A Study of Thai Massage Service Quality Effect on International Tourist Confidence

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Wellness tourism is one of the world's fastest growing industries (Global Wellness Institute, 2018). Wellness tourism has developed into a very important tourism market segment around the world over the past two decades or so. This is especially so for Thailand, where wellness tourism has become one of country's most important tourism markets. In addition to attracting high-end tourists from developed and developing countries, wellness tourism also increases the economy of small or developing countries (Jagyasi, 2022). Thai massage has a strong link to wellness tourism as it is a key service for wellness tourism. In terms of the massage business, tourist confidence is the perception of service quality that influences a purchase decision. Service quality and tourist confidence are intertwined, which then leads to income and economic development. Therefore, examining service quality within Thai massage in relation to tourist confidence is important for exploring the crucial factors influencing international tourist confidence in Thai massage. The results of this research may lead to service quality development to encourage confidence among international tourists who are a significant source of foreign revenue. This research aims to examine the effect of Thai massage service quality on international tourist confidence. A survey of 400 international tourists was conducted in Bangkok, Thailand between March and May 2019, using a structured research questionnaire to collect all necessary data, which was then used to test the research hypotheses using multiple regression analysis. The study concluded that three out of five elements of service quality affect international tourist confidence. These elements include 'Empathy,' 'Tangibility,' and 'Responsiveness,' while 'Assurance' and 'Reliability' did not have a significant effect on tourist confidence. The findings of this research establish an empirical relationship between empathy, tangibility and responsiveness of Thai massage businesses and international tourists' confidence. This insight of the study may help the massage business to have a better understanding about the elements of service quality that influence international tourist confidence.

Keywords: service quality, tourist confidence, wellness tourism, massage, Thailand

Introduction

Wellness tourism has a strong link to the economic system and is a significant source of revenue for many countries, including Thailand. The $4.5 trillion wellness industry and the $2.6 trillion travel and tourism sectors are powerfully intersected by wellness tourism (2017 figures). People today demand to maintain their healthy lifestyles and wellness practices even while they are away from home, with holistic health and prevention at the forefront of consumer decision-making (Global Wellness Institute, 2020). Wellness tourism has experienced rapid growth over the last two decades or so (Huang & Xu, 2014; Lu et al., 2018). Indeed, wellness tourism has developed into an emerging tourism market segment that is not only directed towards those who pursue solely thermal treatments but also for those seeking illness prevention, physical improvement, and spiritual balance, or even for those clients who are eager to experience cultural and relaxation programmes (Costa et al., 2015). Wellness and spa tourism has become an important marketing strategy that is increasingly being used to attract tourists. Wellness and spa tourism now plays a very important role in hotel industry, resorts, and tourist destinations. Local and international tourists are the primary consumers of wellness and spa services (Hashemi et al., 2015). Furthermore, wellness tourism is a form of tourism which can enhance the competitive advantage of a destination (Magdalini & Paris, 2009).

Massage is a major service in the wellness tourism sector, especially in Thailand. Thai massage is diverse, outstanding, unique and has been accepted worldwide since people pay more attention to healthcare and wellness today. The uniqueness of Thai massage is a result of the wisdom and science of traditional healthcare, including service staff who provide friendly and caring service for customers. As a result, the massage business can generate significant revenue for the country. According to Bangkok Biz News (2020), in Thailand, wellness tourism services are a high-value market with continuous growth. From 2017–2019, Thailand recorded 12.5 million wellness-related tourists. Income from wellness tourism was 409,200 million baht and Thailand's wellness tourism sector employs more than 530,000 people. The key mechanism for creating a competitive advantage is service, which is a distinctive feature of Thailand. According to the Department of Health Service Support, Thailand had 1,609 accredited health establishments in 2015, which comprised 509 spas, 1,070 health massage centres, and 30 beauty massage centres. There were 1,265 locations in the regions and 344 in Bangkok (Leelawatananan, 2016).

Service quality plays a crucial role in business related to tourism, and this is especially so for the wellness and massage business sector (Venetis & Ghauri, 2004). The attainment of positive emotions and tourist satisfaction can be enhanced by the quality of service (Wu & Tsai, 2015). According to Unidha (2017), service quality has a strong link to customer confidence and customer loyalty. A study by Tahish and Maftuhah (2015) indicated that service quality has a positive effect on tourist loyalty, and tourist confidence is the most important factor that affects loyalty. Service quality development is fundamental to encouraging tourist satisfaction and confidence, which can then lead to tourist loyalty. Many studies have revealed that good service quality encourages the customer to buy again, to buy more, to buy other services, to become less sensitive, and to make suggestions to other customers about the service (Akbar & Parvez, 2009; Kheng et al., 2010; Parasuraman et al., 1985; Unidha, 2017).

Confidence or trust is significant in the service business because customers tend to buy the service before actually receiving the service. Therefore, confidence is a crucial factor in the purchase decision. Confidence is one of the characteristics of customers' trust, alongside consistency, honesty, fairness, responsibility, helpfulness, and benevolence. Service providers have the opportunity to gain the confidence of clients. Besides giving customers confidence, service providers must have the potential to demonstrate good service and the ability to respond to customers' needs with politeness and clarity to reassure customers that they will receive the best quality service (Parasuraman et al., 1985). Confidence will be assessed once the client has received the service. Then the service will be compared by the client with the agreement before using the service specified by the service provider. If the client receives the service as expected, the client's confidence

will increase (Morgan & Hunt, 1994). Building confidence with customers is an important factor that leads to customer loyalty. Loyalty is buying or using a service repeatedly, suggesting the service to others, and building a good relationship that will benefit the business in the long run (Akbar & Parvez, 2009; Han & Hyun, 2015; Rasheed & Abadi, 2014).

This research focuses on the contribution of perceived service quality of international tourists and tourist confidence in massage businesses in Thailand. This study extends the existing knowledge by taking a relationship perspective to study the effect of perceived service quality on tourist confidence. This study may contribute to a better understanding of the relationship between service quality elements and tourist confidence, which is a critical factor in the buying decisions of customers.

Literature Review

Service Quality

Service quality is an action that an organization, business, or individual presents so that service recipients achieve both their goals and satisfaction. The nature of service is intangible. Therefore, the client cannot be the owner. The outcomes of the service may or may not be associated with the product. For this reason, businesses need to find a position that shows the effectiveness and benefits of the service, including location, service staff, advertising, equipment, branding, and price (Kotler, 1994).

The characteristics of the service are intangible, time- and place-dependent, and beneficial to the customers; they cannot be stored or moved, and the service provider is part of the service. The consumer and other people may also be part of the service, which may affect the satisfaction that a customer receives from the service (Masterson & Pickton, 2014). The quality of the service is more diverse than the quality of the product because the employees who provide the service are human and they are different (Koter & Keller, 2006; Peter & Donnelly, 2011). Good service is a service that meets the needs of customers without errors, causing customers to be satisfied (Koter & Keller, 2006; Lovelock & Wirtz, 2004; Parasuraman et al., 1988).

From the customer perspective, the quality of service is the satisfaction that has been fulfilled as needed. Each person's satisfaction is different, which means that the quality of service in each person's perspective is different (Parasuraman et al., 1985; Lovelock & Wirtz, 2004). The factors that customers use when evaluating service quality include credibility, security, accessibility, communication, understanding the customer, tangibility, responsiveness, competence, and courtesy (Parasuraman et al., 1988; Lovelock & Wirtz, 2004).

According to Indeed Editorial Team (2022), Parasuraman et. al. (1988) and Lovelock and Wirtz (2004), the factors that customers use when measuring service quality are credibility, security, accessibility, communication, understanding the customer, tangibility, responsiveness, competence, and courtesy. These factors can be grouped into 5 categories which may be applied in massage and spa businesses as follows:

1. *Tangibility* includes massage and spa service shops, location, decoration, facilities, equipment, ventilation, smell, light, sound, advertising media, and staff dress.

2. *Reliability* includes the ability to provide the right service as agreed with customers.

3. *Responsiveness:* responding to customers in terms of hospitality, information, answering questions, helping customers solve problems, enthusiasm and willingness to serve.

4. *Assurance:* the staff is knowledgeable in providing services, reliable, polite, and attentive to the problems and needs of customers, and the service is safe.

5. *Empathy:* the staff have to understand the needs of different customers, be attentive, be able to serve customers with different needs, and value the customer.

Tourist Confidence

Confidence is one of the characteristics of customers' trust, together with consistency, honesty, fairness, responsibility, helpfulness, and benevolence. The study by Unidha (2017) found that the quality of service has

a direct effect on confidence, and the confidence directly affects the loyalty of customers. This means that the better the quality of the service, the more confidence on the part of users. The more confident users are, the more they will be loyal customers.

Confidence comes when customers consider service in two ways: (1) credibility and honesty; (2) commitment that is established to maintain customer relationships and customer retention (Moorman et al., 1992). Also, the relationship between the service providers and the clients who use the services provided by a firm continuously results in value to the customers in three ways: it creates more confidence in the service, develops good friendships, and users receive a service at a special price or special service (Gwinner et. al., 1998, in Lovelock & Wirtz, 2004). The confidence measure consists of 4 components, which are business credibility, good quality of products and services, getting customers interested, and keeping promises or one's word as agreed with customers (Morgan & Hunt, 1994).

Building confidence or trust in businesses, products, and services to customers is an important factor that helps businesses achieve higher profits and long-term success. In addition, creating customer confidence gives businesses the ability to charge properly for products and services without needing to reduce the price to compete, and although competitors can reduce the price or offer promotions, customers who have confidence in products, services, and the business will not change their minds (Khera, 2018; Sangprasert, 2015). Building confidence requires time, and customer confidence may only last for a short period of time and quite possibly will not last forever. Therefore, trust-building with customers should be consistent for long-term continuous confidence (DeMers, 2017; Khera, 2018).

Research Framework

The service quality of Thai massage was identified based on previous studies. We identified five independent variables, which are tangibility, reliability, responsiveness, assurance, and empathy, which were considered to affect tourist confidence. The research framework is shown in Figure 1.
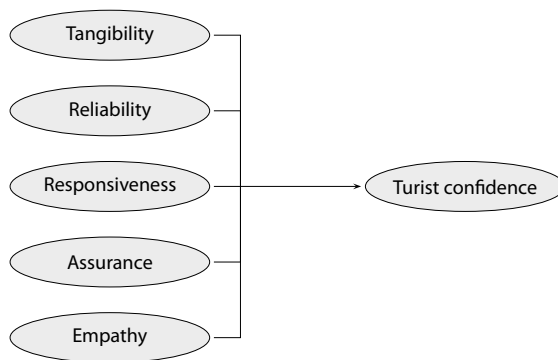

Figure 1   Proposed Research Framework

Hypothesis Development

Based on the preceding theoretical knowledge, the present study examined perceived service quality in the aspects of tangibility, reliability, responsiveness, assurance, and empathy offered by massage and spa services in Bangkok to determine how these attributes affect a tourist's confidence in massage and spa service. The following hypotheses were empirically tested in this study:

H1   *The perceived service quality in the aspect of tangibility affects tourist confidence.*

H2   *The perceived service quality in the aspect of reliability affects tourist confidence.*

H3   *The perceived service quality in the aspect of responsiveness affects tourist confidence.*

H4   *The perceived service quality in the aspect of assurance affects tourist confidence.*

H5   *The perceived service quality in the aspect of empathy affects tourist confidence.*

Research Methodologies
Research Instrument

Closed-end questions (Mayo, 2014; Smith, 2017) applied to collect data on the predictors and criterions variables, as well as on specific demographic characteristics, underpinned the research undertaken in this study. Generally, closed-end questions are often used in confirmatory research, when the researchers want to empirically examine specific hypotheses (Johnson & Christensen, 2008).

The questionnaire was developed based on previous research emphasizing service quality (Crosby, 1979; Kotler & Keller, 2006; Lovelock & Wirtz, 2004; Metters et. al., 2006; Parasuraman et al., 1988) and tourist confidence (Akbar & Parvez, 2009; Parasuraman et al., 1985; Rasheed & Abadi, 2014). The self-administered questionnaire was used to assess international tourists' perceived service quality and confidence in massage and spa services in Bangkok, Thailand.

The questionnaire consisted of three main sections: demographic characteristics, perceived service quality, and the tourists' confidence in massage and spa services. Service quality consisted of five factors: tangibility with 12 items, reliability with 4 items, responsiveness with 5 items, assurance with 4 items, and empathy with 5 items. In terms of tourist confidence, there were 4 questions: Creditability of the massage and spa service business, Quality of massage/spa, Massage/spa as agreed with the customer, and Provided information about massage/spa is interesting.

The respondents were asked to indicate their level of perceived service quality on a 5-point Likert scale, ranked from (1) strongly disagree to (5) strongly agree, and indicate their level of confidence ranked from low (1), moderately low (2), average (3) to moderately high (4), and high (5). The demographic characteristics of the respondents were measured using nominal and ordinal scales.

Data Collection and Study Sampling

The research population were international tourists who had experience using a massage service in Bangkok. The questionnaire survey was carried out between March and May 2019. The target areas of collecting data were popular destinations for international tourists. These areas included Patpong, Silom, Sathorn, Khao-Sarn Road, Sanam Luang, Pratu Nam, and Siam Square. The purposive sampling method was used to collect data. The key advantage of purposive sampling is that it actively aims to enrich the study's data by including participants who have a particular type of experience, characteristic or understanding to share (Macnee & McCabe, 2008).

The questionnaires were collected mainly by the researchers and four research assistants. In addition, questionnaires were left at four massage shops and picked up later. Field editing was also conducted at the survey areas to check for the completeness of the questionnaire (Gunturo & Hui, 2013).

The sample in this study were 400 international tourists who used a massage/spa service in Bangkok. It is generally accepted that 400 is an ideal sample size for a survey (Anjum & Kazmi, 2019; Ghosh, 2018; Naseri et al., 2021).

Data Analysis

To analyse the relationship between independent variable (perceived service quality: tangibility, reliability, responsiveness, assurance, and empathy) and dependent variable (tourist confidence in massage services in Bangkok, Thailand), both descriptive and inferential statistics were applied for this research using SPSS Statistics version 26 and AMOS version 24 computer programs. The demographic variables were analysed using frequency and percentage. The mean score and standard deviation were analysed for each independent and dependent variable.

Confirmatory Factor Analysis (CFA) was employed to analyse the components of each factor of the perceived service quality (independent variable) and the relationship between the perceived service quality (independent variables) and tourist confidence (dependent variable).

Results

The research findings can be grouped into the demographic profile of the respondents, the five aspects of perceived service quality, level of tourist confidence in massage and spa service quality, and hypothesis testing.

Demographic Profile of the Respondents

Table 1 presents the demographic profile of the respondents. The majority of respondents were males. Most of the respondents were in the age range of 21–30 years and single. The majority were from Europe, held a Bachelor's degree, worked as office and sales workers, and had an average annual income of $20,000 USD or lower.

Table 1   Demographic Characteristics of the Research's Respondents

Category	Item	Frequency	%
Gender	Male	273	68.25
	Female	127	31.75
Age group	Less than 21	33	8.25
	21–30	184	46.00
	31–40	67	16.75
	41–50	59	14.75
	51–60	40	10.00
	>60	17	4.25
Marital status	Single	279	69.75
	Married	121	30.25
Continent of residence	East Asia	100	25.00
	Europe	155	38.75
	America	64	16.00
	South Asia	45	11.25
	Oceania	21	5.25
	Middle East	8	2.00
	Africa	2	0.50
	Others	5	1.25
Education	High school or lower	130	32.50
	Bachelor degree	191	47.75
	Postgraduate or higher	79	19.75
Occupation	Unemployed/not working	71	17.75
	Skilled/semi-skilled worker	32	8.00
	Farmer	9	2.25
	Office and sales worker	143	35.75
	Professional	69	17.25
	Entrepreneur or manager	58	14.50
	Retired	18	4.50

Continued in the next column

Table 1   Continued from the previous column

Category	Item	Frequency	%
Average annual income	20,000 USD or lower	143	35.75
	20,001–40,000 USD	80	20.00
	40,001–60,000 USD	77	19.25
	60,001–80,000 USD	49	12.25
	More than 80,000 USD	51	12.75

Table 2   Perceived Service Quality in the Aspect of Tangibility

Item	Mean	SD
The massage/spa is in the right place and location.	4.19	0.74
Surrounding areas have proper sanitation.	4.20	0.70
The physical decoration has a clear concept, is appropriate and visually appealing.	4.25	0.75
The space within the massage/spa is well-organized, clean and tidy.	4.29	0.71
Provided faculties in the service place are appropriate and clean (e.g. seat, restroom, lavatory, dressing room).	4.32	0.77
Spa/massage equipment and products are appropriate and available.	4.30	0.73
The service place has good ventilation.	4.29	0.74
The service place has a nice smell and helps me to relax.	4.34	0.70
The lighting in the service place is adequate and appropriate.	4.29	0.73
The service place has nice music and helps me to relax.	4.25	0.82
Advertising media (e.g. shop sign, printing ad, online ad) is interesting and communicates well with customers.	4.21	0.80
The staff dresses properly.	4.31	0.74
Overall	4.27	0.55

Perceived Service Quality Regarding Massage and Spa Service

According to Tables 2–6, international tourists strongly agreed with the overall perceived service quality regarding massage services. The highest mean score is assurance, followed by reliability, empathy, responsiveness, and tangibility, consecutively. In terms of reliability and assurance, the tourists strongly agreed to every variable of them. In the aspects of tangibility, responsiveness and empathy, the tourists strongly agree with almost all of the variables, except one or two variables of each that the tourists agreed with.

Table 3   Perceived Service Quality in the Aspect
            of Reliability

Item	Mean	SD
The staff can massage/spa according to agreement.	4.32	0.65
There are proper and reliable massage/spa procedures, this includes before, during and after massage/spa.	4.26	0.74
Staff is skilled in massage/spa.	4.39	0.72
Staff massage/spa completes treatments within the agreed time.	4.39	0.70
Overall	4.34	0.59

Table 4   Perceived Service Quality in the Aspect
            of Responsiveness

Item	Mean	SD
Staff is enthusiastic to welcome and serve customers.	4.29	0.72
Staff can provide information and answer questions clearly.	4.18	0.74
Staff is willing to massage/spa.	4.35	0.71
Staff can provide services and/or solve problems to make customer satisfied.	4.31	0.72
Staff is available at all times of opening hours.	4.29	0.74
Overall	4.28	0.58

Level of Tourists' Confidence in Massage and Spa Service

International tourists were also required to rate their confidence in massage and spa services in Bangkok. It was found that the overall level of tourist confidence is high. When considering each factor, the tourists had high confidence regarding three factors and moderately high one factor according to Table 7.

Hypothesis Testing

Confirmatory Factor Analysis was performed to test the research hypotheses and to quantify the effects of the perceived service quality, including the five factors (tangibility, reliability, responsiveness, assurance, and empathy), on tourist confidence. The five factors, or the independent variables and the dependent variable,

Table 5   Perceived Service Quality in the Aspect
            of Assurance

Item	Mean	SD
The healthcare service shows a business license.	4.22	0.83
The staff is polite and courteous.	4.41	0.72
The staff takes care of the problems and needs of the customers.	4.38	0.70
Staff shows sufficient knowledge and skill in massage/spa.	4.36	0.70
Customers feel safe in massage/spa treatments.	4.42	0.71
Overall	4.36	0.59

Table 6   Perceived Service Quality in the Aspect
            of Empathy

Item	Mean	SD
A variety of massage/spa treatments are available to serve different customer needs.	4.31	0.69
Staff suggests customized massage/spa treatments.	4.28	0.79
Operating hours of the healthcare service are convenient for customers.	4.35	0.70
There is a variety of massage/spa products to choose from (e.g. massage/spa cream, oil, aromatherapy).	4.36	0.70
A variety of herbal drinks after massage/spa to choose from (e.g. ginger, lemongrass, bael, chrysanthemum).	4.18	0.84
There are customer inquiries to improve the service to meet the needs of customers.	4.26	0.76
Overall	4.29	0.58

tourist confidence, were assessed for the consistency of the model and empirical data. The results of first order confirmatory factor analysis are shown in Table 8. According to the first order confirmatory factor analysis, factor loading of 13 indicators of the five factors of perceived service quality have a value of 0.7 or higher, which is acceptable (Brown, 2015). Four indicators of Tangibility have a loading factor of 0.756–0.789. Two indicators of Reliability have a loading factor of 0.744–0.840. Two indicators of Responsibility have a loading

Table 7   Level of Tourist Confidence in Massage
            and Spa Service Quality

Item	Mean	SD
Creditability of the massage and spa service business.	4.17	0.73
Quality of massage/spa.	4.30	0.69
Massage/spa as agreed with the customer.	4.34	0.65
Providing information about massage/spa is interesting.	4.22	0.81
Overall	4.26	0.59

factor of 0.683–0.765. Three indicators of Assurance
have a loading factor of 0.765–0.798, and two indica-
tors of Empathy have a loading factor of 0.696–0.793.

According to the second order confirmatory anal-
ysis (Table 9), factor loading of the five factors of per-
ceived service quality were Tangibility 0.891, Reliabil-
ity 0.890, Responsibility 0.892, Assurance 0.885, and
Empathy 0.902. All of these factors have a value of
loading factor 0.7 or higher. This indicates that the five
factors of perceived service quality influence tourist
confidence. Therefore, hypotheses 1–5 are accepted.

According to Table 9, the model of five compo-
nents of perceived service quality and tourist confi-
dence was consistent with the empirical data, with *p* =
0.079 (*p* > 0.05), CMIN/DF = 1.245 (CMIN/DF ≤ 2.00),
GFI = 0.968 (GFI ≥ 0.90), TLI = 0.993 (TLI ≥ 0.90),
CFI = 0.994 (CFI ≥ 0.90), NFI = 0.968 (NFI ≥ 0.90)
and RMSEA = 0.025 (RMSEA ≤ 0.08). When consid-
ering the factor loading of each component, it was
found that the most important component of service
quality was Empathy, which influences the confidence
of tourists 81%. The least important component of ser-
vice quality is Assurance, which influences the confi-
dence of tourists 78%. The effect of the perceived ser-
vice quality of massage and spa businesses in Bangkok,
Thailand on tourist confidence is presented in Fig-
ure 2.

Conclusion and Implications
According to a study of Thai massage service quality
effect on international tourist confidence, five aspects
of perceived service quality were identified, which in-
cluded tangibility, reliability, responsiveness, assur-

Ch-square = 88.400, Chi-square/df = 1.245, df = 71, p = .079, GFI = .968,
TLI = .993, CFI = .994, NFI = .968, RMSEA = .025
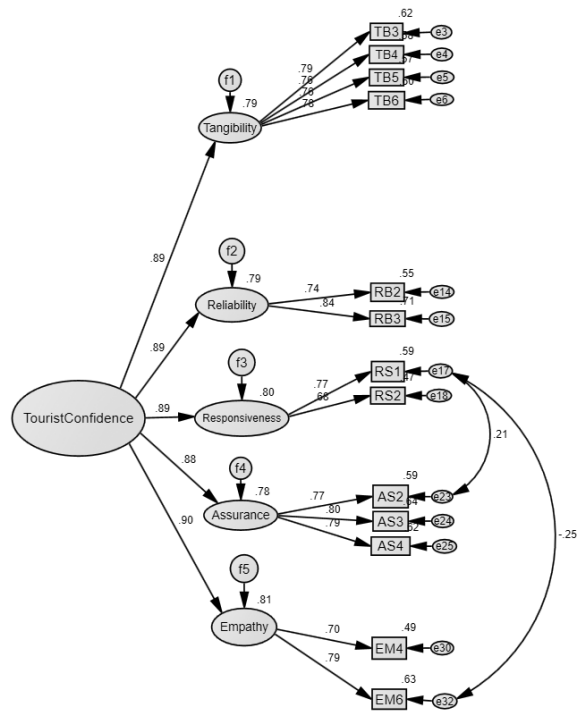
Figure 2   The Effect of Perceived Service Quality
            of Massage and Spa Businesses in Bangkok,
            Thailand on Tourist Confidence

ance, and empathy. This research has illustrated that
all of the aspects of the service quality are linked to
tourist confidence. It also confirms that service quality
in the aspects of empathy is the most important factor,
contributing to 81% of tourist confidence and assur-
ance was the least important factor, affecting tourist
confidence 78%. Understanding the effects of per-
ceived service quality on tourist confidence may lead
to the development of service quality in accordance
with tourist confidence, and this can lead to the use of
service quality and customer loyalty. From a manage-
rial perspective, it is crucial for those who are in charge
of managing massage/spa services to invest in the right
elements of service quality in terms of empathy: there
should be a variety of massage/spa products to choose
from (e.g. massage/spa cream, oil, aromatherapy) and
customers should be questioned to improve the ser-
vice to meet their needs. In terms of responsiveness,

Table 8 Statistics for Evaluating the Consistency of the Model with Empirical Data: The Results of First Order Confirmatory Factor Analysis

Category	Item		Factor loading	SE	T	R²
Tangibility	TB3	The physical decoration has a clear concept, appropriate and visually appealing.	0.789	0.057	***	0.622
	TB4	The space within the massage/spa is well-organized, clean and tidy.	0.756	0.062	16.254	0.576
	TB5	Provided faculties in the service place are appropriate and clean (e.g. seat, restroom, lavatory, dressing room).	0.758	0.057	16.242	0.575
	TB6	Spa/massage equipment and products are appropriate and available.	0.777		16.758	0.603
Reliability	RB2	There are proper and reliable massage/spa procedures, this includes before, during and after massage/spa.	0.744	0.065	***	0.554
	RB3	Staff is skilled in massage/spa.	0.840		16.691	0.705
Respon-siveness	RS1	Staff is enthusiastic to welcome and serve customers.	0.765	0.069	***	0.585
	RS2	Staff can provide information and answer questions clearly.	0.683		13.318	0.467
Assurance	AS2	The staff is polite and courteous.	0.765	0.062	***	0.586
	AS3	The staff takes care of the problems and needs of the customers.	0.798	0.063	16.533	0.637
	AS4	Staff shows sufficient knowledge and skill in massage/spa.	0.785		16.189	0.615
Empathy	EM4	There is a variety of massage/spa products to choose from (e.g. massage/spa cream, oil, aromatherapy)	0.696	0.088	***	0.484
	EM6	There are customer inquiries to improve the service to meet the needs of customers.	0.793		14.237	0.629

Table 9 Statistics for Evaluating the Consistency of the Model with Empirical Data: The Results of Second Order Confirmatory Analysis

Category	Factor loading	SE	T	R²
Tangibility	0.891		***	0.794
Reliability	0.890	0.073	12.811	0.792
Responsiveness	0.892	0.073	12.959	0.796
Assurance	0.885	0.070	13.135	0.783
Empathy	0.902	0.070	12.134	0.813

staff should be skilled in massage/spa and enthusiastic to welcome and serve customers. In the aspect of tangibility, the physical decoration should have a clear concept, be appropriate and visually appealing, the space within the massage/spa should be well-organized, clean and tidy, provided facilities in the service place should be appropriate and clean (e.g. seat, restroom, lavatory, dressing room), and spa/massage equipment and products should be appropriate and available. In terms of reliability, there should be proper and reliable massage/spa procedures and staff should be skilled in massage/spa. In terms of assurance, the staff should be polite, take care of the problems and needs of the customers and show sufficient knowledge and skill in massage/spa. These should be a priority for wellness tourism because they have a strong link to tourist confidence and this positively affects a purchase decision, which then contributes to increasing revenue from international tourists and wellness tourism. Moreover, tourist confidence also positively affects tourist loyalty to buy or use the service repeatedly, suggest the service to others, and engender a good relationship, and this can benefit the business and the country in the long run.

Limitation and Suggestion for Further Research

The current study provides the model of the influential factors that affect the perceived service quality and tourist confidence of internal tourists in massage and spa businesses in Bangkok, Thailand. It may be neces-

sary to test the model of massage and spa businesses in different countries. This should be undertaken to test and modify the causal relationship model of the influential factors in tourist confidence.

Future research may also test the model with international and domestic tourists to check the model's invariance. Moreover, other variables such as hygiene and COVID-19 or other epidemic prevention standards may be included to better explain influential factors on tourist confidence in massage and spa services.

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