Service Quality That Affects Customer Satisfaction with a Car Service Center in Bangkok, Thailand

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ABSTRACT: This research is quantitative in nature. The overall objective is to study and predict the level of service quality that affects customer satisfaction with a car service center in Bangkok, Thailand. The research used a structured survey questionnaire as a research instrument (with a reliability test of Alpha = 0.95) to collect data from a sample of 400 respondents. The data were analyzed using descriptive statistical techniques including frequency, percentage, mean and standard deviation. While multiple linear regression was used to test hypotheses

The research findings revealed that mean and standard deviation of service satisfaction for all factors were relatively high. The hypothesis testing was done using multiple linear regression (enter method) which showed that service quality consisting of tangibility, reliability, responsiveness, assurance and empathy were able to explain the regression of the service satisfaction (R^2= 0.617, Adj R=0.614, F = 180.537 sig = 0.000) for 61.7 percent with the significance level of 0.05.

Keywords: service quality, satisfaction, car service center

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1. INTRODUCTION

A good service standard is defined by "quality" which has been established by the service provider. But today, quality of service is determined by the person who receives the service or service user. This takes place when a customer perceives that the service quality is higher than what he/she expects and feels like using the product or service again. With this change in the definition of quality, the service has become customer-centric because the customer has the right to choose the product or service. Therefore, agencies, organizations and companies have turned to focus on product or service quality for the customer's point of view so that they can set they can improve the quality of their product and service (Kaewkim and Baromthanarat, 2011)[1]. Customer loyalty derived from using the service is another aim of the business. If the product or service can satisfy the need of the customer, it will bring the organization the loyalty. However, creating customer loyalty today is becoming more difficult because the customer need comes in different aspects (Mongsungnoen, 2014)[2]. The competition to attract customers today and tomorrow will be more aggressive because different customers have different needs and thus the competition is getting more complicated. Given that service center businesses are competing for the sake of customers who tend to demand for similar products and services, the products and services are less likely to be much different. The service providers are trying to differentiate themselves with better service quality and efficiency to meet customer expectations (Fu and Xin, 2007)[3]. Accordingly, most organizations are in search of service excellence in order to meet customer perception and expectation. Nevertheless, the definition of good service quality is in the eye of the beholder because services can come in many forms dynamically and thus reinforce the need for more and more services. There is not any exact measure or a single bullet for all the answers. This means different services can

provide different advantages and disadvantages for the customers (Lyytimäki and Rosenström, 2008)[4]. Above all, service quality is the most important factor that determines the car service center business today. Accordingly, there is a need to conduct a study of service quality that affects customer satisfaction with car service center when consumer behavior keeps changing so that relevant organizations can incorporate the research findings into their marketing strategies. As a result, the service quality can be kept in such a way that satisfies changing consumer needs.

2.   RESEARCH OBJECTIVES

1. To study level of service quality factors that affects the customer satisfaction with a car service center in Bangkok, Thailand
2. To predict service quality factor that affects the customer satisfaction with a car service center in Bangkok, Thailand.

3.   LITERATURE REVIEW

3.1   Theories on Service Quality
Different academics give different definitions of service quality in accordance with their visions.

[5] describe that service quality cannot be delivered without some good strategies. While [6] asserts that perceived quality only takes place when the customer feels that the quality of product or service is delivered better than what he/she expects.[7] explain that service cannot be visualized before some purchase is made (Intangibility); the service can come in many forms (Variability) depending upon who services who - when the service is delivered - where the service is delivered - and how the service is delivered; and no matter how well the service is delivered, the service does have its time (Perishability). [8,9] also describe that positive service quality will be advantageous. Meesala (2016) describes that the most important key success factor is the high quality of the service. Indeed,[10] elaborate that service quality is what every customer expects from the service and the service quality can be measured quantitatively on the following components: (1) Concreteness of the Service - Services should be tangible; (2) Reliability - The service must be delivered according to the contract correctly; (3) Responsiveness - The customer must be serviced in a timely manner; (4) Assurance - Staffs who know about how to provide correct information and possess skill for satisfying customer need; and (5) Empathy - Staffs who provide services should treat their customers with friendliness and courtesy as if the customers are their relatives.

3.2   Theories on Service Satisfaction
According to Millet [11], service satisfaction refers to satisfaction that is created through service delivery and involves interaction between two parties including service provider and service receiver. [12,13] service satisfaction takes place at emotional level of the service user when the user compares what he/she expects and what he/she receives and experiences that what is expected is considered better than what is actually received. [14] describes that an organization must provide service to all the customers with integrity and Cullen (2001) describes that service quality is a matter of a person's perception. [15] stress that satisfaction will happen when it is operated effectively. When the need is satisfied according to what is expected continuously, the service receiver will be even more satisfied [16].

Amin and Isa [17] studied the relationship between perceived service quality and customer satisfaction with Bank Islam Malaysia using SERVQUAL as a conceptual framework and SEM as an analytical model. As for SERVQUAL, it consists of six dimensions which are tangibility, reliability, responsiveness, assurance and empathy in combination with some principle dimension. The research findings showed that the perceived service quality had some relationship with customer satisfaction at significance level. In addition, the theoretical framework was validated by the measurement model (GFI=0.89, CFI=0.92, χ^2/df=3.274, RMSEA = 0.07, Sig.=0.000) Structure model (GFI=0.87, CFI=0.93, χ^2/df=2.883, RMSEA = 0.06, Sig.=0.000). Later,[18] conducted a study of the relationship between service quality, satisfaction and loyalty of higher educational students in Nigeria and found that the relationship between service quality that was delivered and satisfied customers created the student loyalty to the institution at significance level. And lastly, [19] studied the

service quality that affected passenger satisfaction with taxi service in Abeokuta, Nigeria using multiple regression and discovered that service quality, concrete service dimension (ß= 0.198), responsiveness dimension (ß= 0.106), empathy dimension (ß= 0.126) and assurance (ß= 0.135) altogether helped explain the passenger satisfaction for over 59.06 percent.

According to the review of relevant literature, document and research, the conceptual framework of the research can be constituted as follows:
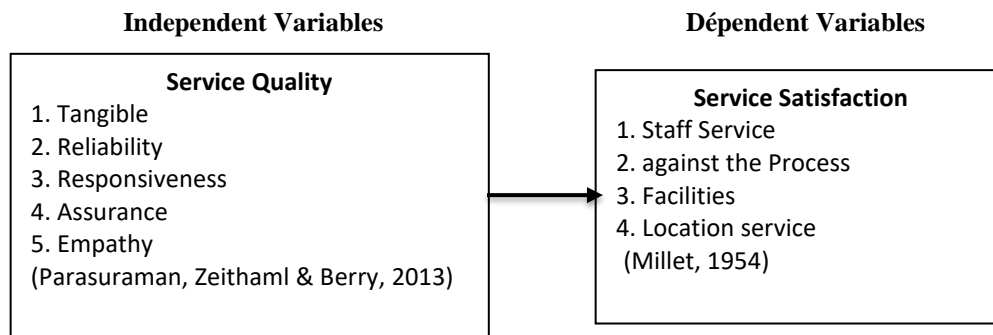
4. CONCEPTUAL FRAMEWORK

Independent Variables

Dépendent Variables

Service Quality
1. Tangible
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy
(Parasuraman, Zeithaml & Berry, 2013)

Service Satisfaction
1. Staff Service
2. against the Process
3. Facilities
4. Location service
(Millet, 1954)

Figure 1 - Conceptual Framework

5. RESEARCH METHODOLOGY

This research was quantitative in nature using survey research method. The population of the study was customers who used services at a car service center in Bangkok. The sampling was a non-probability method and the convenience sampling was used of which the sample was drawn from Google Form. The research instrument was a structured survey questionnaire in conformance with: (1) SERVQUAL as introduced [10] in relation to service quality and (2) service satisfaction measure [11]. The research used Likert Scale which consisted of (1) Personal Information, (2) Service Quality including Tangibility, Reliability, Responsiveness, Assurance and Empathy, (3) Staff Service, Against the Process, Facilities and Location Service using five pointed Likert Scale: 4.51-5.00 = Best, 3.51-4.50 = Good, 2.51-3.50 = Moderate, 1.51-2.50 = Less and 1.00-150 = Least). The questionnaire was tried out with 30 respondents to test the reliability and the Alpha value of the reliability test was 0.95.

6. DATA ANALYSIS AND RESULTS

(1) Descriptive statistics consisted of frequency, percentage, mean and standard deviation.
(2) Inferential statistics consisted of multiple regression analysis using enter method.

6.1 Research Findings

The research findings showed that the majority of the respondents were male (55%); 40% aged 41-50 years and 40% aged 31-40, 35% aged; 35% had a bachelor degree and 64% had lower undergraduate education; 21.50% were married and 50.50% were single; 49.50% were employees of private firms and 49.50% were government officials or state enterprise employees; 24% earned 15,001-20,000 Baht per month and 38% earned 30,001 Baht or over; 24.50% lived with a family of 3-4 members and 54% with family members of 1-2 persons; and 20.50% visited a car service center once a year and 42% visited the center 203 times a year.

Table 1 Mean, Standard Deviation and Customer Service Satisfaction

Service Quality	Maen	Std.	level
Tangible	4.14	0.704	High
Reliability	3.88	0.339	High
Responsiveness	4.14	0.561	High
Assurance	4.15	0.717	High
Empathy	3.58	0.505	High
Service Satisfaction			
Staff Service	4.23	.672	High
Against the Process	4.22	.701	High
Facilities	4.23	.684	High
Location service	4.20	.545	High

Table 1, mean, standard deviation of service quality and satisfaction with the service were all high.

Table 2 Research Findings on Hypothesis Prediction using Multiple Linear Regression

Predicting Variable	b	S.E.	ß	t	p	Tolerance	VIF
Tangible	0.194	0.030	0.257	6.577**	0.000	0.447	2.237
Reliability	0.230	0.028	0.294	8.368**	0.000	0.554	1.806
Responsiveness	0.070	0.035	0.085	1.967*	0.050	0.367	2.722
Assurance	0.119	0.039	0.158	3.056**	0.002	0.256	3.908
Empathy	0.104	0.033	0.137	3.137**	0.002	0.357	2.803
(Constant)	1.066	0.95	-	11.186	0.000		

**'*P < 0.01,0.05, R = 0.786, R^2= 0.617, Adj R=0.614, F = 180.537 sig = 0.000

Table 2 shows that service quality consists of tangibility, reliability, responsiveness, assurance and empathy altogether can explain the variation of the satisfaction with the service of 67 percent at the significance level of 0.05 and the *r* value of 0.230. This means an increase in one unit of reliability will lead to 0.230 unit of customer satisfaction with the car service center.

The independent variable had a tolerance interval between 0.256 and 0.554 and VIF between 1.806 and 3.908. These two values were not really correlated and thus no multicollinearity was found (a tolerance level must be greater than 0.01 and VIF must be smaller 10 [20].

7. Discussion

The study of Service Quality that Affects Customer Satisfaction with a Car Service Center in Bangkok, Thailand was conducted so that companies can use the findings as the strategies to satisfy the need of the customer in a sustainable way. The research findings revealed that service quality and service satisfaction were relatively high which was in congruence [21] described: Good service quality affected satisfaction at high level. Most service users valued trustworthy and concrete service and the type of service that provided the customer with assurance leading to overall satisfaction. This is also in line [22,23] discovered in relation to empathy and responsiveness dimension including punctuality and effectiveness of the service, appearance and politeness

towards the service user, comfortability of the place and the empathy to provide the service were all important things that affected customer satisfaction.

8. Recommendation

This research provides corporates with some good information about the service that can make customers satisfied with car service centers. In addition, it helped measure the service standard of the firm. The finding of this research was able to explain that service-related businesses must pay attention to good service quality because it will lead to customer satisfaction, repeat usage and loyalty which is beneficial to the organization in the long run.

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