

ABSTRACT

This research was conducted to study the relationship between consumer trust, value and behavioral loyalty of Phyathai Hospitals. Trust and value evaluated by the customer now gain the public interest as the factors of affecting customer loyalty. Many companies consider customer trust as an essential element in building strong customer relationships and sustainable market share which is a primary step in developing Customer Relationship Management (CRM).

With the interest in benefit of CRM, the researcher had decided to conduct this research since June 2005. In this study, the researcher focused on customer trust classified into 2 categories which are trust in management and operation system and trust in frontline employee behaviors. Besides, this research emphasized on value evaluated by customers.

The objectives of this research encompassed, first, to determine if operational competence, operational benevolence and problem-solving orientation have any effect to customer trust toward Phyathai Hospitals. The second objective was to measure how value evaluated by the customer influences behavioral loyalty. Lastly, this research aimed to measure how customer trust relates to behavioral loyalty of customers.

The researcher used survey method and self-administered questionnaire as instruments to collect the primary data. The data was collected during 14th to 17th October, 2005 from 400 Phyathai 2 Hospital customers who have used medical services treatment. The questionnaires were distributed at Phyathai 2 Hospital as it is the

headquarters and the largest branch that can represent the whole results. After gathering the information from the respondents, the data were analyzed through SPSS program.

The findings showed that trust in management and operation system, trust in frontline employee behaviors and value had a positive relationship with behavioral loyalty. In terms of trust in management and operation system, operational competence and problem-solving orientation had the effect to trust in management and operation system, but operational benevolence partially affected to trust in management and operation system. This finding also indicated that operational competence, operational benevolence and problem-solving orientation had a positive relationship with trust in frontline employee behaviors.

This finding provided useful information for Phyathai Hospitals to understand the relationship between customer trust and value with behavioral loyalty. Also, the study of the relationship between sub-variables like operational competence, operational benevolence and problem-solving orientation and customer trust both in management and operation system and in frontline employee behaviors can help the management team to improve their services to meet customer demand accordingly. With the results of this finding, it can serve as a guideline for the hospital to appropriately develop an effective CRM system in the future.