.999	Pass
2.4 TLI (Tucker-Lewis Index)	> 0.80	.762	Fail	.998	Pass
2.5 CFI (Comparative Fit Index)	> 0.80	.839	Pass	.999	Pass
3. Parsimony Fit Index					
3.1 PRATO (Parsimonious Ratio)	> 0.50	.745	Pass	.545	Pass
3.2 PNFI (Parsimony Normed Fit Index)	> 0.50	.614	Pass	.544	Pass
3.3 PCFI (Parsimony Comparative Fit Index)	> 0.50	.619	Pass	.545	Pass
4. Sample size determination index					
4.1 Hoelter	>200	48	Fail	.935	Pass

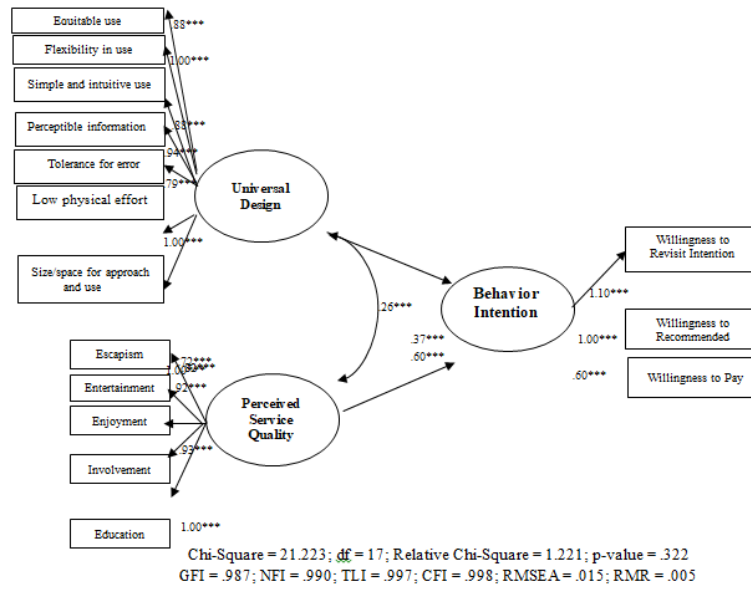


Figure2: Results of structural equation model universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin (After adjusting model)

DISCUSSION

Results from research objective 1) results of analysis the influence on universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand indicate that universal design include equitable use, flexibility in use, simple and intuitive use, perceptible information, tolerance for error, low physical effort, size/space for approach and use. Tourists or those who have visited the universal design hotels have the same opinion that they are the highest level regarding universal design, which leads to satisfaction and intention to visit and recommend consistent with Bringolf (2008) and Terebukh et al. (2020) studies revealed that universal design, developed seven principles to assist designers. In which there are seven influential elements: 1) equitable use: people with diverse abilities can use it 2) flexibility in use: can be operated in more than one way 3) simple and intuitive use: easy to use without prior experience 4) perceptible

information: all users can “see” how to use it 5) tolerance for error: unintended and adverse use is minimized 6) low physical effort: can be used comfortably and efficiently and 7) size/space for approach and use: people of any size or posture can use it, these elements capture the attention of tourists and lead to repeat visits. While, results of analysis perceived service quality include – responsiveness, assurance, reliability, empathy, and tangibles, tourists or those who have visited the universal design hotels have the same opinion that they are at the highest level regarding perceived service quality consistent with the research of many researchers (Wiles, 2007; Yoo & Park, 2007; Lee et al., 2007; Madhavaram & Hunt, 2008; Kersten & Koch, 2010; Talib & Rahman, 2010; Von Freymann & Cuffe, 2010) indicated that provision of high service quality enables a company to be competitive and, contributes to their productivity and profitability. It increases cash flow and shareholder value, gives businesses a better chance of success, enhances customer satisfaction, increases the willingness of customers to positively talk about the service provider, decreases customer defection and enhances customer loyalty.

Results from research objective 2, results of analysis to examine consistency of the causal relationship model perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site. In conclusion, the results of the research are as follows: perceived destination images and perceived experience quality in revisit intention of Thai tourists in Ayutthaya world heritage site there is a correlation coefficient ($\beta = 0.52$; $\beta = 0.52$; $p < 0.05$). While, universal design has consistency in the variables that affect perceived service quality and behavior intention of Thai tourists in universal design hotels can be explained that if tourists are aware of the hotel's attention to detail in universal design and perceived service quality, tourists will return to use the hotel's services repeatedly. Therefore, the research hypothesis is accepted, the results of the research were consistent with Ibrahim, Sobaih, & El-Sayiad (2018) revealed that universal design or service scape affects customer satisfaction, service quality and customer behavioral intentions positive, and Guo, Yao, & Chang (2022) found that service environment can predict customer behavioral intentions. Furthermore, the influence of service environment on customer behavioral intentions. Servicescape can promote customer behavioral intentions through a good service climate and high levels of employee engagement, which confirms the important influence of service climate and employee engagement on customer behavior. In addition, the results of the research also found that perceived service consistency in the variables that affect perceived service quality and behavior intention consistent with research of Theodorakis & Alexandris (2008) that was conducted with 242 spectators, tangibles, responsiveness and reliability dimensions were determined as the moderate estimators of the word of mouth's variance. Therefore, we expect customers who perceive the quality of the service as high to be more likely to demonstrate intentions. Whereas, Ismail, Rose, Tudin, & Dawi (2017) Found that outcomes of Smart-PLS path model analysis confirmed that relationship between service qualities features (tangible, reliability, responsiveness, assurance and empathy) with customer satisfaction were positively and significantly correlated with behavioral intentions. This result demonstrates that effect of tangible, reliability, responsiveness, assurance and empathy on behavioral intentions was mediated by customer satisfaction. Ibrahim, Sobaih, & El-Sayiad (2018) found that, quality of services offered in luxury hotels leads to customer satisfaction and interestingly, results showed that service quality does not influence customers' behavioral intentions.

CONCLUSIONS

In the study of the model universal design and perceived service quality in behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand. Based on the findings of this research universal design and perceived service quality in behavior intention in high level and consistency of the causal relationship model of universal design and perceived service quality that positively affect

behavior intention of Thai tourists in universal design hotels at Hua-Hin, Thailand. In addition, the data of the current study suggest implications for possible guidelines for site hotel business operators and stakeholder for policy makers to incorporate into the raising the standard of quality in tourism services for all people, such as creating products, tourism services, and new forms of tourism activities that are of quality and have accepted standards in line with the interests of tourists and meets the needs of the physically disabled and the elderly, developing tourism personnel to have knowledge, ability and service quality that meets standards and increasing the number of disabled tourists and elderly tourists traveling to the Southern Economic Corridor: SEC and increasing the satisfaction of tourists traveling in the *Southern Economic Corridor*. According to the current findings as well as previous studies,

Recommendations

1. Hotel and accommodation operators should develop the architecture of hotels in Hua Hin more than before. This is because special groups of tourists have a large demand for civilization, but at present there is still not enough civilization to meet the needs of special groups of tourists.

2. Hotel and accommodation operators should apply various development concepts to the management of their own hotel and accommodation businesses, such as human rights concepts, concepts and theories regarding service principles, concept of needs of service recipients and the concept of quality and service, etc. To achieve unified business administration and management that meets the needs of all types of tourists.

3. All parties should be supporters in developing the universal design of hotels in Hua Hin, especially hotel and accommodation operators, local people, subdistrict administrative organizations, provincial administrative organizations, and related agencies, both public and private, should come together to create hotels in Hua Hin with more universal design hotel architecture than before.

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