ABSTRACT

This research aimed at studying the relationship between service quality, relative attitude, satisfaction, recommendation, repurchase intention and store loyalty of Robinson department store and branches that are located in Bangkok area. Also, the research purpose is to identify estimation factors of satisfaction, attitude, recommendation, repurchasing and loyalty of Robinson with the processing steps for testing Structure Equation Modeling with AMOS.

The research instrument 300 questionnaires that were completed by both male and female customers who have shopped at six branches of Robinson located in center of Bangkok within 6 months. The questionnaires were distributed between October to November 2003. After gathering the information from the respondents, the data were analyzed through SPSS and AMOS programs. Descriptive statistics is used to describe general information by percentage and frequency analysis. Multivariate correlation by Structure Equation Modeling is used to measure interrelation between six variables that are service quality, relative attitude, recommendation, repurchasing and loyalty.

The findings show that service quality has direct effect on satisfaction being described that service quality is the predictor of satisfaction. Service quality and satisfaction are the predictors of relative attitude. Service quality, satisfaction, and relative attitude are the predictors of recommendation. Service quality, satisfaction, relative attitude, and recommendation are the predictors of repurchasing. Only service quality, satisfaction, and relative attitude are the predictors of loyalty with slightly interrelation coefficients.

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The research findings have important implications for the manager or owner of department store business. The managers should focus on improving their service quality, as it is the predeterminant of satisfaction and favorable attitude toward department stores. Three of them are predeterminants of recommending department store to friends, customer retention and loyalty to the store. The findings have specific implications for firm's research and resource allocation decisions pertaining to improve service quality.