1. คำอธิบายตัวแปรและความหมายของรหัสของตัวแปร

|  |  | **ความหมาย** | **รหัส** |
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|  | **Gender** |  | Female = 0  Male = 1 |
| **1** | **Age** | Age of the customers (7 to 85) | Lowest thru 10 = 1  11 thru 20 = 2  21 thru 30 = 3  31 thru 40 = 4  41 thru 50 = 5  51 thru 60 = 6  61 thru 70 = 7  71 thru 80 = 8  80 thru Highest = 9 |
| **2** | **purpose\_of\_travel** | Purpose of the travel (aviation, academic, personal, business, tourism.) | aviation = 1  academic = 2  personal = 3  business = 4  tourism = 5 |
| **3** | **Type of Travel** | Type of Travel of the customers (Group travel, Personal Travel) | Personal Travel = 0  Group Travel = 1 |
| **4** | **Type of Booking** | Type of Booking of the customers (Group bookings, Individual/Couple) | Group bookings = 1  Individual/Couple = 0 |
| **5** | **Hotel Wi-Fi service** | Satisfaction level of hotel Wi-Fi service | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **6** | **Departure/Arrival convenience** | Satisfaction level of Departure/Arrival convenience | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **7** | **Ease of Online booking** | Satisfaction level of Ease of Online booking | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **8** | **Hotel location** | Satisfaction level of hotel location | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **9** | **Food and drink** | Satisfaction level of Food and drink | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **10** | **Stay comfort** | Satisfaction level of Stay comfort | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **11** | **Common Room entertainment** | Satisfaction level of Common Room entertainment | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **12** | **Check-in/Checkout service** | Satisfaction level of Check-in/Checkout service | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **13** | **Other service** | Satisfaction level of other service | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **14** | **Cleanliness** | Satisfaction level of Cleanliness | ( Rating Scale 0-5)  5 = very satisfied  4 = satisfied  3 = indifferent  2 = less satisfied  1 = least satisfied  0 = not satisfied |
| **15** | **Satisfaction** | Customer satisfaction level (Satisfaction, neutral or dissatisfaction) | satisfied = 1  neutral or dissatisfied = 0 |

Note

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| --- | --- |
| **5 = very satisfied**  **4 = satisfied**  **3 = indifferent**  **2 = less satisfied**  **1 = least satisfied**  **0 = not satisfied** | **5 = พึงพอใจมาก**  **4 = พึงพอใจ**  **3 = เฉยๆ**  **2 = พึงพอใจน้อย**  **1 = พึงพอใจน้อยที่สุด**  **0 = ไม่พึงพอใจ** |