

ABSTRACT**I.D. No.:** 6019381**Key Words:** HONEYMOON TOURIST, PERCEIVED VALUE, TRAVEL EXPERIENCE, DESTINATION ATTRIBUTES, DESTINATION IMAGE, TOURIST SATISFACTION, REVISIT INTENTION, PHUKET**Name:** AKRUTHAI LA**Dissertation Title:** THE ANTECEDENT OF THAI HONEYMOON TOURISTS REVISIT INTENTION OF PHUKET**Dissertation Advisor:** ASST. PROF. DR. ADARSH BATRA

Honeymoon tourism is a particular type of tourism. The honeymoon couples are a desirable target group in many destinations for the tourism business. This study aimed to examine the impact of perceived value, travel experience, destination attributes, and destination image on tourist satisfaction of Thai honeymoon couples who visited Phuket and consequently influenced their revisit intention. Phuket had long been recognized internationally as a top destination for honeymooners with its up-scale resorts and magnificent beaches. Phuket which mainly depends on international travelers was and is still facing heavy losses in business profit. Tourism needs to rely on the domestic market to survive. The strong promotional activities of state agencies mainly focused on international honeymoon couples, the Thai market was overlooked and ignored.

Therefore, this study focused on the domestic honeymoon couple market visiting Phuket based on an exploratory sequential mixed method design approach. This approach gave a better insight into the dynamic effect of perceived value, travel experience, destination attributes, and destination image on tourist satisfaction of domestic honeymoon couples to examining their direct and indirect impact on revisit intention. The in-depth interviews were

conducted in Bangkok and Phuket with 26 professionals in state agencies, hotels, and travel agencies from December 2020 to January 2021. In February 2021, a data collection of 468 honeymooners with 234 males and 234 females were collected on selected popular honeymoon beaches and famous romantic attractions in Phuket. The data were used to perform an exploratory factor analysis to ensure its reliability, followed by confirmatory factor analysis to confirm the empirical data fits with the measurement model. The structural equation modeling technique was employed to examine the causal relationships among the latent variables and factor analysis (EFA, CFA, and mediation test) were used to test the hypotheses.

Destination image, travel experience, perceived value (money), and perceived value (quality) of honeymoon couples were found to significantly affect tourist satisfaction which further influenced revisit intention. The destination attributes that were studied by many scholars in the honeymoon tourism context showed no significant effect on tourist satisfaction, however, it had a direct influence on revisit intention. The mediation test confirmed tourist satisfaction as a significant mediator.

This study has expanded scholarly insight of the honeymoon tourists and augment literature on this topic. It provides the demographic characteristics of domestic honeymoon couples who visited Phuket during the pandemic. This study appears to be the first to examine perceived value as perceived value (money) and perceived value (quality) separately in the context of honeymoon tourism. For practitioners, the hospitality and tourism businesses in Phuket may have to be re-opened after the pandemic, this study advises them to prioritize developing and advertising destination image, travel experience, perceived value (money), and perceived value (quality) to achieve tourist satisfaction and revisit intention, and despite the lack of significant effect of destination attributes on tourist satisfaction, destination attributes could still influence revisit intention of the honeymoon couples to Phuket.