A STUDY OF PERCEPTION OF SERVICE QUALITY OF SFX CENEMA AND
ITS RELATIONSHIP WITH CUSTOMER BEHAVIORAL INTENTIONS

By

KANITTHA YONGPARPAT

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

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**Examination  Committee :**

| | | | |
|---|---|---|---|
| 1. | Dr. Ishwar C. Gupta | (Advisor) | |
| 2. | Dr. Tang Zhimin | (Member) | |
| 3. | Dr. Michael Schemmann | (Member) | |
| 4. | Dr. Sirion  Chaipoopirutana | (Member) | |
| 5. | Assoc. Prof. Poonsak  Sangsunt | (MUA Representative) | |

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Assumption University
Bangkok Thailand
November
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# ABSTRACT

This research aims to study the customer behavioral intentions of perceived service quality in the case of SFX Cinema. Because of intense competition in the movie theatre industry, the study examined how dimensions of service quality affect the customers' behavioral intentions in case of SFX Cinema.

The research problem is to identify what is the relationship between perceived service quality of SFX Cinema on customer behavioral intentions and its behavioral consequences. So the research objective to examine the behavioral consequences of service quality perceptions as customers intention to visit, customers positive word of mouth, and customers patronize of SFX Cinema.

In this research, the researcher uses the survey method and 384 sets of questionnaires are employed as the instrument in primary data collection. The target population in this research is the movie lovers who are seeing movie with SFX Cinema. For data analysis, frequency distribution and reliability test are used. Inferential statistics will be used in hypothesis testing. The methods to be applied is Spearman's rho.

The results indicate that all five service quality dimensions have relationship with customers intention to visit SFX Cinema, positive word of mouth, and patronize of SFX Cinema.

From the data analysis, researcher found that there are five factors of perception of service quality: tangibles, reliability, responsiveness, assurance and empathy. For the SFX Cinema, this researcher can conclude that current customers of SFX Cinema have a positive attitudes toward the Cinema's service quality. Therefore, SFX Cinema should focus closely on the variables that customers feel are important.

The aims of this research are to study the perception of service quality of SFX Cinema and its relationship with customer behavioral intentions. This research may concerned with the other cases such as behavior and lifestyle of movie goers, the trend of movie, the competitive level in the movie theatre industry. However this researcher would like to suggest that other research may survey different regions in Thailand.
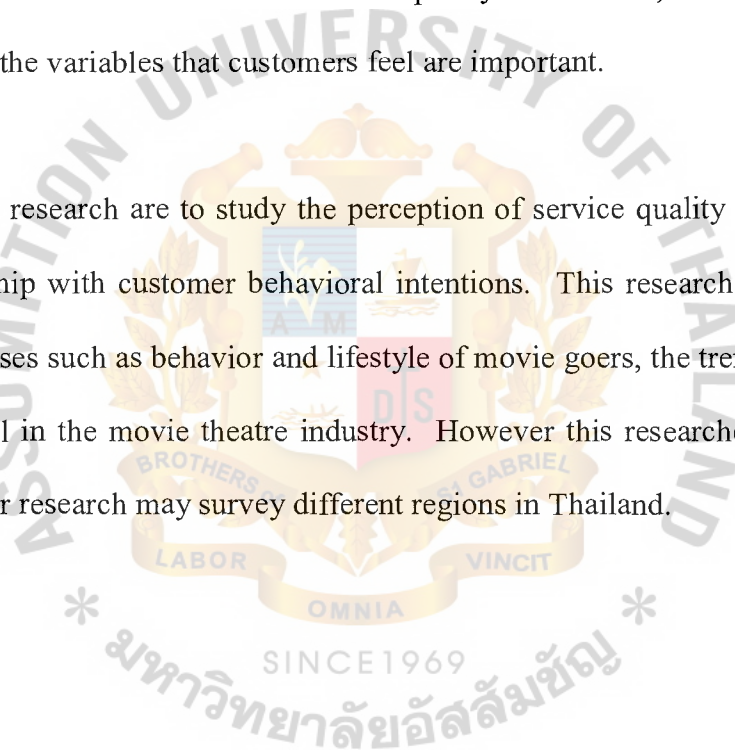
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# CHAPTER 1

# GENERALITIES OF THE STUDY

The generalities of the study will be divided into seven sections. The introduction is explained in the first section. Research problem is discussed in section two. Section three explains research objectives. Scope of research is discussed in section four. Section five explains limitation of research. Significance of research is explained in section six. In additional, definition of research is discussed in the last section.

## 1.1 INTRODUCTION

An excellent service is the foundation for services marketing (Berry and Parasuraman, 1991). Berry and Parasuraman argued that superior service can not be manufactured in a factory, packaged, and delivered intact to customers. Though an innovative service concept may give a company an initial edge, superior quality is vital to sustaining success. When a company's service is excellent, customers are more likely to perceive value in transactions, spread favorable word-of-mouth impressions, and respond positively to employee-cross-selling efforts.

In service quality literature, it is noted that the quality of a particular product or service is whatever the customer perceives it to be. Services are more or less subjectively experienced processes where production and consumption activities take place simultaneously. Interactions, including a series of moments of truth between the customer and the service provider, occur. What happens in these interactions, so-called buyer-seller interactions or service encounters, will obviously have a critical impact on the perceived service (Gronroos, 2000).

The SARS spread in China has prompted Beijing to order restaurants, pubs and cinemas there to temporarily close their businesses. Initially, movie operators foresaw a lot more difficulty, but (the SARS problem in Thailand) has quickly been tackled by various measures. Its operations were affected slightly by SARS-related concerns among Thai moviegoers in late March and early April, but the situation has returned to normal now. The government's timely action and stance on the virus played a crucial role in calming public (Business Day, 29 April 2003).

The SARS outbreak only caused a 5% fall in second-quarter revenues and forecast an industry-wide pick up in the second half. SARS has had only a short-term effect on the movie business. Regardless, movie operators expect the performance to be on target, with the second half gaining strongly with the upcoming release of new Thai and Hollywood blockbusters (Bangkok Post, 11 June 2003).

The five major movie operators in Bangkok, are Major Cineplex, EGV, SF Cinema, UMG and Apex Group, respectively. Total cinema seats are about 75,000 seats.

**Table 1.1 Major Movie Operator**

| Movie Operator | Branch | Cinema | Seat |
|---|---|---|---|
| Major Cineplex | 14 | 123 | 31,000 |
| EGV | 10 | 85 | 19,006 |
| SF Cinema | 9 | 57 | 16,278 |

Source: Manager, 28 July 2003.

The major market share of movie theatre is Major Cineplex. The market value of movie theatre in Bangkok around 3,000 million bath per year as shown in Table 1.2

**Table 1.2 Movie Operator Market Share**

| Movie Operator | Market Share | Market Value |
|---|---|---|
| Major Cineplex | 45% | 1,350 million bath |
| EGV | 25% | 750 million bath |
| SF Cinema | 25% | 750 million bath |
| Others | 5% | 150 million bath |

Source: Thansetthakij, 23 July 2003.

SFX Cinema, the upper class of grandiose entertainment complex at the 6th floor of Central Ladprao and The Emporium are the cinema complexes that totally changed the image of its kind in Thailand. With extravagant modern design and meticulously decorated, the complex is the perfect and most comfortable place to enjoy movies. The complex provides a-touch-of-first class service for movie lovers and everyone who enjoy life with style.

First of its kind in the world, you will be entertained by the Light and Sound Show while waiting to see the movies at the cinema lobby. The "GALAXY IMAGINATION" is the hi-tech light and sound show that is designed to excite, delight and entertain every movie viewers at the Main Hall everyday. This is a unique show, only of SFX Cinema.

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SFX Cinema Central Ladprao and The Emporium, the superior cinema complex that provide supreme comfort and ultimate enjoyment while watching the movies in all cinemas, the first and only of its kind in Thailand.

## 1.2 RESEARCH PROBLEM

Because of intense competition in the movie theatre industry, the study examined how dimensions of service quality affect the customers' behavioral intentions in case of SFX Cinema. The statement of the problem of this research is to identify "What is the relationship between perceived service quality of SFX Cinema on customer behavioral intentions and its behavioral consequences?"

## 1.3 RESEARCH OBJECTIVES

The purpose of this research is to examine the behavioral consequences of service quality perceptions. Service quality is defined as the degree to which perceptions match expectations in an overall assessment of service provided and delivered. Correspondingly, the objective of this research is to serve as working guidelines to study:

1. The relationship of perceived service quality of SFX Cinema with customers intention to visit SFX Cinema;

2. The relationship of perceived service quality of SFX Cinema with customers positive word of mouth;

3. The relationship of perceived service quality of SFX Cinema with customers patronize of SFX Cinema;

**1.4 SCOPE OF RESEARCH**

This research mainly examines relationships between perceived service quality and customer behavioral intentions. It concentrates only on the moviegoers of SFX Cinema. Furthermore, respondents are movie lovers who are seeing movies at SFX Cinema, and who are in the position to perceive the deliverable service quality. This research will focus only on the perception on overall behavioral intentions of each movie lover level towards the deliverable service quality.

**1.5 LIMITATION OF RESEARCH**

1. This research is limited to the number of customers who received services at SFX Cinema for a particular time;

2. It focuses on the respondents who were the residents in Bangkok and were familiar with the services provided by SFX Cinema;

3. Study is limited SFX Cinema at Central Ladprao and The Emporium only and its finding can not be generalized for others;

4. Reliability test is done during September 2003 – October 2003.

**1.6 SIGNIFICANCE OF RESEARCH**

This research will improve understanding the contribution of outcome quality to service quality perceptions for service management.

The advantage from understanding and applying the research models to improve their services is step to high level of service quality and the consequence results lead to

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high organization's performance by get high market share, enhance customer loyalty and improve profitability relative to competitors. Moreover, this research will able to be used as a reference for further research on service quality and expectations, satisfaction, and service value.

## 1.7 DEFINITION OF RESEARCH

For uniformity and clarity of the understanding of this thesis, a basic definition of terms in this thesis are defined as follows:

**Assurance:** It is one of service quality dimensions related to employees' behavior to give customers confidence and feel safe in the firm. The employees should be courteous and have the necessary knowledge to respond to customers' questions (Parasuraman et al., 1988).

**Behavior:** A consumer's actions with regard to an attitude object (Solomon, 2002).

**Behavioral Consequence:** It is a consumer post behavioral of company (Onkvisit and Shaw, 1994).

**Behavioral Intention:** The predisposition of consumer to buy a product (Onkvisit and Shaw, 1994).

**Customer:** The internal or external person who is affected by processes, products or services of business enterprise (Lovelock, 2001).

**Customer Retention:**  The ability of a service provider to get customers to return in the future (Webster, 2001).

**Customer Service:**   Providing a customer with a better service experience by focusing on technology and serving niche consumers (Hoffman and Bateson, 1997).

**Defection:**   The action of customers who drop off a company's radar screen and transfer  their brand loyalty to another supplier (Lovelock, 2001).

**Empathy:**    It is one of service dimensions empathize in understands customers' problems and performs in their best interests as well as giving customers individual personal attention and having convenient operating hours (Parasuraman et al., 1988).

**Loyalty:**   A customer's willingness to continue patronizing a firm over the long term, purchasing and using its goods and services on a repeated and preferably exclusive basis, and voluntarily recommending the firm's products to friends and associates (Lovelock, 2001).

**Quality:**   A comparison between expectation and performance (Parasuraman et al., 1985).

Quality means meeting standards, expectation and requirements (Hestand, 1991).

Quality in a product or service is not what the supplier put in. it is what the customer perceives, get out of it and it willing to pay for. Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality (Peter Drucker, 1990).

**Reliability:** Service quality dimensions related to accurate service the first time without any mistakes and delivers what it has promised to do by the time that has been agreed upon (Parasuraman et al., 1988).

**Responsiveness:** Service quality dimensions related to the willingness of employees to help customers and respond to their requests as well as to inform customers when service will be provided, and then give prompt service (Parasuraman et al., 1988).

**Service:** A service is any primary or complementary activity that does not directly produce a physical product – that is, the non-goods part of the transaction between the buyer (customer) and seller (provider) (Palmer and Bejou, 1994).

**Service Delivery:** It is concerned with where, when, and how the service product is delivered to the customer (Lovelock, 2001).

**Service Quality:** A measure of how well the service level delivered matches customer expectations (Lewis and Booms, 1983).

**Tangibles:** Service quality dimensions related to the appeal of facilities, equipment and material used by a service firm as well as the appearance of service employees (Parasuraman et al., 1988).

# CHAPTER 2

# LITERATURE REVIEW

This literature review of the research will be divided into four parts. The definition of service quality is explained in part one. Determinants of service quality are explained in part two. Part three explains about perception of service quality. In additional, part four explains about the behavioral intentions.

A literature search was defined by Churchill (1996) as a search on statistics, trade, journal articles, other articles, magazines, and books for data or insights into the problem at hand. This literature review is aimed to search on service quality in relation to customers' behavioral intentions. Some of the relevant literature are searched and reviewed in order to establish a conceptual framework of this research.

## 2.1 DEFINITION OF SERVICE QUALITY

### 2.1.1 Service

A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, takes place in interactions between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems (Gronroos, 1990).

According to Palmer and Bejou (1994), a service is any primary or complementary activity that does not directly produce a physical product—that is, the non-goods part of the transaction between buyer (customer) and seller (provider). Services are typical performances. Goods are consumed, while services are experiences.

**Table 2.1 Differences between Services and Physical Goods**

| Physical Goods | Services |
|---|---|
| Tangible | Intangible |
| Homogeneous | Heterogeneous |
| Production and distribution separated from Consumption | Production and distribution and consumption simultaneous process |
| A thing | An activity or process |
| Core value produced in factory | Core value produced in buyer-seller interactions |
| Customers do not (normally) participate in the production process | Customers participate in production |
| Can be kept in stock | Cannot be kept in stock |
| Transfer of ownership | No transfer of ownership |

Source: Gronroos, Service Management and Marketing (1990).

A contemporary definition is provided by Kotler and Armstrong (2001): "A service is an activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product".

In practice, it can be very difficult to distinguish services from goods, for when goods are purchased there is usually an element of service included. Similarly, a service is frequently augmented by a tangible product attached to the service. In between is a wide range of outputs that are a combination of tangible goods and intangible service.

In fact, rather than describe the service sector as a homogeneous group of activities, researcher should consider it to be more appropriate to speak of degrees of service orientation. This means that all productive activities can be placed on a scale somewhere between being a pure service (no tangible output) and pure goods (no intangible service added to the tangible goods). But in fact most products fall between the two extremes by being combination of goods and services.

Service can be marketable and unmarketable, it can be producer and consumer services. As a simple bifurcation is that consumer service are for individuals who use the service for their own enjoyment or benefit, no further economic benefit comes from the consumption, and producer services are those that are provided to a business so that it can produce something else of economic benefit. Intangibility has been seen by many as a defining characteristic of services. However, a gray area exists between pure services at extreme and pure goods at the other extreme. It is because tangible goods that are included in the services are offered and consumed by the customers, the physical environment in which the service production and consumption process takes place, and tangible evidence of service performance. Where the goods form an important component of a service offer, many of the practices associated with the conventional goods marketing can be applied to this part of service offered.

It is frequently argued that service have unique characteristics that differentiate them from goods or manufactured products. Payne, (1993) defined the four characteristics most commonly ascribed to services are:

- **Intangibility:**        Services are to a large extent abstract and intangible.

- **Heterogeneity:**        Services are non-standard and highly variable.

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- **Inseparability:**     Services are typically produced and consumed at the same time, with customer participation in the process.

- **Perishability:**     It is not possible to store services in inventory.

## 2.1.2 Quality

Quality has been defined in many ways as follows:

1. Quality is conformance to specifications.

2. Quality is the degree to which customer specifications.

3. Quality is a fair exchange of price and value.

4. Quality is fitness for usage.

Parasuraman et al., (1985) defined quality as a comparison between expectation and performance. According to Hestand (1991) quality means meeting standards, expectation and requirements. Bateson (1992) presented from the finding of different researches, the three main conceptual developments about quality that have received world spread support:

- First, quality is not an absolute concept and the term "high" and "low" quality, therefore, has little meaning. Quality has come to be seen as important primarily in terms of customer perceptions.

- Second, in conceptual terms, perceived quality is a product of the difference between customer expectation and customer perception of outcomes, which process has been linked in conceptual terms to the disconfirmation paradigm approach to customer satisfaction.

- Third, customer quality perceptions are arrived at via a quality evaluation process that involves not simply perception of outcomes, but also perception

of the process by which that outcome has been achieved, and the context in which production and exchange occur.

According to Ansell (1993), reputation for quality comes from not making mistakes and form consistently satisfying customer's requirements. It must pervade all aspects of what a company does and not just be seen in certain element of customer service. A technically perfect product that does not meet customer expectation will fail, regardless of its innovation or quality. The challenge is to determine what customers want and whether they are satisfied with the product or service.

### 2.1.3 Service Quality

Zeithaml et al., (1990) presented the three fundamental ways services differ from goods in terms of how they are produced, consumed, and evaluated such as intangibility, heterogeneity, and inseparability must be acknowledged for a full understanding of service quality.

- First, services are basically intangible. Because they are performances and experiences rather than objects, precise manufacturing specifications concerning uniform quality can rarely be set. Moreover, when what is being sold is purely a performance, the criteria customers use to evaluate it may be complex and difficult to capture precisely.

- Second, services are heterogeneous: their performance often varies from producer to producer, from customer to customer, and from day to day.

- Third, production and consumption of many services are inseparable. Quality in services often occurs during service delivery, usually in an interaction

between the customer and the provider, rather than being engineered at the manufacturing plant and delivered intact to the customer. `

A few contributions have focused on service quality. From the following themes:

- Service quality is more difficult for customers to evaluate than goods quality. Therefore, the criteria customers use to evaluate service quality may be more difficult for the marketer to comprehend.

- Customers do not evaluate service quality solely on the outcome of a service, they also consider the process of service delivery.

- The only criteria that count in evaluating service quality are defined by customers. Only customers judge quality. Specifically, service quality perceptions stem from how well a provider performs vis-à-vis customers' expectations about how the provider should perform.

**2.1.4 Perceived Service Quality**

SERVQUAL is based on the conception of perceived service quality, which is defined as the discrepancy between what the customer feels that a service provider should offer and his perception of what the service provider actually offers (Parasuraman et al., 1988). Perceived service quality differs from satisfaction in that service quality is the customer's attitude or global judgement of service superiority over time, while satisfaction is considered to be connected to a specific transaction (Bitner, 1990; Bolton and Drew, 1991; and Parasuraman et al., 1988).

**2.1.5 Service Quality of Movie Theatre**

The extravagant entertainment with a brilliant first class movie theatre and a modern and elegant decoration distinguishing itself from conventional movie theatres, it provides services and other facilities to the customers who possess sophisticated and modern lifestyle.

**2.2 DETERMINANTS OF SERVICE QUALITY**

The determinants of service quality that suggested by Parasuraman et al., (1985) is a good starting point for providing more detail to a description of service quality.

**2.2.1 Definition of Determinants of Service Quality**

Parasuraman et al., (1985) identified ten general criteria or dimensions and labeled them tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. The set of ten general dimensions of service quality is exhaustive and appropriate for assessing quality in a broad variety of services.

The determinants of service quality are described as:

1. **Reliability** is the most important determinant. Building a zero defect culture is important in service but doing it right the first time is more difficult in services than manufacturing because of the inseparability of production and consumption. Reliability also is the consistent meeting of customers' expectations. Reliability is the main factor, which regularly comes on top of

the lists in importance for customers across the service sector specifically, it involves:

- Accuracy in billing;

- Keeping records correctly;

- Performing the service at the designed time.

2. **Responsiveness** is concerned with employee's willingness to provide service. This means customer's needs must be recognized and acted upon to satisfy them within the context of service. It involves timeliness of service:

- Mailing a transaction slip immediately;

- Calling the customer back quickly;

- Giving prompt service.

3. **Competence** is the knowledge of what is required and skills to do it are captured in this dimension. Competence also includes what customers expect in service providers to be capable of providing, it involves:

- Knowledge and skill of the contact personnel;

- Knowledge and skill of the operational support personnel;

- Research capability of the organization.

4. **Access** is how easily customers can make contact with service organizations and the shielding of a specific provider by other staff, it means:

- The service is easily accessible by telephone;

- The length of waiting time in receiving service;

- Convenience of operation hours;

- Convenience of location of the service facility.

5. **Courtesy** is the consideration role of service personnel towards customers and any property belonging to the customer. It includes:

   - Consideration for the customer's property;

   - Clean and neat appearance of front office employees.

6. **Communication** is the process of how customers are questioned about their needs for service, told about what is available, given information during the course of the service provision and asked for feedback. These are all likely to be important in service where there is a lot of interaction between staff and customers during the service encounter. It involves:

   - Explaining the service itself;

   - Explaining how much the service will cost;

   - Explaining the trade off between service and cost;

   - Assuring the consumer that a problem will be handled.

7. **Credibility** means a strong link with perceived competence and reliability. First time contacts are very important in forming an impression of credibility. Contributing to credibility is:

   - Company name;

   - Company reputation;

   - Personal characteristics of front office employees;

   - The degree of hard sales involved in interactions with the customer.

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8. **Security** is the freedom from danger, risk or doubt. It includes:

- Physical safety;

- Financial security;

- Confidentiality.

9. **Understanding the customer** emphasizes the need to spend time and effort to get to the bottom of what a customer's specific requirements, so that he or she feels in control of the service encounter, it involves:

- Learning about the customer's specific requirement;

- Providing individualized attention;

- Recognizing the regular customer.

10. **Tangibles** are the physical evidence of the service, it includes:

- Physical facilities;

- Appearance of the personnel;

- Tools or equipment used to provide the service such as credit card or back statement;

- Other customers in the service facility.

**Figure 2.1 Customer Assessment of Service Quality**

**The Customer View of Service Quality**
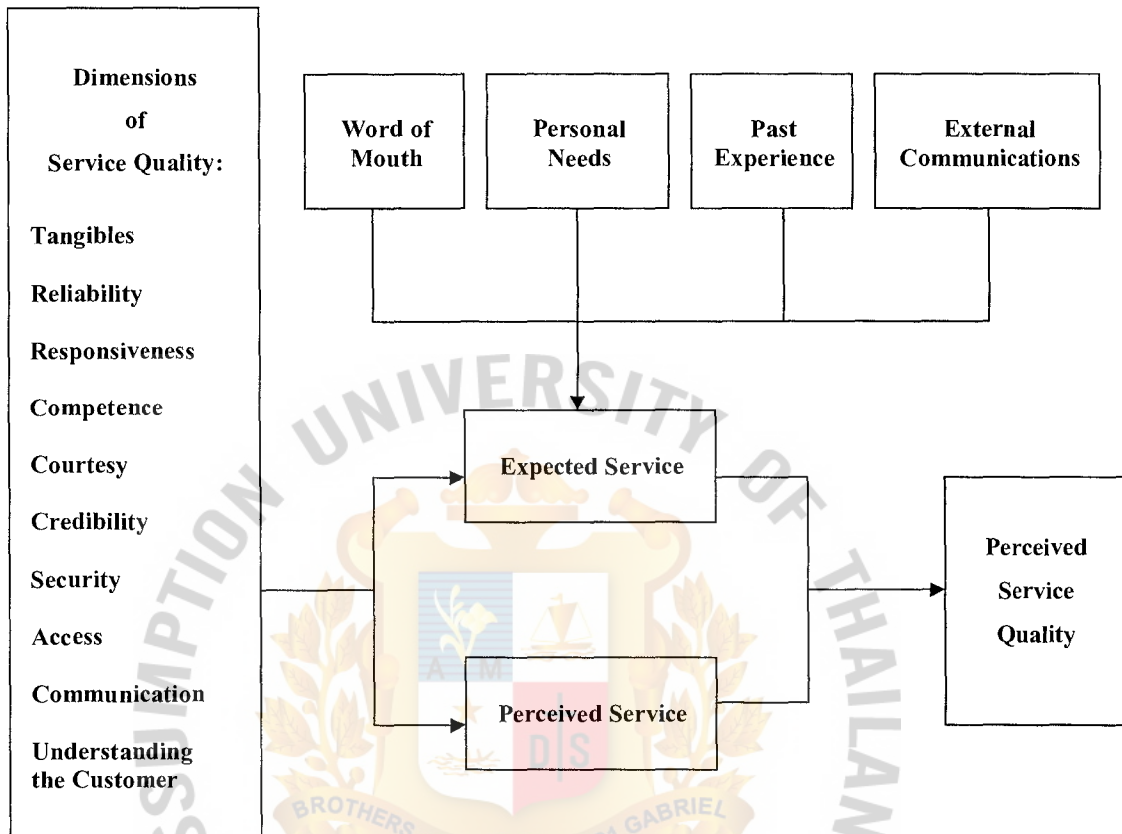


Source: Parasuraman et al., A Conceptual Model of Service Quality and Its Implications for Future Research (1985).

Figure 2.1 shows a pictorial summary of (1) define Service Quality as the discrepancy between customers' expectations and perceptions; (2) suggest key factors—word-of-mouth communications and personal needs, past experience, and external communications—that influence customers' expectations; and (3) identify ten general dimensions that represent the evaluative criteria customers use to assess service quality.

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### 2.2.2 A Service Quality Model

Zeithaml et al., (1990) discussed the various gaps thus far are the key ingredients in a recipe for gaining a good understanding of service quality and its determinants. Figure 2.2 shows how these ingredients can be combined to parsimoniously portray the provider's and customer's sides of the service-quality equation and the linkage between the two. The conceptual model in Figure 2.2 conveys a clear message to managers wishing to improve quality of service: The key to closing Gap 5 is to close Gaps 1 through 4 and keep them closed. To the extent that one or more of Gaps 1 through 4 exist, customers perceive service-quality shortfalls.

**Figure 2.2 Conceptual Model of Service Quality**

**CUSTOMER**
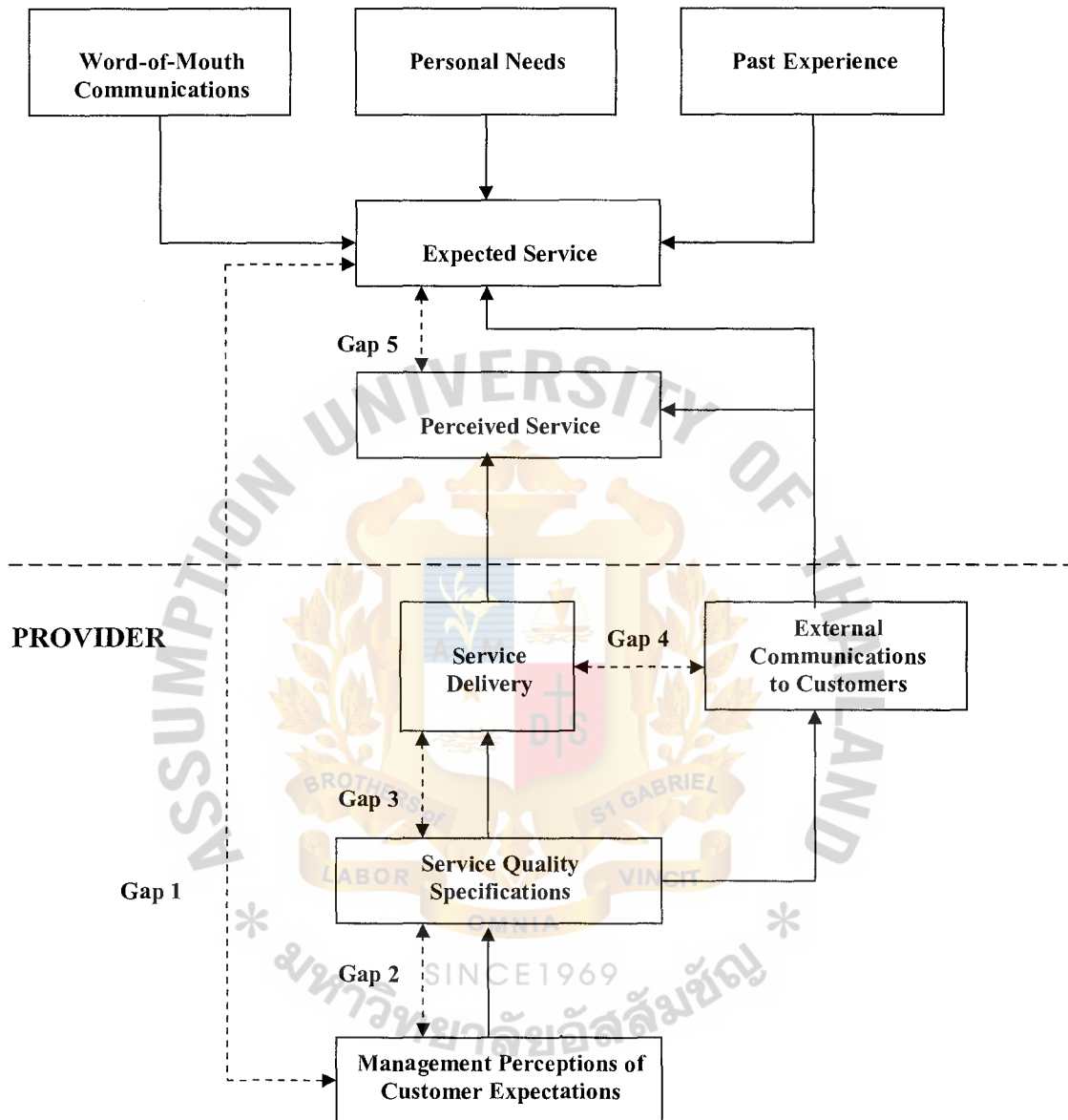


Source: Zeithaml et al., Delivering Quality Service (1990).

**Gap 1: Expected Service—Management-Perceptions Gap**

Gap 1 represents a number of discrepancies were also evident between expectations expressed by customers and executives' understanding of those expectations. Senior

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managers' inaccurate understanding of what customers expect and what really matters to them. Gap 1 is likely to result in service-delivery performance that is perceived by customers as falling short of their expectations (Gap 5). The necessary first step in improving quality of service (narrowing Gap 5) is for management to acquire accurate information about customers' expectations (close Gap 1).

**Gap 2: Management's Perceptions—Service-Quality**

The quality of service delivered by customer-contact personnel is critically influenced by the standards against which they are evaluated and compensated. When service standards are absent or when the standards in place do not reflect customers' expectations quality of service as perceived by customers is likely to suffer. In contrast, when there are standards reflecting what customers expect the quality of service they receive is likely to be enhanced. Therefore, closing Gap 2—by setting performance standards that reflect customers' expectations—should have a favorable impact on customers' service-quality perceptions (Gap 5).

**Gap 3: Service-Quality Specification—Service-Delivery Gap**

A service-performance gap (Gap 3) is likely due to a number of constraints. To be effective, service standards must not only reflect customers' expectations but also be backed up by adequate and appropriate resources. When the level of service-delivery performance falls short of standards (Gap 3), it falls short of what customers expect as well (Gap 5). The implied direct association between Gaps 3 and 5 suggests that narrowing Gap 3—by ensuring that all the resources needed to achieve the standards are in place—should also reduce Gap 5.

**Gap 4: Service Delivery—External Communications Gap**

External communications can affect not only customers' expectations about a service but also customers' perceptions of the delivered service. Discrepancies between service delivery and external communications about it (Gap 4) adversely affect customers' assessment of service quality (Gap 5). Gap 4 essentially reflects an underlying breakdown in coordination between those responsible for delivering the service and those in charge of describing and/or promoting the service to customers. When the latter group of individuals do not fully understand the reality of the actual service delivery, they are likely to make exaggerated promises or fail to communicate to customers aspects of the service intended to serve them well. The result is poor service-quality perceptions. Effectively coordinating actual service delivery with external communications, therefore, narrows Gap 4 and hence favorably affects Gap 5 as well.

**Gap 5: Expected Service—Perceived Service**

Gap 5 represents the potential discrepancy between the expected and perceived service from the customers' standpoint. Key determinants of the service expected by customers include word-of-mouth communications, personal needs, past experience, and external communications from the service provider.

**2.2.3 Instruments Measuring Service Quality**

Parasuraman et al., (1988) pointed that customers assess service by comparing the service they receive (perception) with the service they desire (expectation). Customers are the sole judge of service quality.

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The various statistical analyses conducted in constructing SERVQUAL revealed considerable correlation among items representing several of the original ten dimensions. In particular, the correlation suggested consolidation of the competence, credibility, security, access, communication, and understanding the customer into two broader dimensions labeled assurance and empathy. The remaining dimensions—tangibles, reliability, and responsiveness—remained intact throughout the scale development and refinement process Parasuraman et al., (1985).

**Figure 2.3 Correspondence between SERVQUAL Dimensions and Original Ten Dimensions for Evaluating Service Quality**

**SERVQUAL Dimensions**

| Original Ten Dimensions for Evaluating Service Quality | Tangibles | Reliability | Responsiveness | Assurance | Empathy |
|---|---|---|---|---|---|
| Tangibles | ▨ | | | | |
| Reliability | | ▨ | | | |
| Responsiveness | | | ▨ | | |
| Competence Courtesy Credibility Security | | | | ▨ | |
| Access Communication Understanding the Customer | | | | | ▨ |

Source: Parasuraman et al., A Conceptual Model of Service Quality and Its

Implications for Future Research (1985).

Figure 2.3 shows the correspondence between the original ten dimensions and SERVQUAL's five dimensions. The content of the final items making up the two new dimensions (assurance and empathy), the items still represented key features of the seven dimensions that were consolidated. Therefore, although SERVQUAL had only five distinct dimensions, they captured facets of all of the ten originally conceptualized dimensions.

The items making up the consolidated dimensions also suggested concise definitions for them. These definitions, along with the definitions of the three original dimensions that remained intact, as shown below in Table 2.2

**Table 2.2 Five Dimensions of Service Quality**

| Service Dimensions | Definition |
|---|---|
| Tangibles | Appearance of physical facilities, personnel, and communication materials. |
| Reliability | Ability to perform the promised service dependably and accurately. |
| Responsiveness | Willingness to help customers and provide prompt service |
| Assurance | Knowledge and courtesy of employees and their ability to convey trust and confidence. |
| Empathy | Caring, individualized attention the firm provides its customers. |

Source: Berry and Parasuraman, Marketing Services (1991).

## 2.3 PERCEPTION OF SERVICE QUALITY

Perception is the process of becoming aware of the many stimuli impinging on your sense—influences what message you take in and what meaning you give them. Devito (1996) points out that what you perceive and what you think about it; who you judge positively and who negatively; and how others perceive and judge you will be influenced by the wide range of factors.

Siegel and Ramannauskas-Marcori (1989) state that perception is how people see or interpret events, objects and people. People act on the basis of their perceptions regardless of whether those perceptions accurately or inaccurately reflect reality. In fact, "reality" is what a person perceives it to be. One person's description of reality may be far from another person's description.

### 2.3.1 Factors Influencing Perceptions

A number of factors operate to shape and sometimes distort perception. Robbin (1993) identifies that when an individual looks at a target and attempt to interpret what he or she sees, that interpretation is heavily influenced by personal characteristics of the individual perceiver. Among the more relevant personal characteristics affecting perception are attitudes, notices, interest, past experience, and expectation.

### 2.3.2 Factors Influencing Service Quality

**1. Word-of-mouth communications:** What customers hear from other customers is potential determinant of expectations.

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**2. Personal needs:** Customers' expectations appeared to vary somewhat depending on their individual characteristics and circumstances of customers might moderate their expectations to a certain degree.

**3. Past experience:** The extent with using a service could also influence customers' expectation levels.

**4. External communications:** Price plays an important role in shaping expectations, particularly those of prospective customers of a service.

## 2.4 BEHAVIORAL INTENTIONS

### 2.4.1 Favorable Behavioral Intentions

Certain behaviors signal that customers are forging bonds with a company. When customers praise the firm, express preference for the company over others, increase the volume of their purchase, or agreeably pay a price premium, they are indicating behaviorally that they are bonding with the company (Cronin and Taylor, 1992).

### 2.4.2 Unfavorable Behavioral Intentions

Customers perceiving service performance to be inferior are likely to exhibit behaviors signaling they are poised to leave the company or spend less with the company. These behaviors include complaining, which is viewed by many researchers as a combination of negative responses that stem from dissatisfaction and predict or accompany defection (Richins 1983; Scaglione 1988).

# CHAPTER 3

# RESEARCH FRAMEWORK

This chapter focuses on the framework of this research. The elaboration of the conceptual model is discussed in section one. Section two explains all hypothesis statements that will be tested in this research. Lastly, section three explains operationalization of the variables.

## 3.1 CONCEPTUAL FRAMEWORK

A conceptual model focusing on individual-level behavioral consequences of service quality has been developed and tested. Here is the framework, which is built to understand service quality factors associated with the customer's behavioral intentions for SFX Cinema.

**Figure 3.1 Research Conceptual Framework**



| Independent Variables | Dependent Variables |
|---|---|

**Perceived Service Quality**

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

**Behavioral Consequences**

- Intention to visit SFX Cinema
- Positive word of mouth
- Patronize of SFX Cinema
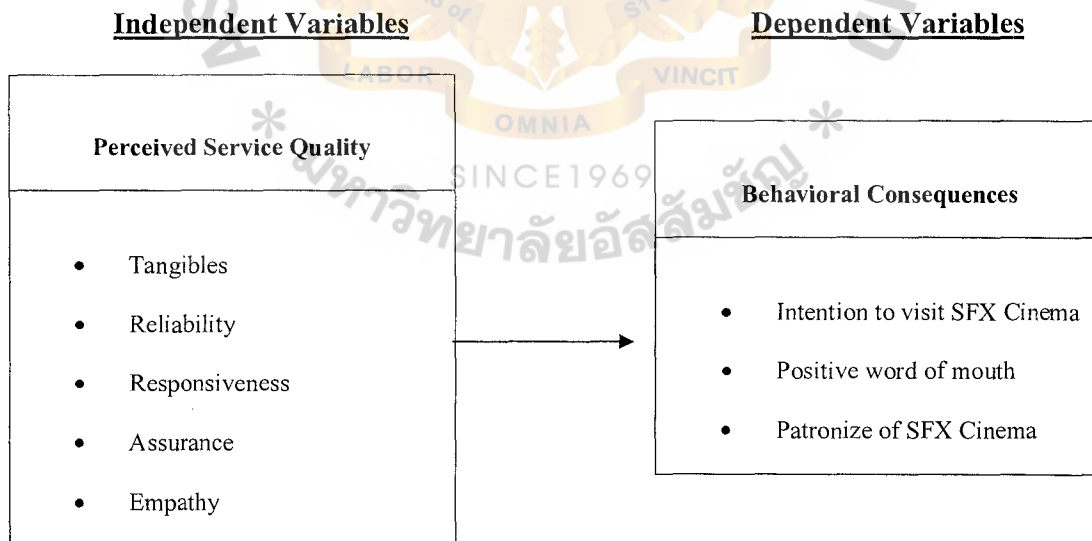
For better understanding of the above conceptual framework, Figure 3.1 shows an integrated conceptual framework of variables, which is perception of service quality as independent variables. The dependent variables are behavioral consequences.

## 3.2 RESEARCH HYPOTHESIS STATEMENTS

According to the conceptual framework of this research, the hypothesis statements are set as follows:

H1o : There is no relationship between perceived tangibles and intention to visit SFX Cinema.

H1a : There is relationship between perceived tangibles and intention to visit SFX Cinema.

H2o : There is no relationship between perceived tangibles and positive word of mouth.

H2a : There is relationship between perceived tangibles and positive word of mouth.

H3o : There is no relationship between perceived tangibles and patronize of SFX Cinema.

H3a : There is relationship between perceived tangibles and patronize of SFX Cinema.

H4o : There is no relationship between perceived reliability and intention to visit SFX Cinema.

H4a : There is relationship between perceived reliability and intention to visit SFX Cinema.

H5o : There is no relationship between perceived reliability and positive word of mouth.

H5a : There is relationship between perceived reliability and positive word of mouth.


H6o : There is no relationship between perceived reliability and patronize of SFX Cinema.

H6a : There is relationship between perceived reliability and patronize of SFX Cinema.


H7o : There is no relationship between perceived responsiveness and intention to visit SFX Cinema.

H7a : There is relationship between perceived responsiveness and intention to visit SFX Cinema.


H8o : There is no relationship between perceived responsiveness and positive word of mouth.

H8a : There is relationship between perceived responsiveness and positive word of mouth.


H9o : There is no relationship between perceived responsiveness and patronize of SFX Cinema.

H9a : There is relationship between perceived responsiveness and patronize of SFX Cinema.

H10o : There is no relationship between perceived assurance and intention to visit SFX Cinema.

H10a : There is relationship between perceived assurance and intention to visit SFX Cinema.

H11o : There is no relationship between perceived assurance and positive word of mouth.

H11a : There is relationship between perceived assurance and positive word of mouth.

H12o : There is no relationship between perceived assurance and patronize of SFX Cinema.

H12a : There is relationship between perceived assurance and patronize of SFX Cinema.

H13o : There is no relationship between perceived empathy and intention to visit SFX Cinema.

H13a : There is relationship between perceived empathy and intention to visit SFX Cinema.

H14o : There is no relationship between perceived empathy and positive word of mouth.

H14a : There is relationship between perceived empathy and positive word of mouth.

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H15o : There is no relationship between perceived empathy and patronize of SFX Cinema.

H15a : There is relationship between perceived empathy and patronize of SFX Cinema.

H16o : There is no relationship between perceived overall service quality and intention to visit SFX Cinema.

H16a : There is relationship between perceived overall service quality and intention to visit SFX Cinema.

H17o : There is no relationship between perceived overall service quality and positive word of mouth.

H17a : There is  relationship between perceived overall service quality and positive word of mouth.

H18o : There is no relationship between perceived overall service quality and patronize of SFX Cinema.

H18a : There is relationship between perceived overall service quality and patronize of SFX Cinema.

### 3.3 OPERATIONALIZATION OF THE VARIABLES

A conceptual model was developed based on the notion that customer's perception of service quality is critical determinants of customer's behavioral intentions. As being shown in the above conceptual framework, each variable has a direct relationship with

customer's behavioral consequences for SFX Cinema. It is important to examine

relationships between customer's perception of service quality and customer's

behavioral consequences.

**Table 3.1 Operational Definition of the Variables**

| Variables | Definition | Measurement |
|---|---|---|
| **Perception of service quality** | | |
| Tangibles | Appearance of physical facilities, equipment, personnel, and communication materials. | Ordinal |
| Reliability | Ability to perform the promised service dependably and accurately. | Ordinal |
| Responsiveness | Willingness to help customers and provide prompt service. | Ordinal |
| Assurance | Knowledge and courtesy of employees and their ability to convey trust and confidence. | Ordinal |
| Empathy | Caring, individualized attention the firm provides its customers. | Ordinal |
| **Behavioral Consequences** | | |
| Intention to Visit SFX Cinema | Intention of customer to visit SFX Cinema in future. | Ordinal |
| Positive Word of Mouth | Say positive things. | Ordinal |
| Patronize of SFX Cinema | Continue use of SFX Cinema service. | Ordinal |

For the purpose of this research, SERVQUAL Dimensions variables are used as the

basis for measuring perception of service quality. In order to relate these variables

into operational study, each of those variables will be used to develop the statements

of hypothesis to test their relationships with the customer's behavioral consequences.

The main process, which is customer's behavioral consequences model is the dependent variables to be explained. Dimensions of service quality are independent variables that influence the dependent variables.

# CHAPTER 4

# RESEARCH METHODOLOGY

This chapter provides an overview of methodology that is used for this research. The research methodology will be divided into five sections. The methods of research used is explained in section one. The respondents and sampling procedures is discussed in section two. Section three explains research instruments/questionnaire that will be used in this research. The collection of data/gathering procedures is discussed in section four. In additional, section five explains statistical treatment of data that will be used in this research.

## 4.1 METHODS OF RESEARCH USED

### 4.1.1 Research Method

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems (Malhotra, 1999).

This research is designed to be a sample survey method for collection of data. Survey provides a quick, inexpensive, efficient and accurate means of assessing information about the population.

### 4.1.2 Model of Communication

This research decided to use a structured self-administered questionnaires which are those questionnaires that researcher knows exactly what information is needed and has predetermined list of mechanisms when the researcher knows exactly what is required and how to measure the variables of interests. The questionnaires with close-questions accurately and at affordable costs.

Survey questionnaires will be distributed to the respondents who have seen movie with SFX Cinema to express their opinions toward the service quality of SFX Cinema in order to fulfill the objective being mentioned in chapter 1.

Surveys are used to help test hypothesis, describe the relationship between customer's perception of service quality and customer's behavioral consequences with SFX Cinema.

## 4.2 RESPONDENTS AND SAMPLING PROCEDURES

### 4.2.1 Target Population

The target populations in this research are the respondents who have seen movie with SFX Cinema. The rationale behind choosing the movie theatre of SFX Cinema is because they have experienced with service of SFX Cinema. The group of customers would also be primarily concerned about their opinions towards this service, their behavioral intentions, and their behavioral consequences for this service. Thus, respondents need to have some experience to fill up the questionnaires.

### 4.2.2 Sampling Method

Probability sampling method is used in this research. In probability sampling, every element in the population has a known as non-zero probability of selection (Zikmund, 2000).

Survey questionnaires will be distributed to the respondents who have seen movie with SFX Cinema to express their opinions toward the perception of service quality of SFX Cinema in order to fulfill the objective being mentioned in chapter 1.

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Instrument: Survey questionnaires.

Extent: SFX Cinema (Central Ladprao and The Emporium) one week per branch.

Time:  Two weeks for collecting questionnaires (September 2003-October 2003).

### 4.2.3 Determining Sample Size

The estimated proportion is used to specify the sample size without knowing the number of population.  The finite population correction factor is used to determine the sample size with the real population.  To determine sample size for a proportion, the researcher uses a desired level of confidence 95% and the maximum allowance for random sampling error is 5%.  The theoretical sample size for different size of population of Berenson (1999) is applied in this research.  The formula below is used to calculate the require sample size for problems involving proportions:

$$n_0 = \frac{Z^2 p(1-p)}{e^2}$$

$$= \frac{(1.96)^2(0.5)(1-0.5)}{(0.05)^2}$$

$$= 384$$

where,

$n_0$ = Sample size without considering finite population correction factor

$Z$ = Z score based on researcher's desired level of confidence , which is 95% therefore, z =1.96

$p$ = The true proportion of "success".  It is actually the population parameter.  As the past information and relevant experience is not available, the researcher determine the value that will make p(1-p) as large as possible.

Berenson (1999) stated that the true proportion p= 0.5 is consider as the most conservative way of determining the sample size.

e = An acceptable sample error, which is estimated at 5%

Thus, $n_o$ = 384. Therefore, in order to be 95% confident of estimating the proportion, a sample size of 384 is needed. Since the estimate number of population is known (N = 28,949). Sample size Determination using the finite population correction factor is calculated as follows:

$$N = \frac{n_o N}{n_o + (N-1)}$$

$$= \frac{384 \, (28,949)}{384 + (28,949-1)}$$

$$= 378.99 \text{ or } 379$$

where,

n = Sample size with considering finite population correction factor

N = The finite population, which is 28,949

$n_o$ = Sample size without considering finite population correction factor, which is 384

From the calculation, 379 is the minimum number of samples required for this research. Therefore, the researcher subjectively determined sample size as 384 for the research.

## 4.3 RESEARCH INSTRUMENTS/QUESTIONNAIRE

The researcher used questionnaire to gather the information from the respondents. The questionnaire was designed to measure service quality from SERVQUAL instrument, which were conducted by Zeithaml et al., (1990). These survey items were selected based on systematic analysis and practical application for testing the hypothesis statement. The questionnaire is divided into three parts. The questionnaire is attached in Appendix while the outline of each is shown below:

Screening question;

Part I: Customers Perception about Services of SFX Cinema.

This part has been used to identify perception of service quality's dimension of SFX Cinema. A perception section contains a set of 22 statements to measure customers' service expectations of a specific firm within the service category.

There are five answers for each item being included in the questionnaire. An ordinal scale was used. The criteria for making those items are listed as follows:

| | | |
|---|---|---|
| Strongly Agree | 5 | points |
| Agree | 4 | points |
| Indifferent | 3 | points |
| Disagree | 2 | points |
| Strongly Disagree | 1 | points |

This section has 22 questions. Those can be classified into each dimension of service quality according to the discussion in the Research Framework (Chapter 3). Concepts and variable operationalization section are listed as follows:

| | |
|---|---|
| Tangibles | totally 7 items (Item number 1-7) |
| Reliability | totally 3 items (Item number 8-10) |

| Responsiveness | totally 3 items (Item number 11-13) |
| Assurance | totally 5 items (Item number 14-18) |
| Empathy | totally 4 items (Item number 19-22) |

Part II: Behavioral Intentions and Behavioral Consequences in question 1-3.

This part is designed to collect the customers' behavioral intentions and behavioral consequences. There are consists of 3 questions (Part III: Question 1-3), which for intentions to visit SFX Cinema, recommend SFX Cinema to someone who seeks for advice, and patronize of SFX Cinema.

Part III: Demographic Profile of Respondents in question 1-6.

This part is designed to collect the personal data of the respondents being approached. There are totally 6 items (Part IV: Question 1-6). Six items are for gender, age, status, personal income, education level, and occupation respectively.

## 4.4 COLLECTION OF DATA/GATHERING PROCEDURES

This research has relied on the primary and secondary data.

### 4.4.1 Primary Data

Primary data was collected by a self-administered questionnaire for finding the information obtained from respondents, the field through questionnaires distributed to the customers who have seen movie with SFX Cinema. The standard questionnaires are prepared in English version and being translated into Thai version to be easily understandable by the respondents. Self-administered questionnaire is a survey in

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which the respondent takes the responsibility for reading and answering the questions (Zikmund, 2000).

### 4.4.2 Secondary Data

Secondary data is studies made by others for their own purposes (Cooper and Schindler, 2001). In this research, secondary data has been gathered from several sources such as books, textbooks, professional journals and documents of various organizations such as SFX Cinema Brochure and other related information from newspaper and Internet. The information derived by these procedures provide meaning, concept and model of theory and are used to develop the framework for this research. After the required data are collected, it will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Sciences (SPSS) program will be employed to summarize the data as needed.

### 4.5 STATISTICAL TREATMENT OF DATA

This research is designed to determine a relationship between two variables. Correlation coefficient provides an estimate of just how related two variables are. The variables are highly related, a correlation coefficient near +1.00 (or −1.00) will be obtained; if two variables are not related, a coefficient near 0 will be obtained. There are a number of different methods of computing a correlation coefficient; which one is depends upon the scale of measurement represented by the data. The two most frequently used correlational analyzes are the rank-difference correlation coefficient, usually referred to as the Spearman's Rho, and the product-improvement correlation coefficient (Gay and Diehl, 1992).

Spearman's Rho is the appropriate measure of correlation when the data for one of the variables are expressed as ranks instead of scores or interval. It is thus appropriate when the data represent an ordinal scale (Gay and Diehl, 1992). In this research, the researcher use ordinal scale as a scale of measurement, thus Spearman's Rho is the appropriate statistic to be applied. The formula of Spearman's Rho is expressed as the follows (Churchill, 1983):

$$r_s = 1 - \frac{\partial \sum_{i=1} d^2 i}{n(n^2 - 1)}$$

Where $r_s$    =    Spearman's Rho

d    =    Difference in the ranks of the two sets of ranking

n    =    The number of pairs of rank

The statistical model applied in this research will be descriptive statistics. By using this method, the large quantities of raw data can be summarized and the result can be interpreted easily.

The test of hypothesis is conducted by utilizing bivariate correlation statistics, which is appropriate to measures of association between two variables at a time. The suitable scale for this research is ordinal scale. The data analysis of ordinal scale typically uses parametric statistical tests. The Spearman's Rho correlation coefficient is the appropriate measure of correlation when the two variables measures on an ordinals scale. Rho ($\rho$) correlation coefficient is the value used to measure the strength of the

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association and the alpha level of significance is used to decide the acceptance or rejection of the null hypothesis.

**Table 4.1: Statistics Method**

| Hypothesis | Concept | Statistic |
|:---:|:---|:---:|
| H1 | There is no relationship between perceived tangibles and intention to visit SFX Cinema | Spearman's Rho |
| H2 | There is no relationship between perceived tangibles and positive word of mouth | Spearman's Rho |
| H3 | There is no relationship between perceived tangibles and patronize of SFX Cinema | Spearman's Rho |
| H4 | There is no relationship between perceived reliability and intention to visit SFX Cinema | Spearman's Rho |
| H5 | There is no relationship between perceived reliability and positive word of mouth | Spearman's Rho |
| H6 | There is no relationship between perceived reliability and patronize of SFX Cinema | Spearman's Rho |
| H7 | There is no relationship between perceived responsiveness and intention to visit SFX Cinema | Spearman's Rho |
| H8 | There is no relationship between perceived responsiveness and positive word of mouth | Spearman's Rho |
| H9 | There is no relationship between perceived responsiveness and patronize of SFX Cinema | Spearman's Rho |
| H10 | There is no relationship between perceived assurance and intention to visit SFX Cinema | Spearman's Rho |
| H11 | There is no relationship between perceived assurance and positive word of mouth | Spearman's Rho |

| Hypothesis | Concept | Statistic |
|---|---|---|
| H12 | There is no relationship between perceived assurance and patronize of SFX Cinema | Spearman's Rho |
| H13 | There is no relationship between perceived empathy and intention to visit SFX Cinema | Spearman's Rho |
| H14 | There is no relationship between perceived empathy and positive word of mouth | Spearman's Rho |
| H15 | There is no relationship between perceived empathy and patronize of SFX Cinema | Spearman's Rho |
| H16 | There is no relationship between perceived overall service quality and intention to visit SFX Cinema | Spearman's Rho |
| H17 | There is no relationship between perceived overall service quality and positive word of mouth | Spearman's Rho |
| H18 | There is no relationship between perceived overall service quality and patronize of SFX Cinema | Spearman's Rho |

### 4.5.1 Pre-testing

After designing the questionnaire, the pre-testing is done in order to test the reliability of questionnaire with a group of 30 respondents (Sekaran, 1999) after seen a movie from SFX Cinema. All respondents were asked to fill out the questionnaire. The pre-testing questionnaire will be utilized to look for evidence of ambiguous questions and wording to ensure that all respondents understand the questions in the same direction. All respondents were asked to fill out the questionnaire to know whether the problems occurred. So communication between the researcher and the respondents is not be biased.

### 4.5.2 Reliability Test

The reliability of each construct variable was examined using SPSS Reliability Test's coefficient alpha. A low value of alpha (close to 0) indicates that the sample of items are poor representation of underlying variable, while a high value of alpha (close to 1) indicates that the items are internally in the number expected. In this research, the reliability test produced relatively high alpha values that are acceptable.

**Table 4.2 Reliability Analysis-Scale**

|  | N of cases | N of items | Alpha |
|---|---|---|---|
| Reliability Analysis-Scale | 30 | 25 | .8387 |
| Total | 30 |  |  |

# CHAPTER 5

# DATA ANALYSIS

In this chapter, the researcher will discuss about the data analysis and findings by dividing into three sections. The descriptive statistic is explained in the first section. Reliability test is discussed in section two. The last section explains the inferential statistic. All of the research result will be concludes and summarized based on the total number of the respondents.

## 5.1 DESCRIPTIVE STATISTICS

Descriptive analysis refers to the transformation of the raw data into a form that easy to understand and interpret (Zikmund, 2000). The data in this section will be presented in the form of frequency distribution and percentage distribution.

As discussed in chapter 4, the researcher employs descriptive statistics to describe the demographic characteristics and respondents' expectation about services of cinema theatre, perception about services of SFX Cinema, and behavioral intentions and behavioral consequences. The descriptive statistics will be described based on 384 respondents.

This section composed of three separate parts as follows:

1. Demographic Characteristics of the Respondents

   • Gender

   • Age

   • Status

- Personal income

- Educational level

- Occupation


2. Independent variables (Perceived service quality)

- Tangibles

- Reliability

- Responsiveness

- Assurance

- Empathy


3. Dependent variables (Behavioral consequences)

- Intention to visit SFX Cinema

- Positive word of mouth

- Patronize SFX Cinema

## 5.1.1 Descriptive Statistics of Demographic Characteristics

The following table shows the frequency and percentage distribution of the respondents' gender, age, status, personal income (bath), education level, and occupation respectively.

**Table 5.1 Descriptive Statistics of Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 192 | 50.0 | 50.0 | 50.0 |
| | Female | 192 | 50.0 | 50.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.1 shows the gender of respondents in this research. It is viewed that among the 384 respondents, the balancing between male and female. 192 respondents of the sample size are male and another 192 respondents are female, representing 50% of each male and female.

**Table 5.2 Descriptive Statistics of Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Below 20 years | 7 | 1.8 | 1.8 | 1.8 |
| | 20-29 years | 293 | 76.3 | 76.3 | 78.1 |
| | 30-39 years | 62 | 16.1 | 16.1 | 94.3 |
| | 40-49 years | 11 | 2.9 | 2.9 | 97.1 |
| | 50 years and above | 11 | 2.9 | 2.9 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.2 illustrates the ranges of the respondents' age. The majority of the respondents are aged between 20-29 years counted for 76.3%. Whereas, the percentage of respondents age between 30-39, 40-49 and 50 years and above are 16.1%, 2.9%, and 2.9% respectively. The rest of respondents are aged below 20 years represented by 1.8%.

**Table 5.3 Descriptive Statistics of Status**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single | 326 | 84.9 | 84.9 | 84.9 |
| | Married | 56 | 14.6 | 14.6 | 99.5 |
| | Divorce | 2 | .5 | .5 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.3 illustrates marital status of respondents. It shows 84.9% of respondents are single status. Whereas, married status and divorced status represent 14.6% and 0.5% of respondents respectively.

**Table 5.4 Descriptive Statistics of Personal income**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 10,000 | 81 | 21.1 | 21.1 | 21.1 |
| | 10,000-20,000 | 165 | 43.0 | 43.0 | 64.1 |
| | 20,001-30,000 | 63 | 16.4 | 16.4 | 80.5 |
| | 30,001-40,000 | 28 | 7.3 | 7.3 | 87.8 |
| | 40,001-50,000 | 13 | 3.4 | 3.4 | 91.1 |
| | 50,001 and above | 34 | 8.9 | 8.9 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.4 illustrates personal income of respondents who completed this questionnaire. The majority of respondents are income between 10,000-20,000 baht counted for 43.0%. Less than 10,000 and 20,001-30,000 represented by 21.1% and 16.4% respectively. 7.3% of respondents have monthly income between 30,001-40,000. Respondents represent 3.4% in the ranges of 40,001-50,000. Respondents have average monthly income 50,001 and above are counted for 8.9%.

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**Table 5.5 Descriptive Statistics of Education level**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Lower than Bachelor Degree | 5 | 1.3 | 1.3 | 1.3 |
| | Bachelor Degree | 126 | 32.8 | 32.8 | 34.1 |
| | Master Degree | 247 | 64.3 | 64.3 | 98.4 |
| | Higher than Master Degree | 6 | 1.6 | 1.6 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.5 shows the majority of respondents' hold Master Degree counted for 64.3%. The respondents' hold Bachelor Degree represented by 32.8%. While, 1.6% of respondents' hold higher than Master Degree. The rest of the respondents hold lower than Bachelor Degree.

**Table 5.6 Descriptive Statistics of Occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Student | 167 | 43.5 | 43.5 | 43.5 |
| | Self-employed | 36 | 9.4 | 9.4 | 52.9 |
| | Full-time employee | 144 | 37.5 | 37.5 | 90.4 |
| | Part-time employee | 18 | 4.7 | 4.7 | 95.1 |
| | Retired | 10 | 2.6 | 2.6 | 97.7 |
| | Unemployed | 9 | 2.3 | 2.3 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

Table 5.6 illustrates occupation of respondents. The majority of respondents are student and full-time employee represented by 43.5% and 37.5% respectively. 9.4% and 4.7% of respondents are self-employed and part-time employee respectively. The rest of respondents are retired and unemployed counted for 2.6% and 2.3% respectively.

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## 5.1.2 Descriptive Statistics of Independent Variables

**Table 5.7 Descriptive Statistics of Tangibles**

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 1. SFX cinema provides up-to-date equipment for reservation and buying tickets. | 4.13 | .538 |
| 2. SFX cinema has enough windows for buying tickets. | 3.64 | .949 |
| 3. SFX cinema provides soft and comfortable seats. | 4.03 | .806 |
| 4. SFX cinema provides efficient air conditions. | 4.08 | .677 |
| 5. SFX cinema has many selections of movie programs. | 3.84 | .825 |
| 6. SFX cinema has high quality of sound system. | 3.94 | .796 |
| 7. The snack bar service in SFX cinema has wide variety of snacks | 3.39 | .851 |
| Total | 3.86 | .532 |

From table 5.7, the total averages of Tangibles that customer received from SFX Cinema is equal to 3.86

**Table 5.8 Descriptive Statistics of Reliability**

| Question | The level of service that customer received from SFX Cinema | |
| --- | --- | --- |
| | Mean | Std. Deviation |
| 8. SFX cinema presents the film punctually. | 3.66 | .961 |
| 9. Employees of SFX cinema show a sincere interest in when customers have problem. | 3.52 | .791 |
| 10. The ticket of SFX cinema is appropriately priced. | 3.29 | .957 |
| Total | 3.49 | .748 |

From table 5.8, the total averages of Reliability that customer received from SFX Cinema is equal to 3.49
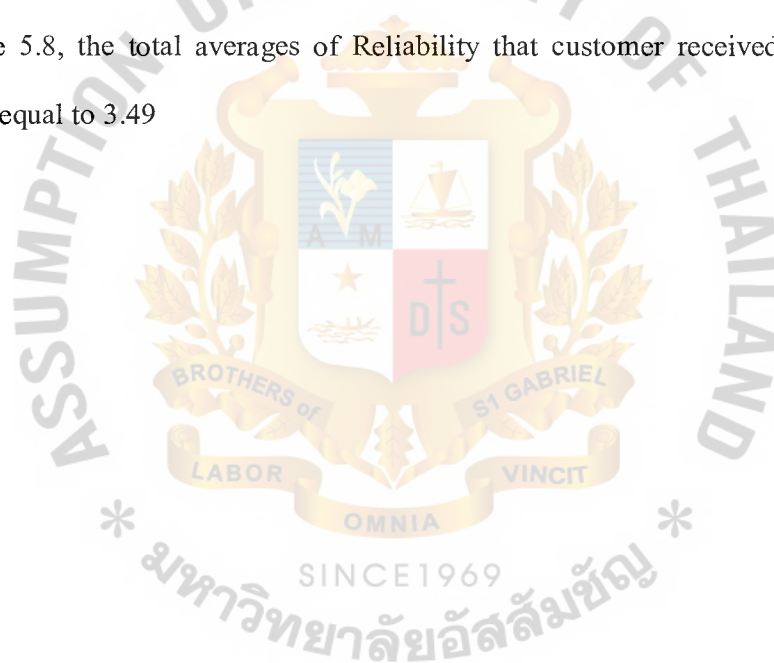
**Table 5.9 Descriptive Statistics of Responsiveness**

| Question | The level of service that customer received from SFX Cinema | |
| --- | --- | --- |
| | Mean | Std. Deviation |
| 11. Employees of SFX cinema response to customer's requests promptly. | 3.62 | .892 |
| 12. Employees of SFX cinema are willing to help and suggest customers. | 3.57 | .758 |
| 13. SFX cinema informs the information to customers clearly. | 3.49 | .792 |
| Total | 3.56 | .771 |

From table 5.9, the total averages of Responsiveness that customer received from SFX

Cinema is equal to 3.56

**Table 5.10 Descriptive Statistics of Assurance**

| Question | The level of service that customer received from SFX Cinema | |
| --- | --- | --- |
| | Mean | Std. Deviation |
| 14. Employees of SFX cinema have knowledge to answer customer's questions. | 3.53 | .750 |
| 15. The behavior of employees of SFX cinema instills confidence customers. | 3.43 | .796 |
| 16. Employees of SFX cinema are polite. | 3.74 | .778 |
| 17. You feel safe in your transactions with SFX cinema. | 3.56 | .738 |
| 18. Employees of SFX cinema are well trained to serve their customers. | 3.66 | .801 |
| Total | 3.58 | .634 |

From table 5.10, the total averages of Assurance that customer received from SFX Cinema is equal to 3.58

**Table 5.11 Descriptive Statistics of Empathy**

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 19. SFX cinema has staffs to accompany customers to the seats. | 3.71 | .793 |
| 20. SFX cinema has operating hours convenient to their customers. | 3.77 | .823 |
| 21. Employees of SFX cinema understand the specific needs of their customers and try to serve them. | 3.56 | .853 |
| 22. The ticket collectors of SFX cinema tell the ways to theatres to their customers. | 3.68 | .833 |
| Total | 3.68 | .667 |

From table 5.11, the total averages of Assurance that customer received from SFX

Cinema is equal to 3.68

### 5.1.3 Descriptive Statistics of Dependent Variables

**Table 5.12 Descriptive Statistics of Intention to visit SFX Cinema**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| What is your intentions to visit SFX Cinema | 384 | 1 | 5 | 3.97 | .727 |
| Total | 384 | | | | |

From table 5.12, the result is showed that the average score of Intention to visit SFX Cinema is equal to 3.97.

**Table 5.13 Descriptive Statistics of Positive word of mouth**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Will you recommend SFX Cinema to someone who seeks your advice | 384 | 2 | 5 | 3.76 | .763 |
| Total | 384 | | | | |

From table 5.13, the result is showed that the average score of positive word of mouth is equal to 3.76.

**Table 5.14 Descriptive Statistics of Patronize of SFX Cinema**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Will you patronize of SFX Cinema | 384 | 1 | 5 | 3.27 | .808 |
| Total | 384 | | | | |

From table 5.14, the result is showed that the average score of patronize of SFX Cinema is equal to 3.27.

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## 5.2 RELIABILITY TEST

According to chapter 4, the researcher conducted the pretest and yielded the alpha result 0.9421 that was more than 0.6. However, the result of pretest was based on 30 respondents. To assure the reliability of the instrument, the researcher also test the reliability again based on 384 respondents and the result is showed in table 5.15.

**Table 5.15 Reliability Analysis-Scale**

|  | N of cases | N of items | Alpha |
|---|---|---|---|
| Reliability Analysis-Scale | 384 | 25 | .8391 |
| Total | 384 |  |  |

Sekaran (1999) mentioned that if the reliability value is at least 0.6, it is considered to be reliable. As a result discussed above, this questionnaire is considered to have sufficient reliability for examining the effect of factors affecting SFX customers' behavioral intention as Coefficient Alpha score is more than 0.6.

## 5.3 INFERENTIAL STATISTICS

As discussed in chapter 4, the researcher uses inferential statistics to conduct the hypothesis testing. Kinner and Taylor (1991) said that inferential statistics is a branch of statistics that allows researcher to make judgement about the whole population based on the results generated by samples. In this research, there are eighteen hypotheses testing.

**Table 5.16 The Analysis of Relationship between Perceived Tangibles and Intention to visit SFX Cinema**

H1o : There is no relationship between perceived tangibles and intention to visit SFX Cinema.

H1a : There is relationship between perceived tangibles and intention to visit SFX Cinema.

**Correlations**

| | | | P_TAN | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_TAN | Correlation Coefficient | 1.000 | .152* |
| | | Sig. (2-tailed) | . | .003 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .152* | 1.000 |
| | | Sig. (2-tailed) | .003 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .003, which is less than 0.01, it means that the null hypothesis H1o is rejected and the alternative H1a is accepted.

**Correlation coefficient:** value equates to .152, which is positive value. It can be concluded that when the customers satisfied with tangibles, it would be favorable in their intention to visit SFX Cinema.

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**Table 5.17 The Analysis of Relationship between Perceived Tangibles and Positive word of mouth**

H2o : There is no relationship between perceived tangibles and positive word of mouth.

H2a : There is relationship between perceived tangibles and positive word of mouth.

**Correlations**

| | | | P_TAN | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_TAN | Correlation Coefficient | 1.000 | .255* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .255* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H2o is rejected and the alternative H2a is accepted.

**Correlation coefficient:** value equates to .255, which is positive value. It can be concluded that when the customers satisfied with tangibles, it would be favorable in their positive word of mouth.

**Table 5.18 The Analysis of Relationship between Perceived Tangibles and Patronize of SFX Cinema**

H3o : There is no relationship between perceived tangibles and patronize of SFX Cinema.

H3a : There is relationship between perceived tangibles and patronize of SFX Cinema.

**Correlations**

| | | | P_TAN | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_TAN | Correlation Coefficient | 1.000 | .261* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .261* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H3o is rejected and the alternative H3a is accepted.

**Correlation coefficient:** value equates to .261, which is positive value. It can be concluded that when the customers satisfied with tangibles, it would be favorable in their patronize of SFX Cinema.

**Table 5.19 The Analysis of Relationship between Perceived Reliability and Intention to visit SFX Cinema**

H4o : There is no relationship between perceived reliability and intention to visit SFX Cinema.

H4a : There is relationship between perceived reliability and intention to visit SFX Cinema.

**Correlations**

| | | | P_REL | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_REL | Correlation Coefficient | 1.000 | .156* |
| | | Sig. (2-tailed) | . | .002 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .156* | 1.000 |
| | | Sig. (2-tailed) | .002 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .002, which is less than 0.01, it means that the null hypothesis H4o is rejected and the alternative H4a is accepted.

**Correlation coefficient:** value equates to .156, which is positive value. It can be concluded that when the customers satisfied with reliability, it would be favorable in their intention to visit SFX Cinema.

**Table 5.20 The Analysis of Relationship between Perceived Reliability and Positive word of mouth**

H5o : There is no relationship between perceived reliability and positive word of mouth.

H5a : There is relationship between perceived reliability and positive word of mouth.

**Correlations**

| | | | P_REL | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_REL | Correlation Coefficient | 1.000 | .132* |
| | | Sig. (2-tailed) | . | .010 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .132* | 1.000 |
| | | Sig. (2-tailed) | .010 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .010, which is less than 0.05, it means that the null hypothesis H5o is rejected and the alternative H5a is accepted.

**Correlation coefficient:** value equates to .132, which is positive value. It can be concluded that when the customers satisfied with reliability, it would be favorable in their positive word of mouth.

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**Table 5.21 The Analysis of Relationship between Perceived Reliability and Patronize of SFX Cinema**

H6o : There is no relationship between perceived reliability and patronize of SFX Cinema.

H6a : There is relationship between perceived reliability and patronize of SFX Cinema.

**Correlations**

| | | | P_REL | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_REL | Correlation Coefficient | 1.000 | .239* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .239* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H6o is rejected and the alternative H6a is accepted.

**Correlation coefficient:** value equates to .239, which is positive value. It can be concluded that when the customers satisfied with reliability, it would be favorable in their patronize of SFX Cinema.

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**Table 5.22 The Analysis of Relationship between Perceived Responsiveness and Intention to visit SFX Cinema**

H7o : There is no relationship between perceived responsiveness and intention to visit SFX Cinema.

H7a : There is relationship between perceived responsiveness and intention to visit SFX Cinema.

**Correlations**

| | | | P_RES | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_RES | Correlation Coefficient | 1.000 | .127* |
| | | Sig. (2-tailed) | . | .013 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .127* | 1.000 |
| | | Sig. (2-tailed) | .013 | . |
| | | N | 384 | 384 |

*. Correlation is significant at the 0.05 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .013, which is less than 0.05, it means that the null hypothesis H7o is rejected and the alternative H7a is accepted.

**Correlation coefficient:** value equates to .127, which is positive value. It can be concluded that when the customers satisfied with responsiveness, it would be favorable in their intention to visit SFX Cinema.

**Table 5.23 The Analysis of Relationship between Perceived Responsiveness and Positive word of mouth**

H8o : There is no relationship between perceived responsiveness and positive word of mouth.

H8a : There is relationship between perceived responsiveness and positive word of mouth.

**Correlations**

| | | | P_RES | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_RES | Correlation Coefficient | 1.000 | .122* |
| | | Sig. (2-tailed) | . | .017 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .122* | 1.000 |
| | | Sig. (2-tailed) | .017 | . |
| | | N | 384 | 384 |

*. Correlation is significant at the 0.05 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .017, which is less than 0.05, it means that the null hypothesis H8o is rejected and the alternative H8a is accepted.

**Correlation coefficient:** value equates to .122, which is positive value. It can be concluded that when the customers satisfied with responsiveness, it would be favorable in their positive word of mouth.

**Table 5.24 The Analysis of Relationship between Perceived Responsiveness and Patronize of SFX Cinema**

H9o : There is no relationship between perceived responsiveness and patronize of SFX Cinema.

H9a : There is relationship between perceived responsiveness and patronize of SFX Cinema.

**Correlations**

| | | | P_RES | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_RES | Correlation Coefficient | 1.000 | .158* |
| | | Sig. (2-tailed) | . | .002 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .158* | 1.000 |
| | | Sig. (2-tailed) | .002 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .002, which is less than 0.01, it means that the null hypothesis H9o is rejected and the alternative H9a is accepted.

**Correlation coefficient:** value equates to .158, which is positive value. It can be concluded that when the customers satisfied with responsiveness, it would be favorable in their patronize of SFX Cinema.

**Table 5.25 The Analysis of Relationship between Perceived Assurance and Intention to visit SFX Cinema**

H10o : There is no relationship between perceived assurance and intention to visit SFX Cinema.

H10a : There is relationship between perceived assurance and intention to visit SFX Cinema.

**Correlations**

| | | | P_ASS | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_ASS | Correlation Coefficient | 1.000 | .232* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .232* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H10o is rejected and the alternative H10a is accepted.

**Correlation coefficient:** value equates to .232 that is positive value. It can be concluded that when the customers satisfied with assurance, it would be favorable in their intention to visit SFX Cinema.

**Table 5.26 The Analysis of Relationship between Perceived Assurance and Positive word of mouth**

H11o : There is no relationship between perceived assurance and positive word of mouth.

H11a : There is relationship between perceived assurance and positive word of mouth.

**Correlations**

| | | | P_ASS | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_ASS | Correlation Coefficient | 1.000 | .160* |
| | | Sig. (2-tailed) | . | .002 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .160* | 1.000 |
| | | Sig. (2-tailed) | .002 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .002, which is less than 0.01, it means that the null hypothesis H11o is rejected and the alternative H11a is accepted.

**Correlation coefficient:** value equates to .160 that is positive value. It can be concluded that when the customers satisfied with assurance, it would be favorable in their positive word of mouth.

**Table 5.27 The Analysis of Relationship between Perceived Assurance and Patronize of SFX Cinema**

H12o : There is no relationship between perceived assurance and patronize of SFX Cinema.

H12a : There is relationship between perceived assurance and patronize of SFX Cinema.

**Correlations**

| | | | P_ASS | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_ASS | Correlation Coefficient | 1.000 | .215* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .215* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H12o is rejected and the alternative H12a is accepted.

**Correlation coefficient:** value equates to .215, which is positive value. It can be concluded that when the customers satisfied with assurance, it would be favorable in their patronize of SFX Cinema.

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**Table 5.28 The Analysis of Relationship between Perceived Empathy and Intention to visit SFX Cinema**

H13o : There is no relationship between perceived empathy and intention to visit SFX Cinema.

H13a : There is relationship between perceived empathy and intention to visit SFX Cinema.

**Correlations**

| | | | P_EMP | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_EMP | Correlation Coefficient | 1.000 | .313* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .313* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H13o is rejected and the alternative H13a is accepted.

**Correlation coefficient:** value equates to .313, which is positive value. It can be concluded that when the customers satisfied with empathy, it would be favorable in their intention to visit SFX Cinema.

**Table 5.29 The Analysis of Relationship between Perceived Empathy and Positive word of mouth**

H14o : There is no relationship between perceived empathy and positive word of mouth.

H14a : There is relationship between perceived empathy and positive word of mouth.

**Correlations**

| | | | P_EMP | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_EMP | Correlation Coefficient | 1.000 | .348* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .348* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H14o is rejected and the alternative H14a is accepted.

**Correlation coefficient:** value equates to .348, which is positive value. It can be concluded that when the customers satisfied with empathy, it would be favorable in their positive word of mouth.

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**Table 5.30 The Analysis of Relationship between Perceived Empathy and Patronize of SFX Cinema**

H15o : There is no relationship between perceived empathy and patronize of SFX Cinema.

H15a : There is relationship between perceived empathy and patronize of SFX Cinema.

**Correlations**

| | | | P_EMP | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_EMP | Correlation Coefficient | 1.000 | .334* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .334* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H15o is rejected and the alternative H15a is accepted.

**Correlation coefficient:** value equates to .334, which is positive value. It can be concluded that when the customers satisfied with empathy, it would be favorable in their patronize of SFX Cinema.

**Table 5.31 The Analysis of Relationship between Perceived overall service quality and Intention to visit SFX Cinema**

H16o : There is no relationship between perceived overall service quality and intention to visit SFX Cinema.

H16a : There is relationship between perceived overall service quality and intention to visit SFX Cinema.

**Correlations**

| | | | P_ALL | What is your intentions to visit SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_ALL | Correlation Coefficient | 1.000 | .230* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | What is your intentions to visit SFX Cinema | Correlation Coefficient | .230* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H16o is rejected and the alternative H16a is accepted.

**Correlation coefficient:** value equates to .230 that is positive value. It can be concluded that when the customers satisfied with overall service quality, it would be favorable in their intention to visit SFX Cinema.

**Table 5.32 The Analysis of Relationship between Perceived overall service quality and Positive word of mouth**

H17o : There is no relationship between perceived overall service quality and positive word of mouth.

H17a : There is relationship between perceived overall service quality and positive word of mouth.

**Correlations**

| | | | P_ALL | Will you recommend SFX Cinema to someone who seeks your advice |
|---|---|---|---|---|
| Spearman's rho | P_ALL | Correlation Coefficient | 1.000 | .237* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you recommend SFX Cinema to someone who seeks your advice | Correlation Coefficient | .237* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H17o is rejected and the alternative H17a is accepted.

**Correlation coefficient:** value equates to .237, which is positive value. It can be concluded that when the customers satisfied with overall service quality, it would be favorable in their positive word of mouth.

**Table 5.33 The Analysis of Relationship between Perceived overall service quality and Patronize of SFX Cinema**

H18o : There is no relationship between perceived overall service quality and patronize of SFX Cinema.

H18a : There is relationship between perceived overall service quality and patronize of SFX Cinema.

**Correlations**

| | | | P_ALL | Will you patronize SFX Cinema |
|---|---|---|---|---|
| Spearman's rho | P_ALL | Correlation Coefficient | 1.000 | .306* |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | Will you patronize SFX Cinema | Correlation Coefficient | .306* | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

**Significant level (2-tailed test):** The bivariate test shows the significant value of .000, which is less than 0.01, it means that the null hypothesis H18o is rejected and the alternative H18a is accepted.

**Correlation coefficient:** value equates to .306, which is positive value. It can be concluded that when the customers satisfied with overall service quality, it would be favorable in their patronize of SFX Cinema.

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# CHAPTER 6

# CONCLUSIONS AND RECOMMENDATIONS

This chapter provides the conclusions and recommendations of this research that is divided into five sections. The first section explains the summary of descriptive statistics. The second section presents the summary of the result of hypothesis testing in the research. The third section explains conclusion. Section four discusses recommendations. Lastly, section five discusses the solutions and suggestions for further study.

## 6.1 SUMMARY OF DESCRIPTIVE STATISTICS

### 6.1.1 Summary of Demographic Characteristics

The descriptive statistics of demographic characteristics are summarized based on 384 respondents who are the current customers of SFX cinema. The result from table 5.2 – 5.4, it is shown that the highest proportion of respondent who are the current customers of SFX cinema are age between 20 – 29 years old (76.3%) with single marital status (84.9%) and personal income between 10,000 – 20,000 baht (43%).

## 6.2 SUMMARY OF THE RESULT OF HYPOTHESIS TESTING

| Hypothesis | Statistical Testing | Results | Concepts |
|---|---|---|---|
| H1 | Spearman's Rho | Reject Ho | There is relationship between perceived tangibles and intention to visit SFX Cinema |
| H2 | Spearman's Rho | Reject Ho | There is relationship between perceived tangibles and positive word of mouth |

| Hypothesis | Statistical Testing | Results | Concepts |
|---|---|---|---|
| H3 | Spearman's Rho | Reject Ho | There is relationship between perceived tangibles and patronize of SFX Cinema |
| H4 | Spearman's Rho | Reject Ho | There is relationship between perceived reliability and intention to visit SFX Cinema |
| H5 | Spearman's Rho | Reject Ho | There is relationship between perceived reliability and positive word of mouth |
| H6 | Spearman's Rho | Reject Ho | There is relationship between perceived reliability and patronize of SFX Cinema |
| H7 | Spearman's Rho | Reject Ho | There is relationship between perceived responsiveness and intention to visit SFX Cinema |
| H8 | Spearman's Rho | Reject Ho | There is relationship between perceived responsiveness and positive word of mouth |
| H9 | Spearman's Rho | Reject Ho | There is relationship between perceived responsiveness and patronize of SFX Cinema |
| H10 | Spearman's Rho | Reject Ho | There is relationship between perceived assurance and intention to visit SFX Cinema |
| H11 | Spearman's Rho | Reject Ho | There is relationship between perceived assurance and positive word of mouth |
| H12 | Spearman's Rho | Reject Ho | There is relationship between perceived assurance and patronize of SFX Cinema |
| H13 | Spearman's Rho | Reject Ho | There is relationship between perceived empathy and intention to visit SFX Cinema |
| H14 | Spearman's Rho | Reject Ho | There is relationship between perceived empathy and positive word of mouth |
| H15 | Spearman's Rho | Reject Ho | There is relationship between perceived empathy and patronize of SFX Cinema |
| H16 | Spearman's Rho | Reject Ho | There is relationship between perceived overall service quality and intention to visit SFX Cinema |

| Hypothesis | Statistical Testing | Results | Concepts |
|---|---|---|---|
| H17 | Spearman's Rho | Reject Ho | There is relationship between perceived overall service quality and positive word of mouth |
| H18 | Spearman's Rho | Reject Ho | There is relationship between perceived overall service quality and patronize of SFX Cinema |

## 6.3 CONCLUSIONS

Table 6.1 it shows that the highest score variable for customer perception are as follow:

**Table 6.1 Summary of Perception of Service Quality**

| Dimension | Perception |
|---|---|
| Tangibles | 3.86 |
| Reliability | 3.49 |
| Responsiveness | 3.56 |
| Assurance | 3.58 |
| Empathy | 3.68 |
| Average | 3.634 |

Average perception of SFX Cinema is equal to 3.634, it means customers perceived positive services from SFX Cinema when they have seen movie at SFX Cinema.

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The response from customer about SFX Cinema are as follow:

79.4% of respondents have intention to visit SFX Cinema

75.2% of respondents have positive word of mouth

65.4% of respondents will patronize SFX Cinema

This is therefore positive behavioral response from customer about SFX Cinema.

## 6.4 RECOMMENDATIONS

From the data analysis, researcher found that there are five factors of perception of service quality: tangibles, reliability, responsiveness, assurance and empathy. For the SFX Cinema, this researcher can conclude that current customers of SFX Cinema have a positive attitudes toward the Cinema's service quality. Therefore, SFX Cinema should focus closely on the variables that customers feel are important as follows:

For tangibles, SFX Cinema need to provide up-to-date equipment for reservation and buying tickets such as reserving tickets by internet or buying ticket from ATM (Automatic Teller Machine). Provide many box-offices so the customers will not wait too long to buy tickets. Soft and comfortable seats and efficient air conditioning can make customers relax. Many movie choices, high quality of sound system and a wide variety of snacks from the snack bar can help to fulfill the enjoyment of watching a movie.

For reliability, SFX Cinema needs to present and close the film at the right time. SFX Cinema's staff smile and show a sincere interest in customers when they have a problem.

Dimension three, responsiveness, staff is willing to help and suggest customers and response to customer's requests promptly will make customer delight. Ticket price should not be different compared to competitors.

Next, assurance, if staff is well trained, polite and has knowledge to answer customer's questions then the customers will confidence. Moreover, the safety fire and security guard need to add up for the best safety customers.

Finally, empathy, if the operating hours convenient to customers such as open longer for Friday and Saturday will capture more customers. If staff tell the ways clearly to theatres or take the customers to the seats and understand the specific needs then try to serve customers, so the customer pleased and come again.

## 6.5 FURTHER STUDY

The aims of this research are to study the perception of service quality of SFX Cinema and its relationship with customer behavioral intentions. This research may concerned with the other cases such as behavior and lifestyle of movie goers, the trend of movie, the competitive level in the movie theatre industry. However this researcher would like to suggest that other research may survey different regions in Thailand where there are movie theatres, such as Chiang Mai, Pattaya, and Nakornratchasima.

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Kasikorn Research Center Co., Ltd. http://www.krc.co.th

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**APPENDIX A: Survey Questionnaire**

**(English and Thai Version)**

# QUESTIONNAIRE

I am a MBA student of Assumption University, Bangkok. I am doing a research on "Quality of Cinema Theatre".
I request you to please give your opinion about your expectations related to services of Cinema Theatre.


**Screening Question**

Have you ever seen movie at SFX Cinema?

_____ Yes (please continue)                          _____ No (please discontinue)


**Part I   Customers Perception about Services of SFXCinema.**

Choices are indicated as follows:

5 = Strongly Agree        4 = Agree        3 = Indifferent        2 = Disagree        1 = Strongly Disagree


Tangibles

_____ P1. SFX cinema provides up-to-date equipment for reservation and buying tickets.

_____ P2. SFX cinema has enough box-office for buying tickets.

_____ P3. SFX cinema provides soft and comfortable seats.

_____ P4. SFX cinema provides efficient air conditions.

_____ P5. SFX cinema has many selections of movie programs.

_____ P6. SFX cinema has high quality of sound system.

_____ P7. The snack bar service in SFX cinema has wide variety of snacks.


Reliability

_____ P8. SFX cinema presents the film punctually.

_____ P9. Employees of SFX cinema show a sincere interest in customers when they have a problem.

_____ P10. The ticket of SFX cinema is appropriately priced.


Responsiveness

_____ P11. Employees of SFX cinema respond to customer's requests promptly.

_____ P12. Employees of SFX cinema are willing to help and suggest customers.

_____ P13. SFX cinema informs the information to customers clearly.


Assurance

_____ P14. Employees of SFX cinema have knowledge to answer customer's questions.

_____ P15. The behavior of employees of SFX cinema instills confidence customers.

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____ P16. Employees of SFX cinema are polite.

____ P17. You feel safe in your transactions with SFX Cinema.

____ P18. Employees of SFX cinema are well trained to serve their customers.

Empathy

____ P19. SFX cinema has staffs to accompany customers to the seats.

____ P20. SFX cinema has operating hours convenient to their customers.

____ P21. Employees of SFX cinema understand the specific needs of their customers and try to serve them.

____ P22. The ticket collectors of SFX cinema tell the ways to theatres to their customers.

## Part II Behavioral Intentions and Behavioral Consequences.

Please mark X in the number for the answer.

1. What is your intentions to visit SFX Cinema?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Surely not visit | May not visit | Undecided | May visit | Surely visit |

2. Will you recommend SFX Cinema to someone who seeks your advice?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Surely not tell | May not tell | Undecided | May tell | Surely tell |

3. Will you patronize of SFX Cinema?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Never | Rarely | Some time | Generally | Always |

**Part III    Demographic Profile of Respondents.**

Please mark **X** in the blank _____ for the answer.


1.    Gender

        _____ Male                                               _____ Female


2.    Age

        _____ Below 20 years                          _____ 20-29 years

        _____ 30-39 years                               _____ 40-49 years

        _____ 50 years and above


3.    Status

        _____ Single             _____ Married             _____ Divorce


4.    Personal income (Baht)

        _____ Less than 10,000                        _____ 10,000-20,000

        _____ 20,001-30,000                            _____ 30,001-40,000

        _____ 40,001-50,000                            _____ 50,001 and above


5.    Education level

        _____ Lower than Bachelor Degree          _____ Bachelor Degree

        _____ Master Degree                             _____ Higher than Master Degree


6.    Occupation

        _____ Student                                       _____ Self-employed

        _____ Full-time employee                       _____ Part-time employee

        _____ Retired                                        _____ Unemployed




**Thank you for your valuable time in answering this questionnaire.**

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แบบสอบถามเพื่อศึกษาการรับรู้ของลูกค้าเกี่ยวกับคุณภาพการให้บริการของโรงภาพยนตร์ SFX Cinema

คำถามเพื่อคัดเลือกกลุ่มตัวอย่าง

คุณเคยชมภาพยนตร์ที่โรงภาพยนตร์ SFX Cinema หรือไม่?

_____ เคย (กรุณาตอบคำถามต่อ)                                    _____ ไม่เคย (หยุดการสัมภาษณ์)

ส่วนที่ 1   การรับรู้ของลูกค้าเกี่ยวกับการให้บริการของโรงภาพยนตร์

กรุณาแสดงระดับความคิดเห็นของท่านโดยใส่หมายเลขที่ท่านต้องการลงในช่องว่าง ____

5 = เห็นด้วยอย่างยิ่ง     4 = เห็นด้วย     3 = ไม่มีความเห็น     2 = ไม่เห็นด้วย     1 = ไม่เห็นด้วยอย่างยิ่ง

____ ร1. โรงภาพยนตร์ SFX Cinema มีเครื่องมือที่ทันสมัยในการจองและจำหน่ายตั๋ว

____ ร2. โรงภาพยนตร์ SFX Cinema ช่องจำหน่ายตั๋วที่เพียงพอ

____ ร3. โรงภาพยนตร์ SFX Cinema มีเก้าอี้ชมภาพยนตร์ที่นุ่มสบาย

____ ร4. โรงภาพยนตร์ SFX Cinema มีระบบปรับอากาศที่ดี

____ ร5. โรงภาพยนตร์ SFX Cinema มีภาพยนตร์ให้เลือกชมหลากหลาย

____ ร6. โรงภาพยนตร์ SFX Cinema มีระบบเสียงที่มีคุณภาพสูง

____ ร7. ร้านขายขนมและเครื่องดื่มในโรงภาพยนตร์ SFX Cinema มีความหลากหลายของสินค้า

____ ร8. โรงภาพยนตร์ SFX Cinema ฉายภาพยนตร์ตรงเวลา

____ ร9. โรงภาพยนตร์ SFX Cinema มีพนักงานที่แสดงความจริงใจเมื่อลูกค้าประสบปัญหา

____ ร10. โรงภาพยนตร์ SFX Cinema มีราคาตั๋วที่เหมาะสม

____ ร11. โรงภาพยนตร์ SFX Cinema มีพนักงานคอยช่วยเหลือลูกค้าทันทีที่ลูกค้าต้องการ

____ ร12. โรงภาพยนตร์ SFX Cinema มีพนักงานตั้งใจที่จะช่วยเหลือและให้คำแนะนำลูกค้า

____ ร13. โรงภาพยนตร์ SFX Cinema บอกข้อมูลกับลูกค้าอย่างละเอียด

____ ร14. โรงภาพยนตร์ SFX Cinema มีพนักงานที่มีความรู้สามารถตอบคำถามลูกค้าได้

____ ร15. โรงภาพยนตร์ SFX Cinema มีพนักงานที่มีพฤติกรรมที่สามารถสร้างความมั่นใจให้ลูกค้าได้

____ ร16. โรงภาพยนตร์ SFX Cinema มีพนักงานที่มีบุคลิกภาพที่เรียบร้อยดูดีและแต่งกายสุภาพ

____ ร17. ลูกค้าของโรงภาพยนตร์ SFX Cinema จะมีความรู้สึกไว้วางใจและปลอดภัยขณะชมภาพยนตร์

____ ร18. โรงภาพยนตร์ SFX Cinema มีการฝึกอบรมพนักงาน

____ ร19. โรงภาพยนตร์ SFX Cinema มีพนักงานพาลูกค้าไปยังที่นั่งชมภาพยนตร์

____ ร20. โรงภาพยนตร์ SFX Cinema มีเวลาเปิดบริการที่สะดวกแก่ลูกค้า

____ ร21. โรงภาพยนตร์ SFX Cinema มีพนักงานที่ให้ความสนใจแก่ลูกค้าแต่ละบุคคล

____ ร22. โรงภาพยนตร์ SFX Cinema มีพนักงานเก็บตั๋วบอกทางไปโรงภาพยนตร์แก่ลูกค้า

ส่วนที่ 2  พฤติกรรมของลูกค้า
กรุณากา เครื่องหมาย X ลงบนตัวเลือก

1. คุณจะไปชมภาพยนตร์ที่โรงภาพยนตร์ SFX Cinema อีกหรือไม่?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| ไม่ไปแน่นอน | อาจจะไม่ไป | ยังไม่ทราบ | อาจจะไป | ไปแน่นอน |

2. คุณจะแนะนำโรงภาพยนตร์ SFX Cinema ให้กับคนที่ต้องการคำแนะนำหรือไม่?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| ไม่แนะนำแน่นอน | อาจจะไม่แนะนำ | ยังไม่ทราบ | อาจจะแนะนำ | แนะนำแน่นอน |

3. คุณจะอุดหนุนกับโรงภาพยนตร์ SFX Cinema หรือไม่?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| ไม่เคย | น้อยมาก | บางครั้ง | สม่ำเสมอ | บ่อยมาก |

ส่วนที่ 3 ข้อมูลส่วนตัวของลูกค้า

กรุณากา เครื่องหมาย X ลงบนช่อง _____

1. เพศ

_____ ชาย                                    _____ หญิง

2. อายุ

_____ น้อยกว่า 20 ปี                         _____ 20-29 ปี

_____ 30-39 ปี                               _____ 40-49 ปี

_____ 50 ปีและมากกว่า

3. สถานภาพ

_____ โสด          _____ แต่งงาน          _____ หย่า

4. รายได้ส่วนตัว (บาท)

_____ น้อยกว่า 10,000                        _____ 10,000-20,000

_____ 20,001-30,000                         _____ 30,001-40,000

_____ 40,001-50,000                         _____ 50,001 และมากกว่า

5. การศึกษา

_____ ต่ำกว่าปริญญาตรี                         _____ ปริญญาตรี

_____ ปริญญาโท                               _____ สูงกว่าปริญญาโท

6. อาชีพ

_____ นักเรียน / นักศึกษา                       _____ ธุรกิจส่วนตัว

_____ พนักงานประจำ                           _____ พนักงานชั่วคราว

_____ เกษียณ                                 _____ ว่างงาน

ขอบคุณที่เสียสละเวลาอันมีค่าในการตอบแบบสอบถาม

# APPENDIX B: SPSS Output

# Frequencies

**Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 192 | 50.0 | 50.0 | 50.0 |
| | Female | 192 | 50.0 | 50.0 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

**Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Below 20 years | 7 | 1.8 | 1.8 | 1.8 |
| | 20-29 years | 293 | 76.3 | 76.3 | 78.1 |
| | 30-39 years | 62 | 16.1 | 16.1 | 94.3 |
| | 40-49 years | 11 | 2.9 | 2.9 | 97.1 |
| | 50 years and above | 11 | 2.9 | 2.9 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

**Status**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single | 326 | 84.9 | 84.9 | 84.9 |
| | Married | 56 | 14.6 | 14.6 | 99.5 |
| | Divorce | 2 | .5 | .5 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

**Personal income (Baht)**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 10,000 | 81 | 21.1 | 21.1 | 21.1 |
| | 10,000-20,000 | 165 | 43.0 | 43.0 | 64.1 |
| | 20,001-30,000 | 63 | 16.4 | 16.4 | 80.5 |
| | 30,001-40,000 | 28 | 7.3 | 7.3 | 87.8 |
| | 40,001-50,000 | 13 | 3.4 | 3.4 | 91.1 |
| | 50,001 and above | 34 | 8.9 | 8.9 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

**Education level**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Lower than Bachelor Degree | 5 | 1.3 | 1.3 | 1.3 |
| | Bachelor Degree | 126 | 32.8 | 32.8 | 34.1 |
| | Master Degree | 247 | 64.3 | 64.3 | 98.4 |
| | Higher than Master Degree | 6 | 1.6 | 1.6 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

**Occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Student | 167 | 43.5 | 43.5 | 43.5 |
| | Self-employed | 36 | 9.4 | 9.4 | 52.9 |
| | Full-time employee | 144 | 37.5 | 37.5 | 90.4 |
| | Part-time employee | 18 | 4.7 | 4.7 | 95.1 |
| | Retired | 10 | 2.6 | 2.6 | 97.7 |
| | Unemployed | 9 | 2.3 | 2.3 | 100.0 |
| | Total | 384 | 100.0 | 100.0 | |

## Descriptive Statistics of Tangibles

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 1. SFX cinema provides up-to-date equipment for reservation and buying tickets | 4.13 | .538 |
| 2. SFX cinema has enough windows for buying tickets | 3.64 | .949 |
| 3. SFX cinema provides soft and comfortable seats | 4.03 | .806 |
| 4. SFX cinema provide efficient air conditions | 4.08 | .677 |
| 5. SFX cinema has many selections of movie programs | 3.84 | .825 |
| 6. SFX cinema has high quality of sound system | 3.94 | .796 |
| 7. The snack bar service in SFX cinema has wide variety of snacks | 3.39 | .851 |
| Total | 3.86 | .532 |

## Descriptive Statistics of Reliability

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 8. SFX cinema presents the film punctually | 3.66 | .961 |
| 9. Employees of SFX cinema shows a sincere interest in when customers have problem | 3.52 | .791 |
| 10. The ticket of SFX cinema is appropriately priced | 3.29 | .957 |
| Total | 3.49 | .748 |

## Descriptive Statistics of Responsiveness

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 11. Employees of SFX cinema response to customer's requests promptly | 3.62 | .892 |
| 12. Employees of SFX cinema are willing to help and suggest customers | 3.57 | .758 |
| 13. SFX cinema informs the information to customers clearly | 3.49 | .792 |
| Total | 3.56 | .771 |

## Descriptive Statistics of Assurance

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 14. Employees of SFX cinema have knowledge to answer customer's questions | 3.53 | .750 |
| 15. The behavior of employees of SFX cinema instill confident in customers | 3.43 | .796 |
| 16. Employees of SFX cinema are polite | 3.74 | .778 |
| 17. You feel safe in your transactions with SFX cinema | 3.56 | .738 |
| 18. SFX cinema are well trained to serve their customers | 3.66 | .801 |
| Total | 3.58 | .634 |

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## Descriptive Statistics of Empathy

| Question | The level of service that customer received from SFX Cinema | |
|---|---|---|
| | Mean | Std. Deviation |
| 19. SFX cinema has staffs to accompany customers to the seats | 3.71 | .793 |
| 20. SFX cinema has operating hours convenient to their customers | 3.77 | .823 |
| 21. Employees of SFX cinema understand the specific needs of their customers and try to serve them | 3.56 | .853 |
| 22. The ticket collectors of SFX cinema tell the ways to theatres to their customers | 3.68 | .833 |
| Total | 3.68 | .667 |

## Descriptive Statistics of Intention to visit SFX Cinema

|  | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| What is your intentions to visit SFX Cinema | 384 | 1 | 5 | 3.97 | .727 |
| Total | 384 | | | | |

## Descriptive Statistics of Positive word of mouth

|  | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Will you recommend SFX Cinema to someone who seeks your advice | 384 | 2 | 5 | 3.76 | .763 |
| Total | 384 | | | | |

## Descriptive Statistics of Patronize SFX Cinema

|  | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Will you patronize SFX Cinema | 384 | 1 | 5 | 3.27 | .808 |
| Total | 384 | | | | |

RELIABILITY ANALYSIS - SCALE (ALPHA)

**Customers Perception about Services of SFX Cinema: Tangibles**
1.  P1. Up-to-date equipment for reservation and buying tickets.
2.  P2. Enough box-office.
3.  P3. Soft and comfortable seats.
4.  P4. Efficient air conditions.
5.  P5. Many selections of movie programs.
6.  P6. High quality of sound system.
7.  P7. Wide variety of snacks.

Reliability Coefficients

N of Cases = 384         N of Items = 7         Alpha = .8073


**Customers Perception about Services of SFX Cinema: Reliability**
1.  P8. Present the film punctually.
2.  P9. Show a sincere interest in customers when they have a problem.
3.  P10. Appropriately priced.

Reliability Coefficients

N of Cases = 30.0         N of Items = 3         Alpha = .7569


**Customers Perception about Services of SFX Cinema: Responsiveness**
1.  P11. Respond to customer's requests promptly.
2.  P12. Willing to help and suggest customers.
3.  P13. Inform the information to customers clearly.

Reliability Coefficients

N of Cases = 30.0         N of Items = 3         Alpha = .9298


**Customers Perception about Services of SFX Cinema: Assurance**
1.  P14. Have knowledge to answer customer's questions.
2.  P15. Confident in customers.
3.  P16. Employees polite.
4.  P17. Feel safe in their transactions.
5.  P18. Training programs for their employees.

Reliability Coefficients

N of Cases = 30.0         N of Items = 5         Alpha = .8763

## Customers Perception about Services of SFX Cinema: Empathy

1. P19. Accompany customers to the seats.
2. P20. Operating hours convenient to their customers.
3. P21. Understand the specific needs and try to serve them.
4. P22. Tell the ways in theatres to their customers.

Reliability Coefficients

N of Cases = 30.0          N of Items = 4          Alpha = .8252


## Behavioral Intentions and Behavioral Consequences

1. Intentions to visit SFX Cinema.
2. Recommend SFX Cinema to someone.
3. Patronize SFX Cinema.

Reliability Coefficients

N of Cases = 30.0          N of Items = 3          Alpha = .7377