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ปัจจัยที่ส่งผลต่อมาการมาใช้บริการอย่างต่อเนื่องของนักท่องเที่ยววัยรุ่นชาวจีนที่เคยมาท่องเที่ยวประเทศไทย
กรณีศึกษา น้ำพุร้อนโป่งน้ำร้อน, จังหวัดจันทบุรี, ประเทศไทย

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บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อ (1) เพื่อทราบอันดับของปัจจัยที่มีอิทธิพลต่อความตั้งใจต่อเนื่องของนักท่องเที่ยววัยรุ่นชาวจีนที่เคยเดินทางมาประเทศไทย กรณีศึกษาบ่อน้ำพุร้อนโป่งน้ำร้อน จังหวัดจันทบุรี ประเทศไทย (2) เพื่อทราบผลกระทบทางตรงและผลกระทบทางอ้อมของปัจจัยที่มีอิทธิพลต่อความตั้งใจต่อเนื่องของนักท่องเที่ยววัยรุ่นชาวจีนที่เคยเดินทางมาประเทศไทย กรณีศึกษาบ่อน้ำพุร้อนโป่งน้ำร้อน จังหวัดจันทบุรี ประเทศไทย และ (3) เพื่อพัฒนาแบบจำลองการวิเคราะห์ตัวแบบสมการเชิงโครงสร้างปัจจัยที่มีอิทธิพลต่อความตั้งใจต่อเนื่องของการท่องเที่ยววัยรุ่นชาวจีนที่เคยเดินทางมาประเทศไทย การวิจัยครั้งนี้ใช้การวิจัยเชิงปริมาณ ใช้วิธีการสุ่มตัวอย่างน่าจะเป็นโดยการสุ่มแบบแบ่งชั้น แบบสอบถามประกอบด้วยสามส่วน ขนาดตัวอย่างคือ 400 ข้อมูลจะถูกวิเคราะห์โดยใช้สถิติเชิงพรรณาและการวิเคราะห์เส้นทาง โดยรวมของตัวแปรอยู่ในระดับ "Average" ระดับการจัดอันดับจากค่า "Mean" ของตัวแปรทั้งหมดประกอบด้วยดังนี้: อันดับที่ 1 คือความน่าเชื่อถือ (Trust) และอันดับที่ 6 คือการยืนยัน (Confirmation) ตัวแปรอิสระทั้งห้ามีความสัมพันธ์เชิงบวกกับความตั้งใจต่อเนื่อง (Continuance Intention), ความพึงพอใจ (Satisfaction) เป็นตัวแปรที่แข็งแกร่งที่สุดที่มีอิทธิพลต่อความตั้งใจต่อเนื่อง (Continuance Intention) ในทางตรง การยืนยัน (Confirmation) เป็นตัวแปรที่แข็งแกร่งที่สุดที่มีผลต่อความตั้งใจต่อเนื่อง (Continuance Intention) ในทางอ้อม ปัจจัยทั้งหมดสามารถนำมาใช้ในการพัฒนาแบบจำลองการวิเคราะห์แบบจำลองสมการโครงสร้างปัจจัยที่มีอิทธิพลต่อความตั้งใจต่อเนื่อง โดยรวมแล้วข้อมูลบ่งชี้ว่าเหมาะสมอย่างยิ่งสำหรับรูปแบบการทดสอบ และสมมติฐานทั้งเจ็ดข้อได้รับการสนับสนุนจากการทบทวนวรรณกรรม

คำสำคัญ: การท่องเที่ยวเชิงสุขภาพ น้ำพุร้อน ความตั้งใจต่อเนื่อง

Factors influence on the continuance intention of young Chinese tourist who have visited Thailand

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Abstract

This study aims (1) to know the rank of the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand. A case study Pong Nam Ron hot spring, Chanthaburi, Thailand, (2) to know the direct effects and indirect effects of the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand. A case study Pong Nam Ron hot spring, Chanthaburi, Thailand, and (3) to develop the structural equation modeling analysis model the factors that influence on the continuance intention of young Chinese tourism who have visited Thailand. This research uses quantitative research. The probability sampling method by stratified random sampling was used. The questionnaires consist of three parts. The sample size was 400. The data will be analyzed using descriptive statistics and path analysis. Overall of the variables were indicates on an "Average". The ranking level (Mean) of all variables consist as follow: The 1st is Trust, and the 6th is Confirmation. There are five dimensions of independent variables part have a positive relationship with Continuance intention. Satisfaction is the strongest variable that influences on Continuance Intention in a direct way. Confirmation is the strongest variable that influences on Continuance Intention in an indirect way. There all factors that can be used to develop the structural equation modeling analysis model the factors influence on the continuance intention. Overall, the data indicate an excellent fit for the testing model. All seven hypotheses are supported by literature reviews.

Keywords: Health Tourism,Hot Spring, Continuance Intention

INTRODUCTION

At the international level, it is found that the average life expectancy of people is 80 years. People understand health care more like food, exercise, Balancing personal life and work (work-life balance). These change people's behavior. Tourism has been affected by this behavior change, from travel torelaxing change to travel for health tourism. Currently, there are more than 7,300 million people in the world. In 2015, there were 901 million people aged 60 years or older, accounting for 12.3 percent of the global population, and the elderly population around the world is rapidly increasing. It is expected that the number will increase to 1,402 million people, in 2030 and 2,092 million people in 2050, respectively.

Health tourism,according to the database from the Global Wellness Institute. (The Global Wellness Tourism Economy 2013 & 2014). Health tourism is characterized by prevention, improvement of health, promotion of quality of life. To live a better life. Health tourism is divided into medical tourism, focusing on the treatment of complex diseases and wellness tourism, which combines traditional medicine, spa, and herbal products into the list. Medical Tourism means getting into medical treatment or traveling, and some activities related to medical treatment, illness, and Wellness Tourism refer to the use of health services that help restore the body from illness or improve physical health.

Health Tourism Situation in Thailand.According to the Ministry of Tourism and Sports. Overview of health tourism in Thailand. In 2017, 35,757,762 foreign tourists came to Thailand and 9,981,156 were Chinese tourists. In 2016, foreign tourists generated total revenue of about 1,628,807.52 million baht, increased revenue from 2015 by 11.78%, The total revenue of medical of foreign tourists in 2013, 2014, 2015, And 2016, representing 12,597.49 million baht, 11,144.65 million baht, 12,631.04 million baht, and 16,589.03 million baht, respectively. In 2016, medical care revenue increased by 3,957.99 million baht or 31.34%.

Hot springs are a natural phenomenon with hot water flowing from the underground. 112 hot springs are widely distributed in the north, west, central and southern regions. Surface hot water temperature is in the range of 40 - 100 degrees Celsius. We know hot springs because it is a fantastic attraction. But hot springs can also be used to develop other uses such as electricity industry and agriculture. The information of hot spring in Thailand from the department of mineral resources.

Chanthaburi has many natural and cultural attractions. As a result, the tourism of Chanthaburi province made a lot of revenue. According to statistics, each year there will be more tourist arrivals and tourism revenue. In 2016, there were 1,344,081 tourists coming to Chanthaburi. Most of them were Thai tourists, earning 1,285,453. Only 58,628 is foreign tourists came to Chanthaburi. The average daily visitor arrivals in Chanthaburi are 2.11 days. The tourists earn more than 5,700.99 million baht per day. The average daily visitor spending is 1,764.74 baht per person. At 2,878.98 baht per person for foreign tourist.Chanthaburi also has hot springs as well.

Pong Nam Ron village, Pong Nam Ron district, Chanthaburi is located on the west side of the central canal. A sub-branch of the Pong Nam Ron canal. Currently, there are only two small hot springs and lime and shale ponds. The flow of hot water is about 1 liter per second and the hot water that comes up is about 36 degrees Celsius, which contains many minerals. Originally, the place was privately owned for more than 25 years but was later abandoned. Later, the governor of Pong Nam Ron came to look after and develop this hot springs back to the recreation of the Chanthaburi people again. There are 2 mineral water baths, a Thai massage room, hot spring water, etc.From the above information. The interesting situation is the development of tourist attractions and attracts tourists to use the service continuously. The cooperation of all concerned parties and continuous development. Include management, personnel, space, social and environmental issues, and more, and another important. To know the satisfaction of tourists who come to Pong Nam Ron hot spring. Because tourists are considered to be important to run a hot spring business. Therefore, the researcher is interested to study what factors influence on the continuance intention of young Chinese tourists who have visited Thailand. A case study Pong Nam Ron hot spring, Chanthaburi, Thailand.

Research objective

1. To know the rank of the factors that influence on the continuance intention of Chinese tourists who have visited Thailand. A case study Pong Nam Ron hot spring, Chanthaburi, Thailand.

2. To know the direct effects and indirect effects of the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand. A case study Pong Nam Ron hot spring, Chanthaburi,Thailand.

3. To develop the structural equation modeling analysis model the factors that influence on the continuance intention of young Chinese tourism who have visited Thailand.

Literature review

1. Continuance Intention

Continuance intention is to confirm that there are good management and management of service providers. Tourists will look at the various factors that affect satisfaction. To explain the feedback of the consumer, and to continue to use the service next time. Because after receiving services, their expectations will create a level of satisfaction and willingness to continue to use the service next time. Because expectations play an important role in consumer behavior. Therefore, the service used as the dependent variable is, therefore, an interesting variable in this study. To find other variables that effect on the continuance intention for the tourism industry in Thailand.

2. Confirmation

Confirmation refers to the comparison of things, in reality, the process of self-assessment and the expectations of the services. (Bhattacherjee, 2001). As reported by Hong et al. (2006) and Liao et al. (2009), expectations were confirmed beforethe satisfaction of the consumer. As the main factors, both factors were used in the study. Wen et al. (2011) showed that confirmation of expectations positively influences on Perceived usefulness and Satisfaction, which could bring about the intention to continuance intention. As a consequence, Positive disconfirmation (performance > expectation) Simple confirmation (performance = expectation) Negative disconfirmation (performance < expectation).

Confirmation of expectations has a positive influence on perceived usefulness, perceived enjoyment, trust, and satisfaction that may lead to the continuance intention to persevere. When the actual user experience meets or exceeds expectations, initial confirmation will lead to satisfaction. Tourists will compare the actual experience of traveling to a tourism destination with the initial expectations they expect. If their expectations are confirmed, they will feel satisfied with the sights. Health tourism is interested in tourists, and the number of services is increasing in each year. Confirmation is one of the interesting variables because confirmation has a positive influence on perceived usefulness, perceived enjoyment, trust, and satisfaction that may lead to the continuance intention to persevere.

3. Perceived Usefulness

Perceived usefulness means the rank of the belief that a person uses a technology that increases his or her efficacy (Davis, 1989; Bhattacherjee, 2001). As people believe that using MIM services for perceived usefulness, and increasing the body's health, they will be more interested in health tourism. Perceived usefulness of using the services will positively affect the attitudes towards used and user's behavior (Davis, 1989) and positively affect satisfaction. And the intention to use the services continuously. (Bhattacherjee, 2001).Reviews perceived usefulness of MIM. Is perceptions when talking

about tourism we will found that a tourist decides to visit, they don't expect on happiness, but there is a matter of perceived usefulness that will share new knowledge with themselves. Until being satisfied after traveling. The benefits (Perceived usefulness) that tourist expects to receive from travel. If the satisfied of their getting is high, they are going to travel to that destination again and again (Continuance Intention).

4. Perceived Enjoyment

Perceived enjoyment refers to the internal reward gained through the use of technology. Unlike external motives, such as perceived usefulness, which is based on the achievement of specific goals or internal incentive motives, are the enjoyment of self-activity. Davis et al. (1992) Satisfied in recognizing application service and found to have a significant effect on adoption intentions in word processing. That shows the perceived enjoyment is associated with perceived usefulness and satisfaction are relate with continuance intention. In addition, the main purpose of the service is to enjoy (Lee, Tsai 2010). And for this reason, it shows the relationship between variables, that people are more likely to continuance intention for perceived enjoyment. A state where perception enjoyment has many aspects as well as flow. However, excitement is highlighted as a different emotion from enjoyment. Following the literature, from an example that talks about MIM, can be seen that the perceived enjoyment when trying it out. That is, tourists will have fun when they use the service in tourism place. That shows the perceived enjoyment is associated with perceived usefulness and satisfaction are relate with continued intention. Health tourism is not meant for training communities. Rather it is used to stay in travel, education, and to have fun with others. The propose that the perceived enjoyment factor that influences to tourist satisfaction. And then they prefer to continuance intention to visit that place again.

5. Trust

Trust means the willingness of tourists to consent to medical tourism. The point by Gefen and Straub (2004) mentioned that the deficiency of regulation on the internet lets individuals depend on their beliefs. Familiarity is the main factor in decreasing the uncertainty that may occur. Online consumers are interacting with e-commerce websites and online transactions with online merchants. So that online customers do not trust e-commerce sites or online merchants. It's an obstacle to online customers not to use e-Commerce (Comegys et al, 2009; Gefen, 2000) as a consumer if they trust in tourist attractions and experience travel. It will decrease the obstacles that can persuade the consumer to decide to continue. Gefen et al. (2003) found that faithfulness has a direct and indirect effect on the usage of information systems via perceived usefulness. Even though, learning by Wen et al. (2011) showed that seeing that the faithfulness does not directly influence the intention of buying the product online. But it will affect indirectly through perceived usefulness. This indicates that faithfulness has a touching on the decision to use the travel services in the future and through perceived usefulness.Trust can occur both before using the service and after using the service. Which affected by the benefit (Perceived usefulness), fun (Perceived enjoyment) until it is satisfied. If they trust in tourist attractions and experience travel. It will decrease the obstacles that can persuade the consumer to decide to continue. Trust, Therefore is

one of the important variables to be used in the study to use as a model for development in the tourism industry plan until the trip was repeated many times (Continuance intention).

6. Satisfaction

Satisfaction is the positive feeling that effects from the assessment of one's actions (Locke, 1976). Satisfaction of consumers is an outcome of perceived usefulness of consuming the services (Delone et al., 2003). Customer satisfaction can bring about attitudinal changes (such as a preference for servicing, or preference for service providers) that might change as an effect of ongoing service (Innis, 1991; Oliver, Oliver and Bearden, 1985; Stauss and Neuhaus, 1997). Satisfaction is adequate to increase the possibility of branding and brand loyalty (Westbrook and Oliver, 1981). It causes a positive effect on the intended usage of the system. (Bhattacherjee, 2001b), and Wen et al. (2011) showed that satisfaction affects the intention to buy online with continuance intention. Infers that Satisfaction affects to Continuance intention.With many MIM applications available in the world, satisfaction is salient to users' decision to continue using a MIM (Reid and Reid, 2010). A dissatisfied user can easily switch to another without much switching cost (Deng et al., 2010, Zhou and Lu, 2011). Only satisfied users will choose to continue using the existing MIM applications (Deng et al., 2010). The more satisfied the users are, the higher the likelihood that they will continue using the MIM. Infers that Satisfaction affects to Continuance intention.

With the floor of expectations as an example of the MIM, the review shows that on the tourism side. The previous variables mentioned are all intended to result in continued use of the service, with the first passing of satisfaction. Because satisfaction is the most important reason for keeping tourists in the tourism industry for a long time. Care and good tourism management in terms of awareness, benefits (Perceived usefulness), fun (Perceived enjoyment), and beliefs (Trust). Their all will lead to the satisfaction that will lead to continued travel (Continuance intention).
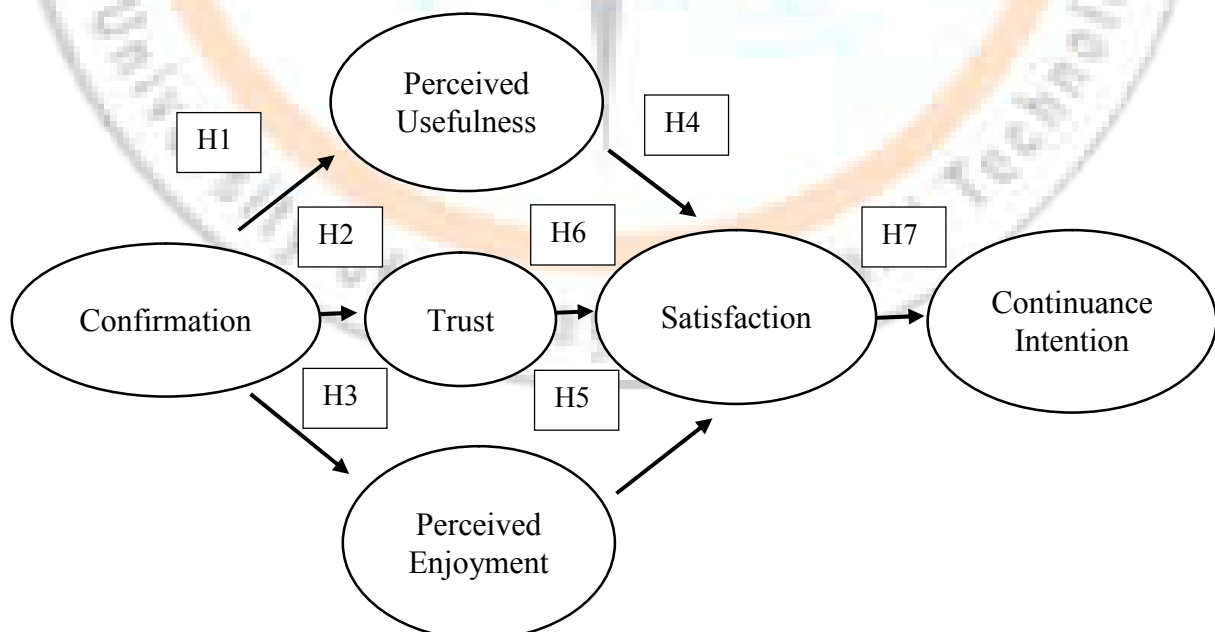
Conceptual framework of the study

Figure 1 The Conceptual Framework

Research methods

This research uses quantitative research.The population will be calculated by the number of Kunming's population is 6,432,000. Simple size based on Yamane's size approximately 400 young Chinese tourists who visited Thailand will be based on the total of 32 parameters.The probability sampling method is likely to be attractive for the survey to choose the respondents in this study is stratified random sampling.Data for this research were collected using Chinese questionnaires. In response to questions from young Chinese tourists who have visited Thailand. The survey instrument consists of 3 parts: Part (I) "Demographic information part" with 8 questions. Part (II) "Independent variables part" with 20 statement. Part (III) "Dependent variable part" consists of 4 statement.Both Part II and III respondents. Get answers from the 5-point Likert model. The items were not grouped and presented in a dimension questionnaire to assure the leased bias during the feedback process (Best, 1970; 1981).Researchers have submitted a questionnaire for IOC (Index of Item-objective Congruence)audits to experts. After reviewing the review, all statements, corrections, and adjustments are made based on the opinions and recommendations of experts. Finally, the researcher received the correct questionnaire. The data of this study were encoded and analyzed using Statistical Program for Social Science (SPSS) for the calculation to compile complete data from respondents,Structural Equation Modeling (SEM) was tested by using AMOS.

Results

Referring to the demographic variables in part of demographic part (Part I), all of the respondentsever come to Thailand. All most of the respondents were female more than male. The total number of males and females is not much different, which means that there is a small gap between male and female. All of the respondents were in the same rank on 13-21 years old, with 100%. The first rank in education is the respondents who were studying on College/Bachelor degree, following by a Master degree. The status of the respondents was ranking on Single, Married, and Widow/Divorced, respectively. Most of the respondents were usually travel 1-3 time per years, following by less than 1 time per year, and more than 3 times per years, respectively. Most of the respondents were a plan to stay in Thailand with 5 nights, 4 nights, 3 nights, 6 nights, and 7 nights. Respectively. And some of the respondents were no plan to stay in Thailand (0 night).

Table 1 Conclusion of objective 1

Objective 1 Result				
Variables	Mean	SD	Interpretation	Ranking
Confirmation	3.3638	.85923	Average	6th
Perceived Usefulness	3.4056	.83827	Average	2nd
Perceived Enjoyment	3.3850	.89776	Average	4th
Trust	3.4175	.84482	Average	1st
Satisfaction	3.3875	.84228	Average	3rd
Continuance Intention	3.3644	.86614	Average	5th

In overall variables, all of the variables were indicates on an "Average". The ranking level of all variables consist as follow: The 1st is Trust, following by Perceived Usefulness, Satisfaction, Perceived Enjoyment, Continuance Intention, and Confirmation. Respectively.

Table 2 Conclusion of objective 2

Objective 2		
Direct effect and indirect effect		
Description	Result	
Direct effect	Confirmation → Perceived Usefulness	.94***
	Confirmation → Perceived Enjoyment	.99***
	Confirmation → Trust	1.01***
	Perceived Usefulness → Satisfaction	.27**
	Perceived Enjoyment → Satisfaction	.37**
	Trust → Satisfaction	.40*
	Satisfaction → Continuance Intention	1***
Indirect effect	Confirmation → Satisfaction	1.02***
	Confirmation → Continuance Intention	1.03*
	Perceived Usefulness → Continuance Intention	.27*
	Perceived Enjoyment → Continuance Intention	.37**
	Trust → Continuance Intention	.40*

*p<0.05; **p<0.01; ***p<0.001

The result of direct effect and indirect effect on Continuance Intention as follow:

The Confirmation variable has a positive indirect effect on Continuance Intention variable were passed on the Perceived Usefulness, Perceived Enjoyment, and Trust (in a direct way) with a positive influence on Perceived Usefulness, Perceived Enjoyment, and Trust. And passed on the Satisfaction variable (in an indirect way) with a positive indirect effect on the Satisfaction variable. Then have a positive indirect effect with the Continuance Intention variable.

The Perceived Usefulness variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable.

The Perceived Enjoyment variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable.

The Trust variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable.

The Satisfaction variable has a positive direct effect on Continuance Intention.

And the predictive coefficient of variables including; Perceived Usefulness, Perceived Enjoyment, Trust, Satisfaction, and Continuance Intention is equal to 0.89, 0.98, 0.97, 0.94, and 0.98, respectively.
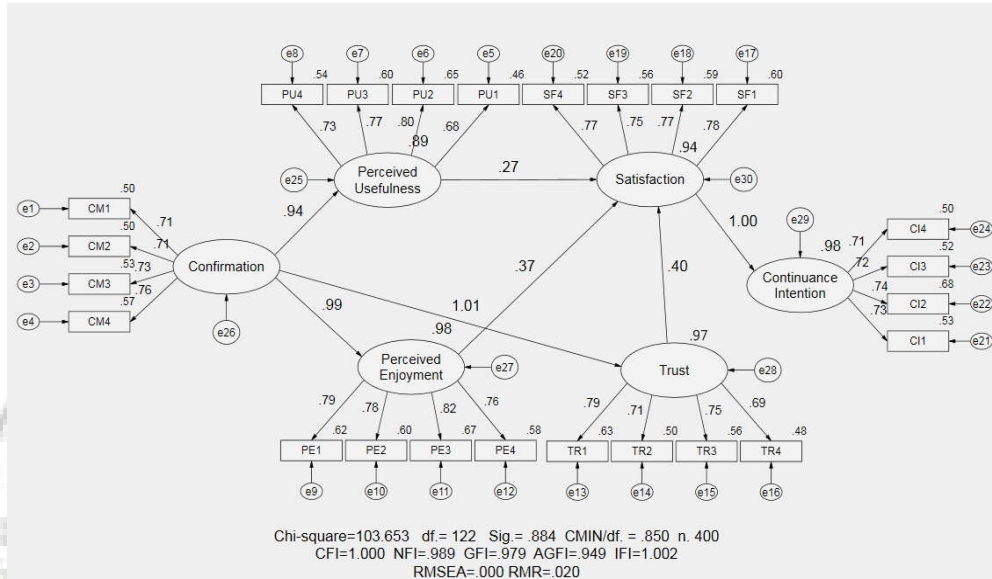

Figure 2 structural equation modeling analysis model the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand

For the path analysis, the model fit indices of proposed hypotheses model shown that (CFI) = 1.000, (GFI) = 0.979, (AGFI) = 0.949, (RMSEA) = 0.000, (RMR) = 0.020, (NFI) = 0.989, (IFI) = 1.002. The result in table show structural equation modeling analysis model the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand are strongly suggesting that each set of items represents a single underlying construct and provides evidence for discriminate validity or acceptable fit confirm. Overall, the data indicate an excellent fit for the testing model.

The data revealed of statistics for fit confirm model structural equation modeling (SEM) analysis model the factors that influence on the continuance intention of young Chinese tourists who have visited Thailand, summarize the hypotheses of path coefficients as follows; All of the factors are accept the hypotheses. Confirmation had a positive influence on Perceived Usefulness, Perceived Enjoyment, and Trust with a p-value less than 0.01 (H1, H2, and H3) and the Confirmation have the influence to change the Perceived Usefulness, Perceived Enjoyment, and Trust factors of the modelwere able to explain influence to change. Perceived Usefulness had a positive influence on Satisfaction with a p-value less than 0.05 (H4) and the Perceived Usefulnesshasthe influence to change the Satisfaction factor of the model was able to explain influence to change. Trust had a positive influence on Satisfaction with a p-value less than 0.05 (H5) and the Trust have the influence to change the Satisfaction factor of the model was able to explain influence to change. Perceived Enjoyment had a positive influence on Satisfaction with a p-value less than 0.05 (H6) and the Perceived Enjoymenthasthe influence to change the Satisfaction factor of the model was able to explain influence to change. And Satisfaction had a positive

influence on Continuance Intention with a p-value less than 0.01 (H7) the Satisfaction have the influence to change the Continuance Intention factor of the model was able to explain influence to change.

Discussion

1. Direct effect
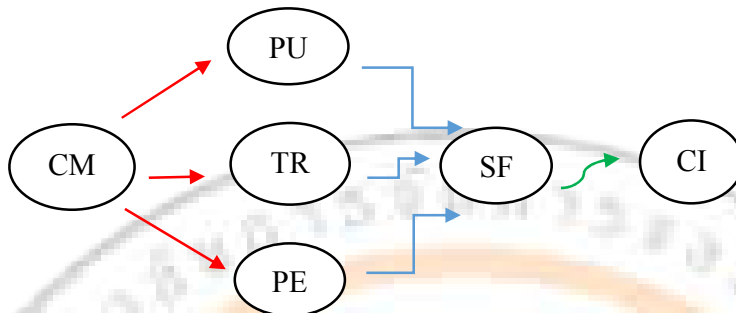
Note: ➝ = Direct effect part 1; ⌐➤ = Direct effect part 2; ⤴ = Direct Effect part 3; CM=Confirmation; PU=Perceived Usefulness; PE=Perceived Enjoyment; TR=Trust; SF=Satisfaction; CI=Continuance Intention

Figure 3 The direct effect of the study

1.1. Direct effect part 1

1.1.1 Confirmation (CM) relationship with Perceived Usefulness (PU)

"Confirmation ➝ Perceived Usefulness = Supported"

Confirmation refers to the experienced service provider confirms expectation totravel. And Perceived Usefulness refers to the benefit of health and medical purpose, the service and response increase gradually. Confirmation has a direct effect on Perceived Usefulness. Will correspond to the research article of Yung-Ming Cheng (2014), Cheolho Yoon & Erik Rolland(2015), Alain Yee-Loong Chong (2013), Dawei Shang & Weiwei Wu (2017), Xin Tan & Yongbeom Kim (2015), Aries Susanto, Younghoon Chang & Youngwook Ha (2015), Guopeng Yin, Ling Zhu & Xusen Cheng (2013), Moungho Park, Jaehyeon Jun, Heejun Park(2017), Shahriar Akter, Pradeep Ray & John D'Ambra (2012). In this study confirmation is found significant influence or relationship with perceived usefulness. In this paper, as indicated in the results, H1: Confirmation had a positive influence on perceived usefulness is supported.

1.1.2. Confirmation (CM) relationship with Trust (TR)

"Confirmation ➝ Trust = Supported"

Confirmation refers to the experienced service provider confirms expectation totravel. And Trust refers to trustworthy and reliable service and proper information make the tourist environment more attractive with various activities. Confirmation has a direct effect on Trust. The result of study is consistent with Alain Yee-Loong Chong (2013), Aries Susanto, Younghoon Chang & Youngwook Ha (2015), Shahriar Akter, Pradeep Ray & John D'Ambra (2012). In this study confirmation is found significant influence or relationship with trust. In this paper, as indicated in the results, H2: Confirmation had a positive influence on trust is supported.

1.1.3. Confirmation (CM) relationship with Perceived Enjoyment (PE)

"Confirmation ➔ Perceived Enjoyment = Supported"

Confirmation refers to the experienced service provider confirms expectation totravel. And perceived enjoyment refers to perceived enjoyment increases the experience to travel again and again. Confirmation has a direct effect on Perceived Enjoyment. It is similar to previous researches Cheolho Yoon & Erik Rolland(2015), Alain Yee-Loong Chong (2013), Guopeng Yin, Ling Zhu & Xusen Cheng (2013).In this study confirmation is found significant influence or relationship with perceived enjoyment. In this paper, as indicated in the results, H3: Confirmation had a positive influence on perceived enjoyment is supported.

1.2. Direct effect part 2

1.2.1. Perceived Usefulness (PU) relationship with Customer's Satisfaction (SF)

"Perceived Usefulness ➔ Satisfaction = Supported"

Perceived Usefulness refers to the benefit of health and medical purpose, the service and response increase gradually. And customer's satisfaction refers to the experience of satisfaction service the decision of the tourist for traveling. Perceived Usefulness has a direct effect on Customer's satisfaction.The result of study is consistent with some previous researches such as Yung-Ming Cheng (2014), Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri & Hanif Haghshenas (2014), Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Cheolho Yoon & Erik Rolland(2015), Alain Yee-Loong Chong (2013), Dawei Shang & Weiwei Wu (2017), Xin Tan & Yongbeom Kim (2015). In this study perceived usefulness is found significant influence or relationship with satisfaction. In this paper, as indicated in the results, H4: Perceived usefulness had a positive influence on customers satisfaction is supported.

1.2.2. Trust (TR) relationship with Customer's Satisfaction (SF)

"Trust ➔ Satisfaction = Supported"

Trust refers to trustworthy and reliable service and proper information make the tourist environment more attractive with various activities. And customer's satisfaction refers to the experience of satisfaction service the decision of the tourist for traveling. Trust has a direct effect on Customer's satisfaction.The result finding agrees with previous researches of Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Alain Yee-Loong Chong (2013), Aries Susanto, Younghoon Chang & Youngwook Ha (2015), Shahriar Akter, Pradeep Ray & John D'Ambra (2012).In this study trust is found significant influence or relationship with customer's satisfaction. In this paper, the trust has a positive relationship with customer's satisfaction and it can be used in the model of the factor that influences on the continuance intention of Pong Nam Ron hot spring for attracting the tourist. In this paper, as indicated in the results, H5: Trust had a positive influence on customers satisfaction is supported.

1.2.3. Perceived Enjoyment (PE) relationship with Customer's Satisfaction (SF)

"Perceived Enjoyment ➔ Satisfaction = Supported"

Perceived Enjoyment refers to perceived enjoyment increases the experience to travel again and again. And customer's satisfaction refers to the experience of satisfaction service the decision of the

tourist for traveling. Perceived Enjoyment has a direct effect on Customer's satisfaction.Will correspond to the research article of Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Cheolho Yoon & Erik Rolland(2015), Alain Yee-Loong Chong (2013), Guopeng Yin, Ling Zhu & Xusen Cheng (2013). In this study perceived enjoyment is found significant influence or relationship with customer's satisfaction. In this paper, as indicated in the results, H6: Perceived enjoyment had a positive influence on customers satisfaction is supported.
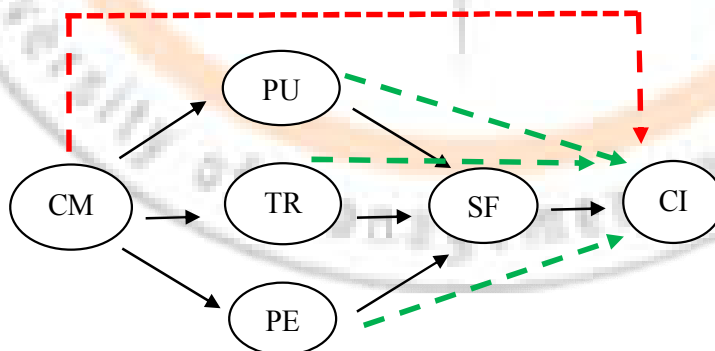
1.3. Direct effect part 3

1.3.1 Customer's Satisfaction (SF) relationship with Continuance Intention (CI) "Satisfaction→ Continuance Intention"

Customer's satisfaction refers to the experience of satisfaction service the decision of the tourist for traveling. And continuance Intention refers to the tourist who that want to good health, medical service and relevant information enhance the continuance intention to travel and removes the chance of discontinuance or cancellation. Customer's satisfaction has a direct effect on Continuance Intention. The result partially was consistent with previous studies of Nancy Lankton, D., Harrison McKnight, Jason Bennett Thatcher(2014), Huanhuan Cao, Jinhu Jiang, Lih-Bin Oh, Hao Li,Xiuwu Liao & Zhiwu Chen(2013), Chun-Lin Lee& Ming-Kuei Huang(2014), Taqwa Hariguna, Min-Tsai Lai & Shih-Chih Chen (2016), Shahriar Akter, Pradeep Ray & John D'Ambra (2012), Guopeng Yin, Ling Zhu & Xusen Cheng (2013), Hui-Mei Hsu, Jack Shih-Chieh Hsu, Shih-Yu Wang & I-Chiu Chang (2016), Yung-Ming Cheng (2014), Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri & Hanif Haghshenas (2014), Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Cheolho Yoon & Erik Rolland(2015), Alain Yee-Loong Chong (2013), Dawei Shang &Weiwei Wu (2017), Xin Tan & Yongbeom Kim (2015). In this study Customer's satisfaction is found significant influence or relationship with continuance. In this paper, as indicated in the results, H6: Perceived enjoyment had a positive influence on customers satisfaction is supported.

2. Indirect Effect

Note: → = Direct effect; - - -► = Indirect effect part 1; ⇒ = Indirect effect part 2; CM=Confirmation; PU=Perceived Usefulness; PE=Perceived Enjoyment; TR=Trust; SF=Satisfaction; CI=Continuance Intention;

Figure 4 The indirect effect of the study

From the result of structural equation modeling (SEM) analysis was findings the direct effect and the indirect effect on Continuance Intention. The discussion of the indirect effect as follows:

2.1. Indirect effect part 1

2.1.1. Confirmation (CM) relationship with Continuance Intention (CI)

"Confirmation → Perceived Usefulness → Satisfaction → Continuance Intention"

"Confirmation → Perceived Enjoyment → Satisfaction → Continuance Intention"

"Confirmation → Trust → Satisfaction → Continuance Intention"

The Confirmation variable has a positive indirect effect on Continuance Intention variable were passed on the Perceived Usefulness, Perceived Enjoyment, and Trust (in a direct way) with a positive influence on Perceived Usefulness, Perceived Enjoyment, and Trust. And passed on the Satisfaction variable (in an indirect way) with a positive indirect effect on the Satisfaction variable. Then have a positive indirect effect with the Continuance Intention variable. In this study Confirmation is found significant influence or relationship with Continuance Intention. In this paper, the Confirmation has a positive relationship in an indirect way with Continuance Intention and it can be used in the model of the factor that influences on the continuance intention of Pong Nam Ron hot spring for attracting the tourist.

2.2. Indirect effect part 2

2.2.1. Perceived Usefulness (PU) relationship with Continuance Intention (CI)

"Perceived Usefulness → Satisfaction → Continuance Intention"

The Perceived Usefulness variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable. The result of study is consistent with Alain Yee-Loong Chong (2013), Aries Susanto, Younghoon Chang & Youngwook Ha (2015), Moungho Park, Jaehyeon Jun, Heejun Park(2017), June Lu (2014), Shahriar Akter, Pradeep Ray & John D'Ambra (2012), Guopeng Yin, Ling Zhu & Xusen Cheng (2013), Yung-Ming Cheng (2014), Norshidah Mohamed, Ramlah Hussein, Nurul Hidayah Ahmad Zamzuri & Hanif Haghshenas (2014), Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Cheolho Yoon & Erik Rolland(2015), Xin Tan & Yongbeom Kim (2015).In this study perceived usefulness is found significant influence or relationship with Continuance Intention. In this paper, the Perceived Usefulness has a positive relationship in an indirect way with Continuance Intention and it can be used in the model of the factor that influences on the continuance intention of Pong Nam Ron hot spring for attracting the tourist.

2.2.2. Perceived Enjoyment (PE) relationship with Continuance Intention (CI)

"Perceived Enjoyment → Satisfaction → Continuance Intention"

The Perceived Enjoyment variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable.

Perceived Enjoyment has an indirect effect on Continuance Intention.The result finding agrees with previous researches of Alain Yee-Loong Chong (2013), Guopeng Yin, Ling Zhu & Xusen Cheng (2013),

Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013), Cheolho Yoon & Erik Rolland(2015), Duyen Nguyen (2015). In this study Perceived Enjoyment is found significant influence or relationship with Continuance Intention. In this paper, the Perceived Enjoyment has a positive relationship in an indirect way with Continuance Intention and it can be used in the model of the factor that influences on the continuance intention of Pong Nam Ron hot spring for attracting the tourist.

2.2.3. Trust (TR) relationship with Continuance Intention (CI)

"Trust → Satisfaction → Continuance Intention"

The Trust variable has a positive indirect effect on Continuance Intention variable were passed on the Satisfaction variable with a positive influence on Satisfaction. Then have a positive indirect effect with the Continuance Intention variable.

Trust has an indirect effect on Continuance Intention.Will correspond to the research article of Alain Yee-Loong Chong (2013), Aries Susanto, Younghoon Chang & Youngwook Ha (2015), Shahriar Akter, Pradeep Ray & John D'Ambra (2012), Yuan Sun, Ling Liu, Xinmin Peng, Yi Dong & Stuart J. Barnes (2013). In this study Trust is found significant influence or relationship with Continuance Intention. In this paper, the Trust has a positive relationship in an indirect way with Continuance Intention and it can be used in the model of the factor that influences on the continuance intention of Pong Nam Ron hot spring for attracting the tourist.

The result findings show that the factors are an average suited on influence on the continuance intention. There are five dimensions of independent variables part have strongly/positive relationship with continuance intention. Satisfaction is the strongest variable that influence/effect on Continuance Intention in a direct way. Confirmation is the strongest variable that influence/effect on Continuance Intention inan indirect ways. Interestingly, there all factors that can be used to develop the structural equation modeling analysis model the factors influence on the continuance intention. The result of SEM was shown fit confirm. Overall, the data indicate an excellent fit for the testing model. Furthermore, the finding illustrates that all seven hypotheses are supported byliterature reviews.

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