

Abstract

Many service organizations have embraced relationship marketing with its focus on maximizing customer lifetime value. Several studies emphasize the important of how customer assessments of services influence their subsequent behavior because the relationship between satisfaction and duration times will lead directly to greater pricing flexibility, increased market share, and, ultimately, higher profitability.

This research is aimed to study the relationship between the price perceptions and customer value, overall customer satisfaction, and behavioral intentions in Bangkok Bank case study.

The conceptual model is established to test the relationship between the price perceptions and customer value, overall customer satisfaction, and behavioral intention in ten branches of Bangkok Bank in Chiang Mai City. The study was conducted to identify if there is a significant relationship between each variable in the conceptual model.

The research instrument is 400 questionnaires that were completed by customers of Bangkok Bank in ten branches in Chiang Mai City. After gathering information from the respondents, the data were analyzed through SPSS program. Descriptive statistics were used to describe general information by percentage and frequency analysis. Pearson's r correlation is used to measure correlation between the relationship of the price perceptions and customer value, overall customer satisfaction, and behavioral intention.

The overall findings showed that all determinants of service quality are important for customer perceptions of service quality in the banking business. Among

the variables the relationship between perceived quality and customer value are the most influential factors affecting customer perceptions by representing the highest correlation coefficient (0.650).

The research findings have important implications for managers who require a better understanding of the relationship between satisfaction and the duration of the provider-customer relationship in order to identify specific actions that can increase retention and profitability in the long run.

