ICBISS
2021

DPU 博仁大學
มหาวิทยาลัยธุรกิจบัณฑิตย์ DHURAKIJ PUNDIT UNIVERSITY
Authorized Training Center
เครือข่ายวิจัยประชาชื่น
Prachachuen Research Network
Chinese Taipei Comparative Education Society
Taiwan Association of Business Schools

# DPU International Conference on Business Innovation and Social Sciences 2021

# International Sessions

Bangkok, Thailand | 19 - 21 May 2021

# Table of Contents

PREFACE……………………………………………………………………………………I

Fibonacci Sequence: Prediction of Taiwan Stock Market bottom time interval after Covid-19 economic impact & investment strategy……………………………………………………1
Chia-Ta Lee Xiong-Fei Shi

Lead-Lag Relationship between Indices on China’s Stock Exchange………………………....9
Xiong-Fei Shi Chia-Ta Lee Hui-Jun Liu Lu Zhang

An Analysis of Market Competitiveness of Taiwanese Life Insurers……………………......16
Guan-Chih Chen Hsin-Chang Yu

Analysis of Trade Creation and Trade Diversion Effects: Gravity Study of ASEAN-Plus Free Trade Agreements……………………………………………………………………….23
Bangchu Qiu

The Effect of after Sales Service Quality on Customer Satisfaction, and Repurchases Intention: A Case Study of Automobile Service Agent in India…………………………………………31
Supa Malakar Sasithorn Suwandee

The US-China Trade War………………………………………………………………..41
Wiranya Sutthikun Pimvimol Poramatworachote Saranya Sawangying
Kittiyanee Salangam Kanyarat Wongsapan Suriyo Khwanngoen Ratthiya Siritorn
Jeeranan Ruamporn Norbadey Chheang Phoyphailin Ounsawat

Exploring Work and Business Logics in Asia: A Case Study of Two Thai Companies Founded and Managed by Chinese People…………………………………………….................49
Andreas Hild Xiaoyan Li

Factors Influencing Behavioral Intention to Use Food Delivery Apps in Thailand Market….57
Jing Guo Yan Xu

The Effect of Marketing Mix and Corporate Image on Decision to Use Global Outward and Inward Transfer Service of Consumers in Bangkok…………………………………………68
Prin Samranweth Charunya Parncharoen Suphab Wongsrisoontorn

The Studying of Tools and Elements for Creating Digital Marketing Strategies for Community Enterprise Development………………………………………………………………75
Wiranya Sutthikun Panisaya Atijitta Khanittha Moolprom Chanikarn Saensingkaew
Orawan Tamsiwan Jipapron Pongsaeng Orathai Wannathong Sirinthra Phueakyim
Surachart Charuenrat Thitiwat Tongkaew

The Effect of Personality Traits and Entrepreneurial Motivation on Entrepreneurial Intention of Generation Z…………………………………………………………………………83
Chalida Kanjanajuta

The Level of People's Participation at the Long Boat Racing: A Case Study of Ubon Ratchathani Province……………………………………………………………………….90
Jaturong Sriwongwanna Tran Lan Anh Nguyen Duy Anh Tran Pham Phawida Siangwan Chanakan Thamaphan

The application of SDT (Self-Determination Theory) in Marketing- in the context of international educational programs' promotion in Chinese higher education………………..97
Guodong Deng

Factors Affecting Buying Behavior of International Products via Online Application of Consumers in Bangkok………………………………………………………………………106
Preyanuch Kajonsakwongwai Charunya Parncharoen Surachai Suantubtim

The Effects of Technology Disruption on Economic and Consumption Growth of Thailand ……………………………………………………………………………..114
Cherlada Thongsawan

Celebrities Influence Public Opinion: Applying Celebrity Political Endorsement through Meaning Transfer Theory………………………………………………………………124
Peerawat Tan-intaraarj

Factors Contributing to the Impulsive Buying Behaviour of Consumers & Its Role in Advertising Industry…………………………………………………………………………132
Dr. Rajesh Mankani

Establishing Templates of Time Standards for Wire Electrical Discharge Machine Station and Grinding Station: A Case of LEADTECH International Corporation Limited………………140
Chris Lee Ying-Yuan Chen

The Impact of Consumer Reviews on Purchasers' Vecision-making, with Perceived Value and Perceived risk as the Mediating Effect, Cognitive Demand as the Moderating Effect, and Tourism as an Example…………………………………………………………………154
XiaoYang Liu Cheng SzeTing

The Impact of Abusive Supervision on Workplace Deviant Behaviors of New Generation Employees: Leader-member Relationship Differentiation and Interaction Justice as the Mediating Variables, Procedural Justice and Distribution Justice as the Moderating Variables…………………………………………………………………………………….163
Zixuan Xue Jia-Fure Wang

The Influence of Employees' Perception of Work Ability on Self-compensation Behavior: Employees Empowerment and Work-related Flow as the Moderating Variables……………174
Mengyun Xu Jia-Fure Wang

The Role of University and Industry Cooperation in the Development of Undergraduate's Entrepreneurial Competency in Southwest of China ………………………………………..184
Wang Li

Corporate Social Responsibility, Risk Management and Organizational Performance: A Study on Listed Manufacturing Companies with Different Business Strategies in China…………192
Min Chen

A Study on impact of knowledge management, employee empowerment and digital transformation on the relationship between human capital and organizational performance in Chinese private university context……………………………………………………………..202
Min Zhang

Consumer new behavior in update factors on Chinese-based social media Weibo: consumer engagement in online marketing……………………………………………………………217
Yi Zhao

The Influence of Employee Empowerment Atmosphere on Work Constructive Deviant Behavior: The Moderating Variables of Spiritual Leadership………………………………226
Heng Zhang

The Influence of Authoritarian Leadership on Employees' Withdrawal Behavior—On the Adjustment of Adversity Quotient…………………………………………………………..236
Ziqing Zhao Sze-Ting Chen

Social Network Usage: The Investigation of Personality Traits, Self-Control, Game -Motivation and Relationship-Motivation of Facebook Addiction - Taking Age and Facebook-Using-Time as Control Variables……………………………………………………………………246
I-Wen Chou Liu Yang

The Research on the Relationship between Effort-reward Imbalance and Relation Deviating Behavior………………………………………………………………………………………..255
Mengyun Xu Jia-Fure Wang

The Impact of Psychological Contract Breakup on Employees' Deviant Behavior: The Mediating Variable of Negative Emotion and the Moderating Variable of the Relationship between Superiors and Subordinates……………………………………………………...265
Yimeng Hu

The Impact of Dynamic Absorptive Capacity and Positive Psychological Capital on Personal Innovation Ability, Taking Technical Knowledge as a Moderator, Self-efficacy as a Mediator………………………………………………………………………………………..275
Yu ling He Sze Ting Chen

The Impact of Green Consumption Cognition on Green Purchasing Intention: From the Perspective of Face Awareness……………………………………………………………283
Ying Zhu Szeting Chen

Development of IT Problem-Reporting System: Case Study of Office of the Permanent Secretary for Defence…………………………………………………………………..293
Chanatip Inpaktun Nantika Prinyapol Worapat Paireekreng

Tourism Product Innovation, Functional - cognition and Affective- experience: Enhancing Tourist Satisfaction in Domestic of Belt and Road……………………………………………303
Qian Li

The Relationship between Inspirational Motivation and Individualized Consideration of Leadership to Work Responsibility and Retention Intention: Work Motivation and Job Fit as Mediating Variables…………………………………………………………………...….313
Cong Guan Sze-Ting Chen

The Role of BlockChain (BC) in the Application of Big Data Analytics (BDA) technology in Supply Chain Management (SCM): a Perspective of China's Manufacturing Industry……...323
Tianfu Yang

Smart Sales and Promotion Analysis System for Business…………………………………..331
Setapong Lamsakulwong Worapat Paireekreng Nantika Prinyapol

Sustainable Tourism Community: A Case Study of selected cities in the Ratchaburi Province, Thailand……………………………………………………………………………………..341
Xixuan Kong Adarsh Batra

Human-Wildlife Interactions at Khao Yai National Park, Khao Kheow Open Zoo, and Safari Park, Kanchanaburi…………………………………………………………………………349
Virunthep Srichawla

Strategies for Myanmar Tourism after COVID-19…………………………………………….358
Su Hnin Htet Adarsh Batra

The Status of Research in Romance of the Three Kingdoms (Samkok) in Thailand…………369
Kanokphan Thamsatitsuk Penpisut Sikakaew Man Jiang

Systematic Review of Community-Based Tourism in Thailand……………………………378
Yupin Unkaew

Can Thailand Adapt Policies of Wellness for its Aging Population?.....................................385
Veerawan Vararuth

Mental Health Communication and Management for Educational Institutions in the Wake of the COVID-19 Pandemic………………………………………………………………………392
Peeraya Hanpongpandhi Patama Satawedin

COVID-19 Crisis Management During COVID-19 Pandemic of Primary School Teachers in Aojiang Town, Zhejiang Province, China…………………………………………………...399

Investigating High and Low Proficiency College Student’s Listening Competencies and Comprehension Strategies……………………………………………………………………...407
Jian-Hao Huang I-Ying Tsai

Students’ Readiness on Online Learning amid the COVID-19 Pandemic: A Case Study of a Thai University……………………………………………………………………………414
Xinrui Wang Xinxin Wang Lu Zhang Xiongling Chen

Discussion on the Problems of International Chinese Project in X Universities of Thailand ……………………………………………………………………………………..424
Manhua Li Fei Zhao Xinrui Wang

Using Digital Game-Based Language Learning for Foreign Language Learning: a Scoping Review on Previous Studies Published in between 2015 and 2020…………………………434
Xichang Huang Haiying Zhang Shujian Yin

The Students' Opinions on the teaching quality of volunteer teacher in Shunchang high school, Fujian province, China………………………………………………………………………443
Yanxi Yu

The Effects of Using Task-Based Language Teaching Method to Enhance Thai Grade 11 Students' Vocabulary Learning……………………………………………………………..451
Lu Zhang Xinrui Wang Xinxin Wang Man Jiang Penpisut Sikakaew

Effect of College Students' Achievement Motivation on Subjective Well-Being: Social Support as Mediating Variable………………………………………………………………………458
Yan Yang

Research on Relationship Between Self-Efficacy of Online Study and Academic Achievement of Chinese Oversea Students in Thailand……………………………………………………468
Zepei Wu Zhoubao Wei

The Influence of Gratitude on Life Satisfaction of Vocational College Students: The Mediating Role of Social Support ……………………………………………………………………477
Xinglong Ma Xiaoyan Li

Research on the Relationship between Entrepreneurial Competence and Entrepreneurial Intention of College Students in Western China: Moderating Role of Social Support………485
Weiguaju Nong Jiafu Liu

Study on the Relationship between College Students' Well-being and Innovation Behavior: The Mediating Role of Emotional Intelligence…………………………………………………..494
Xinyao Li Ke Zhang Chung-tsung Shen

The effect of proactive personality of college student on entrepreneurial intention: Taking entrepreneurial Self-Efficacy as a mediator…………………………………………………505
Xin-Hai Wang Da-Leng Zhou Wen-ya Lai

The Influence of Freshmen's Shyness on Students' Engagement under the Background of COVID-19--the Mediating Role of Coping Style …………………………………………..515
Chuang Xu Zhen-Jia Ding

The Relationship between Proactive Personality and Entrepreneurship Intention of College Students in China's Minority Area ………………………………………………………….524
Zhi-an Dong

Relations between Parenting Style and Dormitory Interpersonal distress: The Mediating Role of Empathy ……………………………………………………………………………….533
Wei Chang-Wu Nong Li-Ying Wang Ying Lai Wen-Ya Su Nan-Guang

Research on the Practice of Digital Transformation of Higher Education in China in the Post-epidemic Period---Topic Analysis based on 2020 EDUCAUSE Horizon Report ………….542
Zaiming Xia Wang Yongkang Gao Wanli Xiao Zhenlei Peng Lei

Effect of Parent-child Relationship in Original Family on Chinese College Students' Academic Achievement: Gratitude as a Mediating Variable ………………………………………..552
Jun Li Xinyi Ma Hongling Zhao Lili Chen Li Ma

The Effect of Principal Transformational Leadership on Teacher Job Satisfaction in Hainan: The Mediating Role of Psychological Capital ……………………………………………562
Ling Pan Li Wang Tao Du Xuhao Meng

The influence of Chinese college students' career exploration on job searching behavior: the mediating role of job-searching self-efficacy ……………………………………………572
Yafei Luo Ruina Ding Lingjie Wang Zihao Gao

The Study about the Relationship Between the Psychological Capital and Academic Achievement: The Intermediary Function of Achievement Goal Orientation………………582
Jiping Zhang Ying Zeng Feifei Chen Ziao Hu Xin Bai

Study on the relationship between college students' physical exercise and subjective experience……………………………………………………………………………...591
Xiaoyan Li Le Li Chen Chen Ke Wei Yaxin Luo

Exploring the Relationship of Transformational Leadership and Teachers' Organizational Citizenship Behavior in Universities of China: Job Satisfaction, Organizational Commitment and Psychological Contract as Mediators …………………………………………………...600
Shaoyu Tian

An examination of teachers' technology readiness in the acceptance of mobile learning systems in Chinese higher education …………………………………………………………………607
Yanping Shan

The Influential Factors of Administrative Teachers' Low Willingness on Public Elementary School at Taiwan ……………………………………………………………………………615
Chung-tsung Shen

The Influence of Achievement Goal Orientation on Academic Achievement of English Major University Students in Tianjin: Taking Learning Strategies as A Mediator ………………..624
Zhelu Zhao Man Jiang

Online Learning Challenges Faced by University Students: A Qualitative Study from the Perspective of Chinese International University Students in Thailand ……………………..635
Xiyao Liang Renee Shiun Yee Chew

Where is Mister Teacher? Qualitative Study with Chinese Male Preschool Teachers in Changzhou…………………………………………………………………………………..646
Ao Kui Sun Xiyao Liang

The Influence of Servant Leadership and Social Exchange on Employees' Deviant Behaviors
Xueqi Li Sze-Ting Chen 657

Relationship Between Psychological Empowerment and Innovation Performance: The Mediating Effect of Employee Creativity…………………………………………………668
Ziming Xu Feng-Lin Liu Chiu-Hui Tsai Pao-Cheng Chen

The Moderating Effect of Corporate Governance Structure on the Relationship between ERP System and Business Performance……………………………………………………..…677
Lu Xiaoya Fan Yaojun

The Influence of Tour Leader's Affective Traits on Work Outcomes -Verify Mediating Effect of Emotional Burn out……………………………………………………………………689
Shen-Yin Liu

China and Thailand have current cultural exchanges and their Characteristics……………..700
Yasumin Thaisomboon Supachai Jeangjai Rujirek Kasemchotipat Wang Lingyun

The Influence of Individualized Contract on Active-passive Innovation Behavior: Taking Work Pressure as a Mediator and Harmonious Passion as a Moderator……………………………713
Le Zhang Chun-Shuo Chen

The Impact of Person-Post Matching on Work Bottlenecks: The mediating Effect of Job Frustration, The Moderating Effect of Perceived Leadership Support………………………724
Wenqin You Xiugang Yang

The Influence of Employees' Psychological Availability on Employees' Innovative Behavior Based on Enterprise Knowledge Sharing: Taking Error Communication Orientation as Mediator…………………………………………………………………………………..734
Yuqi Li

The Influence of Over-qualification in Employment on Turnover Intention: Taking Work Alienation as Mediator and Workplace Friendships as Moderator…………………………..744

Xiangyang Zhao Chun-Shuo Chen

Employee Followership Under the Influence of Self-Control and Self Efficacy: Exploring the Mediating Role of Harmonious Work Passion and Career Adaptability…………………….753
Haobo Zeng Ching-Chou Chen

The Impact of Brand Anthropomorphism on Brand Happiness: Use Psychological Distance as the Mediating Variable and Hedonic Goods as the Moderating Variable……………………763
Qiyu Wang Kelvin C.K. Lam

The Role of Humor in Office Management and Its Impact on Organizational Effectiveness 773
Chaofan Guo Kelvin C.K. Lam

The Impact of Work Connectivity Behavior After-Hours on Cyberloafing: Using Work Alienation as Mediator……………………………………………………………………783
Shangwen Qin Chun-Shuo Chen

Dilemma of Work-Family: The Preferred Resolution Style Achieving the Balance………..798
Xin Sun Kelvin C.K. Lam

Consumption Experience and Preferred Marketing Solution for Gen Y&Z: A Case Study of Small - Town and Rural Markets in China……………………………………………………..809
Ming Zeng Kelvin C.K. Lam

From the Perspectives of Rationality and Sensibility to Study the Effect of Tourists’ Perceived Value and Place Attachment on the Willingness to Revisit Chengyang Hanjia Folk Village—the Moderator of Novelty Seeking………………………………………...………………820
Pengfei Zhang Ya-Ping Chang

The Influence of Spiritual Leadership on Unethical Pro-organizational Behaviors: Mediating Effect of Organizational Identification, the Moderating Effect of Trust of Employees in Organization………………………………………………………………………………830
Bing Lyu Chun-Shuo Chen

The Impact of Cultural Alienation on the Cross-cultural Adaptation and Work Engagement of Expatriates Using Mental Resilience as a Moderating Variable……………………………..841
Shu-Zhe Ge Kelvin C. K. Lam

A Comparative Study of Chinese Shop Names in Traditional and New Chinese Communities in Thailand………………………………………………………………………………...852
Luyan Chai

Theoretical Frontier and Practical Innovation of Smart Chinese Learning………………….862
Jie Shi Wanying Wang Xiaofei Li Meile Zhang

Problems and Measures to Cope with “Teachers, Texts and Learning Management” of Chinese Language Learning in Thailand…………………………………………………………...870
Shen Ye Wipawee Wanla

Cross-Cultural Adaptation of Chinese Students studying in Thailand—A Case study of University A in Thailand…………………………………………………………………….879
Lingfen Mo Bo Wang Dan Su Hao Chen

Thinking and Exploration of Online Teaching in Colleges and Universities during the Period of Epidemic Prevention and Control: A Case study of Dhurakij Pundit University………...887
Chen Hao Su Dan Wang Bo Mo Lingfen

The Trinity Strengthens the Education of Patriotism: A Case study of the Department of Grammar and Foreign Language of Xinhua College, Ningxia University…………………..896

The Influence of High School Students’ Learning Pressure on Academic Performance in Guizhou: Self-regulation as a Moderating Variable…………………………………………902
Mingjuan Xiao Yuan-Cheng Chang

The Localization of Chinese Textbook Complication Theory and Practice Take Highway Basic Chinese complied for DRU Samut Prakan Campus as an Example…………………………911
Zhang Shaofan

The analysis of Chinese detachable words acquisition: A Case Study of Primary School Students in N School……………………………………………………………………916
Ning Li

DOI:10.29608/caicictbs.202105.0005

# The Effect of after Sales Service Quality on Customer Satisfaction, and Repurchases Intention: A Case Study of Automobile Service Agent in India

Supa Malakar[1*] Sasithorn Suwandee [2]
[1*] Kasem Bundit University; [2] Kasem Bundit University
*supa.malakar98@gmail.com

## Abstract

The purpose of this study is to explore service quality of after-sale service in automobile industry and its effect on customer satisfaction and repurchase intention. The AutoSERVQUAL has been used as a measurement tool through which the data were collected in five dimensions which are reliability, assurance, tangible, empathy, and responsiveness. 384 questionnaires were collected online from the customers of an automobile dealer in the India. This study revealed that reliability, assurance, empathy, and responsiveness are the key sources of customer satisfaction and repurchase intention while tangibility is not significant to the model. The study suggested that customers might spend less time on tangible facilities for after-sales auto-services, therefore, they are less focus on tangible facilities. Hence, the improvement of tangible facilities might not directly improve customer satisfaction and repurchase intention. Most dimensions of service quality of the automobile dealer in India were rated relatively high. Furthermore, the effect of service quality on repurchase intention is stronger than on customer satisfaction. This suggested that high service quality induce customer to revisit the dealer and use the services while not only satisfy with the perceive service quality. Hence, high service quality would extend customer loyalty toward the service.

**Keywords:** Service Quality, AutoSERVQUAL, Customer Satisfaction, Repurchases Intention.

## 1. Introduction

According to Nauhria et al. [1], Indian automobile industry has been growing. Indian automobile market has the potential to grow more than 6 million units annually by 2020 and generate revenues of the order $150-$200 billion in the next 2 decades. The automobile industry plays a pivotal role in the Indian economy. Miglani [2] discovered that the automobile industry is becoming successful because of good product quality and service which fulfills customer expectations.

Service quality is a very important factor not only automobile industry but also in other industries because service quality leads to customer satisfaction. Measuring and evaluating the quality of service provided by the company while identifying the problem allow the company to plan to solve the problem and improve organization performance. Service quality has two dimensions which is technical and functional quality. Technical quality might consider the effectiveness of car repair while functional quality might include the care and manner of personnel involved in processes of service delivery [3].

According to Jahanshahi et al. [4], satisfaction directly affects positive behavioral intentions. Customer satisfaction influences customer loyalty but customer Satisfaction and loyalty are not surrogates for each other. It is possible for a customer to be loyal without being satisfied. It happened when there are few other choices, and sometimes satisfied customers not loyal because there are many alternatives that are available. Bowen and Chen [5] asserted that when customer satisfaction increased, repurchase intention will be increased. In contrast, when customer satisfaction decreased, repurchase intention will be decreased. Hence, satisfied customers prone to make more purchase. Therefore, customer satisfaction is the result of a customer's perception of the value received and its effect on repurchase intention.

Repurchase intention is an individual judgment of customer. When perceived product performance fulfill customer expectation, customer would feel satisfied and want to purchase the product again from a certain organization [6].

Limited researches have applied AutoSERVQUAL in the analysis while examine the effect of each dimensions of AutoSERVQUAL on customer satisfaction and repurchase intention. Hence, this research explores the effect of service quality on customer satisfaction and repurchase intention of the selected automobile company in India. This study also indicates the level of service quality, customer satisfaction, and repurchase intention of the company. This study applied AutoSERVQUAL, the measurement of SERVQUAL in automobile industry to investigate the role of service quality.

This study contributes to extend SERVQUAL concept in automobile service. The current study provides empirical evidence of the effect of service quality on customer satisfaction and repurchase intention of the selected automobile company in India. Therefore, this research identifies the way of increasing customer satisfaction and repurchase intention through service quality. This research will help the automobile industry to understand why the customer is getting dissatisfaction as well as the approaches to motivate customers to repurchases the service.

## 2. Literature Reviews

### *2.1 Service quality*

Parasuraman et al. [7] introduced SERVQUAL, a service quality model to measure the scale of difference between what consumers expectation and their perceptions. According to Dehghan [8], in 1985 Parasuraman, Zeithamal and Berry dentifies ten dimensions regarding service quality which are tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. Later, in 1988, these ten dimensions were further purified and developed into five dimensions i.e., reliability, assurance, tangible, empathy, responsiveness. It is called SERVQUAL. SERVQUAL model is very important for service quality in the automobile industry. AutoSERVQUAL scale was introduced to measure the service quality in automobile after-sales services, AutoSERVQUAL has five dimensions which are similar to the original SERVQUAL scale. However, SERVQUAL scale has 22 items while AutoSERVQUAL has 28 items [9].

### *2.2 Customer satisfaction*

According to Huang [10], disconfirmation of expectation paradigm is a process to explain customer satisfaction and dissatisfaction. First, buyers have a prior expectation. Second, consumption reveals perceive the performance level of the product which is influence by expectations. Third perceived performance may either confirm or disconfirm repurchase expectation. More specifically, customer expectations are confirmed when performance and expectation are matched. Negatively disconfirmed occur when performance is less than the expectation that means performance fails to match expectations. Positively disconfirmed occur when performance is more than the expectation that means performance exceeds expectations.

### *2.3 Repurchase Intention*

Repurchase intention make a long-term relationship between organization and customers, thus enhance a profit to the organization. Therefore, when customers satisfy with the product, they form a positive relationship between customer and organization, consequently, the customer wants to repurchase the product from a particular organization. According to Miniard and Cohen [11], Fishbein introduced the model for the prediction and explanation of specific behaviors. This model has two major factors which are a personal or attitudinal and social or normative factors, which influences in attempting to explain the formation of behavioral intention. Thus, this would explain how antecedents enhance repurchase intention of automobile service.

### *2.4 Hypotheses development*

After-sales service quality and customer satisfaction are highly related. After-sales Service quality is an important antecedent of customer satisfaction. According to Izogo and Ogba [12], the customer will be satisfied with the service if the customer received the expected service. Therefore, this study proposed.

H1: Service quality has positive impact on customer satisfaction.

According to Samir Roushdy and Ali [13], the study showed that repurchase intention is positively related to customer satisfaction. Prior experience is one kind of judgment of repurchase intention and repurchase intention depends on prior experience and prior satisfaction. Therefore, this study proposed.

H2: Customer satisfaction has positive impact on repurchase intension.

According to Wilson et al. [14], service quality plays a significant role in repurchase intention. When service provider meets customer expectation then the customer feels satisfied and want to purchase a product from certain service providers, similarly, when organization's performance is not matched with customer expectation, as a result, customer switch the service. Therefore, this study proposed.

H3: Service quality has positive impact on repurchase intension.

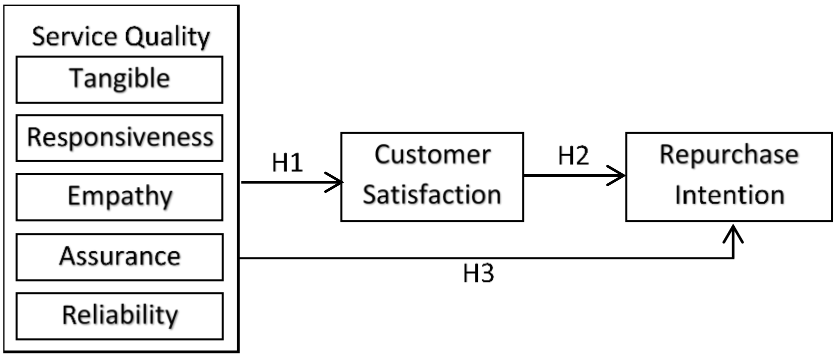

Figure 1: Research model

## 3. Methodology

This study randomly distributed 1,000 online questionnaires to the customers of the selected automobile company. The study collected the data from 384 respondents who are the customer of a selected automobile company in India. According to Cochran (1963) in determining the sample size of unknown population number, the sample size of 384 with 95% level of precision should be adequate for the analysis. Among the total number of respondents, 58.6% of them are male and 41.4% of respondents are female. Most of respondents (50.5%) are between the ages of 31-45 years. Most of them (55.2%) are the full-time employee and 47.7% of respondents earn INR 50,000-69,999 monthly. Most of respondents (70.8%) have driving experience between 3 to 6 years and 95.3% of respondents have their own vehicle. Most of respondents (60.7%) visit selected automobile service twice a year.

Table 1: Demographic information

| | Characteristics | Frequency |
|---|---|---|
| Gender | Female | 159 |
| | Male | 225 |
| Age | 18-25 Years Old | 14 |
| | 26-30 Years Old | 148 |
| | 31-45 Years Old | 194 |
| | 45 Years Above | 28 |
| Education | Graduate | 207 |
| | < Undergraduate | 8 |
| | Postgraduate | 15 |
| | Undergraduate | 154 |
| Income | >= 100,000 rs | 2 |
| | 30,000 - 49,999 rs | 132 |
| | 50,000 - 69,999 rs | 183 |
| | 70,000 - 99,999 rs | 29 |
| | < 30,000 rs | 38 |

### *3.1 Measurement items*

The measurement items of five dimensions of AutoSERVQUAL include 28 items adopted from Gencer and Akkucuk [9]. For reliability, the six measurement items are: 1.) “deliver maintenance/repair service of my car at the time promised”; 2.) “dealer accurately keep maintenance and repair records of my car”; 3.) “dealer accurately detect the car engine failure”; 4.) “dealer use only original spare part not second-hand spare part”; 5.) “dealer offer reliable repairing service”, six “dealer securely keep customer personal information”.

For assurance, the five measurement items are: 1.) “dealer staffs are knowledgeable”; 2.) “dealer make customer feel safe in transactions (e.g. payment, advance booking for service)”; 3.) “dealer staffs are very polite”; 4.) “dealer provide informative explanations of service”, 5.) “dealer offer service with reasonable pricing”.

For tangible, the four measurement items are: 1.) “Entry, exit and parking facilities are convenience”; 2.) “dealer take advantage of technology in delivering service”; 3.) “dealer has certificate of quality standards”; 4.) “dealer has visually appealing waiting lounge”.

For Empathy, the five measurement items are: 1.) “dealer give individual attention of customer “; 2.) “deliver high service quality”; 3.) “dealer provide convenient payment options”; 4.) “dealer offer gifts and promotions to the customer”; 5.) “dealer understand the needs of the customers”.

For Responsiveness, the eight measurement items are: 1.) “dealer tell customers exactly the time of service”; 2.) “dealer staffs are willing to help customers”; 3.) “dealer staffs are not too busy to respond to customers”; 4.) “dealer staffs have the competencies to perform service for customers”; 5.) “dealer provided adequate transportation service (e.g. pickup, drop up, and free rental car)”; 6.) “dealer has qualified labor force”; 7.) “dealer provided equal treatment among different customers”; 8.) “dealer provided attentive service to customer.

For customer satisfaction, the four measurement items were adopted from Pizam and Ellis [15] The items are “I am satisfied on performance of quality and management system”, “I get the facility and service, which are Hours of operation, Employee appearance, and the helpful attitude of employees”, “I am satisfied with the service experience”.

For repurchase intention, the six measurement items were adopted from Dhanabalan et al. [16]. They include, “The service provider delivery within the time”, “the service provider service our car as soon as possible and along with low price”, “the dealership gives me pick up and drop service”, “the dealership is reliable for me because when I need help they give me responded quickly”, “I would like to purchase the car from certain company”.

### *3.2 Validity and reliability test*

This study found that all domain variables have convergent validity and reliability. The loading value of all variables are above 0.5 which confirms convergent validity as Fornell and Larcker [17] suggested. As shown in table 2, the loadings of reliability (>0.643), assurance (>0.677), tangible (>0.714), empathy (>0.627), responsiveness (>0.654), and customer satisfaction (>0.524) are above 0.5 except, one item of repurchase intention that has loadings of 0.405, nonetheless, this item should be kept in the model for theoretical contribution. In addition, the composite reliability (CR) and Cronbach’s alpha have the value exceeded 0.7 reflecting reliability of measurement item as Shrestha [18] suggested. The value of CR of reliability (0.876), assurance (0.855), tangible (0.837), empathy (0.825) responsiveness (0.932), customer satisfaction (0.718), and repurchases intention (0.705) are above 0.7. Consequently, measurement items of all dimensions of service quality, customer satisfaction and Repurchases intentions have validity and reliability.

Table 2: Validity and reliability test

| | Loadings | Cronbach's Alpha | Composite Reliability | Number of Items |
|---|---|---|---|---|
| Reliability | 0.643 - 0.777 | .876 | 0.876 | 6 |
| Assurance | 0.677 -0.787 | .875 | 0.855 | 5 |
| Tangible | 0.714 - 0.776 | .839 | 0.837 | 4 |
| Empathy | 0.627- 0.766 | .852 | 0.825 | 5 |
| Responsiveness | 0.654 -0.839 | .931 | 0.932 | 8 |
| Customer satisfaction | 0.524 - 0.716 | .799 | 0.718 | 4 |
| Repurchases intention | 0.405- 0.755 | .716 | 0.705 | 5 |

## 4. Findings

For hypothesis 1, the linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that service quality could statistically significantly predict customer satisfaction, (F (5,378) = 75.451, p= 0.000). Assurance has strongest impact on customer satisfaction (p = 0.000, β = .313). Followed by reliability (p = 0.000, β = .240), empathy (p = 0.000, β = .151), and responsiveness (p = 0.000, β = .162), respectively. Tangible is not significant (p = .359, β =. 069). Adjusted R- Square of the model is .493. Hence, Service quality accounted for 49.3% of the explained variability in customer satisfaction. The effect size is medium level. Hypothesis 1 is supported.

Table 3: Coefficient of Hypothesis 1

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| | (Constant) | .750 | .153 | | 4.898 | .000 |
| | Reliability | .215 | .062 | .240 | 3.438 | .001 |
| | Assurance | .257 | .059 | .313 | 4.385 | .000 |
| | Tangible | .057 | .062 | .069 | .917 | .359 |
| | Empathy | .057 | .151 | 2.176 | .030 | .030 |
| 1 | responsiveness | .104 | .024 | .162 | 4.378 | .000 |

a. dependent variable: customer satisfaction

This study also confirmed hypothesis 2, the linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that Customer satisfaction could statistically significantly predict repurchase intension F (1,382) = 272.393, p= 0.000). Customer satisfaction has a positive impact on repurchase intension (p = 0.000, β= .645). Adjusted R- Square of the model is .415. Hence, Customer satisfaction accounted for 41.5% of the explained variability in repurchase intension. The effect size is medium level. Hypothesis 2 is supported.

Table 4: Coefficient of Hypothesis 2

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| | (Constant) | 1.614 | .115 | | 14.085 | .000 |
| 1 | Customer Satisfaction | .541 | .033 | .645 | 16.504 | .000 |

a. dependent variable: Repurchase intention

In additional, for hypothesis 3, the linear regression model is statistically significant at 95% confidence level as p-value of the model is less than 0.05. A linear regression indicated that service quality could statistically significantly predict repurchase intension (F = (5,378) = 80.456, p= 0.000). Assurance has strongest impact on repurchase intension (p = 0.000, β = .343). Followed by reliability (p = 0.000, β = .254), empathy (p = 0.002, β = .211), and responsiveness (p = 0.000, β = .217), respectively. Tangible is not significant (p = .641, β = -.035). Adjusted R- Square of the model is .509. Hence, Service quality accounted for 50.9% of the explained variability in repurchase intension. The effect size is strong level. Hypothesis 3 is supported.

Table 5: Coefficient of Hypothesis 3

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| | (Constant) | 1.126 | .126 | | 8.916 | .000 |
| | Reliability | .191 | .052 | .254 | 3.712 | .000 |
| | Assurance | .237 | .048 | .343 | 4.893 | .000 |
| | Tangible | -.024 | .051 | -.035 | -.467 | .641 |
| | Empathy | .144 | .047 | .211 | 3.081 | .002 |
| 1 | responsiveness | .118 | .020 | .217 | 5.968 | .000 |

a. dependent variable: Repurchase intention

The result from table 6 suggested that the effect of service quality on repurchase intention is stronger than its effect on customer satisfaction in all dimensions of service quality except for tangible dimension that it is not significant to the model.

Table 6: Effect Comparison

| | Customer satisfaction | | | Repurchase intention | | |
|---|---|---|---|---|---|---|
| | Standardized β | Unstandardized β | Sig | Standardized β | Unstandardized β | Sig |
| Reliability | .240 | .215 | .001 | .254 | .191 | .000 |
| Assurance | .313 | .257 | .000 | .343 | .237 | .000 |
| Tangible | .069 | .057 | .359 | -.035 | -.024 | .641 |
| Empathy | .151 | .123 | .030 | .211 | .144 | .002 |
| Responsiveness | .162 | .104 | .000 | .217 | .118 | .000 |

Table 7: Hypotheses summary

| Hypotheses | F | P-Value | R-square | Adjusted R-square | Result |
|---|---|---|---|---|---|
| H1: Service Quality → Customer Satisfaction | F(5,378)= 75.451 | .000 | .500 | .493 | Supported |
| H2: Customer satisfaction → Repurchase intention | F(1,382)= 272.393 | .000 | .416 | .415 | Supported |
| H3: Service quality→Repurchase intention | F(5,378)= 80.456 | .000 | .516 | .509 | Supported |

## 5. Discussions and Conclusion

This study explores the impact of service quality on customer satisfaction and on repurchase intention as well as the impact of customer satisfaction on repurchase intension. This study confirmed the impact of service quality on customer satisfaction Assurance has strongest impact on customer satisfaction (p = 0.000, β = .313). Followed by reliability (p = 0.000, β = .240), empathy (p = 0.000, β = .151), and responsiveness (p = 0.000, β = .162), respectively. This finding is consistent with Shokouhyar et al. [19] which suggested that after-sales services quality is very important to satisfy the customer through the way of trying to understand their customer's desires and needs. Good customer service during the warranty period is the main customer expectations. In addition, response time, repair time, price-performance ratio, service contract options, availability of spare parts, and general behavior of technicians as the main important factors for customer satisfaction. Hence, reliability, responsiveness, assurance, and empathy are very significant to improve customer satisfaction.

Furthermore, the current study confirmed the impact of customer satisfaction on repurchases intention (β= .645). This finding is consistent with Elbeltagi and Agag [20] that found satisfaction and attitude to be major antecedents of customer repurchase intention. In addition, this study confirmed the impact of after sales service quality on repurchases intention. Assurance has strongest impact on repurchase intension (p = 0.000, β = .343). Followed by reliability (p = 0.000, β = .254), empathy (p = 0.002, β = .211), and responsiveness (p = 0.000, β = .217), respectively (β = 1.188) this finding is consistent with the research result of Tandon et al. [21] service quality significantly related to repurchase intentions. Reliability, responsiveness, assurance, empathy are significant at $p<0.05$ on repurchase intentions.

However, this study found that tangible is not significantly effect on customer satisfaction and on repurchase intention. This finding aligns with Panda and Das [22] that study on hospital and asserted that tangibility is not significant to service quality. They also suggested that tools and equipment are not significant to tangibility while physical facilities are still significant to tangibility.

## 6. Managerial Implication

Reliability, responsiveness, assurance, and empathy are the key factors to satisfy the customer in the automobile industry through which the customer develop the intention to repurchase the services. In addition, since tangible is not significantly impact on customer satisfaction and on repurchase intention, the company should focus on other dimensions of service quality that can improve customer satisfaction since the interaction between staffs of the company and customers greatly contribute to customer satisfaction. The study suggested that customers might spend less time on tangible facilities for after-sales auto-services, therefore, they are less focus on tangible facilities. Hence, the improvement of tangible facilities might not directly improve customer satisfaction and repurchase intention. Nonetheless, the company should ensure that they have standard tools and facilities for staffs to serve the customers. This will help to enhance customer satisfaction and repurchase intention. Increase the after-sales service quality will help the automobile organization to develop the customer satisfaction level and increase in customer satisfaction level increase the repurchase intention of the customer.

The current study also found that the effect of service quality on repurchase intention is stronger than on customer satisfaction. This suggested that high service quality induce customer to revisit the dealer and use the services while not only satisfy with the perceived service quality. Hence, high service quality would extend customer loyalty toward the service of the company. In addition, the company should focus on keeping securely customer personal information. They have to recruit staff who are knowledgeable. Moreover, the automobile dealer should give individual attention of the customer, especially, and automobile dealer provided adequate transportation service (e.g., pickup, drop up, and free rental car)", and Entry, exit and parking facilities, visually appealing waiting lounge.

## 7. Limitation and Recommendations for Future Research

The current research focus on the after-sales service quality in the automobile of India. The future research might include other factors relating to customer relationship with the brand such as brand commitment. Further research could also explore after-sales service quality in the context of service recovery.

## 8. Acknowledgment

I would like to express my deepest gratitude to Dr. Sasithorn Suwandee for her help and support in keeping my progress on schedule. Without her patient and kind assistance, I couldn't have accomplished my studies. At the same time, I also would like to express my huge respect to all the professors who have helped and supported me to complete my studies. I would like to extend my thinks to my friends for their assistance in distributing and collecting my questionnaires. Finally, I would like to thank my parents and brothers for their support and encouragement throughout my studies.

## 9. References

[1] Nauhria, Y., Pandey, S., & Kulkarni, M. S. (2011). Competitive priorities for indian car manufacturing industry (2011–2020) for global competitiveness. *Global Journal of Flexible Systems Management*, 12(3–4), 9–20

[2] Miglani, S. (2019). The growth of the Indian automobile industry: analysis of the roles of government policy and other enabling factors. in innovation, economic development, and intellectual property in India and China (439–463). *Springer*, Singapore.

[3] Caruana, A., Money, A.H. and Berthon, P.R. (2000), "Service quality and satisfaction – the moderating role of value", *European Journal of Marketing*, *34*(11/12) 1338-1353.

[4] Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., &amp; Khaksar, S. M. S. (2011). Study the effects of customer service and product quality on customer satisfaction and loyalty. *International Journal of Humanities and Social Science, 1*(7), 253–260.

[5] Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International journal of contemporary hospitality management, 13*(5), 213-217.

[6] Ariffin, S., Yusof, J. M., Putit, L., &amp; Shah, M. I. A. (2016). Factors influencing perceived quality and repurchase intention towards green products. *Procedia Economics and Finance, 37*(16), 391–396.

[7] Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality, *64*(1), 12-40.

[8] Dehghan, A. (2013). Service quality and loyalty: A review. *Modern Management Science & Engineering, 1*(2), 197-208.

[9] Gencer, Y. G., & Akkucuk, U. (2017). Measuring quality in automobile aftersales: AutoSERVQUAL Scale. *Amfiteatru Economic, 19*(44), 110.

[10] Huang, H. H. (2015). The probability model of expectation disconfirmation process. *Expert Journal of Marketing, 3*(1).

[11] Miniard, P. W., &amp; Cohen, J. B. (1981). An examination of the fishbein-ajzen behavioral-intentions model's concepts and measures. *Journal of Experimental Social Psychology*, 17(3), 309–339.

[12] Izogo, Ernest & Ogba, Ike-Elechi. (2015). Service quality, customer satisfaction and loyalty in automobile repair services sector. *International Journal of Quality & Reliability Management*. 32. 250-269.

[13] Samir Roushdy, A., & Ali, G. (2017). The impact of customers engagement on repurchase intention: A mediating role of customers satisfaction-the case of takaful insurance industry. *Scientific Journal for Economic & Commerce*, 47(3), 602-569

[14] Wilson, N., Keni, K., & Tan, P. H. P. (2019). The effect of website design quality and service quality on repurchase intention in the e-commerce industry: A cross-continental analysis. Gadjah Mada. *International Journal of Business*, 21(2), 187-222.

[15] Pizam, A., & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management, 11*(7), 326-339.

[16] Dhanabalan, T., Subha, K., Shanthi, R., & Sathish, A. (2018). Factors influencing consumers' car purchasing decision in indian automobile industry. *International Journal of Mechanical Engineering and Technology, 9*(10), 53–63.

[17] Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research, 18*(1), 39-50.

[18] Shrestha, N. (2021). Factor analysis as a tool for survey analysis. *American Journal of Applied Mathematics and Statistics, 9*(1), 4-11.

[19] Shokouhyar, S., Shokoohyar, S., & Safari, S. (2020). Research on the influence of after-sales service quality factors on customer satisfaction. *Journal of Retailing and Consumer Services*, 56, 102139.

[20] Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention. *Internet Research*, *26*(1), 1338-1352.

[21] Tandon, U., Kiran, R., & Sah, A. N. (2017). Customer satisfaction as mediator between website service quality and repurchase intention: An emerging economy case. *Service Science, 9*(2), 106-120.

[22] Panda, T. K., & Das, S. (2014). The role of tangibility in service quality and its impact on external customer satisfaction: A comparative study of hospital and hospitality sectors. *IUP Journal of Marketing Management*, *13*(4), 53.

DPU DHURAKIJ PUNDIT UNIVERSITY
มหาวิทยาลัยธุรกิจบัณฑิตย์

www.dpu.ac.th/icbis2021

EASTERN NEW MEXICO UNIVERSITY
Explore. Experience. Excel.

RMIT UNIVERSITY

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

## DPU International Conference on Business Innovation and Social Sciences 2021

研讨会注册
仅限微博发表作者填写

研讨会注册
仅限facebook、Zoom发表作者填写

Web page
官方網頁

Fackbook
主頁

新浪微博
CAIC–ICTBS 2021
视频及海报发表

微信群
CAIC–ICTBS 2021
研讨会资讯分享群

Wechat
微信