THE RELATIONSHIP BETWEEN SERVICE QUALITY, RELATIVE
ATTITUDE, SATISFACTION, RECOMMENDATION, REPURCHASE
INTENTION AND STORE LOYALTY OF ROBINSON DEPARTMENT STORE
CUSTOMERS IN BANGKOK

By

KANOKWAN DUMRONGKULKUMJORN

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

December 2003

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

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Kanokwan D.
November 12, 2003.
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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Introduction of the study

The economic crisis in 1997 was an unforgettable economy regression case for Thai people. A total of 12,201 companies went out of business and 56 finance companies have been closed down. Two million workers, or 4.79 percent from 33 million of the workforce, were retrenched [1]. People delayed their spending and paid only for necessary goods. The shopping pattern has changed from shopping only at department stores to shop at discount stores due to consumers' price conscious behavior. The situation caused an aggressive growth in discount stores. They expanded their outlets, posting healthy sales, at the same time long established department stores in Bangkok such as Merry Kings, New World, December, Welco and Yaohan have closed their doors. The department store that were left over and still controlled by Thai-owners are Central, Robinson and The Mall [2].

After Thaksin Shinawatra's government took office in early 2001, the government policies aimed at boosting Thai economy. Their consequent performance was to retrieve confidence by both Thai and foreigner investors to invest again in Thailand. The stimulating economy policies seemed to work as indicated in Table 1.1

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[1]"Thai Unemployment Crisis Worsens With Bank Mergers", Dated 24/08/1998, from
http://www.google/cyber.chongju.ac.kr/~grjg7/english/html/asia/asia-020.htm and Pruksakasemsuk, S. (1999) "Thai worker in IMF era" from http://www.nesdb.go.th/Main_menu/Hum_soc/data/human_soc-e/news/Lab1999.htm
[2]Jitpleecheep, S. (2002). "Survival of the fittest" Mid Year Economic Review 2002, from
http://www.bangkokpost.com/midyear2002/retailing.html

Table 1.1 Key Economic Indicator

	1997	1998	1999	2000	2001	2002
GDP Change (%)	-1.4	-10.5	4.4	4.6	1.8	4.5
Headline Inflation (%)	5.6	8.1	0.3	1.6	1.6	0.5
Core Inflation (%)	4.7	7.2	1.8	0.7	1.3	0.5
Export (US $ bn)	56.7	52.9	56.8	67.9	63.2	55.3
Import (US $ bn)	61.3	40.7	47.5	62.4	60.7	52.6
Current Acc (US $ bn)	3.1	14.3	12.5	9.3	6.2	5.9
Int. Reserve (US $ bn)	27	29.5	34.8	32.7	33	37.2
USD/Thai Baht Ref. Rate	31.37	41.37	37.84	40.16	44.48	42.95

Source: 1997-2002: The central Bank of Thailand (BOT)

When there is a good sign of economic recovery, many department store operators were ready for developing their marketing strategies and concepts. The situation encouraged the department store owners to spend in renovating in order to refresh the feelings of shopping in the luxury department stores, to respond to those target groups that need to be differentiated from the existing shopping environment. Kotler (1997) expressed that business companies that need to increase their competitive environment must develop their strategy in order to satisfy needs of their customers. They must pay more attention to their customers' needs. Then they develop their products and services to satisfy those needs, after modification of the marketing concept in order to satisfy customer needs. This action leads to improved customer retention (Day, 1994). This is especially true in the department store sector, which finds its customer base being eaten up by both specialty and discount stores (International Journal of Physical Distribution and Logistics Management, 1996)

"The only way to survive in the long run is to focus on improving brand image, rather than discounting" said Mr. Allan Namchaisiri, vice president of marketing at Central department store. (The Nation , Oct 13, 2000)

Retailing Business Changed

Not only discount stores were growing from strength to strength but also department stores were expanding their new outlets and were fuelling sales growth.

"With the mushrooming of foreign discount store chains, I still believe in the potential of department stores because they offer different shopping environments for customers" said Mr. Chamnarn Maythapreechakul, senior vice president for marketing of The Mall[3].

The biggest retail development was Siam Paragon, which is a joint venture between Bangkok Intercontinental Hotels Co (BIHC) and The Mall Group. It is the luxury shopping project which is worth 10 billion baht because it is built on the site of the former Siam Inter-continental Hotel, which has been torn down[4].

Central Pattana Public Company Limited (CPN) opened the Central Rama II complex in Bangkok on 5 December 2002. It also took over the 300,000-square-metre World Trade Center retail and office complex at the Ratchaprasong intersection from Wang Petchaboon group with leasing agreement of 30 years from the Crown Property Bureau[4].

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[3]Jitpleecheep, S. (2002). "Plenty of new offering in store" Year End Economic Review 2002, from http://www.bangkokpost.com/yearend2002/retailing.html
[4]Jitpleecheep, S. (2002). "Survival of the fittest" Mid Year Economic Review 2002, from http://www.bangkokpost.com/midyear2002/retailing.htm

With the improving real estate market, CPN decided to dust off its existing projects that had been frozen since the 1997 economic crisis. The company expects to double its local shopping complexes to 14 projects over the next six years[5].

Siam Future Development Public Company Limited built their four new malls in various locations in Bangkok in 2002[5].

The Netherlands-based CRC introduced its new City Market By Tops format, a downtown supermarket that combines convenience store and supermarket features together. There are four City Market By Tops outlets at All Seasons Place (Wireless Road), Sathon Road, Sukhumvit Soi 24 and Thong Lo[5].

Gaysorn, which is the luxury retail center located near the Ratchaprasong intersection, was relaunched in July, 2002 with a new upmarket concept[5].

Robinson Department Store's major renovations were completed at Seacon Square branch, Seri Center branch, Imperial World (Samrong and Lat Phrao branches). All of them changed their looks, adding new magnets such as IT and educational zones, theme parks and new shopping space. They forecasted to achieve a market value of 60 billion baht in 2002[5].

The Imperial Department Store in Bang Na, which now belongs to Bank of Asia, the project's creditor, announced plans for a relaunch in January 2003 under a new concept using retail magnets such as Index furniture stores.

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[5]Jitpleecheep, S. (2002). "Survival of the fittest" Mid Year Economic Review 2002, from http://www.bangkokpost.com/midyear2002/retailing.htm

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According to the major changes in department stores business after recovery of economy crisis, the researcher is interested to know how changed they are after developing their strategy, repositioning their image by improving their service quality, providing more attractive shopping environments. The researcher selected Robinson department stores and chain as a case study. The reason for choosing Robinson is because it had ever positioned itself as a low-income target customer. Then after the economic crisis recovery, they developed strategies, repositioned themselves as targeting middle to high income who are trendy young families and office workers (http://www.siamfuture.com/ThaiNews/ThNewsTxt.asp). To target higher levels of customers, the researcher believes that Robinson should take more consideration to improve its quality service in order to satisfy their customer and lead them to become loyal customers.

Therefore, the researcher would like to provide a background of Robinson department store according to details below:

<u>Robinson Department Store</u>

Robinson Department Store Public Company Limited (ROBINS), which was suspended from trading in May 2000, is back on the investment pitch after having resumed trading in the commerce sector on Nov 27, 2000.

(http://www.siamfuture.com)

When the economic crisis occurred in 1997, Thai baht value was floated, and Robinson became unable to cope with heavy foreign borrowings of US$400 million that it had accumulated during 1990 to finance new branches, and with the resulting in decreased spending of Robinson's customers.

By the end of 1998, the hard economic times had put the squeeze on Robinson's financial situation to the point where it had a capital deficiency of more than one billion baht in the first nine months of 1998, and then four billion baht by the end of the first nine months of 1999. Also, Robinson, posted net losses of 5.5 billion baht in 1999, seven billion in 2000 and 791 million baht in 2001.

To get the company back on track, the Stock Exchange of Thailand (SET) suspended the company's shares in March 2000 because shareholders' equity was negative and transferred the shares to the ``companies under rehabilitation'' (Rehabco) sector. It also ordered a business rehabilitation plan, which Robinson's creditors and the bankruptcy court approved in December 2000.

Robinson Department Store Public Company Limited has completed a 440-million-baht facelift that has transformed the 18-store chain from a conservative retail establishment into a colorful and trendy marketplace catering especially to young families and office workers (http://www.siamfuture.com).

The changes include a stylish graphic ``R'' in a bold green, redesigning the store layouts with wide aisles and new staff uniforms. ``Robinson'' now stands for Reborn, Optimism, Becoming, Imagination, New, Smart, Original and Natural.

The facelift marks a milestone in the repositioning of the company and restructuring debt worth 14 billion baht. (Bangkok Post, May 8, 2003)

Robinson began courting lower-income shoppers in the mid-1990s after the Central Group invested in the company. The thinking at the time was that Robinson and Central were both chasing the same customer group and needed to differentiate their stores. (Bangkok Post, Sep 13,2002).

There are 18 branches of Robinson department store, of which 9 branches are in Bangkok area and 9 branches are in up country. (http://www.robinson.co.th)

Robinson's customer surveys found that consumers did not want to shop for cheap and good products but were concerned with brand image of the product. (Bangkok Post, Sept 13, 2002)

The new image and presentation of Robinson will offer a more attractive shopping environment to middle-class customers. (Bangkok Post, Apr 27, 2001)

The new look of Robinson was created by Central Retail Corp (CRC), the parent firm, to attract middle income consumers earning between 10,000-30,000 baht per month. (Bangkok Post, Dec 19, 2000)

Robinson Department Store was renovating its stores, aimed at improving its merchandise and develops a clear price structure for its products. (The Nation, Jul 18, 2000)

As targeting higher level of customers, the department store should develop its overall retail attributes in order to meet what the target customer needs by assessing and analyzing their behavior and attitude. The study of Webster (1989) shows that higher income respondents held greater disparity with the reliability factor than their lower income respondents. It needs to work harder in order to meet demand expectations of high-income customers.

Retailing business today must differentiate themselves by meeting the needs of customers better than the competitors. There is general agreement that the basic retailing strategy for creating competitive advantage is the delivery of high service quality (Kotler, 2000).

Managing high service quality is important to attract and retain customers (Dunne, Lusch and Gable, 1995).

According to Zeithamal (1996) suggested that a favorable assessment of service quality will lead to favorable behavioral intentions like praise for the company and expressions of preference for the company over other companies.

Anderson (1998) expressed that favorable word of mouth may include relating pleasant, vivid, or novels experience; recommendation to other and even conspicuous display.

Burzynski and Bayer (1999) found that conversations about a product or service not only affected choice behavior but also influenced evaluations of experience itself.

Singh (1991) indicated that consumers evaluate a negative service experience that they received will limit their attention in scales designed to measure consumer loyalty intention and behavior.

1.2 Statement of the Problem

In order to serve the higher market that has high expectations for high product and service quality, the marketers should better understand what quality products and services that should be offered to this customers group. Because of customers' higher expectation, the marketers should learn customers' behavior well in order to gain information about how to satisfy them successfully. Satisfied customers memorize a pleasant experience with the company as a positive attitude and they have possibility to recommend the company to friends and relatives. Whenever the problem exists, the customer will recognize the company and repeat their patronage

again with those companies that give a favorable attitude. Then all those customer become loyal customer for the company.

Therefore, the researcher considers whether array process that starts from offering a better quality service to higher income customers will satisfy them, whether high quality service causes favorable attitudes for customers, whether those satisfied customers will repeat patronage and recommend the company to friends and relatives, whether customers that have favorable attitude will repurchase and recommend the company or not. Throughout the process, will those behaviors lead to loyalty or not? **"Thus, the research problem is what is the interrelationship between service quality, relative attitude, customers satisfaction, recommendation, repurchasing and store loyalty of Robinson department store?"**

1.3 Research Objectives

To respond to the research problems, the following 2 main objectives were developed. The research design was formulated to address each of the objectives stated below:

□ To study the correlation between Robinson's service quality, it's customers' satisfaction, customers' relative attitude, repurchase behavior and store loyalty.

1.4 Scope of the Research

The main focuses of this research study are:

1. The research study is to test the relationship between service quality, customers' satisfaction, customer attitude, repurchase behavior, word of mouth and store loyalty within Robinson department store context.

2. The respondents in this study can be both male and female who are aged 18 years old and above who have visited Robinson department store in Bangkok.

3. In this study, the respondents are asked to rate their shopping experiences on overall service of Robinson, how their satisfaction is with the store, how their attitude is toward the store when compared to other stores, should they recommend the store to others and come back to repurchase at the store? The respondent should indicate the frequency of times they shopped at Robinson to the frequency of times shopped at other department stores in order to rate their loyalty with the store.

1.5 Limitation of the Research

1. The limitation of this research study is that the respondent can be only be intercepted in Robinson department store, therefore the findings cannot be generalized for other stores.

2. The place of study is limited only to the Bangkok area, thus the results of this study cannot judge the interrelationship between service quality, customers' satisfaction and store loyalty as a whole for those located in other areas of Thailand.

3. This study is limited in terms of period of time, so the findings cannot be generalized for all times because respondents could always change his or her mind in each period of time or be influenced by after internal and external motivators.

1.6 Significant of the Study

The result of this study will be beneficial for marketers who are in department store business and/or people who are interested to invest in this business in order to understand consumers better. Therefore, this research will help marketers who are in retail industry to understand customer satisfaction, and service quality as a need to go beyond the measurement of satisfaction and service quality is the key to customer creation and retention which appears to be the fostering of a favorable relative attitude among department store shoppers. Thus it is not merely enough to satisfy customer. The customer's attitude towards a specific store should be more favorable as compared to competing stores; and a favorable relative attitude can be created by satisfying the customers and improve service quality. This study also provides information for department store business. Additionally, in today's highly competitive marketplace, a sound understanding the interrelationship between service quality, customer satisfaction customer attitude, customer behavior and store loyalty within a department store context helps marketers gain a competitive advantage and establish positive and lasting customer relationships.

1.7 Definition Terms

Customer Satisfaction   A psychological construct describing a consumer's subjective emotional state that occurs in response to an evaluation of a set of experience (Oliver, 1980).

Department store   Retail store where consist of a collection of specialty operations under one roof. The variety of goods carried by department store is wider than others (Morgenstein and Strongin, 1983).

Recommend   To praise something suitable for a purpose, to speak favorable for something. Recommending the store to others resulting in increase repurchase intentions, which fosters store loyalty (Sivadas and Baker-Prewitt, 2000).

Relative Attitide   Way of favorable thinking. Holding a favorable relative attitude towards a brand is indicative of manifest satisfaction and a commitment towards the brand (Bloemer and Kasper, 1995).

Repurchase   To rebuy something. The greater customer satisfaction resulted in a greater intent to repurchase (Rust and Williams, 1994).

Retailing   The process of selling products or services to the ultimate consumer for personal or household consumption (Beisel, 1993).

Service Quality   Service quality is viewed as an antecedent to satisfaction (Bolton and Drew, 1994).

Store Image   Such factors as display, décor, atmosphere, and store reputation appeal more to those consumers than low price. The stores maintain their reputation by cultivating a clearly defined affluent image (Morgenstein and Strongin, 1983).

Store Loyalty   The key to generating high customer loyalty is to deliver high customer value (Michael J. and Lynn W. Phillips, 1991).

Structure Equation Modeling (SEM)

                         SEM is multivariate technique combining aspects of multiple regression and factor analysis to estimated a series of interrelated dependence relationships simultaneously (Hair, 1998).

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter is intended to review all literature relevant to the topic of the study to building up a research framework and is divided into two main sections. The first section reviews the relevant theories to support framework of this study, including definitions and concepts, which are related to dependent and independent variables. The second section emphasizes other previous empirical researches relating to the study. In this study, the researcher based mainly on previous researches as source of variables regarding the studied variables with the support of relevant theories.

2.1 Relevant Theories

2.1.1 Theories Related to Main Independent Variable

Service Quality

Mason, Mayer and Ezell (1984) cited that many features of a store affect how customers view it and whether they will continue to shop at the outlet. The kind and quality of services are a key factor.

Bell and Salmon (1996) quoted that service in a store might include credit card service, restaurant facilities, fast checkout, etc. Bellenger and Goldstucker (1983) cited that service is an important aspect of the retailing mix. The services, which stores provide, affect the perception, which customers have of the store and of the merchandise that it offers.

The study of Sivadas and Baker-Prewitt (2000) stated that service quality of department stores was considered from these factors which are

interior visual appealing, merchandising display, sales personnel services, convenient operating hours and up to date equipment.

According to the study of Parasuraman (1988), service quality in the SERVQUAL model is defined as perceived quality rather than objective quality, that is, it is dependent on the customer's perception of what they can expect from a service and what they believe they have received, rather than any objective standard as determined by a professional group or in conventional performance measurement.

The study of Gagliano, Bishop and Jan (1994), determined the service quality into four factors that included personal attention, reliability, tangibles and convenience. They also classified the service attributes of specialty store retailing into Store Service and Sales Service in order to customize the term for retailing sector. Store service was included in store credit, return/exchange/adjustments, variety/quality/and dependability of service, and price of after sale service. Sales service included sales attitude, courteous, knowledgeable, helpful clerks, prompt attention, prompt processing of transactions, and individual attention/service. The findings indicated that service ranked third in importance behind merchandise assortment and price as a patronage criterion for apparel specialty store consumers.

2.1.2 Theories Related to Main Dependent Variables

Relative Attitude

Figure 2.1: Unidimensionalist View of Attitude
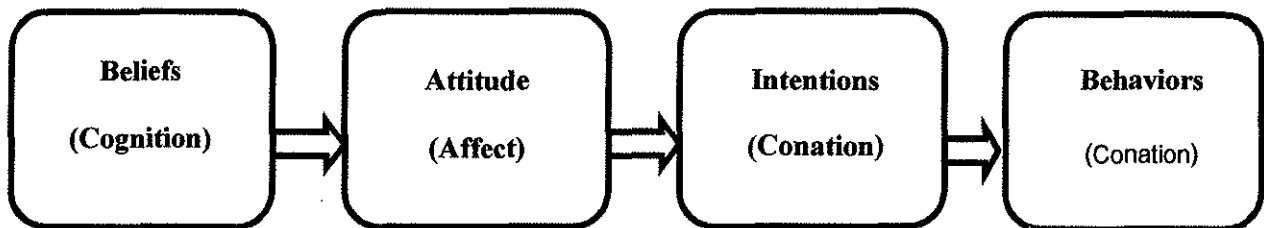
Source : Lutz, R.J.(1991). The Role of attitude theory in marketing. In H.H Kassarjian & T. Robertson (Eds.), Perspectives in Consumer Behavior (4th ed.) Englewood Cliffs, NF: Prentice Hall, P.320.

From Figure 2.1, Lutz (1991) cited that the weak point of three components model in order to predict behavior is the determination of persons' attitude toward some objects with their beliefs. Then they evaluated those beliefs that influence intention to buy. Persons who dislike the specific products may buy these products from others.

Redinbaugh (1976) stated an attitude is a position or belief that an individual holds concerning any number of things. It may be a point of view about certain events, happenings, products, brands, services, or stores. Kurtz and Boone (1987) mentioned attitudes as a person's enduring favorable or unfavorable evaluations, emotional feeling, or pro or con action tendencies in regard to some object or idea. Churchill (1995) quoted that attitude is one of more important notions in marketing literature, because it is generally thought that attitudes are related to behavior. Redinbaugh (1976) also said that and attitude may be largely emotional or it may be very rational. Attitudes usually vary in intensity. A consumer may have strong feeling (attitudes) about certain brands, products, or stores; or a consumer may be

indifferent toward a certain store. Consumer attitudes reflect a judgment on the part of the individual. For these reasons, it important to explore how consumer attitudes are formed, changed, and measured.

The attitudes of consumers will come from personal experiences with product, a brand, a store, or the service of a store. These personal experiences may be either favorable or unfavorable which will affect the way the consumer reacts. Thus, consumers' purchasing behavior is influenced by their attitudes (Redinbaugh 1976). Schiffman and Kanuk (2000) stated that characteristic of attitudes is that they are relatively consistent with the behavior they reflect. However, despite their consistency, attitudes are not necessarily permanent; they do change. Donovan and Rossiter (1982) studied emotions during the shopping behavior. They found that the effects of the emotional factors of pleasure and arousal were shown to be additional to cognitive factors such as variety and quality of merchandise, price specials and value of money.

Beisel (1993) stated that retailers could find out what consumer attitudes are and then change their store to fit these attitudes. For example, a retailer finds that many customers have negative attituded toward the store because of its unfriendly personnel or crowed aisles. Repetitive advertising can be used to create an image that is different from commonly held perceptions. Moreover, changes can be made to bring the store in line with how customers perceive that it should be. The practical significance for retailers is that emotional responses induced by the store environment can affect the time and money that consumers spend in the store.

Customer Satisfaction

Sheth, Mittal, and Newman (1999) mentioned that there are two approaches to understand why customer feel the way they do (satisfied or dissatisfied). One is to get the customer to rate his or her experience with a product or service on its various attributes. Satisfaction or dissatisfaction with these product attributes can be used to explain the customer's overall satisfaction or dissatisfaction with the product. Another is successfully addressed by a theoretical approach to understanding satisfaction. Customer behavior scholars have proposed that satisfaction depend not on the absolute levels of performance compares with the expected performance. Thus, if the product or service experience fulfills prepurchase expectations, then satisfaction results. On the other hand, if the prepurchase expectations are not met, dissatisfaction results.

Kotler and Armstrong (1996) defined consumer satisfaction as the extent to which a product's perceived performance matches a buyer's expectation. If the product performance falls short of expectations, the buyer is dissatisfied. In other words, customer satisfaction is defined as meeting or exceeding customer expectations.

According to the conclusion of Sheth, Mittal, and Newman (1999), it indicated that customer decision process did not end with the purchasing as described in the following Figure:

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Figure 2.2   Steps in the Post-Purchase Phase
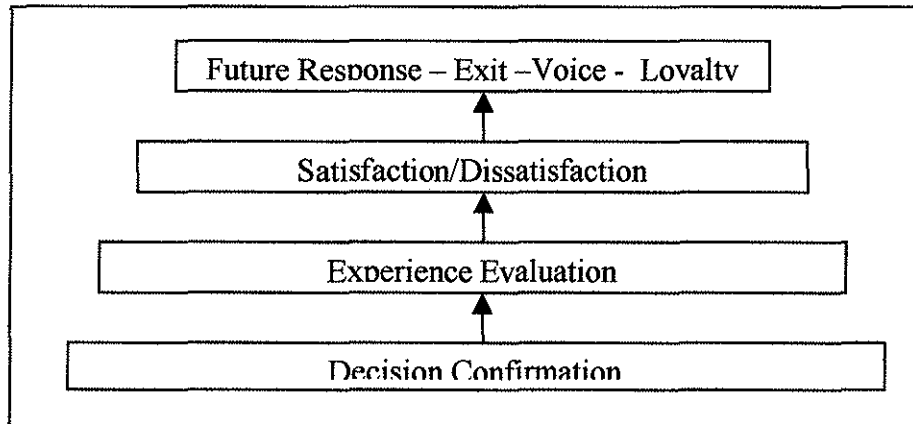
From Figure 2.2, the customer's decision process does not end with the purchase. Rather, the experience of buying and using the product provides information that the customer will use in future decision making. In some cases, the customer will be pleased with experience and will buy the same product from the same supplier again. In other cases, the customer will be disappointed and may even return or exchange the product. The post-purchase process includes four steps: decision confirmation, experience evaluation, satisfaction or dissatisfaction, and future response. Furthermore, following the experience of satisfaction or dissatisfaction, customers have three possible responses: exit, voice, or loyalty.

Exit: If customers are dissatisfied with their experience with a brand, they may decide never again to buy the brand.

Voice: Dissatisfied customers may complain and then decide either to give the brand or marketer another chance or simply to exit.

Loyalty: Customer loyalty means the customer buy the same brand repeatedly.

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Howard and Sheth (1969), argued that satisfaction is based upon a comparison between expectations and outcomes. Oliver (1980) defined satisfaction as the summary psychological state resulting when the emotion surrounding disconfirmed expectations are coupled with the consumer's prior feeling about the consumption experience. He contended that satisfaction influences one's overall attitude toward purchasing products or patronizing retailers.

Hasty and Readdon (1997) cited that customer satisfaction is created by correctly matching the needs of customers with the information, goods, and services that seller's offer. Retailers need to reassure consumers after the purchase that they made the right decision. The level of consumer satisfaction also influences whether the store and its merchandise will be recommended to a friend. Retailers need to be sensitive to the uncertainties in the minds of the consumers, then work to relieve their concerns.

Mason, Mayer, and Ezell (1984) said that retailers probably could have the most influence on the behavior of consumers during the information search and evaluation stage of the decision process. An understanding of the how, when, where, and what of consumer shopping behavior can help retailers be responsive to consumer needs for information during their search and evaluation. The retailer needs to have the right merchandise at the right place, and at the right time, and at the right price and quality to match consumer decision and consumer satisfaction.

Moreover, Rosen (1985) also referred to Wrestbrook (1981), who examined consumer satisfaction in relation to the performance of a specific retailing outlet, namely a large store. He found that satisfaction was

determined by consumer evaluations of retailer-related experiences in the store and with the product. Consumer satisfaction in the context of a retail setting is an individual's reaction to his or evaluation of the total set of experiences realized from patronizing a retail outlet. This total set of experiences is diverse because retail establishments are complex organizations causing consumers to engage in many different activities such as traveling to the store, interacting with salespeople, examining merchandise, interacting with other customers, and browsing.

Potential customers develop perceptions or images of different stores from the information they receive about the retail mixes (merchandise, location, service, price, atmosphere, and the like) of the alternative stores. Information can come to a potential customer through many different sources, including advertising, salespeople, display, family, friends, and personal observations. Why don't all shoppers go to the same store? The reason is that different customers have different expectations about stores and different perceptions of the stores in the area. They also make different uses of the various information sources. Thus, it is very different for a store to devise a retail mix that will be alternative to all the potential customers in its market. It is typically better to zero in on a selected target group and try to build and image that will meet their expectation.

Recommendation

According to study of Burzynski and Bayer (1997), they exposed either moviegoer who has favorable and unfavorable word of mouth through overheard conversation. They found that conversations about a product or service not only affected choice behavior but also influenced evaluations of the experience itself.

In order to create impulse of customer recommending the department stores to friends and relatives, it should be a prerequisite by satisfaction with those department stores. Satisfaction leads to increase likelihood of recommending. Satisfaction is positively associated with likelihood of recommending (Bitner, 1990)

File, Judd, and Prince (1992) defined word of mouth as recommending the firm service to others as well as communication with the firm.

Customer Retention

Boulding (1993) conducted study to find a positive correlation between service quality and a two items measure of repurchase intention and willingness to recommend. He found the strong links between service quality and behavioral intentions that are the strategic importance to company including saying positive thing s about a company, planning to contribute money to the company in form of buying goods and services, and planning to recommend the company to friends.

Instead of merely evaluating customer satisfaction, which will likely be misleading at the minimum, customer retention and loyalty examines those delivery attributes and issues that most relate to customer market action and commitment a reflection of their perception of value.

Customer retention is about making sure existing customers keep buying from you.

Customer retention builds on existing customer relationships to improve productivity and maximize customer loyalty, while growing revenues.

Store Loyalty

If price difference is small, merchandise and service comparable and location equally convenience, the store with the atmosphere that is most appropriate for the target market has a distinct advantage. With some customers atmosphere may actually overshadow other element of the mix. In other words, a good atmosphere can increase the likelihood of purchase (Kotler, 1994)

Store loyalty can be expressed by worth of mouth, a price insensitivity and purchase intention is explained by commitment. Commitment can be induced by creating a feeling for the consumer that he is being part of family. (Bloemer and Schroder, 2002)

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty. (Philip Kotler, 2000)

Driving by rapidly changing retail environments, more demanding customers, intensified competition, and slow growth markets, retailers are more than ever obliged to continually focus on establishing store satisfaction and store loyalty. (Javalgi and Moberg 1997; Woodruff 1997)

2.2 Previous Empirical Research

Since the previous empirical researches are data gathered through such readily available sources they are utilized as the secondary data for this research. Nonetheless, solely the researches related to consumer behavior, purchase decision, service quality, customer satisfaction, word of mouth, customer attitude and loyalty are concerned.

Table 2.1 Relevant Empirical Studies (Articles)

Author	Topic	Objectives	Variables	Methodology	Finding	Implications	Limitations, Futher research
Gagliano, K.B. and Hathcote, J. (1994)	Customer expectations and perceptions of service quality in retail apparel specialty stores	1. To obtain information regarding retail apparel customers' expectations and perception level of quality service offered in apparel special stores 2. To examine the importance of service quality offered in specialty store as a patronage criterion and provide managerial implication	Store service In store credit Return/exchanges/adjustments Variety, quality and dependability of service Price of after-sale service Sales service (Personal attention) Attitude, courteous, knowlegeble, helpful clerks Prompt attention, prompt processing of transactions Individual attention/service 5 Determinants of service quality Tangibles, Reliability, Assurance Responsiveness, Emphathy	1. Using random sampling of 861 mailed questionanaires by geographic location. 2. The first section of survey consist of SERVQUAL"expectation" statements defined what customers expect from an ideal specialty store 3. Asked respondents to name a specialty store they shopped to let them indicated the"perception" question answered of SERVQUAL. 4. In second section survey, respondents allocated a total 100 points among 5 retail strategies used to increase store patronage. This section determined the importance of service with respect to other factors of store patronage. 5. The final section of the survey conceern personal demographic of the respondents. The demographics were used as independent variables for ANOVA's.	1. Reliability, responsiveness, assurance, and empathy characteristics are distinctive of the specialty retailer and are apparent to customers each time they were in store. Sales service indicating disparity between what specially store cosumers expected and their perceived dervice quality. 2. Appealing store appearance, well-dressed, neat employee and appealing promotion material influence that customers notice before or upon entering the store. These establish the image of the store and influence customer expectation.	1.Personal attention highlights service act provided by store sales associate, implication suggest that finding need for customer service training program to align service quality with customer expectation. 2. Accurate records and convenient hours of operation form a supportive structure on which personal attention rely.	1. SERVQUAL scale does not perform as well as expect with service functions of apparel specialty retailing. 2. The sample is't representative of the population. 3. Another project would involve segmentation of retail apparel customer by store type base on their service quality expectation and perception.
Sivasdas, E., Baker-Prewitt, J. L. (2000)	An examination of the relationship between service quality, customer satisfaction, and store loyalty	To test complementary models of the inter-relationship between service quality, customer satisfaction, and store loyalty within a department store context	Service Quality Satisfaction Relative attitude Recommendation Repurchase Store loyalty	Data were collected using a computer telephone interviewing. Sample size is 542 respondents of household who had shopped at a department store within past 3 months. Interviews were conducted by experienced professional interviewers. The respondents were asked about their department store shoping experience. Data analyze by using Structure Equation Model, Lisrel 8 to test the hypothesized.	The service quality influences satisfaction with retail store. Service quality is an important influencer of customer satisfaction and the likelihood of recommending the department store to friends. Relative attitudes within a consumption context but do not find it to be a predictor of repeat patronage.	This study suggests a need to go beyond the measurement of satisfaction and service quality and indicates that neither has a direct effect on loyalty. The key to customer creation and retention appears to be the fostering of a favorable relative attitude among department store shoppers.	Some of the key measures used in the study were single item measures. While global measures do an adequate job of capturing consumers' feelings and intentions and reliable.
L. J. Harrison-Walker (2001)	The measurement of word-of-mouth communication and an investigation of service qualiy and customer commitment as potential antecedents	1. To measure word-of-mouth communication and investigates two forms of customer commitment and service quality as potential antecedents	Affective commitment Word-of-mouth (WOM) praise Word-of-mouth activity High sacrifice Service quality	1. Using dyadic or network methodology to examine WOM communication in social context. In the first survey, respondents were asked to select a personal source whom they would likely contact for information prior to purchase of a VCR. All first wave respondents were identified as hypothesis WOM receivers, whereas all second wave respondents were identified as WOM senders. 2. Trace WOM communication psths by asking customers of a service to reveal how they had learned about service provider's assistant. 3. The hypothesis were examine using the second data sample and SPSS 9.0. 4.The research hypotheses for each service type were examined using structure equation modeling. Lisrel 8.3 was used to test the conceptual model.	The important of considering WOM as a networking process involveing multiple recients. The greater number of recipients, the frequency of the communication, and the quantity of information provide are all important aspects. Affective commitment had effect to WOM Praise. The relationship between Affective commitment was explained by attitudinal measurement involving liking or disliking.	The unique set of antecedents that foster WOM praise and WOM activity can the marketing manager take advantage of the power of WOM in shaping consumer attitudes and behaviors and activity incorporate WOM as an effective promotional tool in the marketing mix.	1. The current study examines the relationships between and among the constructs as they pertain to two service industries. The result indicates that service quality is positively related to WOM praise and negatively relate to WOM activity for veterinary services, but not for hair salon services. 2. The future research could explore the validity of this rationalization by examining the relationships between and among the relavant constructs based on data collected from industries high in credence qualities and industries

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Author	Topic	Objectives	Variables	Methodology	Finding	Implications	Limitations, Further research
Butcher, K. Sparks, B., and O' Callaghan, F. (2001)	Evaluative and rational influences on service loyalty	1. To investigate the effect of evaluative judgements and relational influences on service loyalty. 2. To establish specific relationship between evaluative, relational, and loyalty constructs.	Evaluative judgement Relational outcome Service loyalty Service encounter satisfaction Value for money Percieved core service quality Friendship Social comfort Social regard	The study focus on a personal service that exporatory research should focus on a substantive domain that can explores. Service were chosen to reflext face to face contact Convenience sampling method is used and data was collect from 406 respondents. Technique use to analyse the data is a series of ordinary least square regression using available antecedents. The rational for this approach to structural equation modeling derives from problem associated.	1. The finding illustrate that a competitive advantage in monetary exchange terms will not increase customer loyalty 2. The finding suggest an alternative approach to entrament strategies. One advantage for a loyalty program may be that erecting satisfaction/loyalty type barriers makes it expensive the competition to steal customers.	Service firm may need to decide which option suits their circumstances better: value for money or customer loyalty. Being respectful and attentive to customers is a low-cost approach to building and maintaining a customer database.	It is acknowledged that the crosssectional survey design has limitations with respect to causal inferences and the use of standardised questions with respect to causal inferences and the use of standardized questions limits respondent comments. While Likert scales are popular in marketing research they also have weakness and multiitem scales tested in the same instrument may produce overstated correlations. The issue of whether loyalty is managerially useful. That is, does it matter to service firms whether more of their customers are loyal or not? This aspect could be investigated in a number of ways. The influence of loyalty on repeat purchase or other profit measures such as shareholder value could be tested.
Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996)	The behavioral consequences of service quality	1. To delineate the complex relationship between these two variables, researchers and managers must investigate and understand many other relationship, each of which is an integral part of the composite. 2. To provide a general overview of the extant knowledge about knowledge about the link the link between service quality and profits.	1. Service quality-behavioral intentions 2. Favorable behavior intentions 3. Unfavorable behavior intentions 4. Customer experiencing no service problems 5. Customer experiencing service problems	Surveys were mailed with a cover letter and postagepaid return enveloped to all customers in the sample. Respondents were requested to return completed questionnaires to a marketing research company hired to assist with data collection and coding. Operationalization of service quality. Several measures of service quality were included in the questionaire: (1) single-item rating scale with anchors at 1 (extreamly poor) and 9 (extreamly good), (2) a multiple-item scale we originally developed and later defined, (3) two categorical questions to measure whether respondents had experienced a recent service problem with the company and, if so, whether the problem was resolved to their satisfaction.	Customer experiencing no service problems have the strongest levels of loyalty intention and the weakest switch and external response intentions. Among customer experiencing recent service problems, those receiving satisfactiory resolution have significantly higher loyalty and pay more intentions, and significantly lower switch and external response intentions, than those with unresolved problems.	Two distinctive feature of the study's empirical component were the development of a more extensive behavioral-intentions battery to be useful for managers to make the investigation of changes in the quality-intention link at different services levels relative to customer's satisfactions.	The findings reveal certain weakness with methodical implication. The behavioral intentions battery developed here, though more comprehensive than intentions scales used in previous studies, needs further development. In particular, more items are needed to strengthen the reliability of three of its components, namely, switch, pay more, and external response.

Aurther	Topic	Objectives	Variables	Methodology	Finding	Implications	Limitations, Futher research
Bloemer, J., and Odekev Ken-Schroder, G (2002)	Store satisfaction and store loyalty explained by customer and store related factors	To take a closer look at the antecedents of store satisfaction and store loyalty. To assess some disregarded antecedents of store satisfaction in terms of store image, positive affect and consumer relationship preneness. To study the trust and commitment constructs as they are recognized as important mediators of the relationship between satisfaction and loyalty.	Consumer relationship proneness Satisfaction Positive affect Store image Trust Commitment Word of mouth Price insensitivity Purchase intentions Complaint behavior	Data were collected from a sample of consumers of three supermarkets chain. Consumer were ramdomly asked to fill out the questionnaire. 357 correctly-filled-out questionnaires were collected. The sample was found to be representative for the consumers of the focal supermarket chain interms of gender, age, number of household income and transportation made. The design of the questionnaire was based on multiple-item measurement scales that have been validated and found to be reliable in previous research. All constructs were measured on nine points Likert scales ranging from completely disagree to completely agree. Maximum likelihood estimation was applied to the covariancy matrix in order to test the constructural equation model in Lisrel 8.3. After preliminary reports on characteristics of the date. The researcher report the modeling results for overall, measurement, and structural model.	The data revealed a positive impact of consumer relationship proneness, store image and positive affect and store satisfaction. Moreover, a positive relationship between consumer relationship proneness and positive affect has been found on the one hand and on the other hand a positive relation between store image and positive affect was found. Furthermore, the result show that commitment has the strongest impact on purchase intention, follow by the impact of commitment on price insensitivity and word-of-mouth. In the study, the store image is cosidered to compose of eight difference elements of the retail marketing mix: that included location, merchandise, store atmosphere, customer service, price, advertising, personnal selling, and sales incentive programs.	The important implication of study is that they should seriously consider the impact of consumer relationship proneness, store image and positive affect on store satisfaction. Retailers need to attract those consumers who have a relatively stable amd conscious tendency to engage in relationships with retailer in their particular product category. As far as the store image is concerned, this implies that retailers have to make sure that the store image is as positive as possible in the eyes of the customers. This means that the expectations of customers towards the store's image have to be met. In the current rapidly changing retail environment, a constant monitoring of store's image and adapting it to the consumers in the target market is required. This will successful establishment of store loyalty.	With regard to relationship proneness as a consumer charecteristics such as for instance variety seeking and shopping enjoyment in future research. Concerning store image, future research efforts could be directed at distinguishing the differential impact of individual elements of the retail mix. Positive affect is only one person-within-situation antecedent of satisfaction. Future research could investigate other potential person-within-situation antecedent such as example mood and negative affect.
Anderson, E.W., Fornell, C. and Lehmann, D. R. (1994)	Consumer satisfaction, market share, and profitability: Finding from Sweden	To examine more closely the links between customers-based measures of firm performance such as customer satisfaction and traditional accounting measures of economic returns.	Market expectation Customer satisfaction Profitability Perceived quality Current quality Past satisfaction Return on investment	Annual indices of firm-level expectation, quality and customer satisfaction are made available by the SCSB. The measurements in the SCSB begin with a computer-aided telephone survey designed to obtain a representative sample of customers for firm. Potential respondents are selected on the basis of recently having purchased and used a company's product. To participated, each respondentds is required to pass a battery of screening questions. The questionnaire employs 10-point scales to collect multiple measures for each construct. The SCSB measures are combined with economic returns data for the publicly held firms. Specifically, ROI for each firm is used as a measure of economic returns. Unusual or extraordinary returns are treated as outliers. To make the fullest possible use of the available data, missing value are treated as having the same correlation as the values present in the data set.	The finding relating quality and expectations to satisfaction and then turn our attention to the effect on economic returns. Although expectations are fundamentally stable, changes in the level of quality provided by a firm will enhance or erode the company's reputation for quality over time. Conversely, there appears to be considerable momentum for the current level of expectations. The stability of expectations suggests that a firm's reputation for providing quality will not change quickly. Both quality and expections have a positive impact on customer satisfaction.	High customer satisfaction insulates from short term changes in quality. The strong carry over effect of post customer satisfaction also means that it is time consuming for firms with low customer satisfaction to improve their standing in the market. In modeling customer satisfaction as a long term dynamic phoenomenon, the carry over effect of post satisfaction naturally captures information about past experience with quality, leaving expectations with relatively marginal effect that can be interpreted as the effect of the market's forecast of future on current satisfaction. It is important to note that the sign of the impact of expectations on customer satisfaction through improving quality benefits the firm in the long run.	Economic returns from improving customer satisfaction are not immediately realized. Because effort to increase current customers' satisfaction primarily affect future purchasing behavior, the greater portion of any economic returns from improving customer satisfaction also will be realized in subsequent periods. The suggestion is that a long run perpective is necessary for evaluation the efficacy of efforts to improve quality and customer satisfaction.

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Author	Topic	Objectives	Variables	Methodology	Finding	Implications	Limitations, Further research
Chowdhury, J., Reardon, J. and Srivastava, R. (1998)	Alternative models of measuring store image: An empirical assessment of structured versus unstructure measures for evaluating store image.	To assess the comparative properties, the relative of structure scales and unstructured measures for evaluating store image.	**Independent Variables** Employee service Product quality Atmosphere Convenience Price/value **Dependent Variables** A propensity to shop at a specific store Recommend the store to friends Be satisfied with the store Agree that the store is a good place to shop Having members of the family shop at the store	The development of the structured scales was conducted in systematic conformance within the standard principles of scale construction. A sample of 189 individuals in major metropolitant area in the southeast United Stated responded to the servey in which they rated a large regional grocery store chain. Beside the thirty-eight structure items, the servey also included the unstructured questionnaires. For approximately half the sample, the unstructure questionnaire was preceded by the presentation of the structure items. For the remaining half, the order was reserved. The respondent have the average income of 38,038, age of 33 years, 13.57 years of formal education, and 44 percent were female. Face validity of the scale was established as the items were generated through the matching technique. Additional validity and unidimensionality of each dimension of the purified scale were tested with confirmatory factor analysis using Lisrel 8. The reliabilities of the six dimensions.	The result indicated that there are the exsits of a very high degree of correspondence between the structured store image scale and the variables derive from the coding of the unstructured measures. While both of the two types of scales predict these self reported behaviors significantly, the structure scale appears to explain a greater amount of variance. The result of this study strengthen the case for a properly constructed structured scale to measure store image.	In the face of such a disconcerting choice, this study should contribute toward reinforcing both managerial and academic confidence in the traditional structure scales that are ubiquitously used in marketing for measuring image of the store, brands, products, salespeople, and campaigns among other things.	Had the self-reported behaviors been replaced by the actual behavioral measures, this study clearly would have afforded a higher level of confidence in the conclusions. Additionaly, there are several possible ways in which unstructured measured may be collected and subsequently coded. The method chosen in this study was intended to represent the salient perspectives in current literature. This research cannot and does not purport to address all various of normative issues in the construction of unstructured measure.
Reynolds, K. E. and Arnold, M. J. (2000)	Customer loyalty to the salesperson and the store: Examining relationship customers in an upscale retail context	1. To test an integrate model of relationship customer loyalty in the retail setting, specialty focusing on critical behavioral consequence of loyalty to the salesperson and to the store. By demonstrating that loyalty to the salesperson is directly associated with important store level outcomes, including word of mouth, share of purchase and competitive resistance. 2. To address the gap in understanding of customer loyalty in upscale retail environments and illustrate the central role of the salesperson in producing important store outcomes.	Retail satisfaction Loyalty to the salesperson Loyalty to the store Positive word of mouth Share of purchases Competitive resistance	Sampling frame consist of "call customer" list from two large, regional department store, one independent men's specialty store, and one independent women's specialty store, all primary focusing on selling upscale clothing and accessories. A questionnaire cover letter and postage paid return envelope were mailed. Multi-item scaled were generated. All scales employ seven-point agree-disagree statements with the exception of share of purchases and word of mouth. The measure were assessed using Lisrel 8.	The central role that the salesperson plays in translating a relationship customer's interpersonal loyalty into important salesperson and store level outcomes, such as word of mouth, share of purchase and competitive resistance. The research provides evidence that in an upscale retail setting, building salesperson-customer relationships results in real value to the real firm.	The research imply that retail firms must focus on hiring, enthusiastic, friendly sales employees who genuinely enjoy being with people. Training should center around developing skills in building customer relationships and determining customer needs so that the relationship may be customize to the individual customer's preferences.	Researcher should examine the effect of other aspects of the retail environment on the key outcomes in the study. Future research efforts could also focus on identifying the particular personality or situational characteristics of relationship customer and use these to segment customers. Further examination of the measures of loyalty and other constructs may also be in order.
Boemer, J and Ruyter, K. D. (1998)	On the relationship between store image, store satisfaction and store loyalty	To study the relationship between store satisfaction and store loyalty, taking into account the effect of store image.	Store image Manifest store satisfaction Latent store satisfaction Store loyalty	Three hundred questionnaires were distribute among shopping customer on week days as well as Saturday at various time of the day. Every tenth customer coming through the revolving doors of the department store was selected by the interviewers. The customers were asked to fill in the questionnaire at home. The sample was found to be representative for the department store population by checking to state satisfaction or dissatisfaction with the department store. Next, they had to rate their intention of visiting the same department store next time they need to visit a department store. Then, question on store commitment, store choice involvement and store deliberation were measured with scales containing five-point Likert scale items, ranging from 1 to 5. Using Lisrel 8.	The positive relationship between manifest satisfaction and store loyalty to be stronger than positive relationship between latent satisfaction and store loyalty. The increase in manifest store satisfaction has large positive impact on store loyalty than the same increase in latent store satisfaction.	1. Store management should not only be concerned about the amount of store satisfaction. It seems equally important to tell the type of satisfaction into account too. 2. Management can stimulate customers to elaborate on their store choice by activating the motivation and the ability of the customers to evaluate the choice.	It seems important to validated the dissetisfaction between manifest and latent store satisfaction in other retail settings and to verify whether the moderator effect of elaboration in the relationship between store satisfaction and store loyalty also occurs in other settings. It might well be that for retail stores with different merchandise, other relationship between type of satisfaction and loyalty may be found.

Table 2.2 Relevant Empirical Studies (Thesises)

Author	Topic	Objectives	Variables	Methodology	Finding	Implications	Limitations, Further research
Charnsirisakskul, V (2001)	Influence of store environment on various aspects of female customer purchase behavior	1. To investigate the influence of store's environment on various aspects of female customers purchase behavior 2. To find out influence of the store's environment on attitudes of female customers towards the store	**Independent variables** store environment which are store image, social factors, desing factors and ambience factors **Dependent variables** customer purchase behavior which are the number of item purchased, the amount of time spent in the store, the amount of money spent in the store, and whether the shopper like the store environment	1. Sample survey method 2. Using open-ended questions and Likert scales 3. Respondent will complete the questionaire themselves in the interviewer's presence 4. Sample size 384 respondent of target population who are female shopper in the shopping plaza in Bangkok 5.Using probability and non probability sampling 6. Using SPSS to summarize the data	1. The store environments have influences on building image of the store, amount of money spent in the store, amount of quality purchased from the store, and the amount of time spent in the store 2. Design factor and ambience factors have influence on building the image of the store on female customers 3. Both social factor and ambience factor have influence on the amount of money spent in the store	For marketer, knowledge about how shopping behavior of potential customers can be influenced by overall image of the store can be of considerable importance. With the current emphasis creating more lasting relationships with customers, the role of store's environment becomes strategically important.	The limitation is that the researcher can only conduct the survey in Bangkok, which may lead to limit application of research findings. The store's environment is the main variable of this study. Further research should be continue to explore new directions of how components of the shopping experiences can be improve to create more positive relationships between sellers and store patron.
Pittayatham, J. (2003)	A comparative study of marketing mix between Coffee-World and Starbucks consumer in Bangkok	1. To compare the consumer perceived performance of marketing mix between Coffee-World and Starbucks company 2. To determine consumer's perceived importance of marketing mix in different demographic segment 3. To identify critical area in the impactant and performance matrix of Coffee-World and Starbucks company	**Product** Product variety Quality Brand name Services **Price** Price level Reasonable price **Place** Atmosphere Convenience location Cleanness coffeehous Comfortable coffeehous **Promotion** Discount Advertising	1. Using descriptive statistic and inferential statistic as ANOVA and pair sample t-test and independent t-test and using SPSS to summarize data. 2. Target population is consumer of Coffee-World and Starbucks in Maboonkrong Center. Sample size is 381 respondents.	1. There are different in consumer's percieved performance in term of marketing mix between Cofffee-World and Starbucks 2. Starbucks has better performance in term of variety of coffee, variety of beverage, taste of coffee, aroma of coffee, freshness of coffee bean, type of coffee bean, famous of coffeehous, staff's create coffee drinking experience to customer, reasonable price, decoration of coffeehous, comfortable coffeehouse, advertising than Coffee-World.	To provide useful information about coffeehous marketing mix to those marketer who are in the kind of coffeehouse business field.	Limitation of the research are the study focus only people who have consumed coffee and related product at both Coffee-World and Starbucks then the finding of this research can not be generalized for other coffeehous with caution Futher study shuold study similar but change the product or expand the research in other area and study more about consumer satisfaction toward Coffee-World and Starbucks
Achariyawong, M (2003)	Service quality for customer retention in beauty salon business in Kanchanaburi province.	1. To identify factors of service quality needed to included in beauty salon business in Kanchanaburi province 2. To study the relationship between service quality of beauty salon business and customer retention	**Independent variables** 1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy **Dependent variables** Customer retention 1. Repurchase intention 2. Buy more service 3. Recommendation	This research apply non-device verbal communication method in survey through questionnaire. This method will provide direct communication where researcher gather information through face-to-face contact with individual respondents. Using probability sampling method. Sample size is 200 samples. The statistical model applied in the research is descriptive statistics. The test of hypothesis is conductsed by utilizing bivariate correlation statistics. Using interval scale. The data analysis of interval scale typically uses parametric statistical tests. The Pearson correlation coefficient is used to measure of correlation. Rho correlation coefficient is the value used to measure the strength of association and the alpha level of significance is used	The reserch found positive and significant relationships between the independent variable and the dependent variable. The result show that all determinants of service quality are important for customer retention in beauty salon business. The customer retention in this study composed of three-item measure the respondents' stated intention to continue the relationship by buying the same service again; and /or buying other types of services; and/or recommending the service provider to others.	The finding demonstrate the importance of strategies that can steer behavioral intentions in the right directions, including striving to meet customers' desired service levels. Firms must examine the impact of their service quality provision on customers' responses, including intentions signaling behaviors that are potentially favorable or unfovorable to the firm. The firms also can use surveys eliciting customer retention or behavioral intention as an early system to identify customers in danger of defection and to take timely corrective action.	Future research should incorporate a more extensive multiple items behavioral intentions measure than has been used in this research and examine service quality's impact on specific types of behavioral intention for both favorable and unfavorable

From a through literature review, the researcher found that sales service indicates what specialty store customer expected to perceive as what service level of the store is. The customers receive personal attention from store employees when they go to shop. Personal attention included store employees responsiveness, courteous, and knowledgeable in order to offer prompt service, and individual service. Front line employees represent the store and are performing a marketing function. The store appearance, its employees, and promotion materials offer customer a visible cue to form perception of store image. Having up-to-date equipment allows a store to facilitate activities such as registering stock keeping unit information. Accurate records and convenient hours of operation form a supportive structure on which personal attention and tangibles rely. The SERVQUAL is a reliable scale for assessing the study of poor service firms, the scale does not perform as well as expected with the service quality of retail store.

Affective commitment appears to be positively related to word of mouth praise. The relationship between affective commitment and word of mouth praise is explained by attitude measurement, involving liking or disliking. If people say they like the company, it means that they should communicate to other about the company in favorable word of mouth. But the measurement word of mouth (WOM) activities and WOM praise has limitation as it pertains to only service industries that are hair salon and veterinarian.

Service quality is one of a number of variables that may influence repeat purchase. The predictive power of evaluative judgement that is satisfaction relates to a specific class of relational variables. The variables included making customer feel important, taking an interest in customer and respecting the customers. These

relational support the efficacy of customer satisfaction as a major predictor of service quality. Customer revaluation such as value for money may have a direct influence on repurchases behavior. The feelings of comfort arising from employee interactions are important to evaluate service quality and satisfaction. However the crosssectional survey design has limitations with respect to causal influence.

However, the researcher modified the variables and focused on those appropriate to this study and the retailing mix factors in previous details to be grouped in the conceptual framework as showing in the later chapter.

Customers' experiencing no service problems have the strongest levels of loyalty intentions and the weakest switch and external response intentions. They pay more intentions not significantly higher than those customers experiencing service problems that were resolved satisfactory. Among customers experiencing recent service problems, those receiving satisfactory resolution have significantly higher loyalty and pay more attentions, and significantly lower switch and external response intentions, than those with unresolved problems. However, the finding also revealed the weaknesses with methodological implications.

A retailer has to make sure that a consumer conceives a pleasurable level of fulfillment as a result of their shopping experience. The loyalty expressed by word-of-mouth, price insensitivity, and a purchase intention is explained by commitment. The study focused on store loyalty intention only and those intentions are an incomplete proxy for actual behavior.

The role that the salesperson plays in translating a relationship customer's interpersonal loyalty into important salesperson and store level outcomes, such as word of mouth, share of purchase and competitive resistant that upscale retail setting should built.

Quality and expectation have a positive impact on customer satisfaction. The high past satisfaction of current customers provides a strong indication that current and consequently future customer satisfaction will be high. High customer satisfaction insulates the firm from short-term changes in quality. The strong carryover effect past customer satisfaction also means that it is time consuming for firms with low customer satisfaction to improve their standing in the market. Return on investment, a long-term measurement of economic health is strongly affected by customer satisfaction. High quality and high customer satisfaction is rewarded by economic return.

Then the researcher refines attempts to further investigate that the quality service that Robinson department store customers received will cause them satisfaction and whether it will have effect on the attitude of customers that have with the department store. At the same time, the researcher would like to test whether service quality affects the loyalty or not. The researcher also would consider that satisfaction leads to recommendation and repurchase intention and then to loyalty or not. Then the researcher develops the proposed model of existing study in order to compose the original structure equation model as will be expressed in chapter three.

CHAPTER III

RESEARCH FRAMEWORKS

This chapter focuses on the framework of the research. The researcher relates the theories, which are drawn from the literature review to develop the conceptual framework. This chapter consists of four sections, which are theoretical framework, conceptual framework, research hypothesis and operationalization of related variables. The first part, Theoretical Framework depicting models that explore the effects of dependent variable on the independent variables in a logical and prescribed way. The conceptual framework is the researcher's own model, which explains the independent, and dependent variables. The last part, operationalization of variables translates all variables and sub-variable into action.

3.1 Theoretical Framework

Based on the different theoretical framework and studies depicted in the previous chapter, there are many models that influence consumer satisfaction with a store. The researcher employs Structure Equation Modeling to use in order to develop the proposal model that is referred as the conceptual model. Structure equation modeling can be used both for variables that are directly observed and for latent variables that cannot be observed directly. It allows the determination of total causal effects. SEM analysis includes a determination of whether the variable variances and covariances computed from the data. The structure model expresses the relationships among independent and dependent variables, even when a dependent variable becomes an independent variable. The proposed relationships are then translated into a series of structural equation for each dependent variables. SEM can estimate many equations at once, and they can be an interrelated, meaning

that the dependent variable in one equation can be an independent variable in other equation.

The model consists of variables that are explained by the models called endogenous variable and variables that are not explained by the model called exogenous variables. In this research study, service quality is observed in exogenous variables. Satisfaction, Relative Attitude, Recommendation, Repurchase, and Loyalty are observed, endogenous variables.

This research model is recursive modeling that is one in which there is one way causal flow and the equation errors are uncorrelated. One way causal flow means that there is no reciprocal causation or causal feedback. There is no variable in this sequence that helps to determine earlier variables.

3.2 Conceptual Framework

The conceptual framework provides a conceptual fundamental and understanding of the basic processes underlying the problem situation. The process will suggest key dependent and independent variables. Maholtra and Bieks (2003)

Dependent variables are the variables that measure the effect of the independent variables on the test units. Independent variables are variables or alternatives that are manipulated by the researcher and whose effects are measured and compared. (Malhotra, 1999)

In this study, the conceptual framework explicates the relationship between service quality, customers' satisfaction, favorable relative attitude, repurchase intention, likelihood of repurchasing, likelihood of recommending and department store loyalty based on previous empirical researches and theories providing evidence. The models

are used as representations of theoretical systems that the researcher will test, examine

and generally analyze. The conceptual framework of this research is presented in

Figure 3.1

Figure 3.1. Conceptual Framework
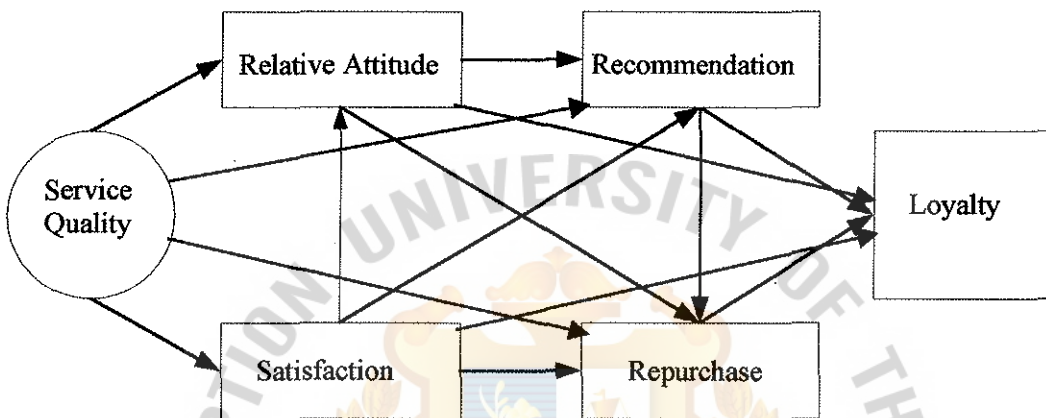
Modified from "An examination of the relationship between service quality, consumer satisfaction, and store loyalty". International Journal of Retail and Distribution Management, Brandford; 2000 by Sivadas and Baker-Prewitt, Vol. 28, No. 2.

Explanation of selected variables

1. Service Quality

Service quality is one dimension on which satisfaction is based (Rust and Oliver, 1994). Customer satisfaction depends on preexisting or contemporaneous attitude about *service quality* (Bolton and Drew, 1994). *Service quality* is central to the success of retailer selling both tangible and intangible products. High-quality service is defined as delivering service that meets or exceeds customers' expectation. In this definition there is no absolute quality service, but only service that is perceived as high quality because it meets and exceeds the expectations of customers (Dunne, Lusch and Gable 1995).

2. Satisfaction

Sheth, Mittal, and Newman (1999) proposed that there are two approaches to understand why customer feel the way they do (satisfied and dissatisfied). One is to get the customer to rate his or her experience with a product or service on its various attributes. Kotler and Armstrong (1996) defined consumer *satisfaction* as the extent to which a product's perceived performance matches a buyer's expectation. If the product performance falls short of expectations, the buyer is dissatisfied. In other words, customer *satisfaction* is defined as meeting or exceeding customer expectation.

3. Relative Attitude

Relative attitude refers to favorable attitude that is high compared to potential alternatives (Dick and Basu, 1994). Sivadas and Baker-Prewitt concluded that a favorable relative attitude did not influence the repeat patronage of department store customers but it predicts the recommendation of the store to others.

4. Recommendation

Recommendation of store is also greatly associated with the likelihood of repurchasing from that store. Getting customers to recommend the store to others appears to be the key. When consumers recommend a store to others it strengthens their own relative attitude toward the store. This is so as when consumers recommend a store they effectively are suggesting that someone patronize a particular store over other stores. Principles of cognitive consistency might operate so that they themselves would be more inclined to repurchase from a department store they have recommended to others (Beatty and Kahle, 1998 and Solomon, 1996).

5. Repurchasing

Zeithaml, Berry and Parasuraman (1996) suggested that service quality related to *retention of customers* at the aggregated levels. The consequences of service quality perceptions on individual level behavioral intentions can be viewed as signals of *retention* or defections.

Bloemer and Kaper (1995) distinguish between true and spurious brand loyalty. They suggest that loyalty not only concern the behavior of *repurchasing* but also takes into account the actual behavior's antecedents. They defined true loyalty as the bias behavior response (purchase) expressed over time with respect to one or more alternative store out of a set of such store which is a function of psychological processes resulting in store commitment. Spurious loyalty on the other hand is repurchase due to inertia.

Holding favorable attitude towards a brand is indicative of manifest satisfaction and a commitment towards the brand. This commitment will translate into a desire to *rebuy* the brand (repurchase intention), it means ignoring other alternatives available (Bloemer and Kasper, 1995). Rust and Williams (1994) found that the greater customer satisfaction resulted in a greater intent to *repurchase.*

6. Loyalty

Store *loyalty* can be expressed by worth of mouth, a price insensitivity and purchase intention is explained by commitment. Commitment can be induced by creating a feeling for the consumer that he is being part of family (Bloemer and Schroder, 2002).

Satisfaction in itself will not translate in to *loyalty*, it will foster loyalty to the extent that it is a prerequisite for maintaining a favorable relative attitude and for recommending and repurchasing from the store (Jones and Sasser, 1995).

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

3.3 Research Hypotheses

Hypotheses are conjectural statement of the relationship between two or more variables that carry clear implications for testing the stated relation. (Davis, 1996)

In addition, Zikmund (1997) defined hypothesis as a proposition or possible solution to a problem and it is a guess. After identifying the proper variables, the network of association among the variables needs to be elaborated so that relevant hypothesis can be developed and subsequently tested.

There are two types of hypothesis, null hypothesis and alternative hypothesis. The null hypothesis, denoted as H_o, always specifies a single value for the population parameter. Alternative hypothesis, denoted H_a, is the hypothesis that answers question in the study.

After defining the important variables and establishing the relationship among them through the theoretical or conceptual framework, it is now appropriate to test whether the relationship that have been theorized do in fact hold true.

1. **H_0 1:**   Service quality has no effect on satisfaction.

   H_a 1:   Service quality has an effect on satisfaction.

2. **H_0 2:**   Service quality has no effect on recommending.

   H_a 2:   Service quality has an effect on recommending.

3. **H₀ 3:** Satisfaction has no effect on store loyalty.

   Hₐ 3: Satisfaction has an effect on store loyalty.

4. **H₀ 4:** Satisfaction has no effect on relative attitude.

   Hₐ 4: Satisfaction has an effect on relative attitude.

5. **H₀ 5:** Service quality has no effect on relative attitude.

   Hₐ 5: Service quality has an effect on relative attitude.

6. **H₀ 6:** Satisfaction has no effect on recommendation.

   Hₐ 6: Satisfaction has an effect on recommendation.

7. **H₀ 7:** Relative attitude has no effect on repurchasing.

   Hₐ 7: Relative attitude has an effect on repurchasing.

8. **H₀ 8:** Relative attitude has no effect on recommending.

   Hₐ 8: Relative attitude has an effect on recommending.

9. **H₀ 9:** Relative attitude has no effect on store loyalty.

   Hₐ 9: Relative attitude has an effect on store loyalty.

3.4 Operationalization of the Independent and Dependent Variables

A concept can be defined as abstract ideas generalized from particular facts (Davis and Cosenza, 1993). A concept will be made operational so that it is measurable. Measurements of service quality, satisfaction, likelihood to visit the store, likelihood to recommend the store and relative attitude have typically been based on Likert scale. Likert scale is a measurement scale with five or seven response categories ranging from

"strongly disagree" to "strongly agree", which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements related to stimulus objects. (Malhotra, 1999)

As the objective of this research study is to examine the effect between each variable in the retail department store context, the respondents were asked about their department store shopping experience. The measurement variable in this research is described as follows:

Table 3.1 Operational Components of Influencing Variables are as follows:

Concept	Concept Definition	Operational Components	Level of Measurement
Service quality	Quality of service that Robinson department store and sale personnel offer to customers	- Visually appealing interior - Neat of sales personnel - Merchandises displays - Promise to complete thing of sales personnel - Sincere interest in solving customer problem of sales personnel - Provide service at the right time sales personnel promise to do so - Perform the service right the first time - Provide error free sales receipts - Be able to tell customers exactly when they will help - Provide prompt service - Willingness to help	Interval Scale

		- customer at all times - Never too busy to respond to customers request - Behavior instills confidence in customers of sales personnel - Making customers feel secure in their transactions with the store - Consistently courteous with customers - Having the knowledge to answer the customer questions - Giving customer individual attention - Providing convenient operating hours for all customer - Giving customer personal attention - Having the customers' best interests at heart - Understand specific needs	
Customers' satisfaction	Overall satisfaction with Robinson department store	- Level of agreement on the statement "How customers are satisfied with the store?"	Interval Scale
Relative attitude	Favorable attitude the respondents have toward Robinson department store	- Level of agreement on the statement "How much of an advantage does	Interval Scale

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		Robinson has over other department stores?" - Level of agreement on the statement that how is the quality of service receive from Robinson when compare to other department store	
Likelihood of recommending	Possibility opportunity to recommend Robinson department store to others	- Level of agreement on the statement "Will customers recommend the store to other?"	Interval Scale
Repurchase	Opportunity to come to visit and rebuy at Robinson department store again	- Level of agreement on the statement "Will customers come to visit the store again?"	Interval Scale
Loyalty	Customers' loyalty to Robinson department store	- Number of time frequency of visiting Robinson Department Store - Number of time frequency of visiting department store in general	Ratio

CHAPTER IV

RESEARCH METHODOGY

This chapter provides an overview of research methodology that is employed in this study and consists of ten sections. The first section is research methods used. The second is the details of sampling design followed by the third and fourth section, which is sampling process and target population. The fifth section is population element. The sixth section is determining sample size. The seventh section is research instrument and questionnaire, which contains the questions that are asked of the respondents and methods to measure. The eighth section is pilot study that researcher has conducted. The ninth is collection of data and gathering procedures. The final section is the statistical tools used to answer all statement of problems and the criteria used in selecting the appropriate statistics.

4.1 Research Methods Used

The study focuses on the retail department store context variables as perceived by customer who have shopped at Robinson department store.

Survey is used as a research technique for this study because it is a method of primary data collection based on face-to-face communication with a representative sample of individuals. The advantages of this mentioned technique are getting feedback immediately, to collect all the complete responses within a short period.

In this study, descriptive and inferential statistics methods are used. Descriptive statistics are used in describing parameters of the respondents' personal data and customer's shopping behavior. The aims of descriptive

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statistics are to describe the differential of one situation to another and to diagnose the events by using frequency and percentages. Structure Equation Modeling (SEM) are used to determine influence between retail department store context factors as perceived by Robinson department store's customers. Structure equation modeling represents causal processes that generate observations on multiple variables (Bentler, 1988). After the data is collected from respondents, the data is coded into the symbolic form that is used in Statistical Package for Social Science (SPSS) software.

4.2 Sampling Design

Sampling is a procedure using a small number of units of a given population as a basis for drawing conclusions about the whole population (Churchill, 1999) because, it is impossible to conduct a census to measure characteristics of all elements of a population. Thus the sampling represents the population in the measurement characteristics of the population. For now, there is no accurate list of appropriate individuals from where the target population chosen is available in this research. Thus this research is probability that each element of the population has a fixed probabilistic chance of being selected for the sample (Malholtra, 1999).

4.3 Sampling Process

The sample in this study is people who have shopped Robinson in Bangkok. A total of 5 branches of each department store are used. The researcher used stage sampling with the following sampling process.

1. The researcher uses lot drawing form the 5 branches of Robinson department store from 9 branches in Bangkok. The results are as follows:

Robinson Department Store's Branches

   1. Robinson Ratchdapisek

   2. Robinson Sukhumvit

   3. Robinson Silom

   4. Robinson Bang Rak

   5. Robinson Bang Khae

2. Next process is distributing the questionnaires to the target group using convenience-sampling method. The sample elements are hand picked because it is expected that they can serve the research purpose (Churchill, 1999). From this research, the researcher distributed questionnaires to people who shop at Robinson department store. This enabled the researcher to obtain a variety of perspectives from sample elements selected because it is believed that they are representative of the population of interest.

4.4 Target Population

The entire group of people, events or things of interest that the researcher wishes to investigated is called population (Sekaran, 1992) and the *target population* is the specific complete group relevant to the research project (Zikmund, 1996). The *target population* for this study comprised of four areas of interest as follows:

1) The target population are both male and female who are aged 18 years old and above.

2) The target population should be asked whether they had shopped at Robinson department store within last 6 months.

3) The target population should be asked to provide the name of last department store that they shopped.

4) The time duration that the questionnaires will be distributed to the target population is during September-October 2003

4.5 Population Element

Population elements for this research are both males and females aged 18 years old and above who shop at Robinson in Bangkok Metropolis. The population who are 18 years old is supposed to be mature enough to have their own thinking and can make decision themselves. The questionnaires distribution is performed at each time of a day, each day of a week, and each week of a month that are altogether included in a whole month of session between September-October 2003 in order to avoid the circumstance that is over controlled by the researcher such as the different crowd of customers during a day, different crowd during week-days and week ends at department store, and the crowd of customers that is caused by the month end sales at department stores.

4.6 Determining Sample Size

For this research, the *sample size* decision should be guided by a consideration of the resource constraints. In this research study, money and time are limited. Other constraints include the availability of qualified personnel for data collection. The sample size required should be adjusted for the incidence of eligible respondents and the completion rate (Malhotra, 1999)

Sampling size is influenced by the average size of sample in similar studies. Table 4.1 gives an idea of sample sizes use in different marketing research studies. These sample sizes have been determined based on experience and can serve as guidelines, particularly when nonprobability-sampling techniques are used.

Table 4.1 Sample Sizes Used in Marketing Research Studies

Type of Study	Minimum Size	Typical Range
Problem identification research	500	1,000 - 2,500
Problem solving research	200	**300 - 500**
Product tests	200	300 - 500
Test marketing studies	200	300 - 500
TV/radio/print advertising	150	200 - 300
Test marketing audits	10 stores	10 - 20 stores
Focus groups	6 groups	10 - 15 groups

Source: Malhotra (1999), Marketing Research "An Applied Orientation" (3 rd Edition), New Jersey, by Prentice-Hall, P.332

The researcher identifies the sample size based on the reference of sample sizes used in marketing research studies Table 4.1, in this study, money and time resources are constraints. Therefore, with the allowance for the sampling error in this study of 5% with 95% confidence level, the sample size of 300 respondents, which is supposed to be the minimum, is the required size of sample for this study.

4.7 Research Instrument/ Questionnaire

The instrument to be used for this research is *questionnaire*. The closed-end formed questionnaire has been developed from the research of Sivadas and Baker-Prewitt, 2000 which is an examination of the relationship between service quality, customer satisfaction, and store loyalty on the basis of the proposed conceptual framework of this study. Closed-formed questionnaire help respondents to make quick decisions by making a choice among the several alternatives that are provided. This questionnaire is used to get data from target group of respondents. The questionnaire will be prepared in English and Thai versions and distributed to

respondents because some respondents are not able to read and understand English. The questionnaire is composed of nine parts as follows:

Part I: Pre-Screening Questions – this part will be asked the respondent to express whether they had shopped at Robinson within last 6 months. There is 1 question in this part.

Part II: Service Quality – this part will ask respondents to express the perception of service quality at Robinson department store. There are 22 questions with seven-points scales asked in this part, where

Seven-point Likert scale

1 = Strongly agree   2 = Agree   3 = Slightly agree

4 = Neutral   5 = Slightly disagree   6 = Disagree

7 = Strongly disagree

Part III: Customer Satisfaction – this part will ask respondents to express the overall level of satisfaction with Robinson department store. There is 1 question asked in this part

Part IV: Recommend – this part will ask respondents to express how likely they will recommend Robinson department store to their friends and relatives. There is 1 question asked in this part

Part V: Repurchase – this part will ask respondents to express how likely they will shop at Robinson department store again. There is 1 question asked in this part

Part VI: Relative Advantage – this part will ask respondents to express how much advantage does Robinson department have over other stores. There are 2 questions asked in this part

Part VII: Store Loyalty – this part will ask respondents to express how often customer shop at Robinson department when compared to overall their shopping times. There are 2 questions asked in this part

Part VIII: Related Shopping Behavior – this part will ask and collect general data from the respondents about shopping habits. There are 4 questions asked in this part

Part IV: Personal Data – this part consists of 5 questions, which include gender, age, occupation, education level, and monthly income of respondents.

4.8 Pilot Study

Pre-testing or pilot study helps a researcher in identifying possible problems that might occur while conducting research. Pretest is a trial method to detect and solve the problem of the questionnaire design. The research pretest is done in order to test reliability of questionnaire by distributing 40 questionnaires to the respondents at Robinson in Bangkok. The researcher looks for evidence of ambiguous questions and respondents' misunderstanding and whether the questions mean the same thing to all respondents in terms of wording, meaning of language question transforming, sequence and structure.

The questionnaires have been tested and modified to suit customers and the nature of Robinson department store with the reliability alpha value at 0.965. It concluded the data collected is at a level that indicated a strong reliability, thus encouraging further statistical relationships to be tested.

4.9 Collection of Data/ Gathering Procedures

In this study, the data will be collected from primary as well as secondary sources as follows:

- **Primary data:**

The primary data is data that is collected through the survey by using the questionnaire that are distributed to sample 300 respondents of Robinson department store's customers by surveying on a face-to-face basis on leaving the stores based in Bangkok area. Before distributing the questionnaires, the respondent will be asked the pre-screening question to indicate that they have ever shopped at Robinson within the past 6 months. The questionnaires are collected during September-October, 2003.

- **Secondary data collection:**

The secondary data is taken from several sources including journals, newspapers, magazines, articles from academic textbooks via Internet and libraries sources related to the topic in order to apply them to the concept of the study to assist in the analysis, recommendation and to draw a conclusion for this study.

4.10 Statistical Treatment of Data

As the objective of this researcher study is to test the effect of service quality of Robinson department store on their customers' satisfaction and store loyalty, the researcher uses Structure Equation Modeling (SEM) to present causal effect of a set of variables which are service quality, satisfaction, relative attitude, recommendation, repurchase and store loyalty. Structure equation modeling estimates a series of separate, but interdependent, multiple regression equations simultaneously by specifying the structure model used by the statistic program.

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The data gathered from the respondents were analyzed and summarized in a readable and easier interpretable form after the required data are collected. The Analysis of Moment Structures (AMOS) is utilized to summarize the data. The research questionnaires using four-point, five-point, six-point and seven-point Likert scales, two-item divide Q1/Q2, two-item measure-obtain summated score and divide by two is used for the questionnaire.

The questionnaire is processed using SPSS to find out the descriptive statistics used in describing parameters of the respondents' personal data and customer's shopping behavior.

CHAPTER V

DATA ANALYSIS

This chapter covers the analyses of the collected primary data from 300 questionnaires from the target respondents. The data analysis part can be divided into two main sections. The first section explains the descriptive statistics in the form of frequency table and the second section is the inferential statistics, the hypothesis testing causal relationship, which is described by structure equation model analysis included four parts of model analysis in this section.

5.1 Descriptive Analysis

Descriptive statistics is used to describe or summarize information about a population or sample (Zigmund, 1997). It is a branch of statistics that provides research with summary measures for data in their samples. The objective of descriptive statistics is to provide summary measures of data contained in all elements of a sample. The measure of central tendency and measures of description are usually concerned (Kinnear, 1991).

Major types of descriptive statistics are measures of central tendency, measures of variability, measures of relationship, and measures of relative position. Measures of central tendency are used to determine the typical or average score of a group of figures; measures of variability indicate how spread out a group of figures are; measures of relationship indicate to what degree two sets of figures are related; and measures of relative position describe a subject's performance compared to the performance of all other subjects (Gay and Diehl, 1996).

In this research study, descriptive statistics is used to summarize the demographic characteristics of respondents, customer's shopping behavior, service quality attributes, customer satisfaction, relative advantage, repurchasing and recommendation

Table 5.1   Personal Data

	Demographic	Frequency	Percentage
Gender	Male	119	39.5
	Female	182	60.5
	Total	**301**	**100.00**
Age	18-20 years	16	5.3
	21-30 years	169	56.1
	31-40 years	95	31.6
	More than 40 years	21	7
	Total	**301**	**100.00**
Occupation	Business owner	21	7
	Government officer	14	4.7
	State enterprise employee	13	4.3
	Private company employee	200	66.4
	Housewife	5	1.7
	Student	41	13.6
	Unemployed	7	2.3
	Total	**301**	**100.00**
Education Level	Under Bachelor degree	60	19.9
	Bachelor's degree	185	61.5
	Higher than Bachelor's degree	56	18.6
	Total	**301**	**100.00**
Income	Less than 15,000 Baht	135	44.9
	15,001 - 25,000 Baht	88	29.2
	25,001 - 35,000 Baht	41	13.6
	35,000 Baht and above	37	12.3
	Total	**301**	**100.00**

From table 5.1, majority of respondents is female, which accounted for 60.5% (182). It means that there are 2 women in each of 3 respondents. Most of them aged between 21-30 years old that accounted for 56.1% (169). Majority of the respondents is private company employee, which accounted for 66.4% (200). The education level, which is the majority part is bachelor's degree that accounted for 61.5% (185). Most of the respondents have income less than 15,000 baht per month that accounted for 44.9% (135).

Shopping Behavior

Table 5.2   **Shopping Frequency**

Frequency of respondents shop at department store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	almost everyday	19	6.3	6.3	6.3
	once a week	101	33.6	33.6	39.9
	2-3 times per month	66	21.9	21.9	61.8
	once a month	74	24.6	24.6	86.4
	2-3 month per time	30	10.0	10.0	96.3
	others	11	3.7	3.7	100.0
	Total	301	100.0	100.0	

From table 5.2, most shopping frequency of respondents at one time a week counted for 33.6% (101), almost everyday accounted for 6.3%(19), between 2-3 times per month is accounted for 21.9%(66), once a month accounted for 24.6%(74), between 2-3 months per time accounted for 10%(30), and the respondent who shop longer 2-3 month per time that indicated as other accounted for 3.7%(11).

Table 5.3   Shopping Time Spent

Times respondents spend shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 hour	27	9.0	9.0	9.0
	1-2 hours	135	44.9	44.9	53.8
	2-3 hours	103	34.2	34.2	88.0
	more than 3 hours	36	12.0	12.0	100.0
	Total	301	100.0	100.0	

From table 5.3, most of shopping time the respondents generally spend is
between 1-2 hours that represented 44.9% (135), shopping time spent less than 1 hour
represented 9% (27), shopping time between 2-3 hours represented 34.2% (103), and
shopping time spent more than 3 hours represented 12% (36).

Table 5.4   Transportation

Vehicle that respondents use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	personal car	158	52.5	52.5	52.5
	motorcycle	15	5.0	5.0	57.5
	tuk tuk	6	2.0	2.0	59.5
	bus	97	32.2	32.2	91.7
	walk	11	3.7	3.7	95.3
	other	14	4.7	4.7	100.0
	Total	301	100.0	100.0	

From 5.4, the majority vehicle that respondent use to travel to shop is personal car
that accounted for 52.5% (158), motorcycle accounted for 5% (15), tuk tuk accounted for
2% (6), bus accounted for 32.2% (97), walk is counted for 3.7% (11), and other
accounted for 4.7% (14).

Table 5.5   **Spending per Bill**

Spending per time respondents shop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 500 baht	47	15.6	15.6	15.6
	500-1,000 baht	128	42.5	42.5	58.1
	1,001-2,000 baht	83	27.6	27.6	85.7
	2,001-3,000 baht	31	10.3	10.3	96.0
	3,001-4,000 baht	3	1.0	1.0	97.0
	more than 4,000 baht	9	3.0	3.0	100.0
	Total	301	100.0	100.0	

From the table 5.5, most of amount the respondents spend per time is between 500-1,000 baht that accounted for 42.5% (128), less than 500 baht accounted for 15.6% (47), between 1,001-2,000 baht accounted for 27.6% (83), between 2,001-3,000 baht accounted for 10.3% (31), between 3,001-4,000 baht accounted for 1% (3), and more than 4,000 baht is accounted for 3% (9).

Table 5.6   Service Quality Attributes

Message		Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree	Total	Mean	SD
1.Has an interior that is visually appealing?	Amt	8	23	56	112	53	36	13	301	4.13	1.328
	%	2.7	7.6	18.6	37.2	17.6	12	4.3	100		
2.Has sales personnel who appear neat?	Amt	1	7	32	102	98	49	12	301	4.61	1.095
	%	0.3	2.3	10.6	33.9	32.6	16.3	4	100		
3.Has merchandise displays that are visually appealing?	Amt	7	15	55	110	72	31	11	301	4.2	1.239
	%	2.3	5	18.3	36.5	23.9	10.3	3.7	100		
4.Has sales personnel who complete thing in promised?	Amt	7	8	67	108	72	30	9	301	4.18	1.190
	%	2.3	2.7	22.3	35.9	23.9	10	3	100		
5.Has sales personnel who show a sincere interest in solving customer problems?	Amt	9	16	71	116	63	19	7	301	3.97	1.180
	%	3	5.3	23.6	38.5	20.9	6.3	2.3	100		
6.Has sales personnel who provide their services at the time they promised to do so?	Amt	7	17	61	96	74	37	9	301	4.2	1.269
	%	2.3	5.6	20.3	31.9	24.6	12.3	3	100		
7.Has sales personnel who perform the services right the first time?	Amt	9	32	75	111	52	19	3	301	3.78	1.189
	%	3	10.6	24.9	36.9	17.3	6.3	1	100		
8.Has sales personnel who provide error-free sale receipts?	Amt	0	6	31	86	75	83	20	301	4.86	1.184
	%	0	2	10.3	28.6	24.9	27.6	6.6	100		
9.Has sales personnel who are able to tell customers exactly when they will be help?	Amt	8	24	66	107	63	29	4	301	3.98	1.223
	%	2.7	8	21.9	35.5	20.9	9.6	1.3	100		
10.Has sales personnel who provide prompt service?	Amt	7	12	53	94	76	49	10	301	4.35	1.276
	%	2.3	4	17.6	31.2	25.2	16.3	3.3	100		
11.Has sales personnel who willing to help customer at all times?	Amt	8	13	66	89	75	39	11	301	4.23	1.296
	%	2.7	4.3	21.9	29.6	24.9	13	3.7	100		

Question		1	2	3	4	5	6	7	Total	Mean	SD
12.Has sales personnel who are never too busy to respond customer request?	Amt	10	9	60	102	78	32	10	301	4.21	1.250
	%	3.3	3	19.9	33.9	25.9	10.6	3.3	100		
13.Has sales personnel whose behavior instills confidence in customers?	Amt	3	15	65	114	65	31	8	301	4.16	1.163
	%	1	5	21.6	37.9	21.6	10.3	2.7	100		
14.Make customers feel secure in their transactions with the store?	Amt	0	15	51	120	71	33	11	301	4.3	1.135
	%	0	5	16.9	39.9	23.6	11	3.7	100		
15.Has sales personnel who are consistently courteous with customer?	Amt	5	15	33	103	92	36	17	301	4.46	1.245
	%	1.7	5	11	34.2	30.6	12	5.6	100		
16.Has sales personnel who have the knowledge to answer customer question?	Amt	4	12	61	103	79	32	10	301	4.25	1.187
	%	1.3	4	20.3	34.2	26.2	10.6	3.3	100		
17.Has sales personnel who give customers individual attention?	Amt	12	21	70	99	66	28	5	301	3.96	1.271
	%	4	7	23.3	32.9	21.9	9.3	1.7	100		
18.Has operating hours that are convenient to all customers?	Amt	3	10	41	76	83	72	16	301	4.68	1.269
	%	1	3.3	13.6	25.2	27.6	23.9	5.3	100		
19.Has sales personnel who give customers personal attention?	Amt	12	21	64	108	68	24	4	301	3.95	1.232
	%	4	7	21.3	35.9	22.6	8	1.3	100		
20.Has sales personnel who have the customers' best interests at heart?	Amt	7	23	68	105	69	22	7	301	4	1.215
	%	2.3	7.6	22.6	34.9	22.9	7.3	2.3	100		
21.Has sales personnel who understand the specific needs of their customers?	Amt	10	34	76	106	52	16	7	301	3.77	1.245
	%	3.3	11.3	25.2	35.2	17.3	5.3	2.3	100		
22.Has up to date equipment?	Amt	9	22	65	82	68	44	11	301	4.18	1.376
	%	3	7.3	21.6	27.2	22.6	14.6	3.7	100		
Total										92.41	27.057

Remarks The alternatives have been set with 7 scales, each alternative is given score for "Strongly disagree", "Disagree", "Slightly disagree", "Neutral", " Slightly agree", "Agree", and "Strongly agree" as 1, 2, 3, 4, 5, 6 and 7 respectively.

Overall mean of service quality attributes account for 92.42 and 27.057 of standard deviation. The service quality mean of 4.2 from the full score of 7 is in the rank of slightly agree with Robinson's service quality attributes.

The highest mean attribute is message 8 "Has sales personnel who provide error-free sale receipts?" account for 4.86. The next is message 18 "Has operating hours that are convenient to all customers?" account for 4.68 and the third one is message 2 "Has sales personnel who appear neat?" account for 4.61. The lowest mean account for 3.77 with message 21 "Has sales personnel who understand the specific needs of their customers?" Next is message 7 "Has sales personnel who perform the services right the first time?" account for 3.78 followed by message 19 "Has sales personnel who give customers personal attention?" account for 3.95.

Table 5.7   **Respondents Satisfaction**

Resondents satisfaction with Robinson

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very satisfied	10	3.3	3.3	3.3
	somewhat satisfied	191	63.5	63.5	66.8
	somewhat dissatisfied	96	31.9	31.9	98.7
	very dissatisfied	4	1.3	1.3	100.0
	Total	301	100.0	100.0	

From table 5.7, majority of respondents are somewhat satisfied with Robinson that are accounted for 191 (63.5%) and 96 respondents are somewhat dissatisfied that accounted for 31.9%, 10 (3.3%) of respondents are very satisfied with Robinson, and 4 (1.3%) of respondents are very dissatisfied with Robinson.

Table 5.8   **Respondents Recommendation**

Respondents recommendation Robinson to friends or relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely would	13	4.3	4.3	4.3
	probably would	123	40.9	40.9	45.2
	might or might not	139	46.2	46.2	91.4
	probably would not	18	6.0	6.0	97.3
	definitely would not	8	2.7	2.7	100.0
	Total	301	100.0	100.0	

From table 5.8, most respondents indicated that they might or might not recommend Robinson to relatives or friends that accounted for 139 (46.2%). Second part of respondents probably would recommend that accounted for 40.9%, 13 (4.3%) of respondents definitely would recommend Robinson, and 8 (2.7%) of respondents definitely would not recommend Robinson to relatives or friends.

Table 5.9   **Respondents Repurchasing**

Respondents repurchasing at Robinson

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	definitely would	31	10.3	10.3	10.3
	probably would	143	47.5	47.5	57.8
	might or might not	113	37.5	37.5	95.3
	probably would not	11	3.7	3.7	99.0
	definitely would not	3	1.0	1.0	100.0
	Total	301	100.0	100.0	

From table 5.9, most respondents indicated that they probably would repurchase goods at Robinson again accounted for 143 (47.5%). Second part of respondents might or might not return to repurchase at Robinson again accounted for 113 (37.5%). 31 (10.3%) of Respondents would definitely repurchase, 11 (3.7%) of them would probably not repurchase, and only 3 (1%) of respondents definitely would not repurchase again at Robinson.

Table 5.10 Relative Attitude toward Robinson of Respondents

Advantage that Robinson has over other department store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a very large advantag	1	.3	.3	.3
	large advantage	27	9.0	9.0	9.3
	moderate advantage	84	27.9	27.9	37.2
	small advantage	111	36.9	36.9	74.1
	no advantage	78	25.9	25.9	100.0
	Total	301	100.0	100.0	

From table 5.10, most respondents have an attitude that Robinson has a small advantage over other department stores accounted for 111 (36.9%). Second part of respondents think that Robinson has moderate advantage when compares to other department stores accounted for 84 (27.9%), and only 1 (0.3%) of respondents has attitude that there is a very large advantage of Robinson has over other department stores.

Table 5.11 Relative Attitude Toward Robinson to Other Stores

Quality service receive from Robinson to other department store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	much better	3	1.0	1.0	1.0
	somewhat better	44	14.6	14.6	15.6
	about the same	191	63.5	63.5	79.1
	somewhat worse	57	18.9	18.9	98.0
	much worse	6	2.0	2.0	100.0
	Total	301	100.0	100.0	

From table 5.11, majority of respondents have an attitude toward service quality of Robinson that it is about the same with other department stores accounted for 191 (63.5%). There are 57 (18.9%) of respondents indicate that it is somewhat worse than others, and 3 (1%) of respondents indicate Robinson's service quality is much better to other department stores.

Table 5.12 **Dummy Table of Variables**

Variables	Score	Mean	SD	Median	Kurtosis	Skewness
1. Service Quality	7	4.20	.882	4.19	-.099	.031
2. Satisfaction	4	2.31	.556	2.00	-.005	.429
3. Relative Attitude	5	3.43	.690	3.50	.0251	-.122
4. Recommendation	5	2.62	.777	3.00	-.978	.565
5. Repurchase	5	2.38	.758	2.00	.537	.312
6. Loyalty	6	1.69	.715	1.5	-.319	.796

From table 5.12, service quality variable has mean at 4.20 from full score of 7, S.D.= .882. The mean of satisfaction is at 2.31 from full score of 4 with standard deviation at .556. Relative attitude variable has mean at 3.43 from 5 and S.D at .69. Recommendation variable's mean is at 2.62 from 5, S.D. is equal to .78. Repurchase variable's mean is at 2.38 from 5, S.D. is at .758 and loyalty variable's mean is equal to 1.69 from full score of 6, S.D. is at .715. When considering at the standard deviation of all variables, the researcher found that all variables have standard deviation approach to 1.0. It means that the scores on the variables are clustered around the mean in a symmetrical, unimodal pattern known as the bell-shaped or normal curve. The researcher also recognizes that all values of kurtosis are near zero. It means that the model is obtaining accurate results.

5.2 Inferential Analysis

This research study has started the process of field study from September 29, 2003 to October 28, 2003. The researcher went out to distribute the questionnaires at five branches of Robinson department stores in Bangkok. The target respondent who are aged 18 years old and above were asked to indicate whether they had ever shopped at Robinson within 6 months or not. Then the respondents were also asked to provide the name of last department store they shopped. When the criteria screening is met, the questionnaires were processed further. The researcher received 301 completed questionnaires returned from the total distribution of 450 questionnaires. It is 67% of the total distribution. When the data is collected completely, it was entered into the SPSS program before transforming the data to be analyzed by AMOS. The researcher will propose the analysis results as included with three parts of the original model, modification completed model, and parsimony model as the follows:

1. Initial Model

The observed variables are supposed to indicate latent variables in the conceptual model. From the model, there are 5 observed, endogenous variables, consisting of Satisfaction, Recommendation, Repurchase, Relative Attitude, and Loyalty with 1 observed, exogenous variable that is Service Quality. Degree of kurtosis is important to evaluate observed variables that should be near zero is important for obtaining accurate results with structure equation model. In the modeling process those variables with kurtosis value more than 2.0 are excluded from the analysis (Everitt and Dunn, 2002).

According to the theory of Srivadas and Baker-Prewitt, the results indicate that relative attitude is influenced by satisfaction and service quality and it influences likelihood of recommendation. Service quality is an important influence factor of customer satisfaction. It also influences the relative attitude the customer holds about a department store. Service quality also influences the likelihood of recommending a department store to friends. Thus, service quality, satisfaction, and relative attitude influence the likelihood of recommending the department store and customers who are more likely to recommend a department store but did not mean they are loyal to the store. The relative attitude toward the department store did not find it to be a predictor of repeat patronage. Satisfied customers did not mean they are loyal customers. Then, the researcher relies on this theory to propose the following model:

Figure 5.1   Initial Model
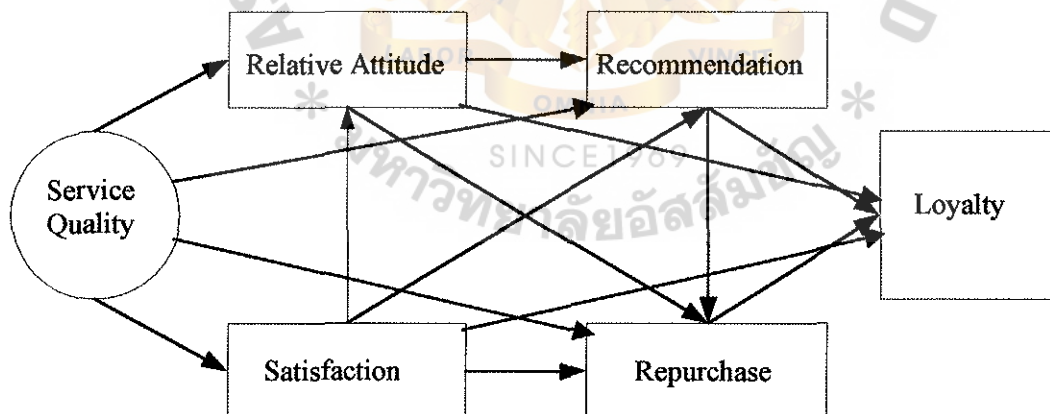
Modified from "An examination of the relationship between service quality, consumer satisfaction, and store loyalty". International Journal of Retail and Distribution Management, Brandford; 2000 by Sivadas and Baker-Prewitt, Vol. 28, No. 2.

From Figure 5.1, Service Quality is referred to as the exogenous variable or construct because it is not affected by any other construct in the model. Constructs Satisfaction, Relative Attitude, Recommendation, Repurchase, and Loyalty are known as endogenous constructs because they are affected by other constructs. The arrows between the constructs represent how the constructs are related to each other and are known as structural paths. A recursive model is one in which there is one way causal flow and the equation errors are uncorrelated. One way causal flow means that there is no reciprocal causation or causal feedback.

Lists of variable names used throughout the model analysis are as the following

1.Observed, Endogenous Variables:

Recom	=	Recommendation
Relate	=	Relative Attitude
Satis	=	Satisfaction
Repur	=	Repurchase
Loyal	=	Loyalty

2.Observed, Exogenous Variables:

Serv	=	Service Quality

3.Unobserved, Exogenous Variables:

e1	=	Error of Loyalty variable
e2	=	Error of Recommendation variable
e3	=	Error of Relative Attitude variable
e4	=	Error of Satisfaction variable
e5	=	Error of Repurchase variable

Structure equation modeling allows the test of a hypothesized causal model with correlational data. A central part of this test is the examination of whether the variances and covariances that are logically implied by the model are approximately equal to the observed variances and covariances in order to mention whether the model fits the data. If the model does not fit the data, the hypothesized theory has been proved. When the model does not fit the data, it is common practice to consider one or more possible model revisions. The goal of this revision process is a theoretically provable model that it is consistent with the data.

If the covariance/variance matrix estimated by the model does not adequately reproduce the sample covariance/variance matrix, hypotheses can be adjusted and the model is retested. To adjust a model, new pathways are added or original ones are removed. The common procedures used for model modification are the Lagrange Multiplier Index (LM) and Wald test. Both of these tests report the change in chi-square (x^2) value when pathways are adjusted. The ML asks whether addition of free parameters increases model fitness, individual estimation of free parameters are assessed. Free parameters are compared to a null value, using a z-distributed statistics, which is obtained by dividing the parameter estimate by the standard error of that estimate. The ratio of this test must exceed 1.69 in order for the relationship to be significantly influential with in the model at 0.05 level. The Wald test asks whether deletion of free parameters to increases the model fitness. The deleted path should be considered at its p value indicated the path is not significant. The highest p value that exceeds 0.05 should be deleted first. Ullman (1996) recommended considering at a probability level that is greater than 0.05 when removing parameters in order to prove the measurement model is adequate.

After revising the model, if the model attained an acceptable fit, the description of the associated causal effects include direct, indirect, and total causal effects of one variable on other variables.

Model evaluation: Model Fit of the Data

To assess the fit of model to data is proceeded by referring to a global assessment that is made by using an overall test of the model fit and a consideration of several global fit indices.

❑ Global Assessment of Model Fit

Reference to Byrne (2001), the goodness-of-fit statistics focuses on the following details:

Fit Indexes	Indication to Consider the Model Fit
CMIN (X^2):	CMIN value approximates the degree of freedom indicate well fitting hypothesis model. (CMIN = minimum discrepancy)
RMR:	In well fitting model, RMR value should be small, 0.05 or less. (RMR = root mean square residual)
GFI & AGFI:	Index range from zero to 1.00, with value close to 1.00 being indicative of good fit. (GFI = goodness of fit, AGFI = adjusted goodness of fit)
NFI:	Index value range from zero to 1.00 (take sample into account), with value close to 0.95 indicate super fit. (NFI = norm fit index)
CFI:	Index value ranges from zero to 1.00, with value close to 0.95 indicate super fit. (CFI = comparative fit index)
RFI:	Coefficient value ranges from zero to 1.00, with value close to 0.95 indicate super fit. (RFI = relative fit index)

IFI:	If value of IFI is consistent with that of the CFI in reflecting a well fitting model. (IFI = index of fit)
PRATIO:	Coefficient value ranges from zero to 1.00, with value close to 0.95 indicate super fit. (PRATIO = parsimony ratio)
PNFI:	Index value range from zero to 1.00 (take sample into account), with value close to 0.95 indicate super fit. (PNFI = parsimony norm fit index)
PCFI:	Index value range from zero to 1.00 (take sample into account), with value close to 0.95 indicate super fit. (PCFI = parsimony comparative fit index)
RMSEA:	- If RMSEA value is less than 0.05,it indicates good fit model. - If RMSEA value ranges from 0.08 to 0.10,it indicates mediocre fit. - If RMSEA value is greater than 0.05,it indicates good fit model. (RMSEA = root mean square error)

Although it does not need to report the entire set of fit indexes, only some of the above can provide a good sense of how well the model fits the sample data.

Before going through the indication of model fitting of data and the procedure of revising the model, the researcher would like to make recognition of how the studied variables of this research are related to each others by showing it in the following Table:

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Table 5.13   Correlation Metrics

	Serv	Satis	Relate	Recom	Repur	Loyal
Serv	1.00					
Satis	0.640**	1.00				
Relate	0.505**	0.529**	1.00			
Recom	0.539**	0.548**	0.577**	1.00		
Repur	0.412**	0.449**	0.519**	0.646**	1.00	
Loyal	0.127**	0.176**	0.167**	0.113**	0.129**	1.00

**P=0.001

Tables 5.13, at 99.9% confident level, six variables of the research study have correlation, which is derived from SPSS analysis, with each other. Referring to the indication of Ngarmsuntiwong (1999), the correlation between variables can be classified into five levels that are as follows:

Table 5.14   Correlation Level

Correlation (r)	Relation Levels
0.00 - 0.20	Very Low Relation
0.20 - 0.40	Low Relationship
0.40 - 0.60	Moderate Relationship
0.60 - 0.80	High Relationship
0.80 – 1.00	Very High Relation

Thus, the relation between six variables in correlation matrices table can be described by level of how strong each of two variables related to each other. It reveals that the correlation that is rated high are the value between .640 -.646 which belongs to the relation between service quality-satisfaction and repurchase-recommendation. The correlation that

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rated moderately are the value between .412 -.577 which belongs to the relation between service quality-repurchase and relative attitude-recommendation. The correlation that is rated low are the value between .113 -.176 which belongs to the relation between recommendation-loyalty and satisfaction-loyalty.

After considering the correlation matrices of six variables in this research study, the researcher needs to give more emphasis on the relation of each variable that is measured by using Structure Equation Modeling with AMOS to express the causal effect of each variables simultaneously with collected data.

Initial Model Path Coefficient

Figure 5.2 Path Coefficient of Initial Model
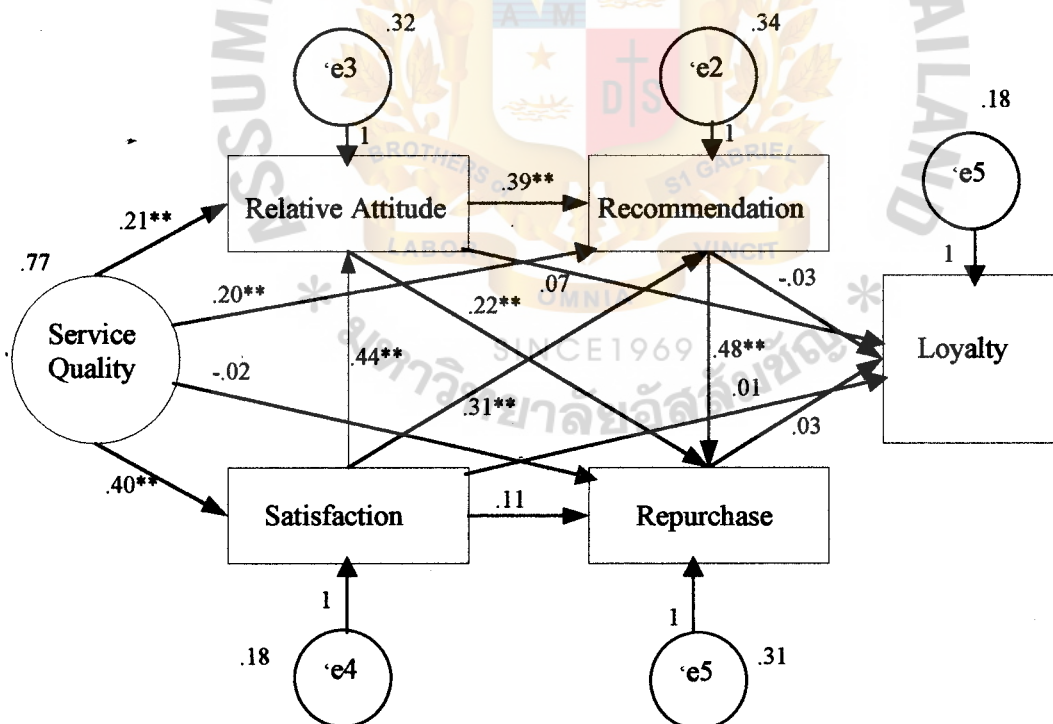
From figure 5.2, the direct causal links are labeled with symbols for the corresponding structure coefficients, sometimes called path coefficients. The structural coefficients for direct effects of exogenous variable with the first subscript indicated the outcome in the causal link and the second subscript are the determinants (Tate, 1998).

Overall Model Evaluation

The results from the initial model with path coefficient in figure 5.2 have adequate goodness of fit as details of fit indices below:

Table 5.15   Goodness of Fit Index of Initial Model

Fit Indices	Value
X^2	0.00
D.F.	1.000
GFI	1.000
AGFI	1.000
RMR	0.000
NFI	1.000
RFI	1.000
IFI	1.000
CFI	1.000

According to the global assessment of model fit in Table 5.15, the overall tests of model fit indicate that the model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.000, GFI, NFI, RFI, IFI, and CFI are close to 1.00. The ratio of chi-square to degree of freedom is 0. As suggested by Hoetler (1983), if a ratio of chi-square to degree of freedom was less than 2.00, it indicated a good

model fit. Then, there are sufficient evidences to support the model that it is adequate, convergent validity and reliability.

The path coefficient values of the structure model are derived from the regression weights is as follows:

Table 5.16   Regression Weights of Initial Model

	Estimate	S.E.	C.R.	P
Satis ⟵ Serv	.404	.028	14.446	***
Relate ⟵ Serv	.213	.048	4.426	***
Relate ⟵ Satis	.441	.076	5.787	***
Recom ⟵ Satis	.307	.083	3.701	***
Recom ⟵ Serv	.198	.051	3.875	***
Recom ⟵ Relate	.392	.060	6.575	***
Repur ⟵ Relate	.222	.061	3.609	***
Repur ⟵ Recom	.484	.056	8.688	***
Repur ⟵ Satis	.114	.082	1.392	.167
Repur ⟵ Serv	-.018	.051	-.346	.729
Loyal ⟵ Relate	.066	.047	1.418	.156
Loyal ⟵ Satis	.097	.056	1.744	.081
Loyal ⟵ Recom	-.270	.046	-.584	.559
Loyal ⟵ Repur	.028	.044	.646	.518

From Table 5.16, the coefficient value of each path is shown as the parameter estimation. Parameter estimates should exhibit the correct sign and size, and are consistent with the underlying theory. The path between *service quality to repurchase* shows negative sign and nonsignificant with the highest value of .729.

Table 5.17   Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.041

From Table 5.17, R^2 or SMCs values represent the proportion of variance that is explained by the predictors of the variable in question (Byrne, 2001). Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is accounted for by its predictors those are service quality, relative attitude and satisfaction. 45.4% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 4.1% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, there are the paths that still are nonsignificant. The pathway from *service quality to repurchase* has the highest p value at .729 and it shows the negative sign of parameter estimates. Then it should be deleted in order to modify the best parsimony model.

2. Modification Model

If the covariance/variance matrix estimated by the model does not adequately reproduce the sample covariance/variance matrix, hypotheses can be adjusted and the model retested. To adjust a model, original pathways are removed.

First Modification

Due to nonsignigicant with p value that shows the highest value at .729, the pathway from *service quality to repurchase* is deleted.

The result of data analysis after deleting the pathway from *service quality to repurchase* indicated the goodness of model fit, the regression weights and R^2 show the following:

Table 5.18   Goodness of Fit Index of First Modification Model

Fit Indices	Value
X^2	0.120
D.F.	2.00
GFI	1.000
AGFI	0.120
RMR	0.002
NFI	1.000
RFI	0.999
IFI	1.003
CFI	1.000

According to the global assessment of model fit in Table 5.18, the overall tests of model fit indicate that this model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.002, GFI, NFI, RFI, IFI, and CFI are closed to 1.00. The ratio of

chi-square to degree of freedom is .06. As suggested by Hoetler (1983), if a ratio of chi-square to degree of freedom was less than 2.00, it indicated a good model fit. Then there are sufficient evidences to support the model that it is adequate, convergent validity and reliability.

The path coefficient values of the structure model are derived from the regression weights that is as follows:

Table 5.19   **Regression Weights of First Modification Model**

	Estimate	S.E.	C.R.	P
Satis ⟵ Serv	.404	.028	14.446	***
Relate ⟵ Serv	.213	.048	4.426	***
Relate ⟵ Satis	.441	.076	5.787	***
Recom ⟵ Relate	.392	.060	6.575	***
Recom ⟵ Satis	.307	.083	3.701	***
Recom ⟵ Serv	.198	.051	3.875	***
Repur ⟵ Relate	.219	.061	3.597	***
Repur ⟵ Recom	.480	.054	8.824	***
Repur ⟵ Satis	.101	.073	1.380	.167
Loyal ⟵ Relate	.066	.047	1.418	.156
Loyal ⟵ Satis	.097	.056	1.744	.081
Loyal ⟵ Recom	-.270	.046	-.574	.559
Loyal ⟵ Repur	.028	.044	.662	.518

From Table 5.19, the coefficient value of each path is shown as the parameter estimation. Parameter estimates should exhibit the correct sign and size, and are consistent with the underlying theory. The path between *recommendation to loyalty* shows negative sign and nonsignificant with the highest p value of .559.

Table 5.20 **Squared Multiple Correlations**

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.041

From Table 5.16, R^2 or SMCs values represent the proportion of variance that is explained by the predictors of the variable in question (Byrne, 2001). Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is accounted for by its predictors those are service quality, relative attitude and satisfaction. 45.4% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 4.1% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, there are the paths that still are nonsignificant. The pathway from *recommendation to loyalty* that has the highest p value at .559 shows the negative sign of parameter estimated. Then it should be deleted in order to modify the best parsimony model.

<u>Second Modification</u>

Due to nonsignigicant with p value that shows the highest value at .559, the pathway from *recommendation to loyalty* is deleted.

The result of data analysis after deleting the pathway from *recommendation to loyalty* that indicated the goodness of model fit, the regression weights and R^2 show as follows:

<u>Table 5.21</u>   **Goodness of Fit Index**

Fit Indices	Value
X^2	0.461
D.F.	3.00
GFI	0.999
AGFI	0.996
RMR	0.002
NFI	0.999
RFI	0.996
IFI	1.004
CFI	1.000

According to the global assessment of model fit in Table 5.21, the overall tests of model fit indicate that the modification model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.002, GFI, AGFI, NFI, RFI, IFI, and CFI are close to 1.00. There are sufficient evidences to support that model is adequate, convergent validity and reliability.

The path coefficient values of the structure model are derived from the regression weights that are the following:

Table 5.22   **Regression Weights of Second Modification Model**

	Estimate	S.E.	C.R.	P
Satis ← Serv	.404	.028	14.446	***
Relate ← Serv	.213	.048	4.426	***
Relate ← Satis	.441	.076	5.787	***
Recom ← Relate	.392	.060	6.575	***
Recom ← Satis	.307	.083	3.701	***
Recom ← Serv	.198	.051	3.875	***
Repur ← Relate	.219	.061	3.597	***
Repur ← Recom	.480	.054	8.824	***
Repur ← Satis	.101	.073	1.380	.167
Loyal ← Relate	.059	.046	1.311	.190
Loyal ← Satis	.088	.053	1.647	.100
Loyal ← Repur	.017	.039	.427	.699

From Table 5.22, the coefficient value of each path is shown as the parameter estimation. Parameter estimates should exhibit the correct sign and size, and are consistent with the underlying theory. The path between *repurchase to loyalty* shows nonsignificant with the highest p value of .699.

Table 5.23   Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.040

From Table 5.20, R^2 or SMC s values represent the proportion of variance that is explained by the predictors of the variable in question. Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is account for by its predictors those are service quality, relative attitude and satisfaction. 45.4% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 4.0% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, but there are paths that are still nonsignificant. The pathways from *repurchase to loyalty* that has the highest p value at .699. Then it should be deleted in order to modify the best parsimony model.

<u>Third Modification</u>

Due to nonsignigicant with p value showing the highest value at .699, the pathway of *repurchase to loyalty* is deleted.

The result of data analysis after deleting the pathway of *repurchase to loyalty* that indicated the goodness of model fit, the regression weights and R^2 show the following:

Table 5.24   Goodness of Fit Index

Fit Indices	Value
X^2	0.643
D.F.	4.00
GFI	0.999
AGFI	0.996
RMR	0.002
NFI	0.994
RFI	0.996
IFI	1.005
CFI	1.000

According to the global assessment of model fit in Table 5.24, the overall tests of model fit indicate that the modification model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.002, GFI, AGFI, NFI, RFI, IFI, and CFI are close to 1.00. There are sufficient evidences to support that the model is adequate, convergent validity and reliability.

The path coefficient values of the structure model are derived from the regression weights that are the following:

Table 5.25   Regression Weights of Third Modification Model

	Estimate	S.E.	C.R.	P
Satis ← Serv	.404	.028	14.446	***
Relate ← Serv	.213	.048	4.426	***
Relate ← Satis	.441	.076	5.787	***
Recom ← Relate	.392	.060	6.575	***
Recom ← Satis	.307	.083	3.701	***
Recom ← Serv	.198	.051	3.875	***
Repur ← Relate	.219	.061	3.597	***
Repur ← Recom	.480	.054	8.824	***
Loyal ← Relate	.067	.042	1.583	.113
Loyal ← Satis	.093	.052	1.799	.072
Repur ← Satis	.101	.073	1380	.167

From Table 5.25, the coefficient value of each path is shown as the parameter estimation. Parameter estimates should exhibiting the correct sign and size, and are consistent with the underlying theory. The path between *satisfaction to repurchase* shows nonsignificance with the highest p value at .167.

Table 5.26 Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.039

From Table 5.23, R^2 or SMC s values represent the proportion of variance that is explained by the predictors of the variable in question. Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is accounted for by its predictors those are service quality, relative attitude and satisfaction. 45.4% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 3.9% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, there are pathways that still are nonsignificant. The path from *satisfaction to repurchase* has the highest p value at .167. Then it should be deleted in order to modify the best parsimony model.

Fourth Modification

Due to nonsignigicant p value that is showing the highest one at .167, the pathway of *satisfaction to repurchasing* is deleted.

The result of data analysis after deleting the pathway of *satisfaction to repurchasing* indicated the goodness of model fit, the regression weights and R^2 show the following:

Table 5.27 Goodness of Fit Index

Fit Indices	Value
X^2	2.543
D.F.	5.00
GFI	0.997
AGFI	0.988
RMR	0.005
NFI	0.996
RFI	0.988
IFI	1.004
CFI	1.000

According to the global assessment of model fit in Table 5.24, the overall tests of model fit indicate that the modification model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.005, GFI, AGFI, NFI, RFI, IFI, and CFI are close to 1.00. There are sufficient evidence to support that the model is adequate, convergent validity and reliability.

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The path coefficient values of the structure model are derived from the regression weights that are the following:

Table 5.28   Regression Weights of Fourth Modification Model

	Estimate	S.E.	C.R.	P
Satis ← Serv	.404	.028	14.446	***
Relate ← Serv	.213	.048	4.426	***
Relate ← Satis	.441	.076	5.787	***
Recom ← Relate	.392	.060	6.575	***
Recom ← Satis	.307	.083	3.701	***
Recom ← Serv	.198	.051	3.875	***
Repur ← Relate	.245	.058	4.240	***
Repur ← Recom	.506	.051	9.896	***
Loyal ← Relate	.067	.042	1.583	.113
Loyal ← Satis	.093	.052	1.799	.072

From Table 5.28, the coefficient value of each path show the parameter estimation. Parameter estimates should exhibiting the correct sign and size, and are consistent with the underlying theory. The path between *relative attitude to loyalty* shows nonsignificance with the highest value of .113

Table 5.29 Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.450
Loyal	.039

From Table 5.29, R^2 or SMC s values represent the proportion of variance that is explained by the predictors of the variable in question. Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is accounted for by its predictors those are service quality, relative attitude and satisfaction. 45.0% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 3.9% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, there are paths that still are nonsignificant. The path from *relative attitude to loyalty* has the highest p value at .113. Then it should be deleted in order to modify the best parsimony model.

Fifth Modification

Due to nonsignigicance with p value that showing the highest one at .113, the pathway of *relative attitude to loyalty* is deleted.

The result of data analysis after deleting the pathway of *relative attitude to loyalty* indicated the goodness of model fit, the regression weights and R^2 show the following:

Table 5.30   Goodness of Fit Index

Fit Indices	Value
X^2	5.038
D.F.	6.00
GFI	0.995
AGFI	0.981
RMR	0.008
NFI	0.992
RFI	0.980
IFI	1.002
CFI	1.000

According to the global assessment of model fit in Table 5.30, the overall tests of model fit indicate that the modification model is consistent or fit with the data. The RMR is smaller than 0.05 is at 0.008, GFI, AGFI, NFI, RFI, IFI, and CFI are close to 1.00. There are sufficient evidences to support the model that is adequate, convergent validity and reliability.

The path coefficient values of the structure model are derived from the regression weights that are the following:

Table 5.31   **Regression Weights of Fifth Modification Model**

	Estimate	S.E.	C.R.	P
Satis ⟵ Serv	.404	.028	14.446	***
Relate ⟵ Serv	.213	.048	4.426	***
Relate ⟵ Satis	.441	.076	5.787	***
Recom ⟵ Relate	.392	.060	6.575	***
Recom ⟵ Satis	.307	.083	3.701	***
Recom ⟵ Serv	.198	.051	3.875	***
Repur ⟵ Relate	.245	.058	4.240	***
Repur ⟵ Recom	.506	.051	9.896	***
Loyal ⟵ Satis	.137	.044	3.106	.002

From Table 5.31, the coefficient value of each path shows the parameter estimation. Parameter estimates should exhibit the correct sign and size, and consistent with the underlying theory. The path between *satisfaction to loyalty* shows nonsignificance with the p value of .002.

Table 5.32 Squared Multiple Correlations

|	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.450
Loyal	.031

From Table 5.32, R^2 or SMC s values represent the proportion of variance that is explained by the predictors of the variable in question. Then, 41% of the variance associated with *satisfaction* is accounted for by its predictor, which is service quality, 32.7% of the variance associated with *relative attitude* is accounted for by its two predictors that are service quality and satisfaction. 44.1% the variance associated with *recommendation* is accounted for by its predictors those are service quality, relative attitude and satisfaction. 45.0% of the variance associated with *repurchase* is accounted for by its predictors those are service quality, relative attitude, and satisfaction. 3.1% of the variance associated with *loyalty* is accounted for by its predictors those are service quality, relative attitude, satisfaction, and recommendation.

Although model fits with the data well, there are paths that still are nonsignificant. The path from *satisfaction to loyalty* has the highest p value at .002. But when considering it's *probability level* at .539 that approached to .50, it is more critical. The researcher would like to mention that it is risky as this is going to violate the correct functional fit assumption.

Therefore, the fourth modification model is recommended by the researcher to be the best and acceptable model fit.

Then the Robinson model is shown in following Figure:

Figure 5.3 **Robinson Model**
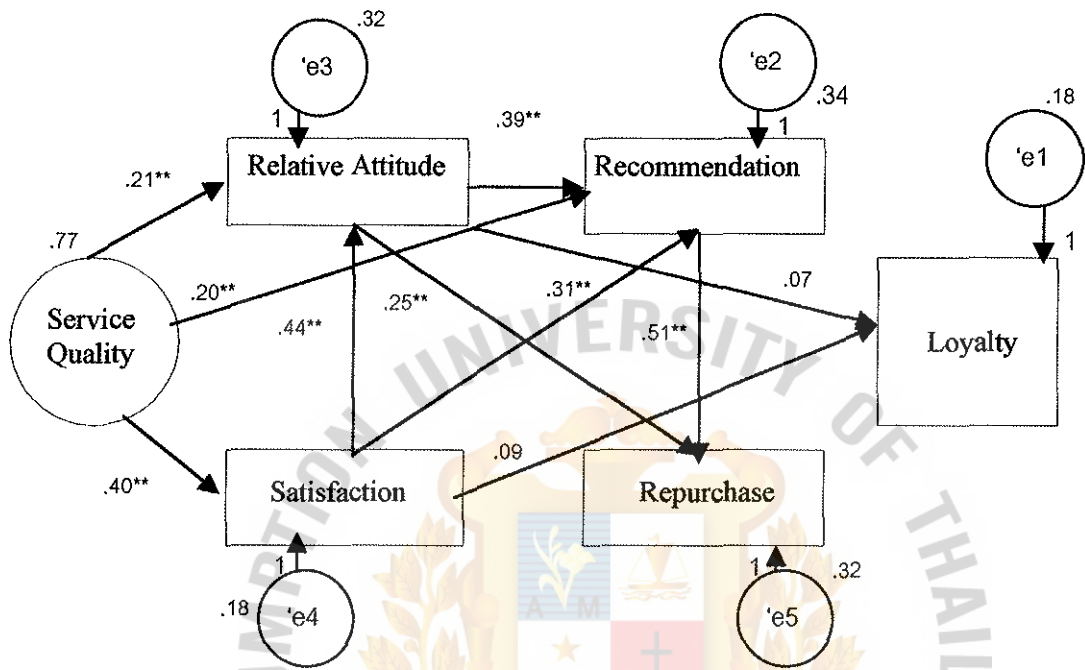
From Figure 5.3, there are four pathways deleted that included the pathway from *service quality to repurchase*, the path from *recommendation to loyalty*, the pathway from *repurchasing to loyalty*, and the pathway from *satisfaction to repurchase*. The chi-square value is significant at 2.543 with the degree of freedom of 5.00. The ratio of chi-square to degree of freedom is 0.509 (less than 2.00), which indicates a good fit. The value of GFI is 0.997, AGFI is 0.988, NFI is 0.996, RFI is 0.988, IFI is 1.004 and CFI is 1.00. The RMR is smaller than 0.05 at 0.005 this indicated well fitting model (Byrne, 2001).

According to Tate (1998) suggestion when the revision model is obtained and concluded an acceptable then the description of associated causal effect with its direct effect, indirect effect and total effect should be expressed.

Table 5.33   Causal Effects for Robinson Model

Outcome	Determinant	Causal Effects		
		Direct	Indirect	Total
Loyalty ($R^2 = 0.039$)	Relative Attitude	0.067	0.000	0.067
	Satisfaction	0.093	0.029	0.123
	Service Quality	0.000	0.064	0.064
Repurchase ($R^2 = 0.450$)	Recommending	0.506	0.000	0.506
	Relative Attitude	0.245	0.198	0.443
	Satisfaction	0.000	0.351	0.351
	Service Quality	0.000	0.336	0.336
Recommending ($R^2 = 0.441$)	Relative Attitude	0.392	0.000	0.392
	Satisfaction	0.307	0.173	0.479
	Service Quality	0.198	0.277	0.475
Relative Attitude ($R^2 = 0.327$)	Satisfaction	0.441	0.00	0.441
	Service Quality	0.213	0.178	0.391
Satisfaction ($R^2 = 0.410$)	Service Quality	0.404	0.000	0.404

From Table 5.33, standardize direct, indirect, and total effects represented by the model are summarized. All of these effects were statistically significant. The associated standard errors were relatively small, indicating a relatively high degree of precision of knowledge of the population effects. Beginning with *satisfaction*, the outcome of ultimate interest, the determinant with total causal effect (0.404) was service

quality, with due entirely to corresponding direct effect. Approximately 41% of the variance of satisfaction was explained.

The primary of determinant of *relative attitude* was satisfaction with a total effect of 0.441, which was entirely a direct effect. Service quality determinant with most of total effect of 0.391is due to direct effect. These determinants accounted for approximately 32% of the variance of relative attitude.

The primary determinant of *recommendation* was satisfaction with a total effect of 0.479, most of which was due to the direct effect. The service quality determinants had total effect of 0.475 most of which was due to indirect effect. Relative attitude determinant's total effect was 0.392, which was entirely a direct effect. These determinants accounted for approximately 44% of the variance recommendation.

The primary determinant of *repurchasing* was recommendation with the total effect of 0.506, which was entirely a direct effect. The relative attitude determinants had total effect of 0.443 most of which was due to direct effect. Satisfaction and service quality determinant had total effects of 0.351 and 0.336, respectively, both due entirely to the corresponding indirect effects. Approximately 45% of the variance of repurchasing.was explained.

Finally, the satisfaction determinant of *loyalty* had total effect of 0.123, most of which was due to the direct effect. Relative attitude determinant had total effect of 0.067, which was entirely a direct effect. Service quality determinant had total effect of 0.064, which was entirely an indirect effect. The determinants accounted for approximately 4% of the variance of loyalty.

As the result of final model (Figure 5.3), it could answer the hypothesis statement, mentioned earlier in chapter three. The researcher could conclude that alternative hypothesis failed to reject. The hypotheses of the research study are as follows:

1. **H_0 1:** Service quality has no effect on satisfaction.

   H_a 1: Service quality has an effect on satisfaction.

   Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *service quality to satisfaction* had coefficient value at 0.404 with p value greater than 0.05.

   Thus, the alternative hypothesis failed to reject.

2. **H_0 2:** Service quality has no effect on recommending.

   H_a 2: Service quality has an effect on recommending.

   Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *service quality to recommendation* had coefficient value at 0.198 with p value greater than 0.05.

   Thus, the alternative hypothesis failed to reject.

3. **H₀ 3:** Satisfaction has no effect on store loyalty.

    Hₐ 3: Satisfaction has an effect on store loyalty.

Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *satisfaction to loyalty* had low coefficient value at 0.092 with p value less than 0.05.

Thus, the null hypothesis failed to reject.

4. **H₀ 4:** Satisfaction has no effect on relative attitude.

    Hₐ 4: Satisfaction has an effect on relative attitude.

Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *satisfaction to relative attitude* had coefficient value at 0.441 with p value greater than 0.05.

Thus, the alternative hypothesis failed to reject.

5. **H₀ 5:** Service quality has no effect on relative attitude.

    Hₐ 5: Service quality has an effect on relative attitude.

Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *service quality to relative attitude* had coefficient value at 0.213 with p value greater than 0.05.

Thus, the alternative hypothesis failed to reject.

6. **H₀ 6:** Satisfaction has no effect on recommendation.

   Hₐ 6: Satisfaction has an effect on recommendation.

   Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *satisfaction to recommendation* had coefficient value at 0.307 with p value greater than 0.05.

   Thus, the alternative hypothesis failed to reject.

7. **H₀ 7:** Relative attitude has no effect on repurchasing.

   Hₐ 7: Relative attitude has an effect on repurchasing

   Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *relative attitude to repurchase* had coefficient value at 0.245 with p value greater than 0.05.

   Thus, the alternative hypothesis failed to reject.

8. **H₀ 8:** Relative attitude has no effect on recommending.

   Hₐ 8: Relative attitude has an effect on recommending.

   Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *relative attitude to recommendation* had coefficient value at 0.392 with p value greater than 0.05.

   Thus, the alternative hypothesis failed to reject.

9. **H₀ 9:**   Relative attitude has no effect on store loyalty.

$H_0\ 9$:   Relative attitude has no effect on store loyalty.

H_a 9:   Relative attitude has an effect on store loyalty.

Considering Table 5.28, the result of the data analysis by AMOS revealed that the pathway of *relative attitude to loyalty* had low coefficient value at 0.067 with p value less than 0.05.

Thus, the null hypothesis failed to reject.

CHAPTER VI

SUMMARY FINDINGS, CONCLUSIONS, AND

RECOMMENDATIONS

This chapter consists of three parts. The first part shows the summary of the major findings of this research and the summary of hypothesis testing. The second part is the conclusion, in which important findings will be discussed. The third part is the recommendations and suggestions for further research.

6.1 Summary of Finding

Descriptive Analysis

From the descriptive statistics analysis part, 300 questionnaires were distributed to females that accounted for 60.5% and to males that accounted 39.5%. Most of them were aged between 21 – 30 years old, which accounted for 56.1%. Approximately 66% of the respondents were privates company employees. Majority of respondents were graduates with Bachelor degree (61.5%), having income level at less than 15,000 bath per month, which accounted for 44.9%.

Most of the respondents' shopping frequency is at one time a week, which accounted for 33.6%. The time they spent in shopping is majority 1-2 hours per time (44.9%). Most of them travel to Robinson by personal car (52.5). Their spending per bill of majority is between 500-1,000 baht, which accounted for 42.5%.

The respondents slightly agree with quality of service that Robinson offers to the customers. Most respondents feel somewhat satisfied with service quality of Robinson that accounted for 66.8%. Most respondents expressed that they might or might not recommend Robinson to friends and relatives (46.2%). Majority of respondents

probably would repurchase again at Robinson that accounted for 47.5%. Most respondents have attitude that Robinson has a small advantage over other department stores (36.9%). And majority of the respondents has attitude toward service quality of Robinson that is about the same with other department stores.

<u>Inferential Analysis</u>

As the initial model analysis, the result of the test whether the model was consistent with the empirical data. The result revealed that initial model fit quite well with collected data. When considered at the Table 5.16, there were five pathways that indicated nonsignificant with p value less than 0.05 level of significant.

Therefore the researcher proceeded to further model modification in order to get the best model that was statistically significant and it was the model that is parsimonious.

After deleting three pathways that show statistical nonsignificance that included the pathways from recommendation to loyalty, repurchasing to loyalty and satisfaction to loyalty, the global assessment of model fit indicated that third modification, which the researcher named Robinson model was adequate with evidence for unidimensionality, convergent validity, reliability, and discriminant validity.

The result of the test of 9 hypotheses, at 95% confidence level, is presented in Table 6.1.

Table 6.1: Summary of Hypothesis Test Using Structure Equation Modeling with

AMOS

Hypotheses	Statistics Test	Level of Significant	Correlation Coefficient	Results
H_o 1: Service quality has no effect on satisfaction.	Multivariate Test	0.05	0.404**	Reject H_o
H_o 2: Service quality has no effect on recommendation.	Multivariate Test	0.05	0.198**	Reject H_o
H_o 3: Satisfaction has no effect on loyalty.	Multivariate Test	0.05	0.093	Accept H_o
H_o 4: Satisfaction has no effect on relative attitude.	Multivariate Test	0.05	0.441**	Reject H_o
H_o 5: Service quality has no effect on relative attitude.	Multivariate Test	0.05	0.213**	Reject H_o
H_o 6: Satisfaction has no effect on recommending.	Multivariate Test	0.05	0.307**	Reject H_o
H_o 7: Relative attitude has no effect on repurchasing.	Multivariate Test	0.05	0.245**	Reject H_o
H_o 8: Relative attitude has no effect on recommending.	Multivariate Test	0.05	0.392**	Reject H_o
H_o 9: Relative attitude has no effect on loyalty.	Multivariate Test	0.05	0.067	Accept H_o

From table 6.1, the hypotheses testing of Robinson model, the result revealed

that service quality had an effect on satisfaction, relative attitude and

recommendation with the coefficient value at 0.404, 0.213, and 0.198 respectively.

Satisfaction had an effect on relative attitude and recommendation with the

coefficient value at 0.441 and 0.307 respectively but it did not reveal statistically

significant that effected on loyalty ($p< 0.05$) of coefficient path value at 0.093.

Relative attitude had an effect on recommendation and repurchasing with coefficient

value at 0.392 and 0.245 respectively but it also did not reveal statistically

significant that effected on loyalty ($p< 0.05$) of coefficient path value at 0.113.

Recommendation had an effect on repurchasing with the coefficient value at 0.506.

6.2 Conclusions Department store's service qualities entirely had indirect effect on loyalty with the store.

This research attempts to study the correlation between Robinson's service quality, its customers' satisfaction, customers' relative attitude, and repurchase behavior and store loyalty.

The researcher concluded that overall service qualities of Robinson had total direct effect on the customers' satisfaction as referred to the suggestion of Rust and Oliver (1994) indicated that customer satisfaction or dissatisfaction emerged as a response to a single or prolonged set of service encounters. Service qualities of Robinson had direct effect on attitude of its customers. Service quality mainly had indirect effect on recommending the store to friends and relatives. Department store's service quality entirely had indirect effect on repurchasing the goods at Robinson. Refer to the study of Achariyawong (2003), the result of the study indicated that service quality has a positive and significant relationship with customer retention in beauty salon business. As the study of Zeithaml, Leonard and Parasuraman (1996), the findings showed that the customer who experienced no service problem has the strongest levels of loyalty intentions and the weakest of switching brand. But this research found that there is a slightly indirect effect that service quality had on loyalty and the influence path coefficient indicated nonsignificant value.

Satisfaction with Robinson entirely had indirect effect on repurchasing. Satisfied customer would directly influence to have favorable relative attitude with Robinson department store. Satisfaction mainly had direct effect on recommending the store to others. As Bitner (1998) suggested that in order to create impulse of customer recommending the store to friends, it should be a prerequisite by

satisfaction with the store. Satisfaction leads to increased likelihood of recommending. Brown (1996) expressed that the higher level of customer satisfaction led to increased loyalty. But in this research study, an affect that satisfaction had on loyalty shows nonsignificance statistically. Jones and Sasser (1995) indicated that satisfaction itself would not translate into loyalty.

Favorable relative attitude entirely had direct effect on recommending the department store to friends and relatives. The study of Sivadas and Pre-Witt (2000) indicated that relative attitude within consumption context was not found to be a predictor of repeat patronage but this research study found that relative attitude mainly had direct effect on repurchasing. The researcher did not find repurchase behavior that had an effect on store loyalty as suggested by Bloemer and Kasper (1995) that when customers repurchase a brand, the repeat purchasing behavior alone does not imply a consumer loyalty to a brand. Referring to the study of Loveman (2001) and Arnould (1999) suggested that customer loyalty has been treated by repurchase behavior combined with an attitude component. The research found that when customer recommended Robinson to friends and relatives, it entirely had a direct effect on their repeat patronage with the department store.

Because most of the research respondents were low-income respondents, the marketing tool to increase service quality level does not mean significant improving their satisfaction with the store.

From this research finding, to develop the customer loyalty program, the department store' s service qualities, satisfaction and favorable relative attitude determinants of loyalty had low degrees of total causal effect. Satisfaction and relative attitude determinants also show statistical nonsignificance that influenced the loyalty.

The researcher's study found that the factor that determined the satisfaction of Robinson's customers is service quality. This indicated that 41% of satisfaction can be explained by Robinson's service quality predictor. But it revealed only slightly 3.9% of loyalty can be explained by service quality, relative attitude of customer and satisfaction predictors.

6.3 Recommendations

The overall findings showed that service quality attributes had the effect on customer satisfaction directly. When recognized at attitude toward Robinson's service quality, the result revealed that the overall mean of attitude towards service quality of the respondents was in ranking slightly agreed with attributes. The highest mean attribute was the statement that sales personnel had provided error-free sale receipts and the lowest mean attribute was the statement that sales personnel had understood the specific needs of their customers. This supports for the intuitive notion to improve letting sales personnel to give individual attention to the customer. Sales persons need to show best interest to the customers needs as the suggestion of Mason, Mayer and Ezell (1984) that personnel selling in retailing is essentially matching customers' needs with retailer's merchandise and services. The more skillfull this match is made, the better the personal selling. If salespeople make a good match, not only is a sale made, but a satisfied customer is created. Levy and Weitz (1996) also noted that the personnel selling is a communication process in which sales person assist customers in satisfying their needs through person to person exchange information. The study of Butched, Sparks and O'Callaghan (2001) indicated that the feeling of comfort arising from employee

interactions and these are important to early evaluations of service quality and satisfaction.

Dick and Basu (1994), studied the consumer relationship proneness that referred to the stable tendency of consumers to engage in relationship with retailers. They emphasized on conscious tendency to engage in relationships as opposed to a tendency to engage in relationship based on convenience. Therefore, the researcher would like to suggest to increase the means of attitude statement toward service quality of Robinson that operation hours should be convenient to all customers to come shopping, provide up to dated equipment in order to hasten the line of bill payment, provide fast and enough elevators in order to make convenience to customers during crowded days.

The researcher suggests an importance to go beyond the measurement of satisfaction and service quality and indicates that both of them have neither a direct effect on loyalty. The key that creates customers repurchasing is recommendation but it should be effected by relative attitudes. Thus only satisfying the customers is not enough. The customer's attitude towards a department store should be more favorable when compared to other department stores. Then to improve service quality can create satisfaction and this effects the favorable relative attitude toward the store.

From the results, when customers recommend store to friends, this will lead to increase the intention to repurchase from the department store. It should be very useful to create the programs that increase the potential that those existing customers will recommend the department store to friends and relatives by offering incentive programs in order to encourage customers' recommendation.

Managerial Implications

The study's findings have important implication for researchers and managers or owners of department store in retailing business.

In additional to these general implications, the conceptual model and the empirical findings have specific implications for firms' research and resource allocation decisions pertaining to improve service quality in order to increase the favorable relative attitude and satisfaction. These should result in increasing recommendations and repurchase behaviors and may effect the loyalty to the store.

As sales personnel represent the store and are performing a marketing function, this research study provides customer service training programs in order to align department store service quality with customer expectations. While convenience, having up to date equipment, merchandise assortments were also rated important criterion of customer patronage. The department store should offer specialty merchandises to specific target customers. This is called to target niche markets or to classify the customers into high ends, middle ends or low ends in order to enable to offer them the correct attractive prices. Due to outstanding service offering combined with competitive price merchandise help to create a competitive advantage in the market.

In the department store business, it is easy to duplicate merchandise mix and price, and service. Then the department store operators should gain advantage over competitors in order to derive customer loyalty.

Suggestion for Further Research

Perhaps further research should incorporate a more extensive multiple-item cognitive attitude measurement that is more emphasized on customers' feeling and their intention.

In this study, the researcher measures store loyalty in terms of proportion of visit. Then its number of visits may be varied as the customer comes to Robinson because they could not find the products they want from other stores. Then further research should point out to measure the loyalty that has significant relationships with relative attitude and satisfaction.

As the miss specifies the difference between environment of Robinson branches in this research, further research should study the predictors of all variables of other branches due to the different circumstances of each branch that may influence to distinguish visit conditions of their customers.

The researcher would like to suggest further research study of the relationship between variables that are based on Longtitudinal research that focus on different constructs over time that is needed to define the exact causal nature of the link between the constructs.

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APPENDIX: A

Questionnaire

Questionnaire

This questionnaire is constructed for use as part of a thesis entitled **"The relationship between service quality, relative attitude, satisfaction, recommendation, repurchasing and store loyalty: A case study of Robinson department store's customers in Bangkok"** by a Master degree student at Assumption University. Please fill in each item of the questionnaire according to your experience. The information obtained will be only used for study purpose and your full-cooperation in responding to all items in this questionnaire would be very much appreciated. Thank you for your kind cooperation.

Prescreening Question
Have you ever shopped at Robinson within last 6 months?
☐ Yes ☐ No

Part I: Service Quality
Please specify the appropriate number using the rating scale below:
1. Strongly disagree   2. Disagree   3. Slightly disagree
4. Neutral   5. Slightly agree   6. Agree   7. Strongly agree

How much do you agree that Robinson department store:	Strongly disagree ⟷ Strongly agree						
1. Has an interior that is visually appealing?	1	2	3	4	5	6	7
2. Has sales personnel who appear neat?	1	2	3	4	5	6	7
3. Has merchandise displays that are visually appealing?	1	2	3	4	5	6	7
4. Has sales personnel who complete thing in promised?	1	2	3	4	5	6	7
5. Has sales personnel who show a sincere interest in solving customer problems?	1	2	3	4	5	6	7
6. Has sales personnel who provide their services at the time they promised to do so?	1	2	3	4	5	6	7
7. Has sales personnel who perform the service right the first time?	1	2	3	4	5	6	7
8. Has sales personnel who provide error-free sale receipts?	1	2	3	4	5	6	7
9. Has sales personnel who are able to tell customers exactly when they will be help?	1	2	3	4	5	6	7
10. Has sales personnel who provide prompt service?	1	2	3	4	5	6	7
11. Has sales personnel who willing to help customer at all times?	1	2	3	4	5	6	7
12. Has sales personnel who are never too busy to respond to customers request?	1	2	3	4	5	6	7
13. Has sales personnel whose behavior instills confidence in customers?	1	2	3	4	5	6	7
14. Has sales personnel made customers feel secure in their transactions with the store?	1	2	3	4	5	6	7
15. Has sales personnel who are consistently courteous with customers?	1	2	3	4	5	6	7
16. Has sales personnel who have the knowledge to answer the customer questions?	1	2	3	4	5	6	7
17. Has sales personnel who give customers individual attention?	1	2	3	4	5	6	7
18. Has operating hours that are convenient to all customers?	1	2	3	4	5	6	7

19. Has sales personnel who give customers personal attention?	1	2	3	4	5	6	7
20. Has sales personnel who have the customers' best interests at heart?	1	2	3	4	5	6	7
21. Has sales personnel who understand the specific needs of their customers?	1	2	3	4	5	6	7
22. Has up to date equipment?	1	2	3	4	5	6	7

Part II: Satisfaction

23. What is your overall level of satisfaction with Robinson department store?
- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied

Part III: Recommend

24. If you had the opportunity, how likely would you be to recommend Robinson department store to a friend or relative?
- ☐ Definitely would not recommend
- ☐ Probably would not recommend
- ☐ Might or might not
- ☐ Probably would recommend
- ☐ Definitely would recommend

Part IV: Repurchase

25. How likely would you be to shop at Robinson department store again?
- ☐ Definitely would not
- ☐ Probably would not
- ☐ Might or might not
- ☐ Probably would
- ☐ Definitely would

Part V: Relative Advantage

26. How much of an advantage does Robinson department store have over other department stores?
- ☐ No advantage
- ☐ Small advantage
- ☐ Moderate advantage
- ☐ Large advantage
- ☐ A very large advantage

27. Compared to other department store, would you say that the quality of service you receive from Robinson is?
- ☐ Much worse
- ☐ Somewhat worse
- ☐ About the same
- ☐ Somewhat better
- ☐ Much better

Part VI: Loyalty

28. How often do you shop at Robinson department store?
- ☐ Every day/ almost everyday
- ☐ Once a week
- ☐ 2-3 times per month
- ☐ Once a month
- ☐ 2-3 month per time
- ☐ More than 6 months

29. How often do you purchase merchandise at department stores?
- ☐ Every day/ almost everyday
- ☐ Once a week
- ☐ 2-3 times per month
- ☐ Once a month
- ☐ 2-3 month per time
- ☐ More than 6 months

Part VII: <u>Related Shopping Behaviors</u>
30. Which day do you usually come shopping?
- ☐ Weekdays
- ☐ Weekends
31. How long do you usually spend shopping?
- ☐ Less than 1 hour
- ☐ 1-2 hour (s)
- ☐ 2-3 hours
- ☐ More than 3 hours
32. How do you usually come to the store?
- ☐ Personal car
- ☐ Motorcycle
- ☐ Tuk Tuk
- ☐ Bus
- ☐ Walk
- ☐ Others (please specify)_____
33. How much do you spend on average each time you come shopping?
- ☐ Less than 500 baht
- ☐ 501-1,000 baht
- ☐ 1,001-2,000 baht
- ☐ 2,001-3000 baht
- ☐ 3,001-4,000 baht
- ☐ More than 4,000 baht

Part VIII: <u>Personal Data</u>
34. Gender
- ☐ Male
- ☐ Female
35. Age
- ☐ 18-20 years old
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ More than 40 years old
36. Occupation
- ☐ Business owner
- ☐ Government officer
- ☐ State enterprise employee
- ☐ Private company employee
- ☐ Housewife
- ☐ Student
- ☐ Unemployed
37. Education Level
- ☐ Under Bachelor degree
- ☐ Bachelor degree
- ☐ Higher than Bachelor degree
38. Monthly Income
- ☐ Less than 15,000 baht
- ☐ 15,001-25,000 baht
- ☐ 25,001-35,000 baht
- ☐ 35,000 and above

แบบสอบถามนี้ ได้จัดทำขึ้น เพื่อใช้เป็นส่วนหนึ่งของวิทยานิพนธ์ ของการศึกษา "ความสัมพันธ์กัน ระหว่างคุณภาพของบริการ ทัศนคติ ความพึงพอใจ การบอกต่อ การกลับมาอุปถัมภ์ และความจงรักภักดีของลูกค้าที่ มีต่อห้างร้าน กรณีศึกษาห้างสรรพสินค้าโรบินสันเฉพาะสาขาในเขตกรุงเทพฯ" ของนักศึกษาปริญญาโท คณะบริหาร ธุรกิจ มหาวิทยาลัยอัสสัมชัญ กรุณาตอบแบบสอบถามต่อไปนี้ตามประสบการณ์ของท่านและข้อมูลนี้จะใช้เพื่อ ศึกษาตามวัตถุประสงค์เท่านั้น ขอขอบคุณในความร่วมมือของท่านอย่างสูง

ท่านเคยซื้อสินค้าที่ห้างสรรพสินค้าโรบินสันหรือไม่

☐ เคย   ☐ ไม่เคย

ส่วนที่ 1 ข้อมูลเกี่ยวกับคุณภาพของการบริการที่ลูกค้ามีต่อห้างสรรพสินค้าโรบินสัน
โปรดทำเครื่องหมายวงกลมลงบนตัวเลขที่สัมพันธ์กับความรู้สึกและประสบการณ์ของท่านมากที่สุด โดยระบุตัวเลข
ตามลำดับต่อไปนี้

1. ไม่เห็นด้วยอย่างยิ่ง   2. ไม่เห็นด้วย   3. ไม่ เห็นด้วยเล็กน้อย   4. ปานกลางหรือเฉยๆ
5. เห็นด้วยเล็กน้อย   6. เห็นด้วย   7. เห็นด้วยอย่างยิ่ง

ความคิดเห็นของท่านที่มีต่อห้างสรรพสินค้าโรบินสัน	ไม่เห็นด้วยอย่างยิ่ง ◄──► เห็นด้วยอย่างยิ่ง						
1. มีการตกแต่งที่สวยงามน่ามอง	1	2	3	4	5	6	7
2. มีพนักงานขายที่แต่งกายสุภาพเรียบร้อย	1	2	3	4	5	6	7
3. มีการจัดวางสินค้าที่ดึงดูดใจ	1	2	3	4	5	6	7
4. มีพนักงานขายที่ให้บริการในด้านต่างๆได้โดยเสร็จสิ้นสมบูรณ์	1	2	3	4	5	6	7
5. มีพนักงานขายที่แสดงให้เห็นถึงความจริงใจที่จะช่วยลูกค้าแก้ ปัญหา	1	2	3	4	5	6	7
6. มีพนักงานขายคอยให้บริการเวลาที่ลูกค้าต้องการคำแนะนำ	1	2	3	4	5	6	7
7.. มีพนักงานขายที่ให้การบริการถูกต้องภายในการให้บริการครั้งแรก ครั้งเดียวเลย	1	2	3	4	5	6	7
8.. มีพนักงานขายที่ออกใบเสร็จด้วยความถูกต้อง ไม่ผิดพลาด	1	2	3	4	5	6	7
9. มีพนักงานขายที่สามารถบอกได้ว่าเมื่อไรที่พร้อมจะบริการลูกค้าได้ โดยไม่ปล่อยให้รอนาน	1	2	3	4	5	6	7
10.มีพนักงานขายผู้ซึ่งให้บริการได้ในทันที	1	2	3	4	5	6	7
11. มีพนักงานขายที่ยินดีจะช่วยเหลือลูกค้าด้วยความเต็มใจตลอด เวลา	1	2	3	4	5	6	7
12. มีพนักงานขายที่ว่างคอยให้การช่วยเหลือแก่ลูกค้าเมื่อต้องการ	1	2	3	4	5	6	7
13. มีพนักงานขายที่ทำให้ลูกค้ามั่นใจ เชื่อมั่นว่าได้รับการบริการที่มี คุณภาพ	1	2	3	4	5	6	7
14. ทำให้ลูกค้ารู้สึกปลอดภัยในการซื้อสินค้าจากห้างสรรพสินค้าว่า การซื้อสมเหตุสมผล ไม่โดนหลอกลวง	1	2	3	4	5	6	7

15. มีพนักงานขายที่สุภาพอ่อนโยนต่อลูกค้า	1	2	3	4	5	6	7
16. มีพนักงานขายที่มีความรู้เกี่ยวกับสินค้าเพียงพอที่จะตอบคำถาม แก่ลูกค้าได้	1	2	3	4	5	6	7
17. มีพนักงานขายที่ให้การดูแลลูกค้าแบบตัวต่อตัวได้	1	2	3	4	5	6	7
18. มีเวลาทำการเปิด-ปิด ที่สะดวกแก่ลูกค้าที่จะมาซื้อสินค้า	1	2	3	4	5	6	7
19. มีพนักงานขายที่ให้ความใส่ใจส่วนตัวกับลูกค้า	1	2	3	4	5	6	7
20. มีพนักงานขายที่มุ่งเน้นให้ความสนใจอย่างดีที่สุดแก่ลูกค้า	1	2	3	4	5	6	7
21. มีพนักงานขายที่เข้าใจความต้องการเฉพาะบุคคลของลูกค้า	1	2	3	4	5	6	7
22. มีเครื่องมือเครื่องใช้ที่ทันสมัย	1	2	3	4	5	6	7

ส่วนที่ 2 ข้อมูลเกี่ยวกับความพึงพอใจของผู้บริโภค

23. ความพึงพอใจที่มีต่อห้างสรรพสินค้าโรบินสันของท่านอยู่ในระดับใด

☐ ไม่พึงพอใจอย่างยิ่ง   ☐ ค่อนข้างไม่พึงพอใจ

☐ ค่อนข้างพึงพอใจ   ☐ พึงพอใจอย่างยิ่ง

ส่วนที่ 3 ข้อมูลเกี่ยวกับการแนะนำห้างสรรพสินค้าโรบินสัน

24. ถ้าคุณมีโอกาส เป็นไปได้หรือไม่ที่คุณจะแนะนำห้างสรรพสินค้าโรบินสันแก่เพื่อนหรือญาติของคุณ

☐ ไม่แนะนำอย่างแน่นอน   ☐ เป็นไปได้ที่จะไม่แนะนำ

☐ อาจจะหรืออาจจะไม่   ☐ เป็นไปได้ที่จะแนะนำ

☐ แนะนำอย่างแน่นอน

ส่วนที่ 4 ข้อมูลเกี่ยวกับการแนะนำห้างสรรพสินค้าโรบินสัน

25. เป็นไปได้หรือไม่ที่คุณจะกลับมาซื้อสินค้าและบริการที่ห้างสรรพสินค้าโรบินสันอีก

☐ ไม่กลับมาอีกแน่นอน   ☐ เป็นไปได้ที่จะไม่กลับมาอีก

☐ อาจจะหรืออาจจะไม่   ☐ เป็นไปได้ที่จะกลับมาอีก

☐ กลับมาอีกแน่นอน

ส่วนที่ 5 ข้อมูลเกี่ยวกับการเปรียบเทียบข้อดีห้างสรรพสินค้าโรบินสันกับห้างอื่น

26. เมื่อเปรียบเทียบข้อดีของห้างสรรพสินค้าโรบินสันกับห้างอื่น คุณมีความคิดเห็นว่าอย่างไร

☐ ไม่มีข้อดีมากกว่าเลย   ☐ มีข้อดีมากกว่าเล็กน้อย

☐ มีข้อดีมากกว่าพอประมาณ   ☐ มีข้อดีมากกว่า

☐ มีข้อดีมากกว่าอย่างยิ่ง

27. เมื่อเปรียบเทียบกับห้างสรรพสินค้าอื่น คุณคิดว่าคุณภาพของบริการที่คุณได้รับจากห้างสรรพสินค้าโรบินสัน

☐ แย่กว่ามาก   ☐ ค่อนข้างจะแย่กว่า

☐ พอๆกัน   ☐ ค่อนข้างจะดีกว่า

☐ ดีกว่ามาก

ส่วนที่ 6 ข้อมูลเกี่ยวกับความจงรักภักดีต่อห้างสรรพสินค้าโรบินสัน

28. คุณซื้อสินค้าและบริการที่ห้างสรรพสินค้าโรบินสันบ่อยแค่ไหน

☐ ทุกวัน/เกือบทุกวัน ☐ สัปดาห์ละครั้ง

☐ เดือนละ 2-3 ครั้ง ☐ เดือนละครั้ง

☐ 2-3 เดือนต่อครั้ง ☐ มากกว่า 6 เดือน

29. คุณซื้อสินค้าและบริการที่ห้างสรรพสินค้าบ่อยแค่ไหน

☐ ทุกวัน/เกือบทุกวัน ☐ สัปดาห์ละครั้ง

☐ เดือนละ 2-3 ครั้ง ☐ เดือนละครั้ง

☐ 2-3 เดือนต่อครั้ง ☐ มากกว่า 6 เดือน

ส่วนที่ 7 ข้อมูลเกี่ยวกับพฤติกรรมผู้บริโภค

30. คุณมักมาซื้อสินค้าและบริการที่ห้างสรรพสินค้าวันไหนบ่อยที่สุด

☐ วันธรรมดา ☐ วันหยุดสุดสัปดาห์

31. คุณใช้เวลาในการซื้อสินค้าและบริการโดยเฉลี่ยนานนานเท่าใด

☐ น้อยกว่า 1 ชั่วโมง ☐ 1-2 ชั่วโมง

☐ 2-3 ชั่วโมง ☐ มากกว่า 3 ชั่วโมง

32. คุณเดินทางมาซื้อสินค้าและบริการโดยพาหนะชนิดใดบ่อยที่สุด

☐ รถยนต์ส่วนตัว ☐ รถจักรยานยนต์

☐ รถตุ๊ก ตุ๊ก ☐ รถโดยสารประจำทาง

☐ เดินทางเท้า ☐ อื่นๆ (โปรดระบุ)_____

33. โดยเฉลี่ยคุณใช้จ่ายเท่าไร ในการมาซื้อสินค้าและบริการแต่ละครั้งที่ห้างสรรพสินค้า

☐ ต่ำกว่า 500 บาท ☐ 501-1,000 บาท

☐ 1,001-2,000 บาท ☐ 2,001-3000 บาท

☐ 3,001-4,000 บาท ☐ มากกว่า 4,000 บาท

ส่วนที่ 8 ข้อมูลส่วนตัว

34. เพศ
   - ☐ ชาย
   - ☐ หญิง

35. อายุ
   - ☐ 18-20 ปี
   - ☐ 21-30 ปี
   - ☐ 31-40 ปี
   - ☐ มากกว่า 40 ปี

36. อาชีพ
   - ☐ ธุรกิจส่วนตัว
   - ☐ รับราชการ
   - ☐ พนักงานรัฐวิสาหกิจ
   - ☐ พนักงานบริษัทเอกชน
   - ☐ แม่บ้าน
   - ☐ นักเรียน/นักศึกษา
   - ☐ ไม่ได้ทำงาน

37. ระดับการศึกษา
   - ☐ ต่ำกว่าปริญญาตรี
   - ☐ ปริญญาตรี
   - ☐ สูงกว่าปริญญาตรี

38. รายได้ต่อเดือน
   - ☐ ต่ำกว่า 15,000 บาท
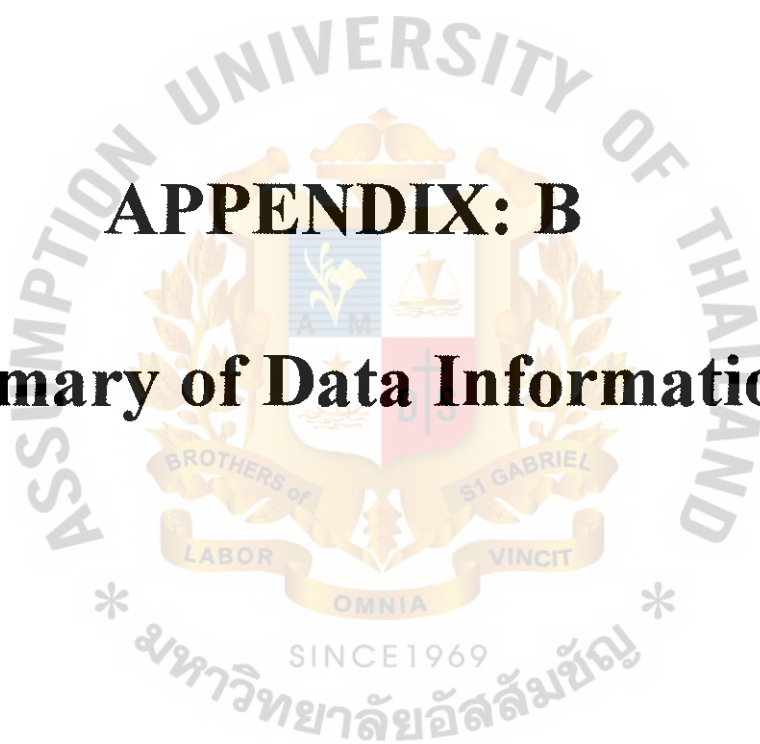   - ☐ 15,001-25,000 บาท
   - ☐ 25,001-35,000 บาท
   - ☐ มากกว่า 35,000 บาท

APPENDIX: B

Summary of Data Information

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

SERQUA1	89.0244	433.0744	.7835	.9634
SERQUA2	88.6585	447.1805	.6898	.9643
SERQUA3	88.9756	436.7744	.8035	.9631
SERQUA4	89.0976	434.9902	.8294	.9628
SERQUA5	89.2195	435.4256	.8117	.9630
SERQUA6	89.1463	444.4280	.7843	.9634
SERQUA7	89.5854	462.5488	.4025	.9671
SERQUA8	88.4634	453.0049	.6521	.9646
SERQUA9	89.3659	455.5378	.6027	.9651
SERQUA10	88.7561	448.7890	.7475	.9638
SERQUA11	88.7561	444.7890	.7110	.9641
SERQUA12	88.7805	445.7256	.7163	.9640
SERQUA13	89.0000	435.0000	.8617	.9625
SERQUA14	88.9512	450.1976	.7465	.9638
SERQUA15	88.7561	432.2390	.8099	.9630
SERQUA16	88.8293	447.0451	.7291	.9639
SERQUA17	89.1707	443.8951	.7480	.9637
SERQUA18	88.4390	452.0024	.6055	.9651
SERQUA19	89.3171	449.9220	.6914	.9643
SERQUA20	89.1463	434.0280	.8438	.9626
SERQUA21	89.5854	438.0488	.8195	.9629
SERQUA22	89.0976	439.2902	.7636	.9635

Reliability Coefficients

N of Cases =   41.0   N of Items = 22

Alpha =   .9654

1. Initial Model Path Coefficient
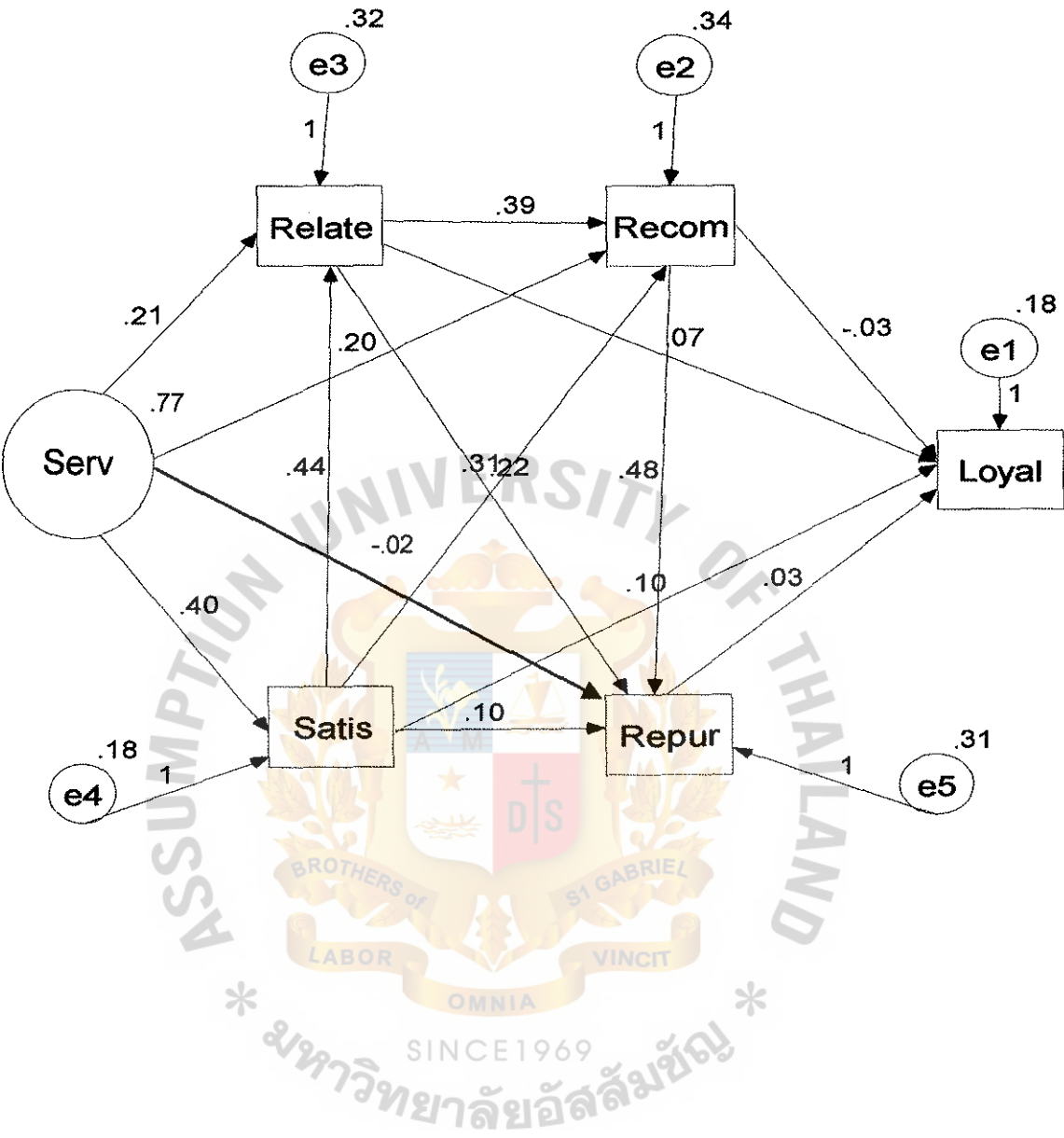
Goodness of Fit Index

Fit Indices	Value
X^2	0.00
D.F.	1.000
GFI	1.000
AGFI	1.000
RMR	0.000
NFI	1.000
RFI	1.000
IFI	1.000
CFI	1.000

Regression Weights

			Estimate	S.E.	C.R.	P
Satis	←	Serv	.404	.028	14.446	***
Relate	←	Serv	.213	.048	4.426	***
Relate	←	Satis	.441	.076	5.787	***
Recom	←	Satis	.307	.083	3.701	***
Recom	←	Serv	.198	.051	3.875	***
Recom	←	Relate	.392	.060	6.575	***
Repur	←	Relate	.222	.061	3.609	***
Repur	←	Recom	.484	.056	8.688	***
Repur	←	Satis	.114	.082	1.392	.164
Repure	←	Serv	-.018	.051	-.346	.729
Loyal	←	Relate	.066	.047	1.418	.156
Loyal	←	Satis	.097	.056	1.744	.081
Loyal	←	Recom	-.270	.046	-.584	.559
Loyal	←	Repur	.028	.044	.646	.518

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.041

2. After Deleting pathway from *Service quality to Repurchase*
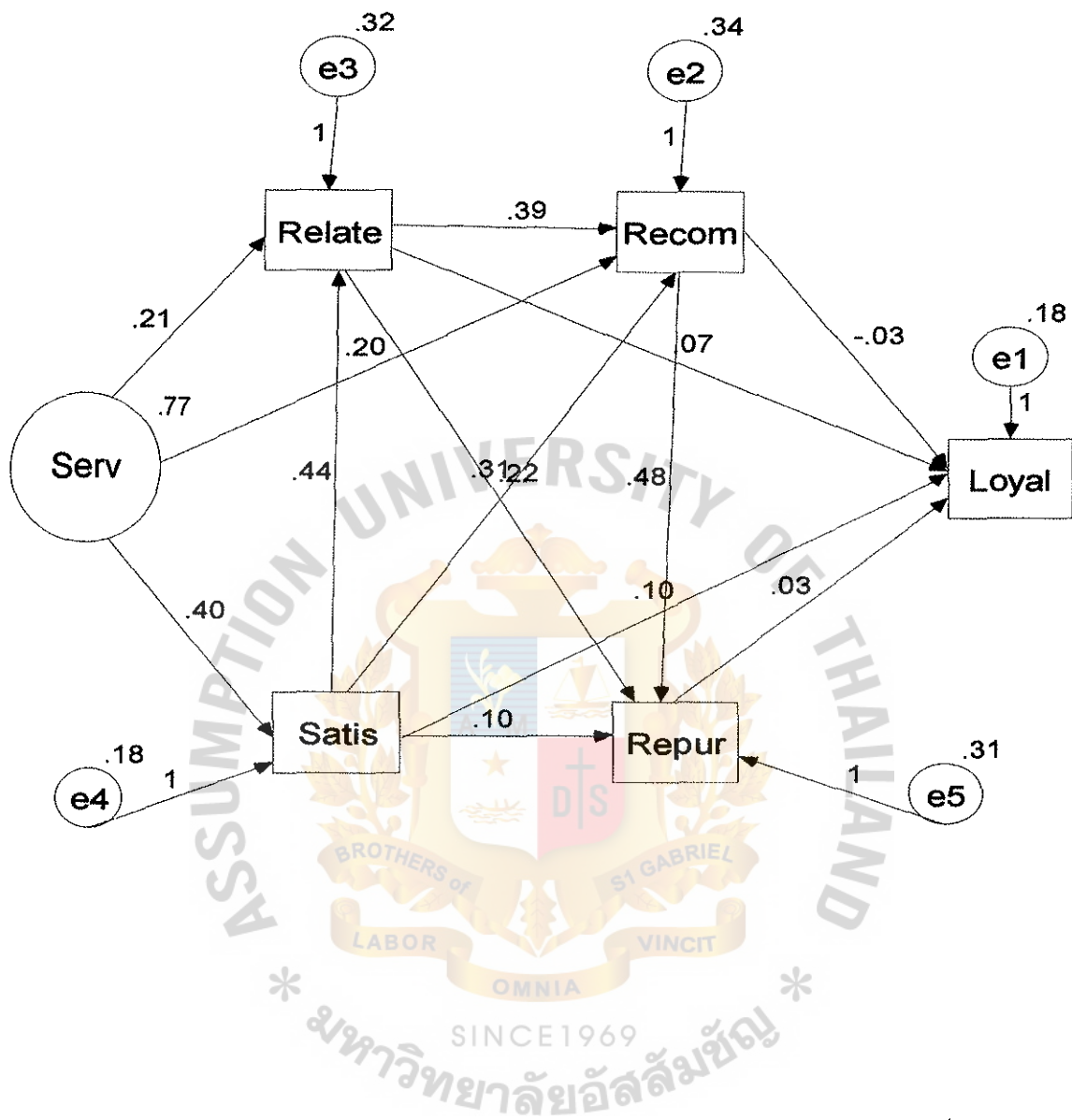
Goodness of Fit Index

Fit Indices	Value
X^2	0.120
D.F.	2.00
GFI	1.000
AGFI	0.120
RMR	0.002
NFI	1.000
RFI	0.999
IFI	1.003
CFI	1.000

Regression Weights

	Estimate	S.E.	C.R.	P
Satis ⟵ Serv	.404	.028	14.446	***
Relate ⟵ Serv	.213	.048	4.426	***
Relate ⟵ Satis	.441	.076	5.787	***
Recom ⟵ Relate	.392	.060	6.575	***
Recom ⟵ Satis	.307	.083	3.701	***
Recom ⟵ Serv	.198	.051	3.875	***
Repur ⟵ Relate	.219	.061	3.597	***
Repur ⟵ Recom	.480	.054	8.824	***
Repur ⟵ Satis	.101	.073	1.380	.167
Loyal ⟵ Relate	.066	.047	1.418	.156
Loyal ⟵ Satis	.097	.056	1.744	.081
Loyal ⟵ Recom	-.270	.046	-.574	.559
Loyal ⟵ Repur	.028	.044	.662	.518

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.041

3. After Deleting Pathway from *Service quality to Repurchase, Recommendation to Loyalty*.

Goodness of Fit Index

Fit Indices	Value
X^2	0.461
D.F.	3.00
GFI	0.999
AGFI	0.996
RMR	0.002
NFI	0.999
RFI	0.996
IFI	1.004
CFI	1.000

Regression Weights

			Estimate	S.E.	C.R.	P
Satis	⟵	Serv	.404	.028	14.446	***
Relate	⟵	Serv	.213	.048	4.426	***
Relate	⟵	Satis	.441	.076	5.787	***
Recom	⟵	Relate	.392	.060	6.575	***
Recom	⟵	Satis	.307	.083	3.701	***
Recom	⟵	Serv	.198	.051	3.875	***
Repur	⟵	Relate	.219	.061	3.597	***
Repur	⟵	Recom	.480	.054	8.824	***
Repur	⟵	Satis	.101	.073	1.380	.167
Loyal	⟵	Relate	.059	.046	1.311	.190
Loyal	⟵	Satis	.088	.053	1.647	.100
Loyal	⟵	Repur	.017	.039	.427	.699

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.040

4. After Deleting Pathways from *Service quality to Repurchase, Recommendation to Loyalty* and *Repurchase to Loyalty*
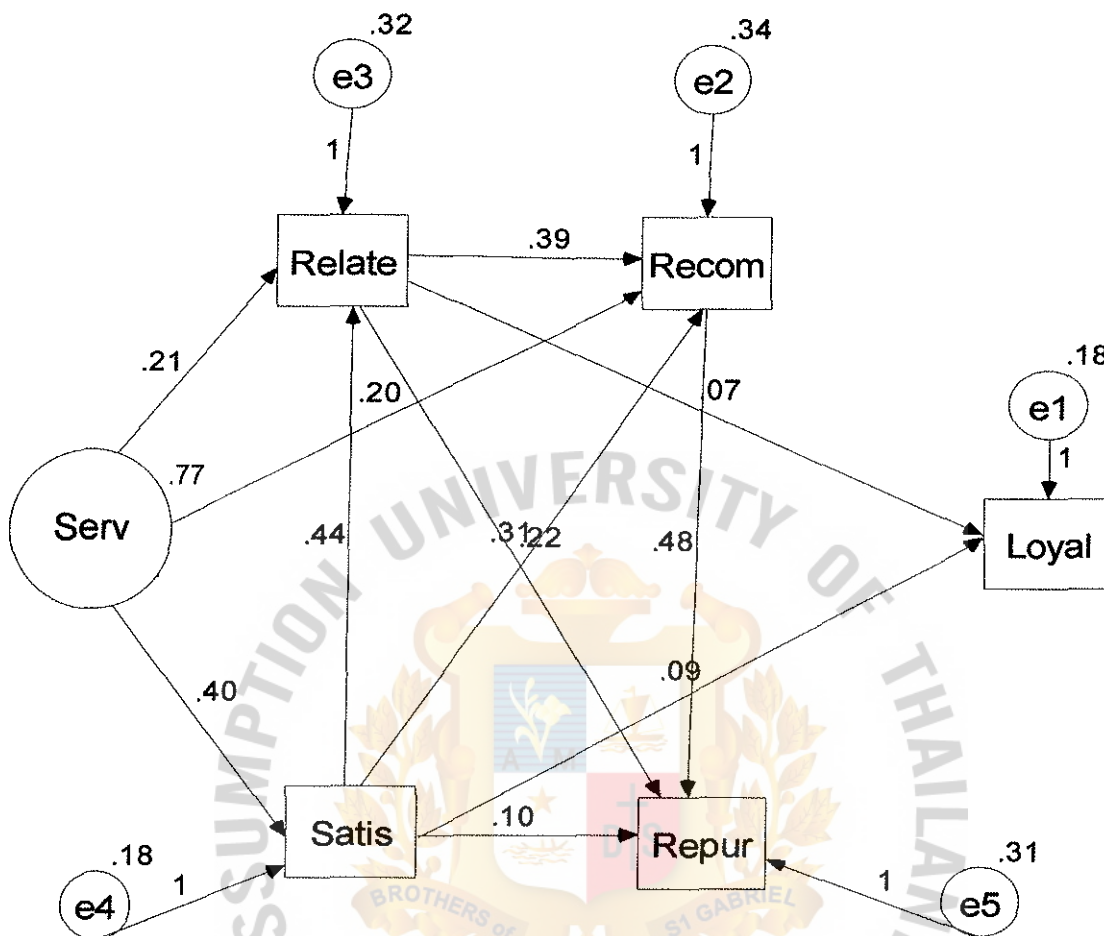
Goodness of Fit Index

Fit Indices	Value
X^2	0.643
D.F.	4.00
GFI	0.999
AGFI	0.996
RMR	0.002
NFI	0.994
RFI	0.996
IFI	1.005
CFI	1.000

Regression Weights

	Estimate	S.E.	C.R.	P
Satis ← Serv	.404	.028	14.446	***
Relate ← Serv	.213	.048	4.426	***
Relate ← Satis	.441	.076	5.787	***
Recom ← Relate	.392	.060	6.575	***
Recom ← Satis	.307	.083	3.701	***
Recom ← Serv	.198	.051	3.875	***
Repur ← Relate	.219	.061	3.597	***
Repur ← Recom	.480	.054	8.824	***
Loyal ← Relate	.067	.042	1.583	.113
Loyal ← Satis	.093	.052	1.799	.072
Repur ← Satis	.101	.073	1380	.167

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.454
Loyal	.039

5. After Deleting Pathways from *Service quality to Repurchase, Recommendation to Loyalty*, from *Repurchasing to Loyalty* and from *Satisfaction to Repurchasing*

Goodness of Fit Index

Fit Indices	Value
X^2	2.543
D.F.	5.00
GFI	0.997
AGFI	0.988
RMR	0.005
NFI	0.996
RFI	0.988
IFI	1.004
CFI	1.000

Regression Weights

	Estimate	S.E.	C.R.	P
Satis ← Serv	.404	.028	14.446	***
Relate ← Serv	.213	.048	4.426	***
Relate ← Satis	.441	.076	5.787	***
Recom ← Relate	.392	.060	6.575	***
Recom ← Satis	.307	.083	3.701	***
Recom ← Serv	.198	.051	3.875	***
Repur ← Relate	.245	.058	4.240	***
Repur ← Recom	.506	.051	9.896	***
Loyal ← Relate	.067	.042	1.583	.113
Loyal ← Satis	.093	.052	1.799	.072

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.450
Loyal	.039

Total Effect

	Serv	Satis	Relate	Recom
Satis	0.404			
Relate	0.391	0.441		
Recom	0.475	0.479	0.392	
Loyal	0.064	0.123	0.067	
Repur	0.336	0.351	0.443	0.506

Direct Effect

	Serv	Satis	Relate	Recom
Satis	0.404			
Relate	0.213	0.441		
Recom	0.198	0.307	0.392	
Loyal	0.000	0.093	0.067	
Repur	0.000	0.000	0.245	0.506

Indirect Effect

	Serv	Satis	Relate	Recom
Satis	0.000			
Relate	0.178	0.000		
Recom	0.277	0.173	0.000	
Loyal	0.064	0.029	0.000	
Repur	0.336	0.351	0.198	0.000

6. After Deleting Pathways from *Service quality to Repurchase, Recommendation to Loyalty, Repurchasing to Loyalty, Satisfaction to Repurchasing* and from *Relative attitude to Loyalty*.
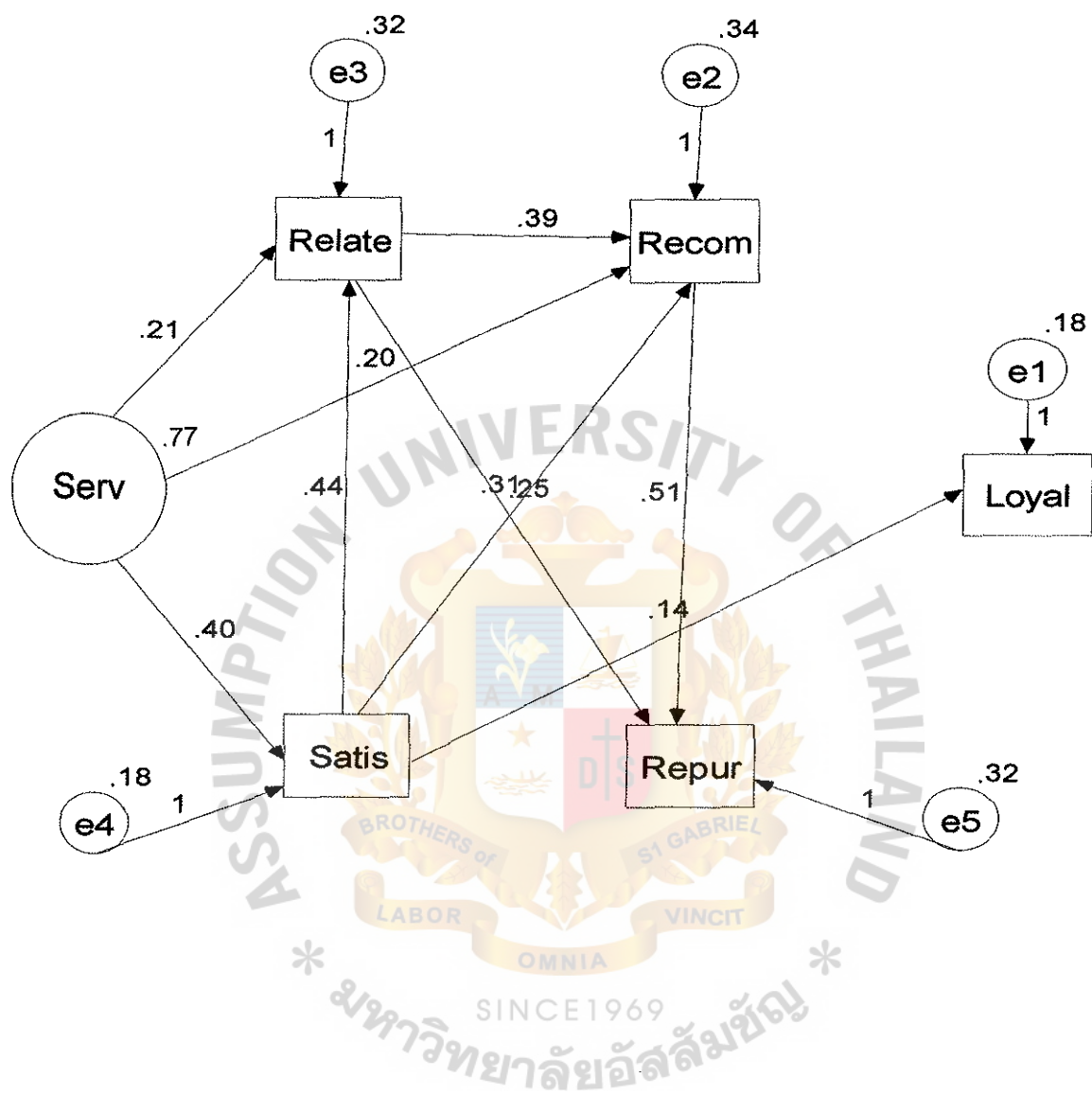
Goodness of Fit Index

Fit Indices	Value
X^2	5.038
D.F.	6.00
GFI	0.995
AGFI	0.981
RMR	0.008
NFI	0.992
RFI	0.980
IFI	1.002
CFI	1.000

Regression Weights

		Estimate	S.E.	C.R.	P
Satis	← Serv	.404	.028	14.446	***
Relate	← Serv	.213	.048	4.426	***
Relate	← Satis	.441	.076	5.787	***
Recom	← Relate	.392	.060	6.575	***
Recom	← Satis	.307	.083	3.701	***
Recom	← Serv	.198	.051	3.875	***
Repur	← Relate	.245	.058	4.240	***
Repur	← Recom	.506	.051	9.896	***
Loyal	← Satis	.137	.044	3.106	.002

Squared Multiple Correlations

	Estimate
Satis	.410
Relate	.327
Recom	.441
Repur	.450
Loyal	.031

7. Robinson Model