



Academic Article

◆ A Trend of Influencer Marketing and Virtual Community

Paisarn Arunchoknumlap

Research Articles

◆ Quality Assessment of Community Based Tourism Management: A Case Study Baanrimklong Homestay Community Enterprise in Samut Songkhram Province

Pornpimon Kampetch

◆ Factors Affecting Subscription to Premium Package of Music Streaming Services in Bangkok Metropolitan Region

Tanapon Kumkom and Piyaphan Changwatchai

◆ The Relationship among Ownership Structure, Good Corporate Governance on Dividend Persistent of Listed Companies in Stock Exchange of Thailand

Kulchaya Waenkaeo and Satha WaroonKun

◆ The Causal Factors Model of Accounting Technology Affecting Performance of Educational Institution under Office of the Vocational Education Commission in Thailand

Malinrat Mangkang and Prawet Phenwuthikul

◆ Meaning Construction of Love in International-Style Thai Love Songs

Montri Wongrak and Warat Karuchit

◆ A Study of the Role of Movie Reviews, Marketing Stimuli Factors, and Movie Decision-Making in Streaming Media Services

Comtas Tassawa and Pattrajirt Sangsawang

◆ The Structural Equation Model of Artificial Neural Networks for Thailand Domestic Tourists' Image in Lifestyle Tourism : Case Study of Charoen Krung and Yaowarat Areas

Napat Samranrat and Issarapong Poltanee

◆ Behavioral Analytics of a Freshmen Small Private Online English Course

Kingkan Luenpan, Sotarath Thammaboosadee and Rojjalak Chuckpaiwong

◆ Innovation Capability Enhancing Competitive Advantage and Business Performance of Small Hotels in Thailand

Sasinipa Srikanlayaniwart, Sujinda Chemsripong and Kritcha Yawised

◆ The Ethical Marketing Leadership in PRC Consumers' Purchase Judgment toward Thailand's Organic Rice Consumption

Li Baoguo and Prin Laksitamas

◆ Flight Attendants' Perception of Occupational Stress on Job Satisfaction and Organizational Commitment in a Post-Pandemic Era

Woraprat Yoelao

TABLE OF CONTENTS

Academic Article	Page
A Trend of Influencer Marketing and Virtual Community	1
Paisarn Arunchoknumlap	
Research Articles	Page
Quality Assessment of Community Based Tourism Management: A Case Study	20
Baanrimklong Homestay Community Enterprise in Samut Songkhram Province	
Pornpimon Kampetch	
Factors Affecting Subscription to Premium Package of Music Streaming Services in	35
Bangkok Metropolitan Region	
Tanapon Kumkom and Piyaphan Changwatchai	
The Relationship among Ownership Structure, Good Corporate Governance on Dividend	54
Persistent of Listed Companies in Stock Exchange of Thailand	
Kulchaya Waenkaeo and Satha WaroonKun	
The Causal Factors Model of Accounting Technology Affecting Performance of	78
Educational Institution under Office of the Vocational Education Commission in Thailand	
Malinrat Mangkang and Prawet Phenwuthikul	
Meaning Construction of Love in International-Style Thai Love Songs	95
Montri Wongrak and Warat Karuchit	
A Study of the Role of Movie Reviews, Marketing Stimuli Factors, and Movie Decision-	118
Making in Streaming Media Services	
Comtas Tassawa and Pattrajirt Sangsawang	
The Structural Equation Model of Artificial Neural Networks for Thailand Domestic	133
Tourists' Image in Lifestyle Tourism : Case Study of Charoen Krung and Yaowarat Areas	
Napat Samranrat and Issarapong Poltanee	
Behavioral Analytics of a Freshmen Small Private Online English Course	149
Kingkan Luenpan, Sotarath Thammaboosadee and Rojjalak Chuckpaiwong	
Innovation Capability Enhancing Competitive Advantage and Business Performance of	166
Small Hotels in Thailand	
Sasinipa Srikanlayaniwart, Sujinda Chemsripong and Kritcha Yawised	
The Ethical Marketing Leadership in PRC Consumers' Purchase Judgment toward	186
Thailand's Organic Rice Consumption	
Li Baoguo and Prin Laksitamas	
Flight Attendants' Perception of Occupational Stress on Job Satisfaction and	204
Organizational Commitment in a Post-Pandemic Era	
Woraprat Yoelao	

Journal of Business, Innovation and Sustainability (JBIS)

Volume 18, Issue 4 October – December 2023

ISSN: XXXX-XXXX (Print)

ISSN: XXXX-XXXX (Online)

Owner Faculty of Business, Economics and Communications

Adviser Prasit Watanapa, MD, PhD, FRCS, FACS Chairman of Naresuan University Council

Honorary Professor Kanchana Ngourungsi, Ph.D. President of Naresuan University

Editor

Assoc. Prof. Vichayanon Rattanawiboonsom, Ph.D. Naresuan University

Managing Editor

Asst. Prof. Kanokkarn Snae Namahoot, Ph.D. Naresuan University

Assistant Managing Editor

Asst. Prof. Suntaree Tungswiwong, Ph.D. Naresuan University

Editorial Board

Prof. Kamonchanok Suthiwartnarueput, Ph.D.	Chulalongkorn University
Prof. Direk Pattamasiriwat, Ph.D.	National Institute of Development Administration (NIDA)
Assoc. Prof. (Honors) Chackrit Duangphastra, Ph.D.	Chulalongkorn University
Assoc. Prof. Somchanok (Kumphan) Passakonjaras, Ph.D.	Chulalongkorn University
Assoc. Prof. Duangpun Kritchanchai Singkarin, Ph.D.	Mahidol University
Prof. Nopadol Rompho, Ph.D.	Thammasat University
Assoc. Prof. Wai Chamornmarn, Ph.D.	Thammasat University
Assoc. Prof. Niramorn Sutummakid, Ph.D.	Thammasat University
Assoc. Prof. Ravi Lonkani, Ph.D.	Chiang Mai University
Assoc. Prof. Somnuk Aujirapongpan, Ph.D.	Walailak University
Assoc. Prof. Kornchai Phornlaphatchakorn, Ph.D.	Maharakham University
Assoc. Prof. Ranee Esichaikul, Ph.D.	Sukhothai Thammathirat Open University
Asst. Prof. Sungworn Ngudgratoke, Ph.D.	Sukhothai Thammathirat Open University
Asst. Prof. Pairat Kanjanakaroorn, Ph.D.	Chiang Mai University
Asst. Prof. Banpot Wiroonratch, Ph.D.	Burapha University
Assoc. Prof. Somdech Rungsrisawat, Ph.D.	Suan Sunandha Rajabhat University
Asst. Prof. Wasin Liampreecha, Ph.D.	Naresuan University
Asst. Prof. Pnomsit Sonprajuk, Ph.D.	Naresuan University
Asst. Prof. Pudtan Phanthunane, Ph.D.	Naresuan University
Asst. Prof. Pattaraporn Pongsapornamat, Ph.D.	Naresuan University
Asst. Prof. Bhagaporn Wattanadumrong, Ph.D.	Naresuan University
Asst. Prof. Warawude Rurkwararuk, Ph.D.	Naresuan University
Dr. Paramet Damchoo	Naresuan University

Proofreader

Asst. Prof. Siripen Dabphet, Ph.D.	Naresuan University
Asst. Prof. Siriwan Kitchot	Naresuan University
Asst. Prof. Chutchonook Charutwinyo, Ph.D.	Naresuan University
Asst. Prof. Supaporn Dokmaithong	Naresuan University

Asst. Prof. Akkaya Senkrua, Ph.D.	Naresuan University
Fuangfa Panya, Ph.D.	Naresuan University
Asst. Prof. Kritcha Yawised, Ph.D.	Naresuan University
Mada Chayathatto, Ph.D.	Naresuan University
Pimsara Yaklai, Ph.D.	Naresuan University
Mesirin Kwanjai, Ph.D.	Naresuan University
Sukij Khorchurklang, Ph.D.	Naresuan University

Copy Editors

Assoc. Prof. Phongsakorn Methitham, Ph.D.	Naresuan University
Asst. Prof. Usa Padgate, Ph.D.	Naresuan University
Asst. Prof. Sampan Nettayanun, Ph.D.	Naresuan University
Asst. Prof. Chairat Choesawan, Ph.D.	Naresuan University
Asst. Prof. Ruankwan Intanon	Naresuan University
Assoc. Prof. Pattanan Dedkaew	Naresuan University
Asst. Prof. Warawit Phetruen, Ph.D.	Naresuan University
Pawinee Stargell, Ph.D.	Naresuan University
Pakchira Nugbanleng, Ph.D.	Naresuan University
Nuatip Sumkaew, Ph.D.	Naresuan University
Suparawadee Trongtortam, Ph.D.	Naresuan University
Maneerut Chatrangsang, Ph.D.	Naresuan University
Woraprat Yoelau, Ph.D.	Naresuan University
Montira Intason, Ph.D.	Naresuan University
Chalat Boonpan, Ph.D.	Naresuan University
Chunhagate Kanchankitsakul	Naresuan University
Songpol Chumnumwat	Naresuan University

Art Directors

Rattapol Chaiyarat, Ph.D.	Naresuan University
Asst. Prof. Sansern Rianthong	Naresuan University

Editorial Coordinator

Rommanee Jairux	Naresuan University
Chalida Theamsangwal	Naresuan University

Publication Frequency

The JBIS published 4 issues a year	
1 st issue	January – March
2 nd issue	April – June
3 rd issue	July – September
4 th issue	October – December

Contact

Faculty of Business, Economics and Communications, Naresuan University
 99 Moo 9, Tapho, Muang, Phitsanulok 65000
 Tel 0-5596-4808 Fax 0-5596-4800 Email: bec-journal@nu.ac.th
 Journal of Business, Innovation and Sustainability (JBIS)
www.tci-thaijo.org/index.php/BECJournal/



Reprinting and requesting permission

All articles published in this journal are owned by Faculty of Business, Economics, and Communications, Naresuan University. It is not permitted to republish the articles. If any organization wants to disseminate all or part of the articles, specific permission from Faculty of Business, Economics and Communications, Naresuan University is required.

Each article which published in this journal, as well as images and comments, belong to the author. It is neither the opinion nor responsibility of Journal of Business, Innovation and Sustainability.