

Thananchakon Phudiswattanakul and Chinso Wisitnitiya. (2021, January-June), decision to choose resort services in Thong Pha Phum District Kanchanaburi Province : Academic Journal Kanchanaburi Rajabhat University. 10 (1) : 73-83

The results of the research revealed that personal data on gender The average monthly income in terms of family status Different affects the decision to use the resort services that are not different. personal information section Under the age of 31 years, the occupation is a private employee. and different levels of education below a bachelor's degree Affects the decision to use the resort services that are significantly different.

Marketing mix factors affecting the decision to use resort services in Thong Pha Phum District, Kanchanaburi Province, based on product factors, price, distribution channel and marketing promotion, personnel, process and physical characteristics It was found that the overall picture was in a very important level. When considering each aspect, it was found that The decision of the tourists Resort accommodation in Thong Pha Phum District Kanchanaburi The most important thing is the purchasing decision. The importance was at a high level. It was found that the most important purchase decision was that the price was cheaper than other places. This is because the resort business in Thong Pha Phum District Kanchanaburi is a tourist attraction that attracts many tourists due to its peaceful atmosphere. Suitable for family vacations, groups, groups, allowing tourists to create new ideas for tourism. Or there is a promotion during High Season and Low Season. of every year to drive travelers' decision making, so travelers make faster decisions, said that usually each consumer needs information. And the decision-making time for each product is different, that is, some products require a lot of information. It takes a long time to compare. But some consumer products do not require long decision making periods. When receiving marketing incentives that meet their own needs.

