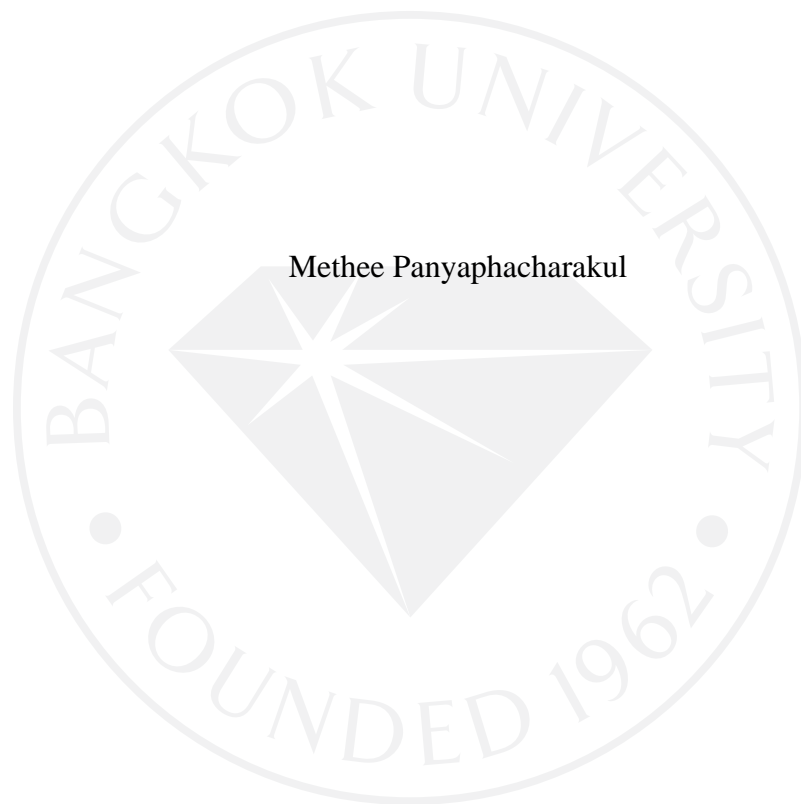


**THE EFFECT OF SERVICE QUALITY AND CUSTOMERS'
SATISFACTION ON THEIR REPURCHASE INTENTION OF
TISCO BANK'S HIRE PURCHASE DEPARTMENT**



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DEPARTMENT**

Methee Panyaphacharakul



**This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
In Partial Fulfillment
Of the Requirements for the Degree
Master of Business Administration**

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the Graduate School
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ON THEIR REPURCHASE INTENTION OF TISCO BANK'S HIRE
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ABSTRACT

This research aimed to study is to investigate the influence of service quality and customers' satisfaction on their repurchase intention toward car loan by Tisco Bank. This study is survey research by the sample group was the customer of Tisco Bank, use questionnaire for the sample group total 250 respondents. The research found that The majority of the respondents by gender is female, age between 31 – 40 years, single, graduated Bachelor's degree, occupation private company employee and monthly income 15,000 – 25,000 Baht. The analysis of service quality, the result of the study in Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension and Empathy Dimension by the respondents indicate opinion with total high level. The analysis of customer satisfaction, the result of the study in Continuous Service by the respondents indicate opinion with total highest level and the result of the study in Equitable Service, Timely Service, Ample Service and Progressive Service by the respondents indicate opinion with total high level. The analysis of repurchase intention, the result of the study in repurchase intention by the respondents indicate opinion total highest level. The analytical results for hypothesis testing, the result that in term of service quality; Tangible Dimension, Responsiveness Dimension and Empathy Dimension influence to repurchase intention of existing customers and the result indicated the factors of consumer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service influenced the repurchase intention of customer in the car loan by Tisco Bank.

Keywords: Service Quality, Customers' Satisfaction, Repurchase Intention, Tisco Bank's

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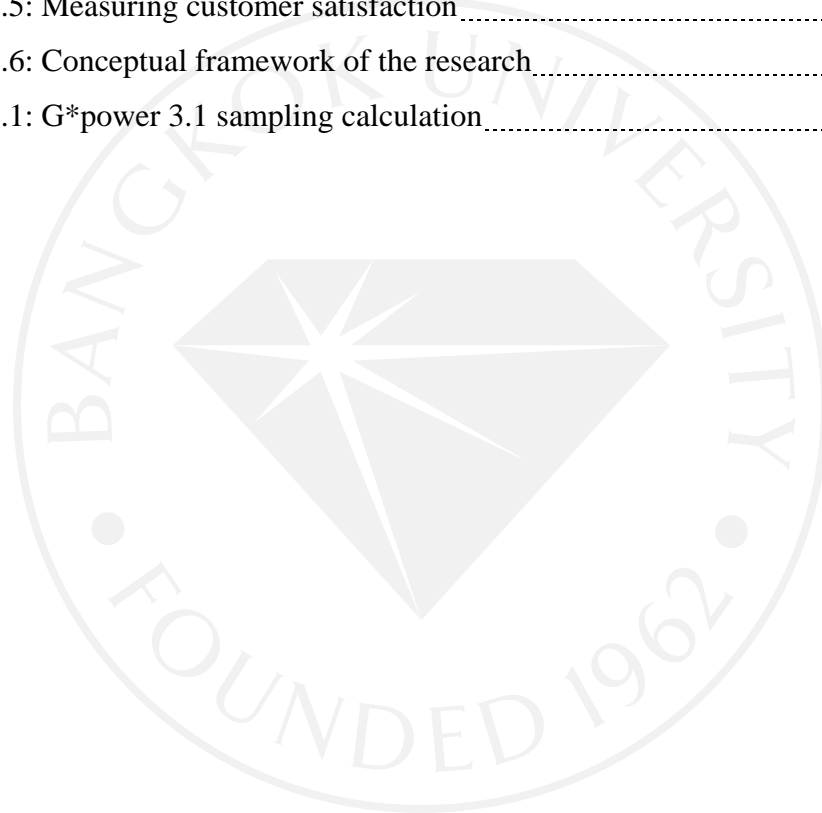
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CHAPTER 1

INTRODUCTION

This chapter briefly described background which related to the subject of this research. Scope of details represented to study about theories of service quality and customer satisfaction with repurchase intention of customers in the car loan by Tisco Bank. In this chapter the researcher also provided research's study of details, including Background, Problem's Statement, Purposes of Study, Scope of Study, Expected Results as following;

1.1 Background

Automobile loans are loans for people who needed to use for many purposes such as personal use, commercial purpose and public car. Auto loans can separate in two main categories. The first group is entrepreneur auto loans for the commercial purpose and public car while the second group is personal use auto loans, contracts for the daily personal purpose. In general, auto loan financials basis consist of down payment, principal, term, interest, and installment. (Klinpatkij, 2012).

Ordinary, Bank companies in Thailand have different approaches services to customers. It depends on policies and vision of each company. They all provide decision of policies and vision harmoniously integrated to customer satisfaction. Which cause of specific administration strategies to serve customers to maximum satisfaction whether the cause of intense competition in the market. In 2015, auto loan demands were decreasing. The main reason is the economy recession and people are more careful to spend money. In addition, banks also started to lend money to household, business and especially, hire purchase loan and consumer product loan more carefully and strictly. (Bank of Thailand, 2015; Center for economic and business forecasting of university of the Thai chamber of commerce, 2015)

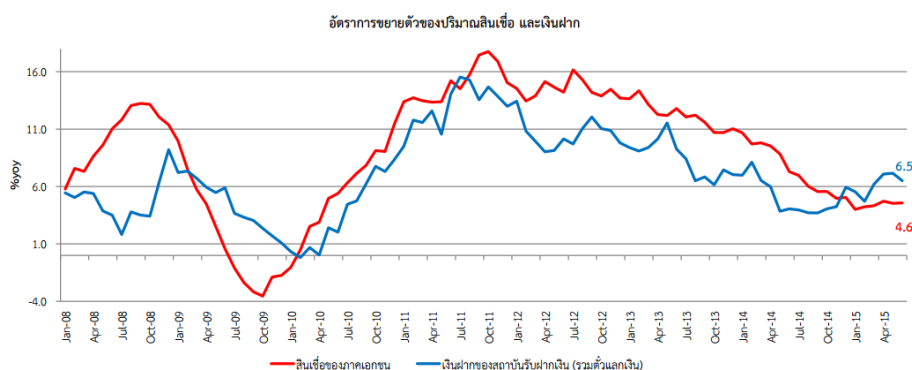


Figure 1.1: The growth rate of loan compare to bank deposit

Source: *Center for economic and business forecasting of university of the Thai chamber of commerce*. (2015). Retrieved from http://cebf.utcc.ac.th/upload/report_file/file_th_67d14y2015.pdf.

Tisco bank established in 1969 known as the first company for investment bank in Thailand. Tisco is one of the first company that pioneered and provide variety of financial services to serve the increasing needs of the Thai growing economy and rewarded one of the good reputation bank company as professional. In 2015, Tisco also became the first commercial bank came from finance company under the Bank of Thailand's financial master plan. Tisco has a reputation of leading and pioneer role in term of provident fund management, investment banking, private banking, brokerage and also auto hire purchase for over 40 years. Especially, auto loan is the main core business of Tisco bank which can separate in 2 main categories. First is hire purchase business which consists of new car loan and used car loan. Second is leasing financial. The characteristic of these two types represent as following (“background Tisco Bank”, 1999; Car Loan”, 1999)

Table 1.1: Compare the difference between hire purchase and leasing financial

	Hire Purchase	Leasing Financial
1. Term	12 – 48 Months	36 – 48 Months
2. Transfer ownership to customers	When customers pay loan completely finish.	When customers pay for the last scrap value
3. Characteristic of customers	People or Companies	Companies only
4. Recording in monthly account	Pay as debts	Pay as leasing
5. Who post an account for assets	Hire purchaser	Lessor
6. Who post an account for depreciations	Hire purchaser	Lessor

Source: “*Car Loan*”. (1999). Retrieved from

<https://www.tisco.co.th/th/personalbanking/loandetail.html>.

1.2 Statement of Problem

Currently, there are many bank operators in leasing and hire purchase market. Most of them are enterprises who acquire shareholding in financial institutions and commercial banks. After Bank of Thailand decided regulation for financial develop plan to allow commercial bank can run business in hire purchase and leasing freely. Also permission for automobile manufacture and dealer who has potential and be sufficient funds can run business in leasing and hire purchase freely as well. These cause of high competition continuously in leasing and hire purchase business. In particular, price competition to reach maximum sales. And competition in the interest rate that cause of dropping interest rate steadily. If all bank operators do not place importance on keeping amount of customers, this may cause of losing potential customers and also may affect to business profits in the short or long run.

Tisco bank is one of the banks who set first priority to service and most customer satisfaction to compete in leasing and hire purchase business for gaining

market share. Customers naturally compare between expectation service and perception service from bank operators. If bank operators that can meet the needs of customers or to create a higher of service of customer expectations. It will contribute to the quality services and raise more customer satisfaction. Parasuraman, Ziethaml and Berry (1985) have shown that quality service is the service that meets or exceeds the expectation of customers which is the matter of assessment or opinion on the excellence of service in overall image. There is a research in 2009 conducted by Fujun, Mitch, & Barry, who has done research on "How Quality, Value, Image and Satisfaction Create Loyalty at a Chinese Telecom" showed that the quality service influence directly to perception of value and perception of image influence to customer satisfaction. Customers attitude toward to the brand influence the perception of value. Both of these factors, customer satisfaction and perception of value are significant to customer loyalty. The others factors between quality service and attitude of customer influence in mid-level to customer loyalty. Therefore, quality service is the most important to differentiate and be more competitive in business compare to competitors.

However, under the economics recession in 2015, found that the consumer hire purchase decreased. Tisco is the one which is competitive in auto loan hire purchase business. Also Tisco achieved good credit quality above average of industry. In June 2015 Tisco has 62% proportion in term of loans. And Tisco is the fourth ranking of hire purchase loan amount out of 16 bank operators in TRIS rating (Thai Rating and Information Services Co., Ltd. (TRIS). Tisco earned 11% of market share at the end of 2014. Tisco reached prospective customers at all level and focus on service strategic with several of service rather than competing with pricing strategy or interest rate. By improving operational and IT system such as presenting detail of loan via tablet, updating customer loan result online to increase the efficiency and service with readiness in order to serve consumer behavior that always change and also the unstable economic situation to be efficiency and punctually. (Wangjongchaichana, 2016; Tisco Bank, 2015)

For that reason and description as mentioned, cause the researcher would like to study attitude of customer about quality and consumer satisfaction from service strategy and improving operational organization that influence to repeat purchase

intentions of existing customers. In order to utilize the result of the research, plan strategy and integrate to real business in term of service for serving existing and prospective hire purchase consumer satisfaction with efficiency

1.3 Purposes of Study

The purpose of the study is to investigate the influence of service quality and customers' satisfaction on their repurchase intention toward car loan by Tisco Bank.

1.4 Scope of Study

The scope of this study as following

1.4.1 Scope of Contents

This research focus on concepts and theories about service quality which has 5 dimensions as following; Tangibles, Reliability, Responsiveness, Assurance and Empathy and customers' satisfaction with five dimensions; equitable service, timely service, ample service, continuous service, and progressive service.

1.4.2 Scope of Population

The population for this study is consumers who have took out a loan (auto hire purchase loan) from Tisco Bank.

1.4.3 Scope of area to collect data

Data was collected from Tisco Bank under head office and all of Bangkok branches.

1.4.4 Scope of time

Data was collected from May to August 2016

1.5 Expected Results

1. Tisco Bank can utilize this research result to improve service process that serve creating quality service and consumer satisfaction toward existing customers.

2. Bank operators who have hire purchase business can apply this research findings to improve service strategies to raise the growth rate of repurchase.

1.6 Definition of Terms

Service Quality defined as a perception of judgment that results from evaluation process which customers can compare their expectations with the service they obtain to have received

Customer Satisfaction is a response to an evaluation of the perception of discrepancy between previous expectations and the actual performance of the product or service they have perceived

Repurchase Intention is described as the individual's commitment to buy products or services again, the decision of customers to engage with a service providers or sellers in future activity and what form this activity will take.

Customer is the one who has took out a loan (auto hire purchase loan) from Tisco Bank.

Auto Loan is a loan for people who need cars for personal use, commerce and public.

Tisco Bank is a commercial bank serving any financial service for customers, retail customers and corporate customers via all branches in Thailand.

CHAPTER 2

LITERATURE REVIEW

This chapter represents an overview of literature and models that are related to the research problems presented in the prior chapter. This chapter will describe the concepts of service quality, customer satisfaction and repurchase intentions.

2.1 Service Quality Theory

2.1.1 Different Perspectives of Service Quality

According to the word “quality” Garvin (1988) mentioned as a different thing about people in 5 point of view.

1. The further view of quality that synonym superiority by nature: the meaning about of obstinate standards with high level of achievement. The view is pretty often engaged to the visual arts and performing. It states that customer practice to realize quality via the experience and earned from the experience from over and over again. According to the practical perspective, however, suggest that managers or customers will realize the quality whenever they notice it is not very useful

2. According to the product-based approach, this point view will see quality as a thing that can measurable and precise. The difference in quality is the effect of difference in ingredients or attribute possessed by the product. Because of this view is something totally objective and cannot account for the difference or various in taste, preference and needs of individual customer.

3. According to the user-based definition begins with the promise. The quality is the thing that customers can notice or we can say that the user-based focus on quality that equate to maximize the satisfaction. This subjective view demand-oriented realize that the each various customer could have different needs and wants.

4. The manufacturing-based or supply-based, will concentrate mechanism primarily such as manufacturing process practices and engineering. (In term of services, it will be the quality is the operations-driven). It concentrates on agreeable to internally applied specifications which are often move by cost-containment goals and productivity.

5. regarding to the Value-based definitions, this definition define the quality in term of price and value. By focusing on the trade-off between price and performance. Quality would define as a products or services that customer can excellently afford.

Garvin (1988) advise an alternative view of quality to describe the conflict that occurred sometime between managers working in different departments.

2.1.2 Manufacturing-Based Components of Quality

To incorporate the different perspectives, Garvin (1988) developed the following components of quality that may be useful as a framework for analysis and strategic planning:

- (1) performance (primary operating characteristics)
- (2) features (bells and whistles)
- (3) reliability (probability of malfunction or failure)
- (4) conformance (ability to meet specifications)
- (5) durability (how long the product continues to provide value to the customer)
- (6) serviceability (speed, courtesy, competence, and ease of having problems fixed)
- (7) esthetics (how the product appeals to any or all of the user's five senses)
- (8) perceived quality (associations such as the reputation of the company or brand name)

Note that these categories were developed from a manufacturing perspective, but they do address the notion of "serviceability" of a physical good.

2.1.3 Service-Based Components of Quality

The argument of researchers about the character of services need a characteristic approach to define and measure quality of service. Regarding to the intangible dimension, complex nature of various of services make it harder to assess the service quality compared with products. Because sometime customers oftenly engage with service production, a difference has to be create between the method delivery the service (Christian Gronroos defined as a functional quality) and the real output of the service – what he defined as a technical quality (Christian, 2000). Gronroos and others also pointed out that the perceived quality of service as a result

of the evaluation process that compares the customer's perception of service delivery and the results of what they expect.

From focus group research, Parasuraman, Zeithaml and Berry (1985) identified 10 criteria used by customer in evaluating service quality (Table 2.1). In subsequent research, they found a high degree of correlation between several of these variables and so consolidated them into five broad dimensions:

1. Tangibles (clear enough to be easily seen or noticed appearance of physical elements)
 2. Reliability (dependable, accurate performance)
 3. Responsiveness (promptness and helpfulness)
 4. Assurance (competence, courtesy, credibility, and security)
 5. Empathy (easy access, good communications, and customer understanding)
- (Zeithaml, Parasuraman & Berry, 1990)

Only one of these five dimensions, reliability, has a direct parallel to findings from Garvin's research on manufacturing quality.

Table 2.1: Generic Dimensions Customer Used by Customers to Evaluate Service Quality

Dimension	Definition	Examples of Customers' Questions
Credibility	Trustworthiness, believability, honesty of the service provider	Does the hospital have a good reputation? Does my stockbroker refrain from pressuring me to buy? Does the repair firm guarantee its work?

(Continued)

Table 2.1 (Continued): Generic Dimensions Customer Used by Customers to Evaluate Service Quality

Dimension	Definition	Examples of Customers' Questions
Security	Freedom from danger, risk, or doubt	<p>Is it safe for me to use the bank's ATMs at night?</p> <p>Is my credit card protected against unauthorized use?</p> <p>Can I be sure that my insurance policy provides complete coverage?</p>
Access	Approachability and ease of contact	<p>How easy is it for me to talk to a supervisor when I have a problem?</p> <p>Does the airline have a 24-hour toll-free phone number?</p> <p>Is the hotel conveniently located?</p>
Communication	Listening to customers and keeping them informed in language they can understand	<p>When I have a complaint, is the manager willing to listen to me?</p> <p>Does my doctor avoid using technical jargon?</p> <p>Does the electrician call when he or she is unable to keep a scheduled appointment?</p>

(Continued)

Table 2.1 (Continued): Generic Dimensions Customer Used by Customers to Evaluate Service Quality

Dimension	Definition	Examples of Customers' Questions
Understanding the customer	Making the effort to know customers and their needs	<p>Does someone in the hotel recognize me as a regular customer?</p> <p>Does my stock broker try to determine my specific financial objectives?</p> <p>Is the moving company willing to accommodate my schedule?</p>
Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials	<p>Are the hotel's facilities attractive?</p> <p>Is my accountant dressed appropriately?</p> <p>Is my bank statement easy to understand?</p>
Reliability	Ability to perform the promised service dependably and accurately	<p>Does my lawyer call me back when promised?</p> <p>Is my telephone bill free of errors?</p> <p>Is my TV repaired right the first time?</p>
Responsiveness	Willingness to help customers and provide prompt service	<p>When there's a problem, does the firm resolve it quickly?</p>

(Continued)

Table 2.1 (Continued): Generic Dimensions Customer Used by Customers to Evaluate Service Quality

Dimension	Definition	Examples of Customers' Questions
		<p>Is my stockbroker willing to answer my questions?</p> <p>Is the cable TV company willing to give me a specific time when the installer will show up?</p>
Competence	Possession of the skills and knowledge required to perform the service	<p>Can the bank teller process my transaction without fumbling around?</p> <p>Is my travel agent able to obtain the information I need when I call?</p> <p>Does the dentist appear to be competent?</p>
Courtesy	Politeness, respect, consideration, and friendliness of contact personnel	<p>Does the flight attendant have a pleasant demeanor?</p> <p>Are the telephone operators consistently polite when answering my calls?</p> <p>Does the plumber take off muddy shoes before stepping on my carpet?</p>

Source: Zeithaml, V.A., Parasuraman, A. & Berry, L.L. (1990). *Delivering Quality Service*. New York: The Free Press.

2.1.4 Capturing the Customer's Perspective of Service Quality

To evaluate the satisfaction of customer with many charatoer of service quality, Valarie Zeithaml and her colleagues improved a research of survey instrument called SERVQUAL (Parasuramen, Zeithaml & Berry, 1988). It was basically focused on the evidence that customers can assess a company's service quality by compare to their perception of tis service and their own expectations. SERVQUAL was seen as a measurement tool that can be used across a broad spectrum of service industries. There are 22 perceptions in a basic form with series of expectation items, reflecting the five dimension of service quality described earlier (Table 2.2). Respondents complete a series of scales to measure their expectations of companies in the industry, especially in the wide range of specific services. Afterwards, they will be asked to record or keep their perceptions of a paticular company whose services they have experienced. When perceived performance rating are lower than expectation, this is a sign of poor quality. The reverse indicates food quality. (Lovelock & Wirtz, 2007)

Table 2.2: The SERVQUAL Scale

The SERVQUAL scale includes five dimension: tangible, reliability, responsiveness, assurance, and empathy, Within each dimension, several items are measured on a 7 point scale, from strongly agree to strongly disagree, for a total of 21 items.

SERVQUAL Questions

Note: For actual survey respondents, instructions are also included, and each statement is accompanied by a seven-point scale ranging from “strongly agree = 7” to “strongly disagree = 1” “Only the end points of the scale are labeled; there are no words above the number 2 through 6.

(Continued)

Table 2.2 (Continued): The SERVQUAL Scale

<p>Tangibles</p> <ul style="list-style-type: none"> - Excellent banks (refer to cable TV companies, hospitals, or the appropriate service business throughout the questionnaire) will have modern-look equipment. - The physical facilities at excellent banks will be visually appealing. - Employees at excellent banks will be neat in appearance. - Materials (e.g. brochures or statements) associated with the service will be visually appealing in a excellent bank.
<p>Reliability</p> <ul style="list-style-type: none"> - When excellent banks promise to do something by a certain time, they will do so. - When customers have a problem excellent banks will show a sincere interest in solving it. - Excellent banks will perform the service right the first time. - Excellent banks will provide their services at the time they promise to do so. - Excellent banks will insist on error – free records.
<p>Responsiveness</p> <ul style="list-style-type: none"> - Employees of excellent banks will tell customers exactly when service will be performed. - Employees of excellent banks will give prompt service to customer. - Employees of excellent banks will always be willing to help customers. - Employees of excellent banks will never be too busy to respond to customer requests.
<p>Assurance</p> <ul style="list-style-type: none"> - The behavior of employees of excellent banks will instill confidence in customers. - Customer of excellent banks will feel safe in their transactions. - Employees of excellent banks will be consistently courteous with customers. - Employees of excellent banks will have the knowledge to answer customer questions.

(Continued)

Table 2.2 (Continued): The SERVQUAL Scale

<p>Empathy</p> <ul style="list-style-type: none"> - Excellent banks will give customers individual attention. - Excellent banks will have operating hours convenient to all their customers. - Excellent banks will have employees who give customers personal attention, - The employees of excellent banks will understand the specific needs of their customers.

Source: Parasuramen, A., Zeithaml, V. A. & Berry, L. L. (1988). "SERVQUAL": A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64, 12 – 40.

2.1.5 Limitations of SERVQUAL

Although SERVQUAL has been widely used by service companies, doubts have been expressed about both its conceptual foundation and methodological limitation. (Simon & Woo 1997)

For example, Smith (1995) notes that the majority of researchers using SERVQUAL have omitted form, added to, or altered the list of statements purporting to measure service quality. To evaluate the stability of the five underlying dimensions when applied to a variety of different service industries, Gerhard Mels, Christo Boshoff, and Denon Nel analyzed datasets form banks, insurance brokers, vehicle repair fimrs, electrical repair firms, and life insurance companies. Their findings suggest that, in reality, SERVQUAL scores measure only two factors: intrinsic service quality (resembling what Gronroos termed functional quality) and extrinsic service quality (resembling what Gronroos termed functional quality) and extrinsic service quality (which refers to the tangible aspects of service delivery and "resembles to some extent what Gronfoos refers to as technical quality"). (Mels, Boshoff & Nel, 1997)

These findings don't undermine the value of Zeithaml, Berry and Parasuraman's achievement in identifying some of the key underlying constructs in service quality, but they do highlight the difficulty of measuring customer perceptions of quality, and the need to customize dimensions and measures to the research context.

Research studies in the past about service quality based on SERVQUAL model influencing the customer satisfaction of iPad distributors in Bangkok, from The hypothesis testing for service quality by the use of SERVQUAL model and the satisfaction of iPad distributor reflected that service quality using the SERVQUAL model are correlated with satisfaction of iPad distributor's overall service. Furthermore, other dimension of satisfaction showed that service quality using SERVQUAL model is related to the satisfaction of providing equitable service, timely service, adequate service, continuously service and the provision of services in advance. (Kalpanok, 2012)

For this research, the author is interested to study about the SERVQUAL scale of customer in the car loan by Tisco Bank. To determine whether any factors affecting repurchase intention of customer in the car loan by Tisco Bank.

2.2 Customer Satisfaction Theory

There are two interpretations of the literary about satisfaction as a satisfaction and process as an out come (Parker & Mathews, 2001). The initial concept of research has satisfied the general satisfaction is a post choice evaluative judgment considering about a unique purchase decision decision (Oliver, 1980; Churchill & Suprenant, 1992; Bearden & Teel, 1983; Oliver & DeSarbo, 1988).

The model has been widely accepted of satisfaction is the satisfaction is a function of disconfirmation which is the function of both performance and expectations (Oliver, 1977). The unconfirmed framework of process theory provides the basic of the vast majority of satisfaction study and combined with four structure expectation, disconfirmation, satisfaction and performance (Caruana et.al., 2000). This model recommends that the influence of customers' expectations are primarily through unconfirmation, however, they also have an effect about perceived performance, according to many studies found out the direct effect of perceived

performance on satisfaction (Spreng & Page, 2001). Swan and Combs (1976) were among the first to argue that satisfaction is related to the performance meet expectations, while dissatisfaction occurs when performance is below expectations. More further, Poisz & Grumbkow (1988) defined satisfaction as a discrepancy between desired and observed. This is consistent with theories value-perception disparity theory (Westbrook & Reilly, 1983) which was applied in response to the problem about customers that would be satisfied by the aspects for the expectations that never existed (Yi, 1990). According to the value-perception theory, described satisfaction as an emotional that triggered response by a cognitive-evaluation process (Parker & Mathews, 2001). Or we would say, the comparison of the object to someone's values rather than the expectation.

Customer satisfaction occurs when wants and needs (values) and object of their evaluations meet together (Parker & Mathews, 2001). Recently, renewed attention has been focused on the nature of emotional fulfillment, satisfaction state. (Parker and Mathews, 2001). The literature adds of the past view this perspective in two ways. First, although the traditional model version implicitly assume that customer satisfaction is the main result of the intellectual process, developed a new concept that suggests that affective processes may also contribute substantially to the prediction and explanation of the customer satisfaction (Fornell & Wernerfelt, 1987; Westbrook, 1987; Westbrook & Oliver, 1991). Secondly satisfaction should be a decision based on the accumulated experience with a certain product or service, rather than transaction-specific phenomenon. (Wilton and Nicosia, 1986).

Satisfaction is a feeling of pleasure or disappointment resulting from comparing the perceived performance of the product (or effect) in relation to the expectations of his or her (Kotler, 2003). According to this reviews, customer satisfaction could be described as the result or effect of affective and cognitive evaluation, where some of the comparison standard is compared to the performance of perception. In case that performance of perception is less than expectation, customers will be dissatisfied. On the other side, if the performance of perception reaches expectations, customers will be satisfied. Despite, in case that the perceived expectations just equal to the performance, customers will be in the neutral stage.

Customer satisfaction is described as an overall evaluation performance of the customer. Overall, this has resulted in extremely positive intention customer loyalty in a wide range of product and service type (Gustafson 2005).

The satisfaction judgment is something related to all of the experiences made with a business considering its sales process, given products and the after sale service. Customer is satisfied after buying also relates to offer's performance that link to the customer expectation. According to the customer expectation's friends, buying experience and associates advice, marketer and also promise and competitors information (Kotler, 2000).

Factors which determine the extent of expectations are: customer needs, total customer value and total customer cost. It is mentioned by researchers who study customer choice that choosing a product or service is only one of the stages customers go through. A purchase decision is influenced by the buyer's characteristics. These include cultural, social, personal and psychological factors. In addition to the buyer's characteristics, a purchase decision is influenced by the buyer's decision process. The typical buying process develops through five stages: (Chaston, 2001)

1. New recognition
2. Information search
3. Information evaluation
4. Purchase decision
5. Post-purchase evaluation

Seeking for information is a status that indicate customer's decision-making process and can combine a search for both external and internal information. According to the risk perception of purchase decision gain, customers search more information for coping with something uncertainty about the potential negative or negative consequences (Jihye, 2005).

Though buyers may skip or reverse or go back to some stage they generally pass through all five stages in order to buy products. The value reflects what customers have been done to evaluate the use and disposal of products or services. Value can be defined as the principles or standards of the people as a whole. They reflect the judgment of each person is valuable or important in life. Customers deliver values as a result of comparing the value of the customer, including the customer cost.

Information on customer comments about products or services that are important and can be obtained in several ways such as discussions of customers , customer surveys and telephone interviews. It is also important to measure the orientation of the continuous customer (Rampersad, 2001).

What opinion of companies to customers want, not necessarily the same as what the company thinks. It need to offer does not mean the same as what the companies really offer. It has not to be the same as how the customers experience. This is not necessary the same as what the customers actually want (Hubert, 2001).

Zairi (2000) applied (figure 2.1) that presents how the process of a continuous improvement of customer satisfaction. According to the over all circle, the first circle will be “listening to voice of cutomers”, “analyzing theircoments”, “developing actions” and “at the end implementing”

Zairi (2000) developed (figure 2.1) which shows in order to have a continuous improvement of customer satisfaction there should be a cycle which starts with listening to voice of customers then analyzing their comments, developing actions and at the end implementing respectively.

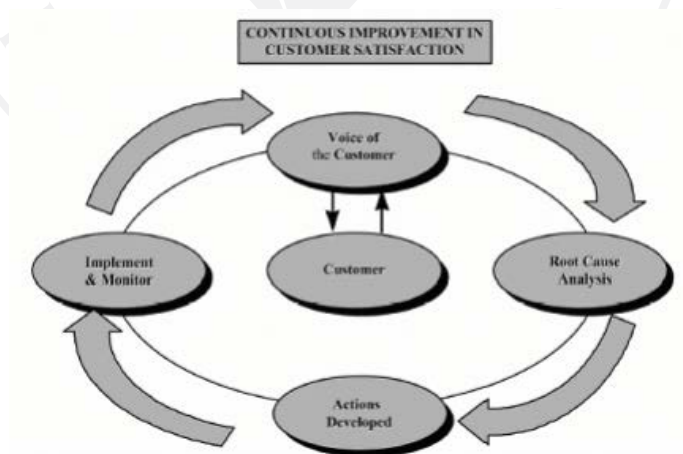


Figure 2.1: Customer satisfaction continues improvement

Source: Zairi, M. (2000). Managing Customer Dissatisfaction Through Effective Complaint Management Systems. *The TQM Magazine*, 12 (5), 331-335.

According to have a painstaking satisfaction, first of all, the good working condition is to gain employee satisfaction that would lead employees to be loyalty to the companies. These method can cause of good production and the result will relate to customer satisfaction and make them to be loyalty. Finally, high profit is to keep or maintain customers.

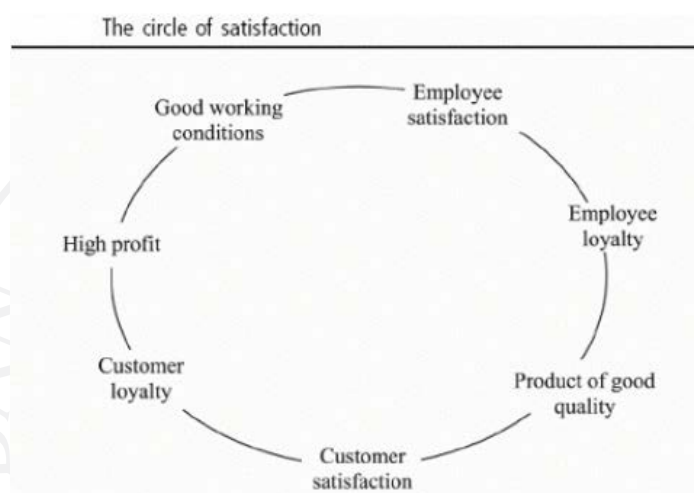


Figure 2.2: The circle of satisfaction

Source: Zairi, M. (2000). Managing Customer Dissatisfaction Through Effective Complaint Management Systems. *The TQM Magazine*, 12 (5), 331-335.

2.2.1 What we need to measure?

Companies can notice or understand the customer satisfaction through the; the; amount of problem calls and/ or the amount of returned products amount of complaints by e-mail, phone, etc. (Werth, 2002).

It is somehow to measure about customer dissatisfaction. (Not satisfied) and with the possibility for the removal of dissatisfaction that is not possible in product development and product innovation, companies should collect and analyze the right information, which information relate to the real of customer satisfaction. It is important to measure the right things that is really important for customers.

It is uncertainty about misinterpretations or wrong specifications of what customers really want (Kekale, 2001) (Disparity of what company think to what customer possibility want and what customer actually want). The criteria about how to measure of customer satisfaction will be described by customers. Most of the companies make a decision to set criteria for internal measurement, but less of the provider or supplier have an accurate understanding about customer priority (Hill, 1996). There is a problem about measurement of performance dimensions that are not the real or critical drivers of customers' value (value in the customers' mind not companies) There are some solution to solve the problems, is to find out the irrelevant information, to provide true insight into the market needs, and focus on the dimensions that actually important.

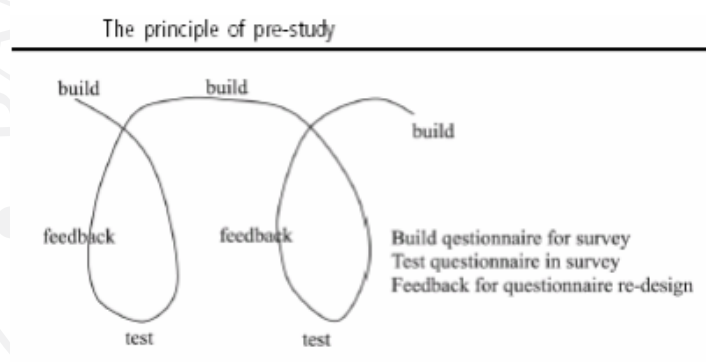


Figure 2.3: The Principle of pre-study

Source: Hill, C.R. (1996). Measuring performance in entrepreneurship research.

Journal of Business Research, 36(1), 15-23.

In order to evaluate the information,

For evaluation of information, which we will succeed by pre study we can shape the histogram graph shows that some of the questions in the questionnaire to make sure that repondents clearly understanding. For instance, no rectangle presents some misunderstanding about questions, and first thing to do is to search the support for hypothesis and create the new one that are efficiency. In case that we create customer expectation and customer demand. We can interpret them into technical product

features by using the qFD method. The thing is very important is to determine the typically features or limited number of critical measurement in order to escape the overloaded information. There are many methods to measure the customer satisfaction (Hill, 1996).

The following figure indicates some different kind of customer satisfaction measurement (Hill, 1996)

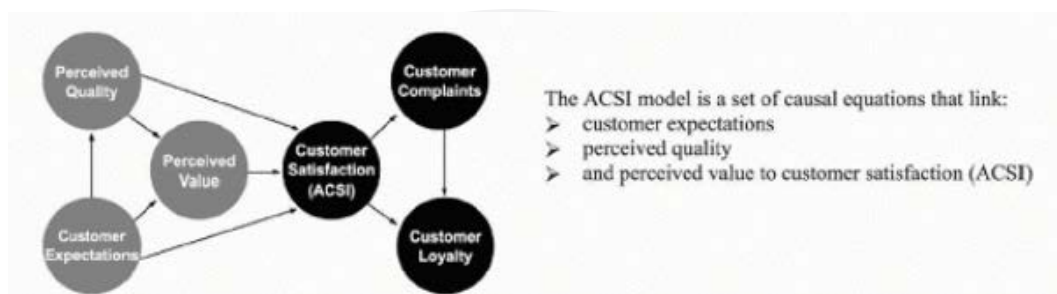


Figure 2.4: Customer satisfaction measurement method

Source: Hill, C.R. (1996). Measuring performance in entrepreneurship research.

Journal of Business Research, 36(1), 15-23.

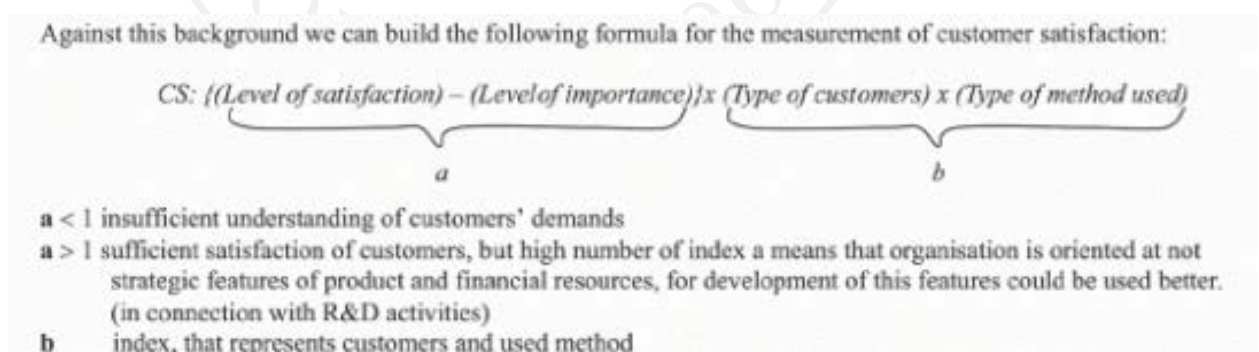


Figure 2.5: Measuring customer satisfaction

Source: Ingrid, F. (2004). "An index method for measurement of customer satisfaction". *The TQM Magazine*. 6(1). 57-66.

2.2.2 Techniques to measure customer satisfaction

Market research techniques to measure customer satisfaction which are:

- customer satisfaction survey methodologies;
- focus groups to study customer satisfaction issues;
- standardized packages for monitoring customer satisfaction; and
- various computer software

There are some problems with typical customer satisfaction measurement techniques such as focus groups, survey methodologies and customer satisfaction software. These include:

- Analytical – concerned with techniques, formal procedures, systems, and so on;
- behavioral – concerned with the attitudes, beliefs, perceptions, motivation, commitment and resulting behavior of the people involved in the process; and
- Organizational – concerned with the organizational structure, information flows, management style and corporate culture, i.e. the context in which the process is conducted (Piercy, 1996).

Research studies in the past about customer's satisfaction on auto finance service of GE Capital Auto Lease Company Limited (Plc), Si Sa Ket Branch, the findings were as follows: The overall customer's satisfaction on the finance service of GE Capital Auto Lease Company Limited (Plc) Si Sa Ket branch was found to be at a high level, with the means scores of the satisfaction on individual aspects of the service from high to low as follows: personnel ($\bar{x} = 3.63$), services ($\bar{x} = 3.54$), place and environment ($\bar{x} = 3.50$), process of the services ($\bar{x} = 3.48$), pricing ($\bar{x} = 3.44$), and promotion ($\bar{x} = 3.43$). There was no significant difference in the overall satisfaction of those who were different in marital status, but their satisfaction on the aspect of marketing promotion was significantly different at the level of .05. Their satisfaction on the other aspects of the service was not significantly different. There was no significant difference in the overall satisfaction of those who were different in income, but their satisfaction on the aspect of place and environment was significantly different at the level of .05. Their satisfaction on the other aspects of the service was not significantly different. The satisfaction on the overall and individual aspects of the

services was found to be not significantly different among the customers who were different in gender, age, education, occupation, and domicile. (Khonsuwan, 2011)

2.2.3 Concepts and theories related to satisfaction of services

Customer satisfaction is an abstract feeling or attitude of customer. There are many philosophers and researchers described concepts and definitions in many ways such as,

Chaplin (1968) defined customer satisfactions as an experience that customer got from the products or services they receive.

Morse, (1985) defined customer satisfactions as a products or services that could decrease stress of customer want.

Wolman (1973) defined customer satisfactions as feeling happy or satisfaction when products or services meet goal or expectation of customer wants or motivation.

In summary, customer satisfactions are positive feeling or attitude receives from products or services that meet customer want.

In term of factors that contribute to the customer satisfactions. There are researchers define concept and the principle of service to satisfy customer want. Millett (1954) mentioned as the goal of service is to create service satisfaction to customers which consist of customer satisfaction factors as below.

1. Equitable Service refers to the government administration of justice which base on equality. Therefore, every people are treated equally in term of law without discrimination of services. People are treated with same standard.

2. Timely Service refers to the public service must be punctual. The government performance will be ineffective if not be punctual which creates dissatisfaction to the people.

3. Ample Service refers to public service must contain the right service quantity at the right service geographical.

4. Continuous Service refers to public services serve regularly with the core of public benefits, not to stick with places that could stop service any time.

5. Progressive Service refers to public services that improve quality and performance. In other words, is to create efficiency or competence to do more with the same resources.

While Wolman (1973) defined factors of customer satisfactions as below

1. The adequacy of service is adequacy of service between existing service and needs of service.
2. Easy to access to the service in term of location and how easy to go to the service.
3. Comfortable and facilities of service such as the products or services that customers accept they serve comfortable and also with facilities.
4. The customer ability to afford the services.
5. The acceptance of services, also the acceptance of service characteristic.

For this research, the author is interested to study about the customer satisfaction of getting service quality of customer in the car loan by Tisco Bank. To determine whether any factors affecting repurchase intention of customer in the car loan by Tisco Bank.

2.3 Repurchase intentions

Many authors and researcher described loyalty as customer's promise to a specific company (Oliver, 1999; Meyer, Blümelhuber, 2000), however, from his perspective is vastly affirmed. Therefore, loyalty is something that hold promise to repurchase or re-patronize a satisfied product or service steadily in future. Nevertheless, the situation of influences and marketing attempts have the possibility to switch behavior (Oliver, 1997).

Therefore, repurchase is something possibility to establish and manage relation with customer via company adjustment about offering and via to provide value and to enhance satisfaction. We can call customers as partners whenever the provision of customers are higher of satisfaction or value. There is one attribute of the really loyal customer is the chance to meet the premium loyalty (Dick, Basu, 1994; Griffin, 1997).

This kind of customer loyalty is character that indicate with high inrepurchase patronage and high perspective toward the company. Some of companies tend to be successful in applying loyalty and to create loyalty of customers. These companies are concerned about loyal leaders. The way possibility to improve and maintain the loyalty of customers are to provide the extreme value, right employees to the right

customers and to ensure the commitment to improve loyalty (Reichheld, 2001). Therefore, we can explore the customer loyalty via the number of repurchase intentions (Dick, Basu, 1994; Jones, Taylor, 2007; Bloemer, Odekerken-Schröder, 2007).

According to the customer loyalty, we can discover the behavior consequences of customer that has the more often high number of buying intention from company's product or service (Zhang, Bloemer, 2008; Garbarino, Johnson, 1999). Therefore, if you need to increase more number of repurchase intentions, companies is supposed to concentrate not only on repeated purchasing with variance of promotion activities, but try to encourage toward customers commitment and satisfied attitude or viewpoint towards their companies. According to create satisfaction surrounded conditions, shops enclosing encourage number of spending products (Turley, Milliman, 2000). It will cause to encourage customers to sustain the number amount of customers in specific store, as well as to discover the exhibited products in the shops (Donovan, Rossiter, 1982). All the contribute approaches can increase the number of repurchase intentions. The environment or decoration of the shop influence directly to the time customers spent there and cause of preferring the shops (Spies et al., 1997), as well as the customer's emotion or mood. Variance of emotional states like pleasure (Hogg, Penz, 2008) influences the contention to get back to the shops again. Also, enjoyment and excitement create some positive influence through money customers spent in shops (Sherman et al., 1997). Hence, emotional state encourage buying as well as the repurchase intentions.

2.3.1 .Customer Equity and Repurchase intentions

Customers value is considered as an extremely ordinate goal control customer behavior in the marketplace (Sirdeshmukh et al, 2002). The prior studies bring experiential evidence with respect to the optimistic effect of value equity on customer behavior intention in diverse service setting that include retail shops (Sweeney, Soutar, and Johnson, 1999) airplane business (Sirdeshmukh et al, 2002), participation sports (Cronin et al., 2000), and spectator sports (Cronin et al., 2000; Kwon et al., 2007).

Whenever the companies deliver greater perception as a comparison to competitive offered (Parasuraman and Grewal, 2000), it cause of increasing the

customer satisfaction and also repurchase intentions (Eggert and Ulaga, 2002). There is another marketing tools that is the most vastly use in research area, the brand equity. The main feature of customer perception brand equity is customer brand (individual personality) which provide to create of a different impact of brand equity on customer purchase behavior (Johnson et al., 2006). Brand equity could strengthen customer attitude and loyal behavior was found the evidence in the literature at the individual customer level. Brand equity could reinforce the intention to repurchase satisfied products, provoke positive to create the word of mounth (Boone, Kochunny, and Wilkins, 1994; Chaudhuri and Holbrook, 2001; Cobb, Ruble, and Donthu, 1995; Keller, 2003; Rust et al, 2000).

2.3.2 Definition

According to repurchase intention, dissimilar scholars have dissimilar viewpoint. From this study, the repurchase intention of customer would defined as an individual customer decision about purchasing a product or service again, the decision to involve in future activities with a companies or service provider. (Hellier, Geursen, Carr & Rickard, 2003; Zeithamal, Berry & Parasuraman, 1996)

Scholars have concentrated on various parts of repurchase intention. For instance, according the essential logic of the ECT model as mentioned by Oliver (1980) and Bhattacharjee (2001). The model locate that confirmed and satisfied are the initial consideration of the repurchase intention. Jones (1998) determined that changing obstacles directly impact to repurchase intention. Customers' repurchase intention is depended on the value recieved from customer prior action (Wathne, Biong & Heide, 2001) for example, suitable performance criteria (advantage), competition, and cost determined.

According to the previous research studies about group buying of customer repurchase intention, the result indicate that customer satisfaction and brand preference are consistently linked to repurchase intention, having perceived expectation value the highest important to the key factors. More further, the comparison could interpernt analysis by independent samples T test and one-way ANOVA found that there is no correlation between bio-data and repurchase intention. (Uthitsamphankul, 2010)

For this research, the author is interested to study about repurchase intention of customer in the car loan by Tisco Bank.

2.4 Conceptual Framework

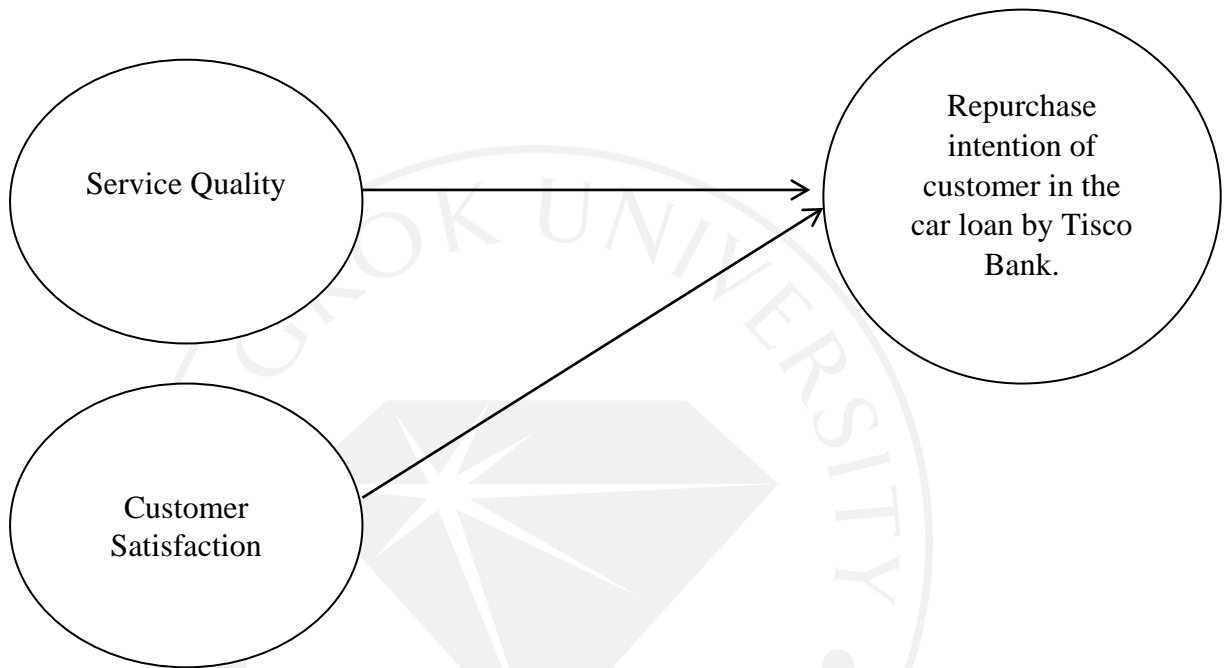


Figure 2.6: Conceptual framework of the research

There are 2 main independent variables in this research, the first is Service Quality. Zeithaml, Parasuraman & Berry (1990) mentioned there are 5 dimensions as following; Tangibles, Reliability, Responsiveness, Assurance and Empathy.

The second is Customer Satisfaction. Millett (1954) mentioned there are 5 factors which composed of Equitable, Timely Service, Ample Service, Continuous Service and Progressive Service. (Full theory and definition already mentioned in 2.1.3 and 2.3)

2.5 Hypothesis of this research study

Hypothesis is a statement to explain research problem, and arrange for educated vision of research result (Sarantakos, 2012). According to doing experiment in research study, researcher will be analyzing each variable along with the results from former research in order to offer hypothesis to this study.

Therefore, the research hypotheses are set as follow:

Research hypothesis 1: Service quality significantly influences the repurchase intention of customer in the car loan by Tisco Bank.

Research hypothesis 2: Customers' satisfaction significantly influences the repurchase intention of customer in the car loan by Tisco Bank.



CHAPTER 3

METHODOLOGY

This research is based on quantitative methodology to collect data in order to attain the objectives. Research strategy and approach were explained as following.

3.1 Research Design

In this research, the data were gathered data and analyzed data thought using questionnaire, the aim of this research is to explain the factor influencing repurchase intention of customer in the car loan by Tisco Bank.

Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)'. It means that the professional quantitative research has based on accurate data. Therefore, the questionnaire setting, population and sampling designing and data collection has been set reasonably.

3.2 Population and Samples

Population for this research is the customer of Tisco Bank. This research uses the sample by G*power 3.1 (Buchner, 2010) to calculate the amount of sample by set Effect Size at middle level = 0.15, alpha (α) = 0.05, beta = 0.2 (Power of test at level = 0.8) with 10 independent variables. And the result indicate as table 3.1. Regard to this study that is a business research which needs to consider about significant of business purpose. Therefore, researcher decided to adjust number of sample to be more proper (Nonglak Wiratchai, 2555: 83) as following; the amount of sample is 250 with convenience sampling method but only the customers who live in Bangkok because other customers who live in other provinces tend to be too much different of culture, income, life style, characteristic etc.

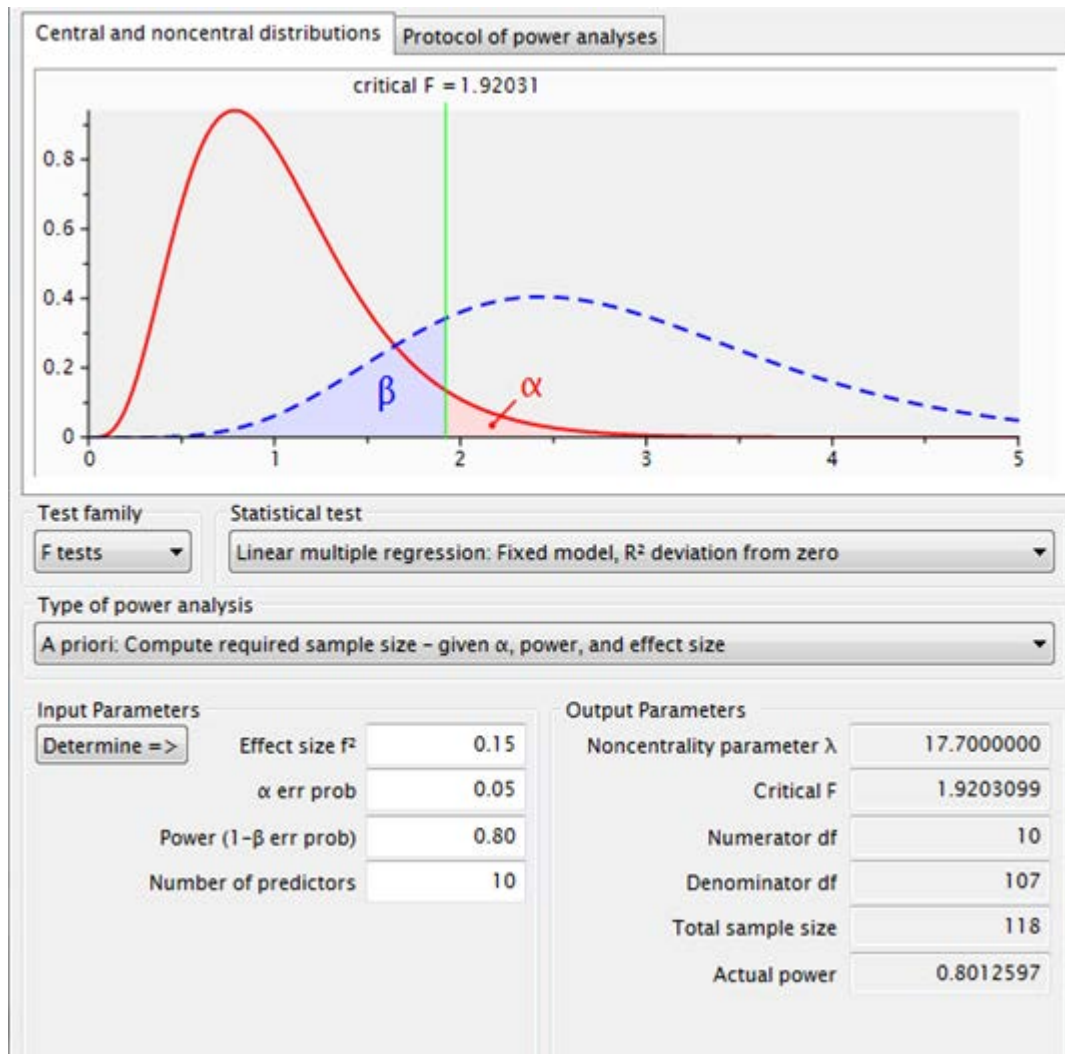


Figure 3.1: G*power 3.1 sampling calculation.

3.3 Questionnaire Design

In this research, researcher decided to find information from literatures, text books and also concept how to evaluate or analyze Service Quality and Customer Satisfaction. The process to create questionnaire as following;

1. Researcher had an interview and discussion with Tisco's management level about the concept of service quality and customer satisfaction.
2. After crystalize any concepts and ideas, researcher designed questionnaire.

3. Discuss to the advisor to adjust questionnaire before pilot test.
4. Launched the 40 pilot test questionnaire.
5. Collected data and got advice from advisor to revised for the last version of the questionnaire
6. Launched the 250 questionnaire to respondents.

3.4 Survey Instruments

As mentioned above, the questionnaire for this research is based on the topic which is does the service quality, and customers' satisfaction influence on their repurchase intention toward car loan by Tisco Bank, therefore, the questionnaire has 4 parts as following:

Part 1. Respondents' information

This part consist of 6 closed –end questions including gender, age, marriage status, educational level, occupation, and monthly income.

Table 3.1: Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
1. Gender	Nominal	1. Male 2. Female
2. Age	Ordinal	1. 20 – 30 years 2. 31 – 40 years 3. 41 – 50 years 4. More than 50 years

(Continued)

Table 3.1 (Continued): Level of Information Measurement and Criteria

Variable	Level of Measurement	Criteria Classification
3. Marriage Status	Nominal	1. Single 2. Married 3. Divorced 4. Others
4. Educational level	Ordinal	1. Lower than secondary level 2. Secondary level or equivalent 3. Bachelor's degree 4. Higher than bachelor's Degree
5. Occupation	Nominal	1. Government officer / State enterprise employee 2. Private company employee 3. Business owner 4. Others (please specify)
6. Monthly Income	Ordinal	1. Less than 15,000 Baht 2. 15,000 – 25,000 Baht 3. 25,001 – 35,000 Baht 4. 35,001 – 45,000 Baht 5. More than 45,000 Baht

Part 2. Service Quality.

This part consist of 18 questions related to five dimension of service quality; Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension and Empathy Dimension.

1. Tangible Dimension aspect includes 4 questions that are

1. Comfortable place or room to serve customers.
2. Tisco staffs dress modestly and properly.
3. There are facilities available from Tisco Bank such as presenting detail of loan by tablet application, machine queuing and etc.
4. There are parking lots to serve customers

2. Reliability Dimension aspect includes 4 questions that are

1. Tisco staffs serve customers with ethic manner.
2. Tisco staffs are expert on hire purchase car loan.
3. Tisco staffs can solve problems sincerely
4. Tisco staffs have never made mistake in terms of service.

3. Responsiveness Dimension aspect includes 3 questions that are

1. Tisco Bank announces new interest rate in case of changing interest rate
2. There is a on-site service to meet customers directly at home or office.
3. All Tisco staffs are ready to serve customers promptly.

4. Assurance Dimension aspect includes 4 questions that are

1. Tisco staffs express sincerity whenever they solve customers' problem sincerely
2. Tisco staffs give appropriate (after service) channel to contact their customers such as email, mobile, and call center.
3. You feel confident to the Tisco Bank's hire purchase department.
4. Tisco staffs have knowledge and competency to answer customers' questions

5. Empathy Dimension aspect includes 3 questions that are

1. Tisco staffs are willing to listen to customer feedback.
2. Office hour is appropriate to customers.
3. Tisco staffs understand the customers' individual need.

All items were weighted by target respondents on a five-point Likert scale. In each questions are scaled by Number 1 indicate as “Lowest” to number 5 indicate as “Highest”.

The weight (scores) are fixed in each level as below

Highest	= 5 points
High	= 4 points
Middle	= 3 points
Low	= 2 points
Lowest	= 1 point

For the measurement analysis the researcher use mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned} \text{Interval class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\ &= \frac{(5-1)}{5} \\ &= 0.8 \end{aligned}$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Highest level of service quality

Average score of 3.41 – 4.20 refers to High level of service quality

Average score of 2.61 – 3.40 refers to Middle level of service quality

Average score of 1.81 – 2.60 refers to Low level of service quality

Average score of 1.00 – 1.80 refers to Lowest level of service quality

Part 3. Customer Satisfaction.

This part consist of 15 questions related to five dimension of customer satisfaction: Equitable Service, Timely Service, Ample Service, Continuous Service and Progressive Service.

1. Equitable Service aspect includes 3 questions that are

1. Tisco Bank offers the same interest rate for the same type of cars.
2. Tisco staffs serve customers with equality.
3. The process to approve the loans is fair enough.

2. Timely Service aspect includes 3 questions that are

1. The period for approve loans are on time as staffs promise.
2. The process of service takes short period. For example, all hire purchase documents will be sent to customers quickly after receiving the car.
3. Tisco staffs go to meet and collect documents from customers on time.

3. Ample Service aspect includes 3 questions that are

1. Tisco Bank offer the several type of car loan such as cars, pick-ups, vans, etc.
2. The amounts of Tisco hire purchase staffs are adequate to serve customers.
3. The number of payment channels are enough and convenient.

4. Continuous Service aspect includes 3 questions that are

1. Customers are able to feedback the service by calling to Tisco call center.
2. There is an automatic withdraw from savings account for annual renew tax, installment, etc.
3. Tisco staffs remind customers to renew car insurance.

5. Progressive Service aspect includes 3 questions that are

1. The Tisco application on tablet can indicate detail of loan clearly such as interest rate, installment, car price, down payment etc.
2. Presenting detail of loan via tablet application is over all faster and more convenient.
3. Tisco Bank offer special interest rate to existing customers

All items were weighted by target respondents on a five-point Likert scale. In each questions are scaled by Number 1 indicate as “Lowest” to number 5 indicate as “Highest”.

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Average score of 2.61 – 3.40 refers to Middle level of customer satisfaction

Average score of 1.81 – 2.60 refers to Low level of customer satisfaction

Average score of 1.00 – 1.80 refers to Lowest level of customer satisfaction

Part 4. Repurchase intention.

It consists of 3 questions:

1. You plan to use the service from Tisco Bank within 1 year.
2. You will use the service from Tisco Bank for your new next car.

3. You always use the service from financial company that you ever used

All items were weighted by target respondents on a five-point Likert scale. In each questions are scaled by Number 1 indicate as “Lowest” to number 5 indicate as “Highest”.

The weight (scores) are fixed in each level as below

Highest	= 5 points
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Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Highest level of repurchase intension

Average score of 3.41 – 4.20 refers to High level of repurchase intension

Average score of 2.61 – 3.40 refers to Middle level of repurchase intension

Average score of 1.81 – 2.60 refers to Low level of repurchase intension

Average score of 1.00 – 1.80 refers to Lowest level of repurchase intension

3.5 Content Validity and Reliability

The survey examines two significant aspects which are content with reliability and validity to make sure that the respondents can understand and cannot tell the different of questionnaire. Afterwards, they can retort based on emotion, reality and knowledge as statistical reliability of the questionnaire.

3.5.1 Content validity

Despite most of questions were applied from prior works and literature. Thus, researcher created new question and advised with his independent study advisor. Then researcher discussed and verified the questionnaire with Tisco Bank staff who work in manager level.

3.5.2 Reliability

The researcher decided on the questionnaire to samples as a show experiment to examine the reliability of the questionnaire. The reliability test for this research is processed by SPSS statistic program and using Cronbach's alpha coefficient.

Table 3.2: Criteria of reliability

Cronbach's alpha coefficient	Reliability level
0.80-1.00	Very high
0.70-0.79	High
0.50-0.69	Medium
0.30-0.49	Low
Less than 0.30	Very low

However, Cronbach's alpha coefficient is more than 0.70. The questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo *et al.*, 2006).

Table 3.3: The Result of Cronbach's Alpha Test

n=40

Variable	Reliability
Service Quality	0.739
Tangible	0.719
Reliability	0.884
Responsiveness	0.795
Assurance	0.747
Empathy	0.736
Customer Satisfaction	0.707
Equitable	0.788
Timely	0.797
Ample	0.721
Continuous	0.718
Progressive	0.778
Repurchase intention	0.771

After launching the alpha test for 40 respondents, the result of Cronbach's Alpha Test present service quality = 0.739, customer satisfaction = 0.707 and repurchase intention = 0.771 which considered it is reliable

3.6 Data Collection

In this study, the data used for this research comprise of two types of data; primary data and secondary data

1. The Primary data are the data that received from questionnaire survey that has been self-administered by sample group which are customers from Tisco Bank. Total number of questionnaire is 250 copies. The data has been collected from May – August 2016 from database of Tisco Bank's head office, Srinakarin Branch, Rangsit Branch and

Rattana Thibet Branch by calling directly to customers. Researcher decided to use database base on sales amount by approximately with the proportion as followed; Head Office (70%), Srinakarin Branch (10%) , Rangsit Branch (10%) , Rattana Thibet Branch (10%).

2. Secondary Data are information that has been collected, analyzed and organized throughout this research from the review of literature in related topics such as international journal, local journal, articles, books, research and the Internet.

Data collection process has been done in the March to August 2016.

3.7 Statistic for Data Analysis

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. Statistic for data analysis are

1. Frequency and percentage were used to describe respondents' demographic which include gender, age, marriage status, educational level, occupation, and monthly income.
2. Mean and standard deviation were used to analyze the number of interval class in order to calculate a five-point Likert scale
3. Multiple Regression Analysis (MRA) was applied to test research hypothesis i.e. service quality and customer satisfaction have a significant impact on their repurchase intention toward car loan by Tisco Bank.

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In This Chapter, the researcher presents the empirical study of the research due to an analysis of the empirical study. The analysis part will be processed by using method and the framework that were given in the previous chapter.

The results of this research is consisted of 5 parts and will be shown as following:

- Part 1: The analysis of respondents' demographic information
- Part 2: The analysis of service quality
- Part 3: The analysis of customer satisfaction
- Part 4: The analysis of repurchase intention
- Part 5: The analytical results for hypothesis testing

Part 1: The analysis of demographic information

Table 4.1: Frequency and Percentage of gender

Gender	Frequency	Percentage
Male	102	40.8
Female	148	59.2
Total	250	100.0

Regarding to the table 4.1, the result can be analyzed as following: The majority frequency of gender by the respondents are female (148, 59.2%) and followed male (102, 40.8%) respectively.

Table 4.2: Frequency and Percentage of age

Age	Frequency	Percentage
20 – 30 years	37	14.8
31 – 40 years	122	48.8
41 – 50 years	77	30.8
More than 50 years	14	5.6
Total	250	100.0

Regarding to the table 4.2, the result can be analyzed as following: The majority frequency of age by the respondents are age 31 – 40 years (122, 48.8%) and followed 41 – 50 years (77, 30.8%), 20 – 30 years (37, 14.8%) and more than 50 years (14, 5.6%) respectively.

Table 4.3: Frequency and Percentage of marriage status

Marriage status	Frequency	Percentage
Single	176	70.4
Married	68	27.2
Divorced	6	2.4
Total	250	100.0

Regarding to the table 4.3, the result can be analyzed as following: The majority frequency of marriage status by the respondents are single (176, 70.4%) and followed married (68, 27.2%) and divorced (6, 2.4%) respectively.

Table 4.4: Frequency and Percentage of education level

Education level	Frequency	Percentage
Secondary level or equivalent	15	6.0
Bachelor's degree	217	86.8
Higher than bachelor's Degree	18	7.2
Total	250	100.0

Regarding to the table 4.4, the result can be analyzed as following: The majority frequency have education level by the respondents have education level Bachelor's degree (217, 86.8%) and followed Higher than bachelor's Degree (18, 7.2%) and Secondary level or equivalent (15, 6.0%) respectively.

Table 4.5: Frequency and Percentage of occupation

Occupation	Frequency	Percentage
Government officer / State enterprise employee	55	22.0
Private company employee	121	48.4
Business owner	74	29.6
Total	250	100.0

Regarding to the table 4.5, the result can be analyzed as following: The majority frequency occupation by the respondents consisted of occupation private company employee (121, 48.4%) and followed Business owner (74, 29.6%) and Government officer / State enterprise employee (55, 22%) respectively.

Table 4.6: Frequency and Percentage of monthly income

Monthly income	Frequency	Percentage
Less than 15,000 Baht	35	14.0
15,000 – 25,000 Baht	81	32.4
25,001 – 35,000 Baht	77	30.8
35,001 – 45,000 Baht	31	12.4
More than 45,000 Baht	26	10.4
Total	250	100.0

Regarding to the table 4.6, the result can be analyzed as following: The majority of frequency monthly income by the respondents consisted of monthly income 15,000 – 25,000 Baht (81, 32.4%) and followed by 25,001 – 35,000 Baht (77, 30.8%), Less than 15,000 Baht (35, 14%), 35,001 – 45,000 Baht (31, 12.4%) and More than 45,000 Baht (26, 10.4%) respectively.

Part 2: The analysis of service quality

Table 4.7: Mean and standard deviation of Service Quality

Service Quality	Mean \bar{x}	SD.	The level of service quality
Tangible Dimension	4.07	0.573	High
Empathy Dimension	4.00	0.602	High
Reliability Dimension	3.90	0.574	High
Assurance Dimension	3.90	0.745	High
Responsiveness Dimension	3.52	0.840	High

Regarding to the table 4.7, the result can be analyzed as following: The opinion total of Service Quality: Continuous Service by the respondents have opinion total of Service Quality: Tangible Dimension ($\bar{x} = 4.07$), Empathy Dimension ($\bar{x} = 4.00$), Reliability Dimension ($\bar{x} = 3.90$), Assurance Dimension ($\bar{x} = 3.90$) and Responsiveness Dimension ($\bar{x} = 3.52$) by the respondents have opinion total high level

Table 4.8: The analysis form service quality: Tangible Dimension

Tangible Dimension	Mean (\bar{x})	SD.	The level of service quality
1. Comfortable place or room to serve customers.	4.24	0.689	Highest
2. Tisco staffs dress modestly and properly.	3.79	0.682	High
3. There are facilities available from Tisco Bank such as presenting detail of loan by tablet application, machine queuing and etc.	4.18	0.804	High
4. There are parking lots to serve customers	4.10	0.863	High
Total	4.07	0.573	High

Regarding to the table 4.8, the result can be analyzed as following: The opinion total of service quality: Tangible Dimension by the respondents shows opinion total high level ($\bar{x} = 4.07$, S.D = 0.573) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include comfortable place or room to serve customers ($\bar{x} = 4.24$).

- The opinion of the respondents shows opinion high level include: there are facilities available from Tisco Bank such as presenting detail of loan by tablet application, machine queuing and etc ($\bar{x} = 4.18$), There are parking lots to serve customers ($\bar{x} = 4.10$) and Tisco staffs dress modestly and properly ($\bar{x} = 3.79$) respectively.

Table 4.9: The analysis form service quality: Empathy Dimension

Empathy Dimension	Mean \bar{x}	SD.	The level of service quality
1. Tisco staffs are willing to listen to customer feedback.	4.32	0.808	Highest
2. Office hour is appropriate to customers.	4.28	0.752	Highest
3. Tisco staffs understand the customers' individual need.	3.42	0.903	High
Total	4.00	0.602	High

Regarding to the table 4.9, the result can be analyzed as following: The opinion total of service quality: Empathy Dimension by the respondents have opinion total high level ($\bar{x} = 4.00$) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include: Tisco staffs are willing to listen to customer feedback ($\bar{x} = 4.32$) and Office hour is appropriate to customers ($\bar{x} = 4.28$) respectively.

- The opinion of the respondents shows opinion high level include: Tisco staffs understand the customers' individual need ($\bar{x} = 3.42$).

Table 4.10: The analysis form service quality: Reliability Dimension

Reliability Dimension	Mean \bar{x}	SD.	The level of service quality
1. Tisco staffs serve customers with ethic manner.	3.46	0.910	High
2. Tisco staffs are expert on hire purchase car loan.	3.57	0.732	High
3. Tisco staffs can solve problems sincerely	4.32	0.808	Highest
4. Tisco staffs have never made mistake in terms of service.	4.28	0.752	Highest
Total	3.90	0.574	High

Regarding to the table 4.10, the result can be analyzed as following: The opinion total of service quality: Reliability Dimension by the respondents have opinion total high level ($\bar{x} = 3.90$) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include Tisco staffs can solve problems sincerely ($\bar{x} = 4.32$) and Tisco staffs have never made mistake in terms of service ($\bar{x} = 4.28$) respectively.

- The opinion of the respondents shows opinion high level include: Tisco staffs are expert on hire purchase car loan ($\bar{x} = 3.57$) and Tisco staffs serve customers with ethic manner ($\bar{x} = 3.46$) respectively.

Table 4.11: The analysis form service quality: Assurance Dimension

Assurance Dimension	Mean \bar{x}	SD.	The level of service quality
1. Tisco staffs express sincerity whenever they solve customers' problem sincerely	3.61	1.052	High
2. Tisco staffs give appropriate (after service) channel to contact their customers such as email, mobile, and call center.	3.75	0.983	High
3. You feel confident to the Tisco Bank's hire purchase department.	4.18	0.848	High
4. Tisco staffs have knowledge and competency to answer customers' questions	4.07	0.927	High
Total	3.90	0.745	High

Regarding to the table 4.11, the result can be analyzed as following: The opinion total of service quality: Assurance Dimension by the respondents have opinion total high level ($\bar{x} = 3.90$) and analyzed each item the result that

- The opinion of the respondents shows opinion high level include: the respondents are feel confident to the Tisco Bank's hire purchase department ($\bar{x} = 4.18$), Tisco staffs have knowledge and competency to answer customers' questions ($\bar{x} = 4.07$), Tisco staffs give appropriate (after service) channel to contact their customers such as email, mobile, and call center ($\bar{x} = 3.75$) and Tisco staffs express sincerity whenever they solve customers' problem sincerely ($\bar{x} = 3.61$) respectively.

Table 4.12: The analysis form service quality: Responsiveness Dimension

Responsiveness Dimension	Mean \bar{x}	SD.	The level of service quality
1. Tisco Bank announces new interest rate in case of changing interest rate	3.42	0.903	High
2. There is an on-site service to meet customers directly at home or office.	3.72	1.167	High
3. All Tisco staffs are ready to serve customers promptly.	3.43	0.947	High
Total	3.52	0.840	High

Regarding to the table 4.12, the result can be analyzed as following: The opinion total of service quality: Responsiveness Dimension by the respondents shows opinion total high level ($\bar{x} = 3.52$) and analyzed each item the result that

- The opinion of the respondents shows opinion high level include: There is an on-site service to meet customers directly at home or office ($\bar{x} = 3.72$), All Tisco staffs are ready to serve customers promptly ($\bar{x} = 3.43$) and Tisco Bank announces new interest rate in case of changing interest rate ($\bar{x} = 3.42$) respectively.

Part 3: The analysis of customer satisfaction

Table 4.13: Mean and standard deviation of Customer Satisfaction

Customer Satisfaction	Mean \bar{x}	SD.	The level of Customer Satisfaction
Continuous Service	4.25	0.754	Highest
Progressive Service	4.18	0.724	High
Ample Service	3.95	0.789	High
Equitable Service	3.91	0.783	High
Timely Service	3.59	0.821	High

Regarding to the table 4.13, the result can be analyzed as following: The opinion total of customer satisfaction: Continuous Service by the respondents have opinion total highest level ($\bar{x} = 4.25$) and the opinion total of customer satisfaction: Progressive Service ($\bar{x} = 4.18$), Ample Service ($\bar{x} = 3.95$), Equitable Service ($\bar{x} = 3.91$) and Timely Service ($\bar{x} = 3.59$) by the respondents have opinion total high level

Table 4.14: The analysis form customer satisfaction: Continuous Service

Continuous Service	Mean \bar{x}	SD.	The level of customer satisfaction
1. Customers are able to feedback the service by calling to Tisco call center.	4.24	0.831	Highest
2. There is an automatic withdraw from savings account for annual renew tax, installment, etc.	4.14	0.917	High
3. Tisco staffs remind customers to renew car insurance.	4.39	0.726	Highest
Total	4.25	0.754	Highest

Regarding to the table 4.14, the result can be analyzed as following: The opinion total of customer satisfaction: Continuous Service by the respondents have opinion total highest level ($\bar{x} = 4.25$) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include: Tisco staffs remind customers to renew car insurance ($\bar{x} = 4.39$) and Customers are able to feedback the service by calling to Tisco call center ($\bar{x} = 4.24$) respectively.

- The opinion of the respondents shows opinion high level include: There is an automatic withdraw from savings account for annual renew tax, installment, etc ($\bar{x} = 4.14$).

Table 4.15: The analysis form customer satisfaction: Progressive Service

Progressive Service	Mean \bar{x}	SD.	The level of customer satisfaction
1. The Tisco application on tablet can indicate detail of loan clearly such as interest rate, installment, car price, down payment etc.	4.18	0.848	High
2. Presenting detail of loan via tablet application is over all faster and more convenient.	4.07	0.927	High
3. Tisco Bank offer special interest rate to existing customers	4.32	0.808	Highest
Total	4.18	0.724	High

Regarding to the table 4.15, the result can be analyzed as following: The opinion total of customer satisfaction: Progressive Service by the respondents have opinion total high level ($\bar{x} = 4.18$) and analyzed each item the result that

- The opinion of the respondents have opinion highest level include: Tisco Bank offer special interest rate to existing customers ($\bar{x} = 4.32$).

- The opinion of the respondents have opinion high level include: The Tisco application on tablet can indicate detail of loan clearly such as interest rate, installment, car price, down payment etc ($\bar{x} = 4.18$) and Presenting detail of loan via tablet application is over all faster and more convenient ($\bar{x} = 4.07$) respectively.

Table 4.16: The analysis form customer satisfaction: Ample Service

Ample Service	Mean \bar{x}	SD.	The level of customer satisfaction
1. Tisco Bank offer the several type of car loan such as cars, pick-ups, vans, etc.	3.56	1.044	High
2. The amounts of Tisco hire purchase staffs are adequate to serve customers.	3.92	0.899	High
3. The number of payment channels are enough and convenient.	4.14	0.956	High
Total	3.95	0.789	High

Regarding to the table 4.16, the result can be analyzed as following: The opinion total of customer satisfaction: Ample Service by the respondents have opinion total high level ($\bar{x} = 3.95$) and analyzed each item the result that

- The opinion of the respondents shows opinion high level include: The number of payment channels are enough and convenient ($\bar{x} = 4.14$), he amounts of Tisco hire purchase staffs are adequate to serve customers ($\bar{x} = 3.92$) and Tisco Bank offer the several type of car loan such as cars, pick-ups, vans, etc ($\bar{x} = 3.56$) respectively.

Table 4.17: The analysis form customer satisfaction: Equitable Service

Equitable Service	Mean \bar{x}	SD.	The level of customer satisfaction
1. Tisco Bank offers the same interest rate for the same type of cars.	3.62	0.911	High
2. Tisco staffs serve customers with equality.	4.24	0.873	Highest
3. The process to approve the loans is fair enough.	3.97	0.900	High
Total	3.91	0.783	High

Regarding to the table 4.17, the result can be analyzed as following: The opinion total of customer satisfaction: Equitable Service by the respondents have opinion total high level ($\bar{x} = 3.91$) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include: Tisco staffs serve customers with equality ($\bar{x} = 4.24$).

- The opinion of the respondents shows opinion high level include: The process to approve the loans is fair enough ($\bar{x} = 3.97$) and Tisco Bank offers the same interest rate for the same type of cars ($\bar{x} = 3.62$) respectively.

Table 4.18: The analysis form customer satisfaction: Timely Service

Timely Service	Mean \bar{x}	SD.	The level of customer satisfaction
1. The period for approve loans are on time as staffs promise.	3.52	0.906	High
2. The process of service takes short period. For example, all hire purchase documents will be sent to customers quickly after receiving the car.	3.76	1.103	High
3. Tisco staffs go to meet and collect documents from customers on time.	3.51	0.915	High
Total	3.59	0.821	High

Regarding to the table 4.18, the result can be analyzed as following: The opinion total of customer satisfaction: Timely Service by the respondents have opinion total high level ($\bar{x} = 3.59$) and analyzed each item the result that

- The opinion of the respondents shows opinion high level include: The process of service takes short period. For example, all hire purchase documents will be sent to customers quickly after receiving the car ($\bar{x} = 3.76$), The period for approve loans are on time as staffs promise ($\bar{x} = 3.52$) and Tisco staffs go to meet and collect documents from customers on time ($\bar{x} = 3.51$) respectively.

Part 4: The analysis of repurchase intention

Table 4.19: The analysis form repurchase intention

Repurchase Intention	Mean \bar{x}	SD.	The level of repurchase intension
1. You plan to use the service from Tisco Bank within 1 year.	4.42	0.779	Highest
2. You will use the service from Tisco Bank for your new next car.	4.21	0.774	Highest
3. You always use the service from financial company that you ever used	4.10	0.772	High
Total	4.24	0.676	Highest

Regarding to the table 4.19, the result can be analyzed as following: The opinion total of repurchase intention by the respondents have opinion total highest level ($\bar{x} = 4.24$) and analyzed each item the result that

- The opinion of the respondents shows opinion highest level include: the respondents have plan to use the service from Tisco Bank within 1 year ($\bar{x} = 4.42$) and the respondents will use the service from Tisco Bank for your new next car ($\bar{x} = 4.21$) respectively.

- The opinion of the respondents shows opinion high level include: the respondents have always use the service from financial company that you ever used ($\bar{x} = 4.10$)

Part 5: The analytical results for hypothesis testing

Hypothesis 1: Service quality significantly influences the repurchase intention of customer in the car loan by Tisco Bank.

H₀: In terms of service quality; Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension does not influence the repurchase intention of customer in the car loan by Tisco Bank.

H₁: In terms of service quality; Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension does influence the repurchase intention of customer in the car loan by Tisco Bank.

Table 4.20: Model Summary of the Research

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.719 ^a	0.518	0.508	0.47499

a. Predictors: (Constant), Empathy, Responsiveness, Tangible, Reliability, Assurance

Regarding to the table 4.20 present that the total summary of the overall model R square indicated how close the observed data are and to compare the regression line. The R square value equal to 0.51 which recommend that approximate 51 percent of the variance in dependent variable is explained by these 5 independent variables. This implied that this model constructed from the 5 dimensions of service quality (Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension) can approximately explain 51 percent of the repurchase intention of the customer of Tisco Bank. Other variance to the repurchase intention was caused by the external factors.

Table 4.21: Table of Analysis of Variance (ANOVA)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.065	5	11.813	52.358	0.00
	Residual	55.051	244	0.226		
	Total	114.116	249			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Empathy, Responsiveness, Tangible, Reliability, Assurance

According to the table 4.21 presented the result of the analysis of variance (ANOVA). The ANOVA was performed to assess how much variation the model can explain.

The model summary also presented the sum square value. Sum square of this regression model is 59.065 explaining how much for the number of total variation can be demonstrated, in term of the different data points come from different groups.

The “F” refers to the F ratio, which is 52.358 In this research, F Ratio more than 1 indicated the less unsystematic variance than systematic variance; the influence of the analysis model brought more change than the case of the natural performance if we leave the subject alone (Field, 2000). There are some effects of this research beyond the natural performance of each individual factor.

Multiple regression analysis was processed by setting the number of significance level at 95%, and the significance (Sig) value less than 5% or 0.05 ($p < 0.05$) commanded the null hypothesis rejection. The hypothesis (H_0) claiming “in term of service quality; Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension does not influence repurchase intention of existing customers of Tisco Bank” was rejected.

Table 4.22: The analysis form Multiple Linear Regression in term of service quality; Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension does influence repurchase intention of existing customers of Tisco Bank.

Factor	Repurchase Intention Towards				Sig. (p)
	Tisco Bank				
	B	S.E.	β	t	
Constant	0.57	0.23		2.47	0.14
service quality					
1. Tangible Dimension	0.44	0.07	0.37	5.62*	0.00
2. Reliability Dimension	0.22	0.17	0.23	1.28	1.99
3. Responsiveness Dimension	0.21	0.08	0.27	2.45*	0.01
4. Assurance Dimension	0.08	0.18	0.09	0.46	0.64
5. Empathy Dimension	0.50	0.10	0.45	4.76*	0.00

Remark: $R^2 = 0.51$, Adjust $R^2 = 0.50$, Standard Error of Estimation = 0.47

Regarding to the table 4.22, The result indicated the factors of service quality; Tangible Dimension, Responsiveness Dimension and Empathy Dimension influence to repurchase intention of existing customers of Tisco Bank with significant at the 0.05 level, while Reliability Dimension and Assurance Dimension does not have an impact on customers' repurchase intention. The dimension factors influenced to customer satisfaction towards Tisco Bank the most are Empathy Dimension ($\beta = 0.45$), Tangible Dimension ($\beta = 0.37$) and Responsiveness Dimension (0.27) respectively. The value of all factors that influencing to forecast is 51% ($R^2 = 0.51$) the rest of 49% occurred from other influenced factors which did not use in this study and also the number of standard error result 0.47.

Hypothesis 2: Customers' satisfaction significantly influences the repurchase intention of customer in the car loan by Tisco Bank.

H₀: In terms of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does not influence the repurchase intention of customer in the car loan by Tisco Bank.

H₁: In terms of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does influence the repurchase intention of customer in the car loan by Tisco Bank.

Table 4.23: Model Summary of the Research

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.861 ^a	0.741	0.736	0.34815

a. Predictors: (Constant), Progressive, Timely, Equitable, Continuous, Ample

Regarding to the table 4.23 presented the result of overall model R square indicated how close the observed data are and to compare the regression line. The R square value equal to 0.74 which recommend that approximate 74 percent of the variance in dependent variable is explained by these 5 independent variables. This implied that this model constructed from the 5 dimensions of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service can approximately explain 74 percent of repurchase intention of the customer of Tisco Bank. Other variance to the repurchase intention was caused by the external factors.

Table 4.24: Table of Analysis of Variance (ANOVA)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.541	5	16.908	139.493	0.000 ^b
	Residual	29.575	244	0.121		
	Total	114.116	249			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Progressive, Timely, Equitable, Continuous, Ample

Regarding to the table 4.24 presented the result of the analysis of variance (ANOVA). The ANOVA was performed to assess how much variation the model can explain.

The model summary also presented the number of sum square value. Sum square of this regression model is 84.541 explaining how much of the total variation can be demonstrated, in terms of the different data points come from different groups.

The “F” refers to the F ratio, which is 139.493. In this research, the F Ratio presented a value more than 1, which means less unsystematic variance than systematic variance; the influence of the analysis model brought more change than the case of the natural performance if we leave the subject alone (Field, 2000). There are some effects of this research beyond the natural performance of each individual factor.

Multiple regression analysis was processed by setting the number of significance level at 95%, and the significance (Sig) value less than 5% or 0.05 ($p < 0.05$) commanded the null hypothesis rejection. The hypothesis (H_0) claiming “In terms of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does not influence the repurchase intention of customer in the car loan by Tisco Bank.” was rejected.

Table 4.25: The analysis form Multiple Linear Regression of in term of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does not influence the repurchase intention of customer in the car loan by Tisco Bank.

Factor	Repurchase Intention Towards				Sig. (p)
	Tisco Bank				
	B	S.E.	β	t	
Constant	0.55	0.15		3.61	0.00
customer satisfaction					
1. Equitable Service	0.11	0.03	0.13	3.02	0.00
2. Timely Service	0.07	0.03	0.09	2.35	0.01
3. Ample Service	0.29	0.05	0.34	5.03	0.00
4. Continuous Service	0.85	0.06	0.95	14.28	0.00
5. Progressive Service	0.11	0.04	0.12	2.62	0.00

Remark: $R^2 = 0.74$, Adjust $R^2 = 0.73$, Standard Error of Estimation = 0.34

According to the table 4.23, The result indicated the factors of customer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service influenced the repurchase intention of customer in the car loan by Tisco Bank with significant at the 0.05 level, and the most influenced factors due to repurchase intention towards Tisco Bank are Continuous Service ($\beta = 0.95$) Ample Service ($\beta = 0.34$), Equitable Service (0.13), Progressive Service (0.12) and Timely Service ($\beta = 0.09$) respectively. The value of all factors that influencing to forecast is 74% ($R^2 = 0.74$) the rest of 26% occurred from other influenced factors which did not use in this study and also the number of standard error result 0.34.

CHAPTER 5

CONCLUSION AND DISCUSSION

In this chapter, the researcher summarized the analytical results for hypothesis testing, by using Multiple Regression method to analyze service quality that influence to repurchase intention and customer satisfaction that influence to repurchase intention of existing customers of Tisco Bank.

This research used quantitative research, which distribute questionnaire with 250 existing customers of Tisco Bank. The questionnaire was designed to the factors of Service Quality, Customer Satisfaction and Repurchase intention. Each questions be on questionnaires are from previous works and literature. Even though the researcher submitted this questionnaire to an independent study advisor and pass reliability test.

5.1 Conclusion

Part 1: The analysis of demographic information

The majority the respondents are female, age between 31 – 40 years, single, graduated bachelor's degree, working in a private company employee and monthly income 15,001 – 25,000 Baht

Part 2: The analysis of service quality

The factor of Tangible Dimension that respondent's opinion show the result with highest level is comfortable place. For other factors, facilities and parking lots show the result with high level. In factors of Reliability Dimension, respondent's opinion show the result with highest level are staffs solve problems sincerely and staffs never made a mistake. For other factors staffs are expert and staffs service with ethic manner show the result with high level. In Responsiveness Dimension, there are 3 factors that show the result with high level which are on-site service, staffs are ready to service and the interest rate announcement. In Assurance Dimension, all 5 factors show the result with high level which are customers are confident, staffs have knowledge, the appropriate channel to contact and staffs expression. In Empathy Dimension, the factors staffs are willing to get the feedback and office hour show the

opinion with highest; and the other factor show the result with high level is understanding the customer's need.

Part 3: The analysis of customer satisfaction

In Equitable Service Dimension, respondent's opinion show the result of factor with highest level is equality serve. And the other 2 factors present with high level are the fair process and offering the same interest. In Timely Service Dimension, all 3 factors in this dimension show the result with high level which are shortly process, on time process to approve and meet customers on time. In Ample Service Dimension, all 3 factors present the result with high level which are payment channels are enough, the number of staffs are enough and various of car loan type. In Continuous Service Dimension, the factors car insurance remind and customer's feedback show the result with highest level. The factor automatically withdraw from saving account show the result with high level. In Progressive Service Dimension, the factor show the result with highest level is offering special interest rate. The other factors that show the result with high level are detail of loan is clearly via application on tablet and presenting detail of loan via table application is more convenient.

Part 4: The analysis of repurchase intention

The factors customers plan to use service within 1 year and customers will use the service from Tisco show the result with highest level. The factor customers will use the service from previous company show the result with high level

Part 5: The analytical results for hypothesis testing

Hypothesis 1: Service quality significantly influences the repurchase intention of customer in the car loan by Tisco Bank.

The result that in terms of service quality; Tangible Dimension, Responsiveness Dimension and Empathy Dimension influence to repurchase intention of existing customers with significant at the 0.05 level, while Reliability Dimension and Assurance Dimension does not influence to repurchase intention of existing customers of Tisco Bank. The dimension factors influenced to customer satisfaction towards Tisco Bank the most are Empathy Dimension ($\beta = 0.45$), Tangible Dimension ($\beta = 0.37$) and Responsiveness Dimension (0.27) respectively. The value of all factors that influencing to forecast is 51% ($R^2 = 0.51$) the rest of 49%

occurred from other influenced factors which did not use in this study and also the number of standard error result 0.47.

Hypothesis 2: Customers' satisfaction significantly influences the repurchase intention of customer in the car loan by Tisco Bank.

The result indicated the factors of consumer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service influenced the repurchase intention of customer in the car loan by Tisco Bank with significant at the 0.05 level, and the most influenced factors due to repurchase intention towards Tisco Bank are Continuous Service ($\beta = 0.95$) Ample Service ($\beta = 0.34$), Equitable Service (0.13), Progressive Service (0.12) and Timely Service ($\beta = 0.09$) respectively. The value of all factors that influencing to forecast is 74% ($R^2 = 0.74$) the rest of 26% occurred from other influenced factors which did not use in this study and also the number of standard error result 0.34.

5.2 Discussion

1. The result that in terms of service quality; Tangible Dimension Responsiveness Dimension and Empathy Dimension does influence repurchase intention of existing customers of Tisco Bank according with research studies in the past about factor related and affected repurchase intention of Pharmaceutical Products manufactured in Thailand by Hospitals and Clinics from the results were revealed that perceived service quality positively correlated with repurchase intention. (Kaempipatkul, 2014). Regarding to David Garvin (1988), he mentioned perspectives of Service Quality in conclusion as customers learn to recognize quality only through the experience, to equate quality with maximum satisfaction, quality comes to be defined as “affordable excellence” which means whenever value is more than the price, customers would be satisfied and tend to be more possibility to repurchase products or services.

2. The result that in terms of consumer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does influence repurchase intention of existing customers of Tisco Bank according with research studies in the past about group buying customer repurchase intention, the results show that customer satisfaction and brand preference are positively related to

repurchase intention, having perceived expected value th highest significant to the main fators. (Uthitsamphankul, 2010). As Swan & Combs (1976) mention customer satisfaction is associated with performance that fulfills expectations, while dissatisfaction occurs when performance falls below expectations. Customer want a meeting between their values (needs and wants) and the object of their evaluations (Paker & Mathews, 2001) Regard to the theories as prior researchs mentioned found that customer would satisfied and tend to repurchase when variables create above the customer satisfaction.

5.3 Managerial Implication

5.3.1 Service Quality, The result that in terms of service quality; Tangible Dimension, Responsiveness Dimension, and Empathy Dimension does influence repurchase intention. In termss of Service Quality, to maximize Service Quality Banks would rather to create more service among variables related. Also Tisco Bank can apply in service quality as follows;

5.3.1.1 Tangible Dimension : Comfortable place or room to serve customers, Tisco staffs dress modestly and properly, There are facilities available from Tisco Bank such as presenting detail of loan by tablet application, machine queuing and etc and There are parking lots to serve customers. Regarding to Tangible Dimension, Banks can privode something in any branches to customers while they are waiting for the queue such as coffer serve, magazine, newspaper etc.

5.3.1.2 Responsiveness Dimension : announces new interest rate in case of changing interest rate, There is a on-site service to meet customers directly at home or office and all Tisco staffs are ready to serve customers promptly. Regarding to Responsiveness Dimenstion, nowsday, customers and sellers tend to be more interactive activities. So, they will satisfy if there are some service such as sms notification loan approval result direct to customer.

5.3.1.3 Empathy Dimension : Tisco staffs are willing to listen to customer feedback, Office hour is appropriate to customers and Tisco staffs understand the customers' individual need. Regarding to Empathy Dimension, Banks can set training service to Tisco Staffs to gain more quality of service.

5.3.2 Consumer Satisfaction, The result that in terms of consumer satisfaction; Equitable Service, Timely Service, Ample Service, Continuous Service, and Progressive Service does influence repurchase intention of existing customers of Tisco Bank. Regarding to the Customer Satisfaction, Tisco need to engage with CRM to create more relationship between Tisco and customers such as set the Thank You Customers event to have some food or gift to customers and Tisco can present products or update company profile, Or offer the special deal such as low interest or zero down payment or extra-long terms payment. Also Tisco Bank can apply in consumer satisfaction as follows;

5.3.2.1 Equitable Service : offers the same interest rate for the same type of cars, Tisco staffs serve customers with equality and The process to approve the loans is fair enough. Tisco Bank can set training not only the staff that meet customers but the back staff that consider credit of customers to treat them as equal.

5.3.2.2 Timely Service : The period for approve loans are on time as staffs promise, The process of service takes short period. For example, all hire purchase documents will be sent to customers quickly after receiving the car and Tisco staffs go to meet and collect documents from customers on time. From this dimension, Tisco Bank are supposed to shortern the period of time that customers wait for service because waiting is cost that every service providers have to pay whether the money or customers feeling.

5.3.2.3 Ample Service : offer the several type of car loan such as cars, pick-ups, vans, etc, The amounts of Tisco hire purchase staffs are adequate to serve customers and he number of payment channels are enough and convenient. Regarding to Ample Service, Tisco Bank need to create more contact channel such as creating social media contact page, Q&A live webpage, hire administration to answer the question for famous page as Pantip.com.

5.3.2.4 Continuous Service : Customers are able to feedback the service by calling to Tisco call center, There is an automatic withdraw from savings account for annual renew tax, installment, etc and Tisco staffs remind customers to renew car insurance. According to this dimension, Tisco need to set the new team to ask customers for feedback and also follow up customers with others service that related to Tisco Business such as life insurance, health insurance, refinance loan etc.

5.3.2.5 Progressive Service : The Tisco application on tablet can indicate detail of loan clearly such as interest rate, installment, car price, down payment etc, Presenting detail of loan via tablet application is over all faster and more convenient and offer special interest rate to existing customers. Progressive Service is one of the most important. Tisco need to create new application for smart phone that customers can check the balance of loan, buy insurance via application, notification for due date that is coming etc.

5.4 Recommendation for Future Research

This research study focused only service quality and customer satisfaction that influence on repurchase intention in Bank business. This research also collected information from only one specific Tisco Bank's customers. Thus, if someone need to study more further in this area of the study, author suggest to collected information from various bank's customer and create new different factors such as money saving factor, social factor, culture factor, relationship of car dealers.

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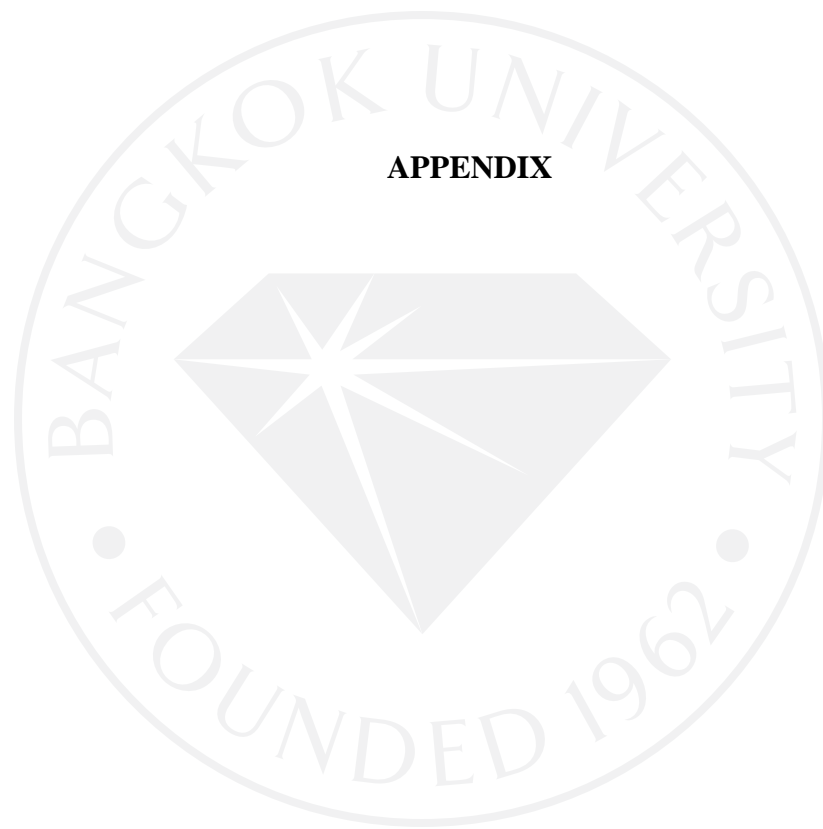
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APPENDIX



**BANGKOK
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Questionnaire

The Effect of Service Quality and Customers' Satisfaction on Their Repurchase

Intention of Tisco Bank's Hire Purchase Department

This questionnaire was designed to study the effect of service quality and customers' satisfaction on their repurchase intention of Tisco Bank's hire purchase department. This questionnaire will be used for an independence study by a graduate student of Master of Business Administration, international program at Bangkok University. The questionnaire is composed of four parts; demographic information, service quality, consumers' satisfaction, and repurchase intention. All collected data will use for study purpose only. I would like to thank you for taking time to answer my questionnaire.

Part 1 Demographic Information

Direction: Please indicate your demographic information by marking (√) the box which corresponds to your opinion.

1. Gender

- () 1. Male () 2. Female

2. Age

- () 1. 20 – 30 years () 2. 31 – 40 years
() 3. 41 – 50 years () 4. More than 50 years

3. Marriage status

- () 1. Single () 2. Married
() 3. Divorced () 4. Others

4. Education level

- 1. Lower than secondary level
- 2. Secondary level or equivalent
- 3. Bachelor's degree
- 4. Higher than bachelor's Degree

5. Occupation

- 1. Government officer / State enterprise employee
- 2. Private company employee
- 3. Business owner
- 4. Others (please specify).....

6. Your monthly income

- 1. Less than 15,000 Baht
- 2. 15,000 – 25,000 Baht
- 3. 25,001 – 35,000 Baht
- 4. 35,001 – 45,000 Baht
- 5. More than 45,000 Baht

Part 2 Service Quality

Direction: Please indicate your evaluation toward the service quality of Tisco Bank's Hire Purchase Department by marking (√) the box which corresponds to your opinion.

Service Quality	Opinion Level				
	1 Lowest	2 Low	3 Middle	4 High	5 Highest
Tangible Dimension					
1. Comfortable place or room to serve customers.					
2. Tisco staffs dress modestly and properly.					

3. There are facilities available					
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Service Quality	Opinion Level				
	1 Lowest	2 Low	3 Middle	4 High	5 Highest
from Tisco Bank such as presenting detail of loan by tablet application, machine queuing and etc.					
4. There are parking lots to serve customers					
Reliability Dimension					
1. Tisco staffs serve customers with ethic manner.					
2. Tisco staffs are expert on hire purchase car loan.					
3. Tisco staffs can solve problems sincerely					
4. Tisco staffs have never made mistake in terms of service.					
Responsiveness Dimension					
1. Tisco Bank announces new interest rate in case of changing interest rate					
2. There is a on-site service to meet customers directly at home or office.					
3. All Tisco staffs are ready to serve customers promptly.					
Assurance Dimension					

Service Quality	Opinion Level				
	1 Lowest	2 Low	3 Middle	4 High	5 Highest
1. Tisco staffs express sincerity whenever they solve customers' problem sincerely					
2. Tisco staffs give appropriate (after service) channel to contact their customers such as email, mobile, and call center.					
3. You feel confident to the Tisco Bank's hire purchase department.					
4. Tisco staffs have knowledge and competency to answer customers' questions					
Empathy Dimension					
1. Tisco staffs are willing to listen to customer feedback.					
2. Office hour is appropriate to customers.					
4. Tisco staffs understand the customers' individual need.					

Part 3 Consumer Satisfaction

Direction: Please indicate your satisfaction toward Tisco Bank's Hire Purchase Department by marking (√) the box which corresponds to your opinion.

Customer Satisfaction	Level of Satisfaction				
	1 Lowest	2 Low	3 Neutral	4 High	5 Highest
Equitable Service					
1. Tisco Bank offers the same interest rate for the same type of cars.					
2. Tisco staffs serve customers with equality.					
3. The process to approve the loans is fair enough.					
Timely Service					
1. The period for approve loans are on time as staffs promise.					
2. The process of service takes short period. For example, all hire purchase documents will be sent to customers quickly after receiving the car.					
3. Tisco staffs go to meet and collect documents from customers on time.					

Customer Satisfaction	Level of Satisfaction				
	1 Lowest	2 Low	3 Neutral	4 High	5 Highest
Ample Service					
1. Tisco Bank offer the several type of car loan such as cars, pick-ups, vans, etc.					
2. The amounts of Tisco hire purchase staffs are adequate to serve customers.					
3. The number of payment channels are enough and convenient.					
Continuous Service					
1. Customers are able to feedback the service by calling to Tisco call center.					
2. There is an automatic withdraw from savings account for annual renew tax, installment, etc.					
3. Tisco staffs remind customers to renew car insurance.					

Customer Satisfaction	Level of Satisfaction
-----------------------	-----------------------

	1 Lowest	2 Low	3 Neutral	4 High	5 Highest
Progressive Service					
1. The Tisco application on tablet can indicate detail of loan clearly such as interest rate, installment, car price, down payment etc.					
2. Presenting detail of loan via tablet application is over all faster and more convenient.					
3. Tisco Bank offer special interest rate to existing customers					

Part 4 Repurchase intention

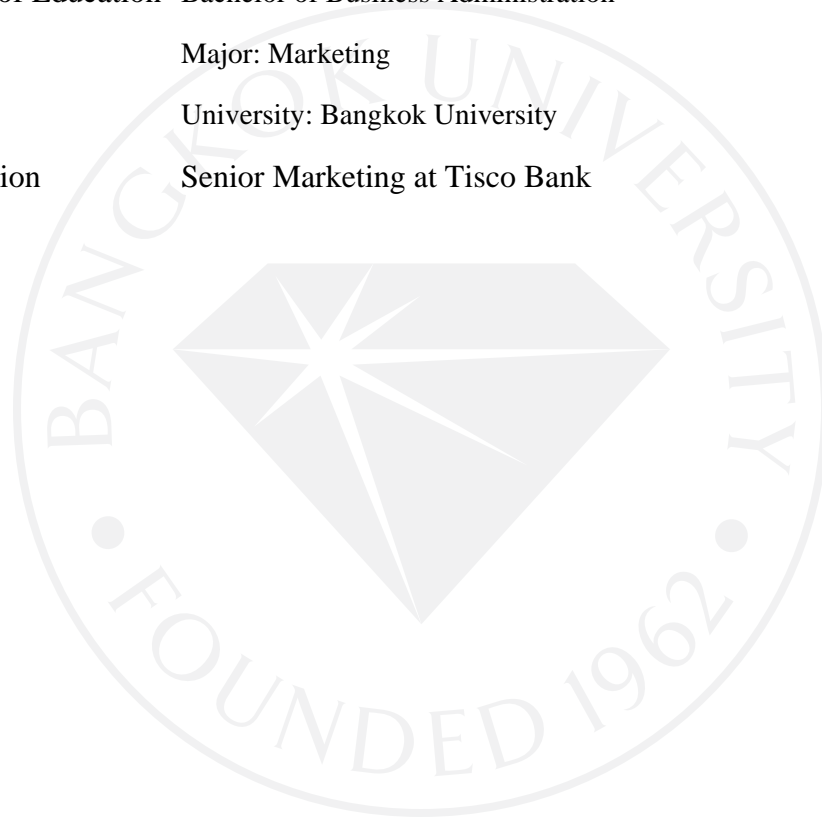
Direction: Please indicate your opinion toward repurchase intention level of Tisco Bank's Hire Purchase Department by marking (√) the box which corresponds to your opinion.

Repurchase Intention	Opinion Level				
	1 Lowest	2 Low	3 Middle	4 High	5 Highest
1. You plan to use the service from Tisco Bank within 1 year.					
2. You will use the service from Tisco Bank for your new next car.					
3. You always use the service from financial company that you ever used					

Thank you for taking time to answer the questionnaire

BIODATA

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