

ภาคผนวก ง
ค่าความเชื่อมั่นของแบบสอบถาม

ตัวแปร การรับรู้ถึงความต้องการ

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
A1	11.2000	5.4759	.0852	.7991
A2	11.3667	3.6885	.6883	.5460
A3	12.1667	2.6264	.5748	.6013
A4	11.4667	2.8092	.6956	.4849

Reliability Coefficients

N of Cases = 30.0

N of Items = 4

Alpha = .7025

ตัวแปร การค้นหาแหล่งข้อมูล

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
B1	15.4000	7.2138	.4622	.6909
B2	15.5000	6.0517	.6325	.6169
B3	15.3000	6.4241	.5086	.6756
B4	15.0333	8.2402	.4149	.7097
B5	14.9000	7.5414	.4437	.6975

Reliability Coefficients

N of Cases = 30.0

N of Items = 5

Alpha = .7277

ตัวแปร การประเมินผลข้อมูล

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
C1	14.9667	5.5506	.5180	.7731
C2	15.3000	4.9759	.7675	.6838
C3	14.8000	6.2345	.5301	.7670
C4	14.9667	5.6885	.5194	.7705
C5	14.7667	5.9092	.5472	.7604

Reliability Coefficients

N of Cases = 30.0

N of Items = 5

Alpha = .7921

ตัวแปร การตัดสินใจเลือกที่พัก

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
D1	14.5000	6.5345	.4127	.7838
D2	15.2333	5.4954	.7867	.6409
D3	15.0000	6.5517	.4643	.7607
D4	14.7000	6.3552	.6870	.6902
D5	14.7000	7.1828	.4394	.7643

Reliability Coefficients

N of Cases = 30.0

N of Items = 5

Alpha = .7732

ตัวแปร การประเมินภายหลังการใช้บริการ

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
E1	20.1000	11.8172	.8246	.9408
E2	20.1000	12.6448	.8221	.9406
E3	20.1333	12.7402	.8343	.9396
E4	20.0667	11.5816	.9043	.9304
E5	20.1000	12.0241	.8349	.9390
E6	20.1667	12.2816	.8383	.9385

Reliability Coefficients

N of Cases = 30.0 N of Items = 6

Alpha = .9480

ตัวแปร ราคา

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
F1	18.9333	8.9609	.8077	.8687
F2	18.8667	9.0851	.7701	.8746
F3	19.0667	9.2368	.7687	.8751
F4	18.9667	9.3437	.7431	.8790
F5	19.1667	9.9368	.6635	.8907
F6	19.3333	9.0575	.6348	.8994

Reliability Coefficients

N of Cases = 30.0 N of Items = 6

Alpha = .8992

ตัวแปร ช่องทางการจัดจำหน่าย

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
G1	17.6667	10.7126	.6420	.9091
G2	17.2667	10.3402	.7619	.8935
G3	17.5000	10.6034	.6446	.9089
G4	17.5000	9.0172	.8602	.8776
G5	17.6667	9.4023	.8457	.8799
G6	17.4000	10.1793	.7584	.8935

Reliability Coefficients

N of Cases = 30.0 N of Items = 6

Alpha = .9105

ตัวแปร ผลิตภัณฑ์

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
H1	22.0000	13.9310	.7792	.8050
H2	21.9667	14.5851	.6706	.8203
H3	21.9667	14.4471	.7601	.8109
H4	22.2333	13.7023	.7209	.8103
H5	22.1333	13.4299	.8052	.7984
H6	22.9667	14.8609	.3292	.8830
H7	22.1333	14.8092	.4237	.8582

Reliability Coefficients

N of Cases = 30.0 N of Items = 7

Alpha = .8484

ตัวแปร การส่งเสริมทางการตลาด

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
I1	25.7667	26.6678	.4399	.9259
I2	25.8333	23.5230	.8009	.9016
I3	25.7667	23.6333	.7492	.9051
I4	25.6000	22.4552	.7960	.9007
I5	25.9000	21.4034	.8199	.8987
I6	25.7667	22.5299	.7690	.9030
I7	25.9000	21.0586	.8287	.8981
I8	25.7333	24.9609	.6146	.9151

Reliability Coefficients

N of Cases = 30.0

N of Items = 8

Alpha = .9174

ตัวแปร ลักษณะทางกายภาพ

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
J1	23.7333	13.2368	.8640	.9405
J2	23.7000	13.9414	.8041	.9452
J3	23.7333	13.9954	.9081	.9369
J4	23.7000	14.7000	.7789	.9471
J5	23.6333	13.9644	.8633	.9401
J6	23.5667	13.7713	.8400	.9421
J7	23.7333	14.5471	.7815	.9468

Reliability Coefficients

N of Cases = 30.0

N of Items = 7

Alpha = .9505

ตัวแปร บุคลากร

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
K1	19.7667	19.4264	.9718	.9709
K2	19.7000	19.3207	.9011	.9780
K3	19.9000	19.3345	.9073	.9773
K4	19.9000	20.3690	.8934	.9785
K5	19.7667	19.2885	.9453	.9734
K6	19.8000	19.6138	.9694	.9713

Reliability Coefficients

N of Cases = 30.0

N of Items = 6

Alpha = .9790

ตัวแปร กระบวนการ

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
L1	19.1000	13.0586	.7348	.9249
L2	19.1333	12.6023	.8014	.9166
L3	19.3667	12.5851	.8236	.9140
L4	19.2667	11.6506	.8543	.9096
L5	19.4333	12.7368	.7148	.9279
L6	19.3667	12.1713	.8535	.9097

Reliability Coefficients

N of Cases = 30.0

N of Items = 6

Alpha = .9301

การตัดสินใจเลือกที่พัก

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V1	93.1000	216.3000	.3215	.7060
V2	93.2667	207.9954	.6570	.6936
V3	94.0667	204.1333	.4995	.6909
V4	93.3667	201.4816	.6990	.6846
V5	93.6667	203.2644	.6421	.6876
V6	92.4667	146.8092	.1205	.9216
V7	93.5667	210.1851	.3115	.7008
V8	93.3000	212.6310	.3948	.7014
V9	93.1667	207.0402	.5385	.6935
V10	93.5667	213.2885	.2788	.7038
V11	93.8000	211.8897	.2682	.7032
V12	93.3000	210.4241	.3930	.6992
V13	93.5667	205.8402	.6143	.6912
V14	93.3667	209.2747	.5276	.6963
V15	93.2667	214.6161	.1971	.7068
V16	94.0000	212.2069	.3185	.7021
V17	93.7667	207.9782	.4751	.6954
V18	93.4667	212.6023	.3653	.7017
V19	93.4667	209.6368	.5050	.6969
V20	93.2667	204.2713	.6632	.6886
V21	93.2667	207.8575	.6150	.6937
V22	93.3000	207.5276	.6546	.6930
V23	93.2333	205.6333	.6233	.6908
V24	93.2667	205.4437	.6477	.6903
V25	93.3333	207.4713	.5926	.6934

Reliability Coefficients

N of Cases = 30.0

N of Items = 25

Alpha = .7110

การจัดการส่วนประสมทางการตลาด

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V26	169.8333	586.4195	.6866	.9706
V27	169.7667	585.1506	.7197	.9705
V28	169.9667	587.1368	.6908	.9706
V29	169.8667	589.3609	.6276	.9708
V30	170.0667	594.2713	.5313	.9711
V31	170.2333	589.2195	.5172	.9712
V32	170.4333	597.7023	.3841	.9715
V33	170.0333	591.6885	.5766	.9709
V34	170.2667	592.3402	.5252	.9711
V35	170.2667	590.4782	.4862	.9713
V36	170.4333	593.2885	.4511	.9713
V37	170.1667	593.7989	.4887	.9712
V38	169.8667	584.6023	.7190	.9705
V39	169.8333	589.2471	.6062	.9708
V40	169.8333	587.5920	.7008	.9706
V41	170.1000	586.9897	.5833	.9709
V42	170.0000	579.2414	.8047	.9701
V43	170.8333	587.7299	.4191	.9719
V44	170.0000	584.0690	.5655	.9711
V45	170.0667	597.7885	.4193	.9714
V46	170.1333	585.4299	.6903	.9706
V47	170.0667	587.9264	.5972	.9709
V48	169.9000	584.9897	.5921	.9709
V49	170.2000	587.1310	.4803	.9714
V50	170.0667	585.7195	.5644	.9710
V51	170.2000	587.1310	.4633	.9716
V52	170.0333	590.2402	.5781	.9709
V53	169.8667	582.5333	.7323	.9704

V54 169.8333 584.3506 .7457 .9704

V55 169.8667 583.9816 .8487 .9702

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V56	169.8333	587.6609	.7575	.9704
V57	169.7667	585.5644	.7588	.9704
V58	169.7000	581.9414	.8147	.9702
V59	169.8667	590.3264	.6468	.9707
V60	169.7667	576.8747	.7749	.9702
V61	169.7000	574.8379	.7609	.9703
V62	169.9000	573.1276	.8045	.9701
V63	169.9000	578.9207	.7706	.9702
V64	169.7667	573.9782	.8087	.9701
V65	169.8000	577.2690	.7835	.9702
V66	169.7333	583.0299	.7567	.9703
V67	169.7667	581.4954	.7750	.9703
V68	170.0000	584.6207	.7040	.9705
V69	169.9000	578.9897	.7338	.9704
V70	170.0667	580.6161	.7502	.9703
V71	170.0000	582.4828	.7203	.9704

Reliability Coefficients

N of Cases = 30.0

N of Items = 46

Alpha = .9713

ค่าความเชื่อมั่นแบบสอบถามภาพรวม

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V1	266.8667	1339.7057	.3051	.9385
V2	267.0333	1317.4816	.6762	.9373
V3	267.8333	1307.9368	.5208	.9374
V4	267.1333	1303.4299	.6809	.9369
V5	267.4333	1303.5644	.6915	.9368
V6	266.2333	1212.4609	.1681	.9747
V7	267.3333	1323.4023	.3330	.9382
V8	267.0667	1343.0299	.1422	.9388
V9	266.9333	1325.0989	.3978	.9380
V10	267.3333	1327.3333	.3582	.9382
V11	267.5667	1323.8402	.3405	.9382
V12	267.0667	1323.7885	.4135	.9380
V13	267.3333	1319.4023	.5100	.9376
V14	267.1333	1327.0851	.4290	.9380
V15	267.0333	1321.2057	.4082	.9379
V16	267.7667	1320.5989	.4611	.9378
V17	267.5333	1317.2230	.5011	.9376
V18	267.2333	1322.2540	.5146	.9377
V19	267.2333	1327.7713	.4121	.9380
V20	267.0333	1301.5506	.7902	.9366
V21	267.0333	1311.7575	.7395	.9371
V22	267.0667	1313.7195	.7257	.9372
V23	267.0000	1313.1724	.6151	.9373

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V24	267.0333	1314.3782	.6092	.9373
V25	267.1000	1317.5414	.5876	.9375
V26	267.1333	1315.1540	.6534	.9373
V27	267.0667	1314.0644	.6711	.9372
V28	267.2667	1317.5816	.6298	.9374
V29	267.1667	1315.5920	.6710	.9373
V30	267.3667	1328.9989	.4492	.9380
V31	267.5333	1319.0161	.4960	.9377
V32	267.7333	1331.6506	.3583	.9382
V33	267.3333	1320.3678	.5951	.9375
V34	267.5667	1323.5644	.5011	.9378
V35	267.5667	1316.7368	.5325	.9375
V36	267.7333	1321.3057	.4939	.9377
V37	267.4667	1320.6713	.5617	.9376
V38	267.1667	1313.7299	.6626	.9372
V39	267.1333	1318.5333	.5896	.9375
V40	267.1333	1317.0851	.6613	.9373
V41	267.4000	1316.2483	.5517	.9375
V42	267.3000	1305.6655	.7522	.9368
V43	268.1333	1322.3954	.3353	.9382
V44	267.3000	1311.8034	.5401	.9374
V45	267.3667	1331.4816	.3966	.9381
V46	267.4333	1308.3920	.7550	.9369
V47	267.3667	1312.8609	.6473	.9372
V48	267.2000	1307.4759	.6528	.9370

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
V49	267.5000	1312.2586	.5141	.9375
V50	267.3667	1308.6540	.6230	.9371
V51	267.5000	1311.4310	.5077	.9375
V52	267.3333	1314.2299	.6708	.9372
V53	267.1667	1306.6264	.7490	.9369
V54	267.1333	1309.6368	.7578	.9370
V55	267.1667	1311.1092	.8181	.9370
V56	267.1333	1317.2920	.7118	.9373
V57	267.0667	1314.2713	.7146	.9372
V58	267.0000	1308.8276	.7732	.9369
V59	267.1667	1319.5230	.6405	.9375
V60	267.0667	1305.2368	.6799	.9369
V61	267.0000	1301.9310	.6766	.9368
V62	267.2000	1299.1310	.7223	.9366
V63	267.2000	1305.1310	.7220	.9368
V64	267.0667	1299.0989	.7437	.9366
V65	267.1000	1305.6103	.6896	.9369
V66	267.0333	1311.2057	.7034	.9371
V67	267.0667	1311.5126	.6768	.9371
V68	267.3000	1314.7690	.6306	.9373
V69	267.2000	1305.9586	.6765	.9369
V70	267.3667	1308.6540	.6839	.9370
V71	267.3000	1311.4586	.6526	.9372

Reliability Coefficients

N of Cases = 30.0

N of Items = 71

Alpha = .9387