

## ABSTRACT

Relationship marketing has emerged as a big new idea for many companies. Relational, as opposed to transactional exchange is the norm in many countries. Companies are seeking to create overall or cumulative customer satisfaction as opposed to transaction-specific customer satisfaction.

The primary objective of this study was to test an integrated model for the customer relationship management performance by studying the following factors' effects on customer behavior-based CRM performance of AIS in Bangkok and their interrelationships: service quality, customer value, customer satisfaction, and brand loyalty. The service quality in this study contains six dimensions: tangibles, reliability, responsiveness, assurance, empathy, and network quality; and the customer value in the study contains four: emotional value, social value, functional value, and customer perceived sacrifices.

The researcher applies survey method and uses self-administered questionnaire as the research instrument to collect the primary data. The target population in this research was current subscribers of AIS living in Bangkok. Data from the 384 respondents indicate that service quality has a direct positive impact on customer value, while customer value has direct positive influence on customer satisfaction, brand loyalty, and customer behavior-based CRM performance.

On the other hand, although no significant evidence was found to support that any dimensions of service quality have direct positive influence on customer satisfaction, most of the dimensions of service quality do have indirect effects on customer satisfaction through their direct influences on customer value.

The finding suggests that AIS should focus on improving its service quality dimension of empathy. Meanwhile, AIS should also increase functional value and reduce customer

perceived sacrifice if it's going to succeed in the future market.

According to the findings, AIS should improve the dimensions of the service quality considered as most important by its customers. Empathy should be given the most priority to improve since it can change the customers' points of view about the company in a larger scale. On the other hand, empathy is also very important when the company is trying to build up long term relationships with its customers. The ways to improve the service quality of AIS includes conducting research, providing training programs to the employees, etc.

In addition, AIS should try to create values that its customers thinking important. The first way is to reduce customer perceived sacrifice by implementing operational CRM, making make different price strategies, etc. The second way is to increase customer perceived functional value by delivering more value-added services and prepare for the 3G applications in the future.

