

ABSTRACT

What is the most important factor influential to decision making on car purchase? Make? Model? Look? Or Price? Every single issue is critical factor over the decision-making. This research might help the consumer or the people who plan to have a new car because the objective of this research is focusing on the specific effect of expectation disconfirmation (Positive or Negative) on consumer intention in terms of repurchase or switching purchase under the four main factors.

This research is done by sampling on the population target of Toyota car's owner and Toyota Camry buyer at Jatujak, Ladphrao, Huai Khwang and Bangkapi district, Bangkok. The reason of running the sampling in this area due to it is centralize area of Toyota Company and its customer service center, the questionnaire were also distribute in Central Ladphrao, The Mall Bangkapi and Major Cineplex Ramkhamhaeng Movie Theater.

A sample of three hundred and fifty-six was selected by quota-sampling procedure. Multiple Linear Regression and Binary Logistic are also used to test the hypothesis.

The study found that the negative disconfirmation on an attribute would have a greater impact on overall satisfaction than positive disconfirmation. Moreover, the negative disconfirmation would be more influential on the repurchase decision than positive disconfirmation. According to the study, 237 customers accounting 66.50 percent of overall respondents strongly agreed with Toyota Camry, while 119 customers accounting as 33.40 percent disagreed, and 205 customers accounting as 57.60 percent have intended to repurchase other model of Toyota in the near future, while 151 customers accounting as 42.40 percent have intended to switch automobile brand name.

For the expectation disconfirmation on customer's satisfaction, the result showed beta coefficient of negative disconfirmation, which has produced greater beta coefficient than positive disconfirmation in 15 out of 21 items. Good handling is the most key factor affecting the customer's satisfaction while; the next important factor online is greater room space, riding comfort and good post service. By the way, the expectation disconfirmation on repurchase intention, the result of the study showed beta coefficient of negative disconfirmation is greater than beta coefficient of positive, which we can conclude that the negative disconfirmation will be influenced by repurchase intention than positive disconfirmation.

Pertaining to the study, the researcher would like to make recommendation on the following target group; The automobile company should have produced the automobile to serve the customer's need and develop the automobile's look; The marketer should study and target the customer/buyer before manufacturing automobile; The Service Center's mechanic should provide prompt service and use the up to date equipment for giving service to the customer.