THE CAUSAL INFLUENCE OF EXPECTATIONS, PERCEIVED QUALITY,

PERCEVED VALUE, SATISFACTION, COMPLAINTS AND

LOYALTY OF CHINESE TOURISTS TO MAE TAENG

ELEPHANT CAMP, CHIANG MAI, THAILAND

NUOXIANG SHA

MASTER OF ARTS IN TOURISM DEVELOPMENT

MAEJO UNIVERSITY

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ชื่อเรื่อง	THE CAUSAL INFLUENCE OF EXPECTATIONS, PERCEIVED QUALITY,PERCEVED VALUE, SATISFACTION, COMPLAINTS ANDLOYALTY OF CHINESE TOURISTS TO MAE TAENGELEPHANT CAMP, CHIANG MAI, THAILAND
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บทคัดย่อ

การศึกษาครั้งนี้ใช้วิธีการวิจัยเชิงคุณภาพและเชิงปริมาณ โดยทำการสัมภาษณ์เชิงลึกกับ
นักท่องเที่ยวชาวจีน 10 คน ที่มาท่องเที่ยวปางช้างแม่แตง เจ้าหน้าที่ปางช้างแม่แตง 5 คน และ
ผู้บริหารปางช้างแม่แตง 1 คน ใช้แบบสอบถามเก็บข้อมูลกับนักท่องเที่ยวชาวจีนที่มาท่องเที่ยวปาง
ช้างแม่แตง จำนวน 400 คน ข้อมูลที่ได้รับจากแบบสอบถามถูกนำไปวิเคราะห์โดยสถิติเชิงพรรณา
และการวิเคราะห์เนื้อหา นำไปใช้กับข้อมูลที่ได้จากการสัมภาษณ์เชิงลึก เพื่อทำการประเมินอิทธิพล
มูลเหตุ

ผลการศึกษาพบว่า กลุ่มตัวอย่างนักท่องเที่ยวชาวจีนมีความคิดเห็นต่อการท่องเที่ยวปาง
ช้างแม่แตง ดังนี้ 1) ส่วนใหญ่ใช้บริการท่องเที่ยวกับบริษัททัวร์ ได้ข้อมูลปางช้างแม่แตงจากบริษัททัวร์
และเดินทางมาท่องเที่ยวเป็นครั้งแรก นักท่องเที่ยวกลุ่มตัวอย่างชาวจีนเลือกดูการแสดงของช้างมาก
ที่สุด รองลงมา คือ การขี่ช้าง การท่องเที่ยวหมู่บ้านชาวเขา การล่องแพ และการเล่นซิปไลน์
ตามลำดับ และ 2) นักท่องเที่ยวกลุ่มตัวอย่างชาวจีนประทับใจในกิจกรรมการขี่ช้างมากที่สุด
รองลงมา คือ การแสดงของช้าง การท่องเที่ยวหมู่บ้านชาวเขา การล่องแพ การนั่งเกวียน และการเล่น
ซิปไลน์ ตามลำดับ ปัจจัยที่มีอิทธิพลต่อความภักดีของกลุ่มตัวอย่างนักท่องเที่ยวชาวจีนมีดังนี้ 1)
ความคาดหวังของนักท่องเที่ยว 2) การรับรู้คุณค่าของนักท่องเที่ยว และ 3) การรับรู้คุณภาพของ
นักท่องเที่ยว (0.84, 0.68, 0.54 และ 0.41 ตามลำดับ)

จากผลการศึกษามีข้อเสนอดังนี้ 1) ควรสร้างความคาดหวังหรือความรู้สึกที่ดีของลูกค้า
โดยเฉพาะด้านความปลอดภัย ความสนุกสนานและความตื่นเต้น 2) สร้างความพอใจต่อการใช้บริการ
และความประทับใจในการแสดงของช้าง การขี่ช้าง การล่องแพ การนั่งเกวียน การท่องเที่ยวหมู่บ้าน
ชาวเขา และการเล่นซิปไลน์ 3) สร้างความรับรู้ของลูกค้าด้านคุณภาพ ซึ่งได้แก่ ด้านผลิตภัณฑ์ สิ่ง

อำนวยความสะดวก ความสะอาดของอาคารสถานที่ และที่จอดรถ 4) ราคาที่เป็นธรรม 5) การ
ส่งเสริมการขาย เช่น ตัวแทนจำหน่ายและออนไลน์ และ 6) การบริการที่ยุติธรรมเป็นมิตร ความ
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Title   THE CAUSAL INFLUENCE OF EXPECTATIONS,

                                                   PERCEIVED QUALITY,PERCEVED VALUE,

                                                   SATISFACTION, COMPLAINTS ANDLOYALTY

                                                   OF CHINESE TOURISTS TO MAE

                                                   TAENGELEPHANT CAMP, CHIANG MAI, THAILAND

Author   Mr. Nuoxiang Sha

Degree   Master of Arts in Tourism Development

Advisory Committee Chairperson   Dr. Winitra Leelapattana

ABSTRACT

This study employed mixed-method research quantitative research and qualitative research. In qualitative research, in-depth interview was employed with 10 Chinese tourists travelling at Mae Taeng Elephant Camp, 5 staff of Maetang Elephant Camp and 1 executive. The quantitative research was conducted by using a questionnaire administered with 400 Chinese tourists travelling at Mae Taeng Elephant Camp. Fundamental quantitative data were analyzed by using descriptive statistics while qualitative data were analyzed by using content analysis technique and estimation of causal influence in structural model with deductive statistics with parameter technique of Maximum livelihood.

Findings revealed that the respondents had opinions towards Maetang Elephant Camp as follows. They mostly travelled with travel agencies and received information from travel agencies. Most of them visited there for the first time. Services which the tourists mostly selected was elephant performance, followed by riding elephant or cart, visiting tribal villages, rafting and playing zip line, respectively. Tourism activities that the respondents were most impressed was elephant riding followed by elephant performance, tribal village visiting, rafting, cart riding and zip-line playing, respectively. Factors that influenced customer's loyalty of Mae Taeng Elephant Camp visitors with statistical significance at 0.05 were 1) customer expectation, 2) customer satisfaction, 3) customer's value perception, 4) customer's

quality perception with causal influence of 0.84, 0.68, 0.54 and 0.41, respectively.

Recommendations were as follows: 1) creation of good customer's expectation; in other words, creating good feeling and having experience with elephants to bring enjoyment and safety as well as excitement; 2) satisfying customers that used; services which the respondents were pleased and impressed included elephant performance, elephant riding, cart riding, tribal village visiting and zip line playing; and 3) creating the perception of quality to customers, that is, 1) product: emphasizing quality of service quality including elephant performance, elephant riding, cart riding, tribal village visiting, rafting and zip-line playing, 2) facility: maintaining nature of the place with clean toilets, clean dining room and convenient parking space, 3) price: determining reasonable price, 4) sale promotion: including travel agencies and online sale promotion, and 5) services: staff providing services with honesty, hospitality and politeness and can help when the tourists have problems. They also need to provide fast service and reliable security system.

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This research is the work of the researcher that has devotedut most attention, intelligence, physical strength, and spirit, until the its successful completion. With the assistance, advice, and help from many parties especially Dr. Winitra Leelapattana, Advisory Committee Chairperson, who gave up valuable time, provided knowledge, advice, and counsel, as well as good care and attention, until the research had been successfully completed, along with Dr. Yuttakarn Waiapa and Assistant Professor Dr. Suriyajaras Techatunminasakul, Advisory Committee, including the manager of Mae Taeng Elephant Park, Dr. Boontha Chailert, who gave aid and help in the successful completion of this research, thus I would like to express my gratitude and my highest thanks here.

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Nuoxiang Sha

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CHAPTER 1

INTRODUCTION

Background

Tourism is a part of service sector that plays an essential role in driving and restoring economy of Thailand and it is regarded as high potential sector. In 2015, 29.8 million foreign tourists travelled to Thailand bringing income for 1.7 trillion Baht. Among these people were tourists from East Asia, with increasing amount of 66.50% resulted from the rapid increase of tourists from China and Malaysia, around 7.9 and 3.4 million people respectively (Department of Tourism, 2015: Online).

It is undeniable that Chiang Mai is a scenery town that tourists all over the world dream to visit at least once in their lifetime. After the movie "Lost in Thailand" (shot at the outstanding location of Chiang Mai) was released in China in 2012, the behavior of modern Chinese tourists changed as they desired to visit Chiang Mai for different reasons: one was to follow the movie, while another was Chinese government allowing travel to Thailand. In 2015, Chinese tourists visited Thailand roughly in amount of 2.8 million people (Department of Tourism, 2015: Online)

Most appealing tourist directories in Chiang Mai included historic sites (for example: Doi Suthep Temple, Prasing Temple and Chiang Mai City Gate etc.) or events like animal shows (Chiang Mai zoo, Night Safari etc.). Traditional tourist activities such as walks, visiting city's downtown, Chiang Mai city hall, markets, food centers, observing multiple cultural performances etc. were very popular as well. Finally, travelling to natural locations: waterfalls and geysers, Mountain or health-related venues such as SPAs, traditional Thai massages etc. Nonetheless, Elephant Camp in Chiang Mai is one of the most popular location for Chinese tourists. There are 4 large Elephant Camps that provide services of elephant riding and elephant shows - Mae Taeng Elephant Camp, Mae Sa Elephant Camp, Chokchai Elephant Camp and Maetaman Elephant Camp. Among these, Mae Taeng Elephant Camp is most famous in Chinese tourists' opinion, especially since it was used in "Lost in

Thailand" movie and additionally it also have good marketing strategies. Mae Taeng Elephant Camp is quite sizable camp with 98 elephants, 571 employees (383 regular employees and 188 part-time employees). From around 520,000 tourists visiting this site, 70% of this amount are Chinese tourists - in 2015 it was 364,000 tourists; the remained include Malaysian, Korean and Middle Eastern tourists. Mae Taeng Elephant Camp provides elephant shows, elephant riding, ox-cart riding, rafting, most famous Chiang Mai Zip line and living in traditional, tribal house. Undoubtedly, Mae Taeng Elephant Camp has been extremely successful in operating tourism business for years and because of that it has been awarded by Department of Tourism "Excellent Elephant Camp" for last 5 years. Furthermore, it also holds high standard in various tourist assets including prizes for Best Tourist Attraction and 5-star Halal Restaurant. The impact on local community was undoubtedly enormous, as Mae Taeng Elephant Camp employers around 571 people (mahouts, workers, cooks and officers) who create monthly value of employment approximately 84 million Baht. Additionally, benefits are shared with tourist and travel agencies within around 500 million Baht/year and Mae Taeng Elephant Camp pay government taxes at least 100 million Baht/year (Boontha Chailert, 2016: interview)

The success of Mae Taeng Elephant Camp is because of constant improvements according to tourist expectations, which resulted in customers loyalty (especially Chinese tourists) there are four main reasons to be pointed out: (1) Strong position among other camps, providing unique products and Services, (2) "Lost in Thailand" movie advertisement and promotion, (3) Successful strategy of sharing benefits with the community and (4) Creating well-established network. (Suriyajaras Techatanminsakul, 2016: interview). Akarapong Anthong and Mingsap Khaosa-ad (2015) destination source credibility was a part of marketing mix in terms that tourists would perceive interesting to travel to. "Created image of destination directly and positively influenced the value of the destination, attributes and overall satisfaction" and "The perceived value was a factor that directly influenced attributes and overall satisfaction which was influenced by attribute satisfaction. Overall satisfaction directly affected Destination loyalty" (Chokniti Sanglaor and Suchada Korapetchpranee, 2015:25). Both issues were consistent with Songsom in part, stating that product

loyalty or determination of customers to purchase products and services that they would like in the future. Songsom changed the marketing situation when the customers are committed to product, service or brands that can be measured from willingness in terms of patronage and recommendation (Songsom and Trichun, 2012: 42). The factors that affected products and service were various: customer satisfaction and quality perception of consumers (Piti Tantakasem, 2003; Claes Fornell et al., 1996).

However, Nattaphat Lorpraditpong (2013) stated that to calculate national satisfaction index by using Multi-equation Econometric Model with crucial factors to define customer's satisfaction could comprise 3 main components: customer expectations, quality and value. If customer's satisfaction is positive, it will lead to customer loyalty and consequently if it's negative, it will cause customer complaints.

Research Problem

Based on the data above that the business of the Mae Taeng Elephant Park has an impact on the economy and tourism of the in Chiang Mai province. is causing employment in the community and create a good image of the tourism industry. Which The factors that will affect the success of Mae Taeng Elephant is the quality of service that result in children born after fulfillment services create value in the eyes of consumers. The three factors that contribute to customer satisfaction and the customer has no reason to complain. As a result, customer loyalty.

It is decided that to provide successful strategy of developing tourist attractions in other Elephant Camps in Thailand, customer loyalty must be reached, especially with Chinese Tourists. Studying should be held on causal influence of tourists' expectations, perceived quality, perceived value, satisfaction and complaints, based on research in Mae Taeng Elephant Camp. The research would be used as information for Elephant Camp entrepreneurs in Chiang Mai to define strategies that will flourish in successful business.

Research Question

1. What are different among Chinese tourists' expectations, quality perception, value perception, satisfaction, complaint and loyalty toward Mae Taeng Elephant Park in Chiang Mai Thailand.

2. The Expectations, Perceived Quality, Perceived Value, Satisfaction and Complaints of Chinese Tourists influence to the Loyalty of Mae Taeng Elephant Park, Chiang Mai, Thailand.

3. What are appropriate suggest that the Mae Taeng Elephant Park improve the quality of service in the future.

Objectives of the Study

1. Explain Chinese tourists' expectations, quality perception, value perception, satisfaction, complaint and loyalty toward Mae Taeng Elephant Park in Chiang Mai province.

2. Discuss the Causal Influence of Expectations, Perceived Quality, Perceived Value, Satisfaction and Complaints of Chinese Tourists to the Loyalty of Mae Taeng Elephant Park, Chiang Mai, Thailand.

3. To find out appropriate suggest that the Mae Taeng Elephant Park improve the quality of service in the future.

Expected Results

1. The discovery from this research is used as an information for Mae Taeng Elephant Camp and elephant camp entrepreneurs in Chiang Mai Province to improve service for better quality and to provide customers satisfaction and assure their loyalty.

2. The discovery from this research is used as information for the government to strategize standard development for Elephant Camp management in Thailand.

Scope of the Study

This research is scoped as follows:

1. Content scope: the research focuses on causal influence of expectations, quality perception, value perception, satisfaction, complaint of customers on loyalty of Chinese tourists toward Mae Taeng Elephant Camp in Chiang Mai Province.

2. Population Scope: population in this research includes Chinese tourists who visit Mae Taeng Elephant Camp in Chiang Mai Province.

3. Term content: this research takes 1 year from October 2016 to October 2017(collect data in high season only 4 months).

Definition of Terms

Customer loyalty is real determination of Chinese customers to purchase products and services at Mae Taeng Elephant Camp regularly in the future as they are committed to products, services or brands. This can be measured from willingness in term of patronage and recommendation. Therefore, customer loyalty can be measured from buying products and services again and recommending service to other customers. The measurement includes products impression, possibility of using service in the future and possibility of convincing other people to use services. (Piti Tantakasem, 200; Nattaphat Lorpraditpong, 2013; Claes et al., 1996)

Satisfaction means satisfaction of Chinese tourists after using services at Mae Taeng Elephant Camp. The measurement is satisfaction with services meeting the needs and satisfaction with services beyond expectation. (Gorson, 2003: 20; Kotler, 1997: 40; Nattaphat Lorpraditpong, 2013)

Perceived Quality means determining quality of tourism products after service which can be evaluated in 3 issues as follows: overall quality, long-term products and service credibility that are consistent with or meets the needs of consumers. (Nitiphon Putachote, 2010; Nattaphat Lorpraditpong, 2013) Laksamee Saraban (2013, Online).

Customer's expectation means collecting vision and imagination about products and services that are held in Mae Taeng Elephant Camp for Chinese tourists from analyzing information from media, advertisements and sale promoters before travelling to Mae Taeng Elephant Camp. Measurement is that after collecting information about Mae Taeng Elephant Camp, tourists' experience must be associated with good feelings, excitement, enjoyment and safety. (Nattaphat Lorpraditpong, 2013)

Value Perception means evaluating worthiness of service and price that tourists pay for products. That is to say, satisfaction with price at current rate. Measurement is that travelling to Mae Taeng Elephant Camp is worth money and time with proper service rate for elephant ridings, cart ridings, rafting, zip lines, and living in traditional, tribal houses visited with food and beverage cost that is suitable for tourists. (Nattaphat Lorpraditpong, 2013)

Customer's complaint means what Chinese tourists complain about Quality services of Mae Taeng Elephant Camp. (Nattaphat Lorpraditpong, 2013)

Operation Definitions

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The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as : (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4)Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Quality perception means determining quality of tourism products and service after service which can be evaluated in 5 issues as follows: overall quality,

long-term products and service credibility that are consistent with or meets the needs of consumers. Measurement is opinions of customers on marketing mix in 5 terms as follows: Perceived Quality of Products. Perceived Quality of Place. Perceived Quality of Price, Perceived Quality of Promotion and Perceived Quality of Service.

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Customer loyalty is real determination of Chinese customers to purchase products and services at Mae Taeng Elephant Camp regularly in the future as they are committed to products, services or brands. This can be measured from willingness in term of patronage and recommendation. Therefore, customer loyalty can be measured from buying products and services again and recommending service to other customers.

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   Customer's complaint means what Chinese tourists complain about Mae Taeng Elephant Camp.

   Measurement is including proportion between product and service that the customers make a complaint or feels dissatisfied. Divide by The total number of items

   The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4)Moderately disagree scaled as 2 and (5)Highly disagree scaled as 1.

CHAPTER 2

REVIEW OF RELATED LITERATURE

Literary review is reviewing relevant concepts, theories and researches as basic knowledge in the research to create conceptual framework and hypothesis which are presented in sequence as follows:

1. Brand Loyalty

2. Customer's Satisfaction, Customer's Expectation, Perceived Value and Customer Complaint

3. Perceived Quality

4. Related Research

Brand Loyalty

Songsom and Trichun (2012: 42) mentioned that the customers will use product and service of any brands again when they hold loyalty toward the brand. This is regarded as the result of evaluation after consuming products or services that can be explained based on concepts about consumer behaviors as personal action related to decision making to purchase or use products or services to meet their own needs. Furthermore, customer loyalty was defined as determination of customers to repurchase products and services that will make them satisfied in the future. Although situations or marketing attempts change, this cannot affect customers to change their liking in the brand and consequently purchase same products from different brands; in other words, the fact that customers are committed to products or services is definitely a brand which can be measured from willingness in form of patronage or recommendation.

Investopedia (2016: online) define Brand loyalty is a pattern of consumer behavior where consumers become committed to brands and make repeat purchases from the same brands over time. Loyal customers consistently purchase products from their preferred brands, regardless of convenience or price. Companies often use different marketing strategies to cultivate loyal customer, including loyalty

programs (i.e. rewards programs) or trials and incentives (such as samples and free gifts). Companies that successfully cultivate loyal customers sometimes work with brand ambassadors, consumers who market the brand and communicate with it positively about it among their friends both online and in real time. This is free word-of-mouth marketing for the company and is often an effective way of building brand loyalty. In a competitive marketplace, brands need to maintain continuous meaningful engagement in order to identify consumer needs and expectations. Brands are most successful when they address emotional values that are important to their target customers. When the value identification is correct, it leads to more customer engagement and higher numbers of repeat customers. High repeat customer rates lead to higher profits for brands.

Wikipedia (2016: Online) define Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment. It can also be demonstrated with other behaviors such as positive word of mouth advocacy. Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers. Businesses whose value rests in a large part on their brand loyalty are said to use the loyalty business model. A brand is seen as an idea or concept, not a product. This concept of a brand displays imagery and symbolism for a product or range of products. Brands can have the power to engage consumers and make them feel emotionally attached. Consumer's beliefs and attitudes make up brand images, and these affect how they will view brands they come into contact with Brand experience occurs when consumers shop for or search for, and consume products. Holistic experiences such as sense, relation, acting and feeling occur when one comes into contact with brands. The stronger and more relational these senses are to the individual, the more for likely repeat purchase behavior will occur. After contact has been made, psychological reasoning will occur, followed by a buy or not-buy decision. This can result in repeat purchase behavior, thus incurring the beginning of brand loyalty. Brand loyalty is not limited to repeat purchase behavior, as there is deeper psychological reasoning as to why an individual will continuously

re-purchase products from one brand. Brand loyalty can be shortly defined as the 'behavioral willingness to consistently maintain relations with a particular brand' In a survey of nearly 200 senior marketing managers, 68 percent responded that they found the "loyalty" metric very useful. True brand loyalty occurs when consumers are willing to pay higher prices for a certain brand, go out of their way for the brand, or think highly of it. Brand loyalty in marketing, consists of a consumer's devotion, bond, and commitment to repurchase and continue to use a brands product or service over time, regardless of changes with competitors pricing or changes in the external environment. Brand loyalty reflects a customer's commitment to remain in a relationship for a long period of time with a brand. A critical factor of building brand loyalty is developing a connection or relationship between the consumer and the brand. When an emotional relationship is created between the consumer and the brand this leads to a strong bond and a competitive advantage for that particular brand. Loyalty consists of both attitudinal and behavioural components. Attitudinal loyalty relates to the customers willingness to purchase product or service from the brand at any reasonable cost. Behavioural loyalty is the re-purchasing. Both behavioral and attitudinal components are important. One example is that a consumer displays behavioural loyalty by buying Coke when there are few alternatives available and attitudinal loyalty when they will not buy an alternative brand when Coke is not available. The attitudinal component is psychological, this leads to the behavioural action of repeat purchase. It is the attitudinal loyalty that drives most loyalty behaviour and ensures loyalty over time not just with one purchase. "Brand loyalty is desired by firms because retention of existing customers is less costly than obtaining new ones. Firms profit from having loyal customers"

Therefore, customer loyalty can be measured from opportunity to use service again along with recommending same service to other people. However, brand loyalty also depends on various factors, such as customer satisfaction and perception of quality (Piti Tantakasem, 2003); Fornell et al., 1996).

Customer Loyalty can be measured from probability of customers to purchase products and services again in the future. (Nattaphat Lorpraditpong , 2013)

Customer's Satisfaction, Customer's Expectation,
Perceived Value and Customer Complaint

Kotler (1997: 40) said that the satisfaction of our customers. A sense of satisfaction or disappointment at the result of a comparison between the benefits of the product features. Or function of the product to the customer's expectations.

Gorson (2003: 20) defined "satisfaction" as customer's satisfaction occurring when products or services meet the needs or are beyond expectation of customers. Quality means whether the customers feel satisfied or always mention it when they use that product or service. Benefits of quality and satisfaction consist of:

1. It initiates instinct to win and to be successful that results in better service quality for customers.

2. It makes us aware of present limits of normal performance standard and possible best standard that will lead to better quality and higher satisfaction.

3. It makes us know what should be improved in terms of quality and satisfaction as it will drive us to work better with higher efficiency.

Nattaphat Lorpraditpong (2013: 1-7) mentioned that in current marketing world, product manufacturers and service providers intensively compete with each other and many businesses are trying to create uniqueness for their product and services. Marketing personnel try to share mix of marketing ways to focus on penetrating customer groups and impressing customers that have different expectations and needs; customers are categorized by gender, age, or occupation etc. different strategies are applied such as price strategy, unique product design or after-sale service etc.

The statement "Cheap products may not be good and good product may not be cheap" cannot be implemented in present days as we can easily purchase products with good quality at reasonable price. Initially, when industry was developed, manufactures would attract customers by focusing on developing products and service quality along with production process improved with efficiency. They tried to reduce the capital by not emphasizing on manufacturing products to meet customers' need but doing the research and developing their own products to

be different from the competitors. Thus, products and services were not various and consumers had only few options. Furthermore, as the information was not complete, consumers had lower expectation at current time, that is to say, only few types of products could be sold because consumers had no alternatives or the market belonged to manufacturers.

When products were developed to have good quality and other opponents could develop their products to have quality equivalent to the market leaders in the period that commerce and trading substantially expanded, manufacturer used price strategies such as discount, exchange or even premium. The manufactures with low capital would be advantages to set low price and they emphasized on quantity rather than quality and satisfaction. Besides, they focused on production process improvements more than satisfaction of customers along with product and service distribution to reduce transport costs. However, in this seamless world, information is sent all around the world with low capital and in short time. The consumers in other hemisphere could perceive information about products and services of the other in seconds and it is not difficult to deliver products and services. Therefore, this is truly an era of consumers and the manufacturers have less bargaining power while consumers have more power resulting higher expectation. However, products with good quality and reasonable price are still essential factors; if every manufacturer could do it easily, competition would be focused on service that customers' satisfaction is an important factor in competition.

Table 1 Comparison of markets in the past and markets in present

	Past Markets	Current Markets
Customers' viewpoint	• Consumers had few choices with no bargaining power	• Consumers have many choices and the market belongs to buyers
	• Consumers had low expectations	• Complete information creates higher and more various expectations
	• Focusing on price and quality and always sensitive to price level	• Decision making is higher, depending on satisfaction and service rather than price and quality reasonability

Table 1 (continued)

	Past Markets	Current Markets
Manufacturers' viewpoint	• They had bargaining power over consumers, products and services in their own way • The manufacturers did not need to have knowledge about customers • They emphasized on price and quality rather than customers' satisfaction • They focused on production process rather than customers	• They have less bargaining power • Knowledge about customers is essential factor to maintain competitiveness • They prioritize price, quality and customers' satisfaction • They focus on bringing satisfaction and expectations of customers for product and service development

Source: Nattaphat Lorpraditpong (2013: 2)

According to the study result by The American Society of Quality (ASQ), it was found that causes that made business to lose its customers was that proportionately 2/3 of customer stopped purchasing products and services from that company due to dissatisfaction with products and services, as well as lack of care of the staff. Simply, the company failed to bring satisfaction to its customers, while it was only 9% of customers that were snatched by the competitor and only 5% of customers who were persuaded or forced to use other products instead.

     1. 68% of customers who used products and services of the competitor because staff lacked in caring about customers

     2. 14% of customers felt dissatisfied with products and services provided by the company

     3. 9% of customers were snatched by the competitors

     4. 5% of customers were influenced by their close associates with force or persuasion

     5. 1% of customers passed away

Furthermore, there was an interesting survey explaining the reasons why customers decide to use certain products and services: 50% was based on impression in service and professional staff care while technical or technological expertise was only 7%. On the contrary, 40% of customers decided to purchase products or services with dissatisfaction and among those only 8% gave reasons about unreasonable price and unpleasing quality.

Based on this, decision to purchase products and services or to stop purchasing or using them was mainly caused by satisfaction, rather than because of competitors, price and quality or influence from other factors. Each manufacturer did not directly compete with another but were forced to upgrade their own systems to bring satisfaction to customers promptly and to manage the needs. At the end, the company that possess proper system of perceiving customer's satisfaction and immediate problem solving will be advantageous over competitors and could possess higher market share.

In addition, customer's satisfaction is regarded as one of valuable assets of the business. Although customer's satisfaction is intangible compared to business's tangible assets in the past (building, equipment, land etc.), it is essential that the business cumulates and strengthens if it wants to maintain its competitiveness and it also ensures profit in the future. Current businesses tend to increasingly possess Intangible Asset but some may have Intangible Asset more than Tangible Asset.

Successful businesses use customer's satisfaction as leading indicator to create turnover in the future because considering it from only financial statements, like in the past just studying previous information, could not guarantee product distribution in the future. However, if customers are satisfied with products and services, they will purchase them again and they may recommend them further. This would bring good turnover and create profit – profit that could predict the turnover to the certain extent in the future.

Concepts of customers' satisfaction in macro-viewpoint are to be considered with crucial macroeconomic factors (national income, employment/ unemployment, consumer price index, balance on current accounts and balance of payments etc.) and these macro-indicators could reflect national economy as a result of previous

transactions of the country. The survey will be conducted when transactions are completed, to measure overall operation or results. Sometimes result measurement is not up-to-date in terms of situation or fluctuation; thus, National Customer Satisfaction Index – NCSI is a leading indicator that can reflect country's future turnover tendency of the business or competitiveness of. This could indicate whether domestic and international products and services will be needed by consumers in the future; in other words, if such products and services can be sold well. In case customer satisfaction index is elevated, customers are satisfied with products and services at present and tend to purchase them again in the future. Products are salable leading to rise in production, employment and investment in the future.

According to experiences of the countries that followed National Customer Satisfaction Index, it is clear that Customer Satisfaction Index gave power to predict and was consistent with many macroeconomic factors; for instance, in case of Korea, NCSI, national income (figure 1), labor productivity (figure 2) and employment rate (figure 3) were unidirectional or had direct variation.
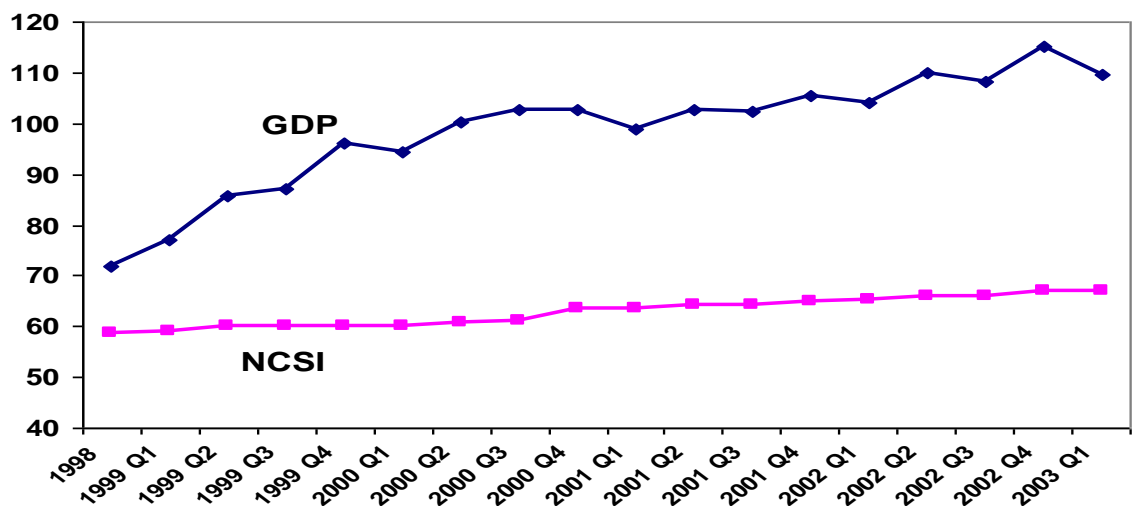
Figure 1 National Income and NCSI

Source: Nattaphat Lorpraditpong (2013: 3)
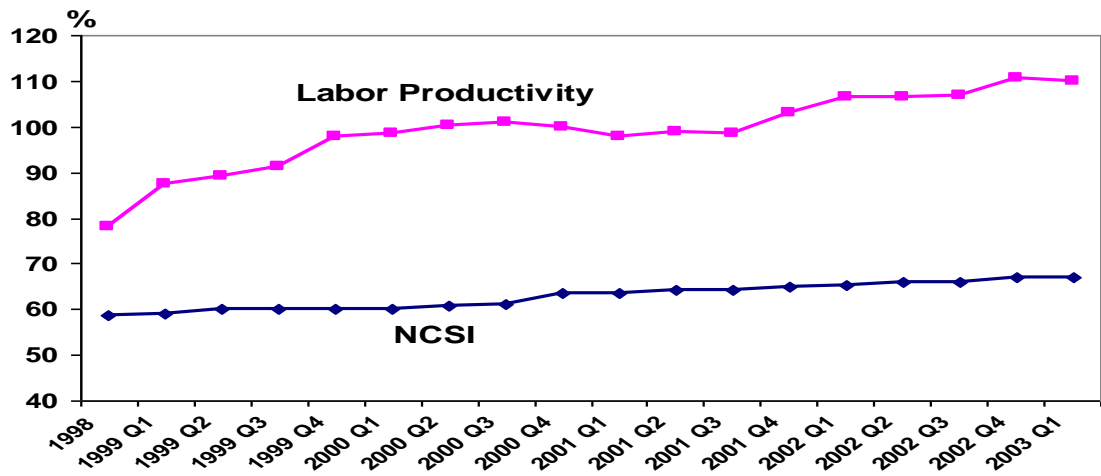
Figure 2 Labor Productivity and NCSI

Source: Nattaphat Lorpraditpong (2013: 3)
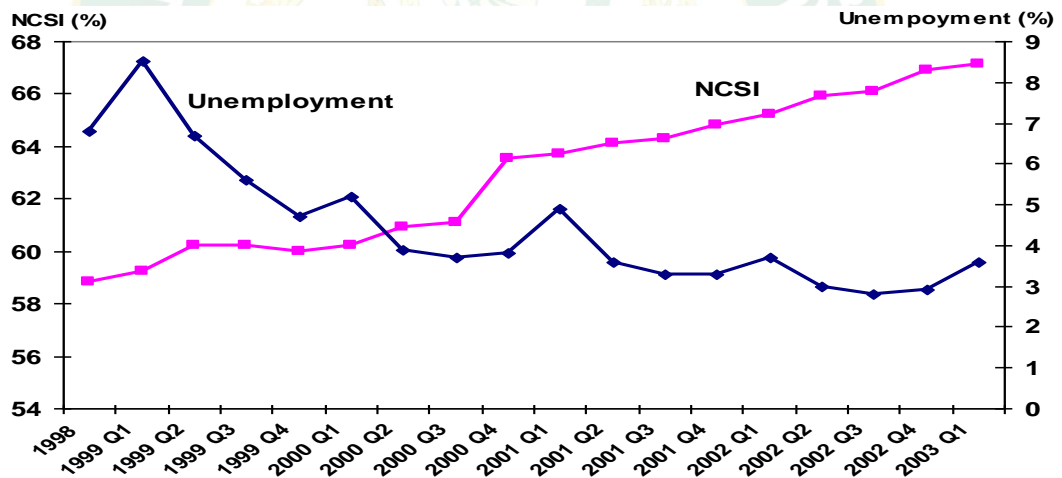
Figure 3 Unemployment Rate and NCSI

Source: Nattaphat Lorpraditpong (2013: 4)

In case of USA, according to the research of Michigan University, it was found that American Customer Satisfaction Index: ACSI was consistent with business-level turnover index such as Return on Investment (ROI) or Return on Asset (ROA). ACSI was associated with both variables with statistical significance and had direct variation with Value Added that business could create. Whenever ACSI was reported, stock exchange would respond in the same way of survey result; besides, the researcher could calculate customer satisfaction in market values (table 2).

Table 2 Relation between customer satisfaction index and business turnover

VARIABLE	EFFECT
ROI or ROA	Positive and significant relationship (U.S. and Swedish data)
Ricardian Rents (Tobin's Q)	Positive and significant relationship (U.S. data)
Market Value	One point ACSI = $647 Million
Market To Book	Positive and significant relationship (U.S. data)
Risk Measures	Negative and significant relationship (with loyalty variable – not ACSI)
Stock Price Returns	High ACSI and SCSB firms outperform the market (U.S. and Swedish portfolios)
Stock Market Reaction	Statistically significant reaction following public release of ACSI results (U.S.)
Economic Value Added	Positive and significant relationship with MVA

Source: Nattaphat Lorpraditpong (2013: 4)

From above, national customer satisfaction index was as beneficial and important as macroeconomic indicators such as national income, productivity, unemployment rate, and inflation rate. Furthermore, it could be used as an instrument to measure brand loyalty of customers and to predict future turnover of the business. In addition, Customer Satisfaction Index was popular and widely

surveyed in many countries (Figure 4) with similar model and survey method that the surveyed data could be used to compare product and service quality along with competitiveness in national and industrial levels.
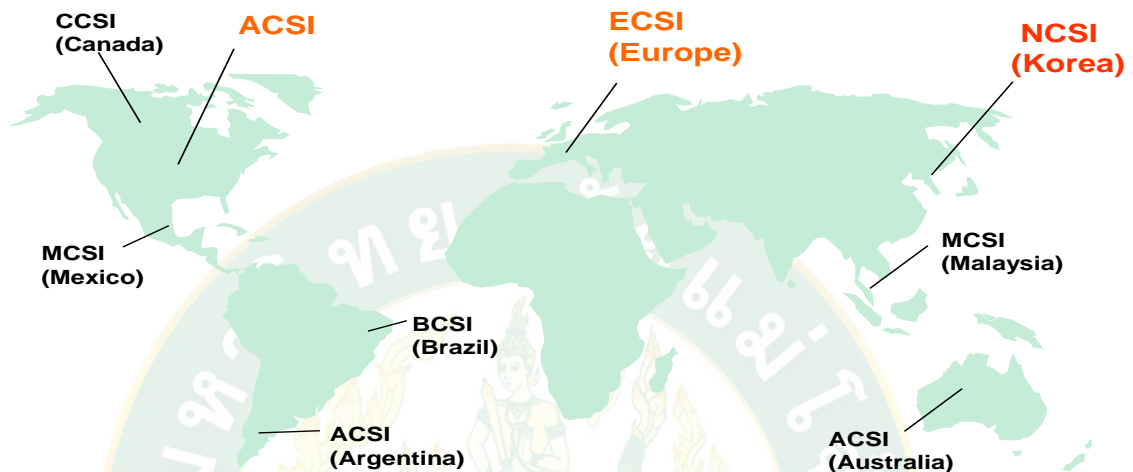
Figure 4 Countries with national customer satisfaction survey

Source: Nattaphat Lorpraditpong (2013: 5)

ACSI (The American Customer Satisfaction Index Model) was developed in 1994 as the macroeconomic index to reflect products and service quality and consumer's satisfaction with domestically-produced materials and services along with international products and service distributed in The United States of America. The reason why ACSI played a great role in US economy was because customer satisfaction always affected future trends of the business and how much it could sell products and services leading to turnover and later to the profit of the company. This finally indicated competitiveness of the country. Furthermore, in ASCI Business level, it could enable the business to measure customers' loyalty and find weak points causing dissatisfaction and it could be used to compare products and services that are domestically and internationally manufactured.

Calculation of American Customer Satisfaction Index was based on Multi-equation Econometric Model with essential factors to define customer satisfaction consisting of 3 main components including customer expectation, perceived quality and perceived value. Positive customer satisfaction would affect customer loyalty but negative one would cause customer complaints (Figure 5)
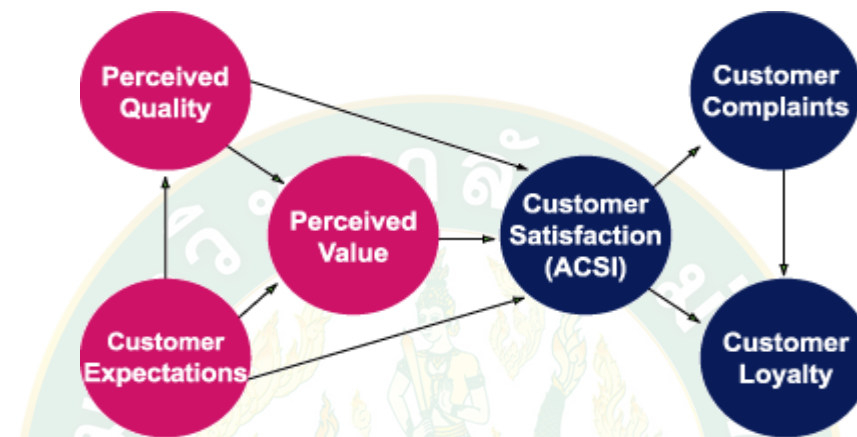
Figure 5 ACSI Model

Source: Nattaphat Lorpraditpong (2013: 6)

ACSI Model from Figure 5 detail as follow:

1. Customer Expectations happen from experience of using products and services along with information perception from media, advertisement and sale promotion officers.

2. Perceived Quality can be evaluated within 3 major questions including overall quality, reliability and accordance with customer's need.

3. Perceived Value can be evaluated with 2 questions including satisfaction with price at current quality and satisfaction with quality at current price. According to the model, perceived value will directly affect customer satisfaction while influenced by Perceived Quality and Perceived Value.

4. Customer Complaint is measured from proportion of consumers who have complaint or dissatisfaction with products and services.

5. Customer Loyalty can be measured from probability of customers to purchase products and services again in the future.

This is consistent with Akkarapong Anthong and Mingsap Khaosaad (2011) identifying that destination credibility was a part of marketing mix in term of promotion that would make tourist perceive destination image which directly influenced perceived value.

Besides, Chokniti Sanglaor and Suchada Korapetchpranee (2015: 25) stated that for attribute satisfaction and overall satisfaction, perceived value were factors with positive influence on attribute satisfaction and overall satisfaction. Overall satisfaction was positively influenced by attribute satisfaction and was a vital factor affecting Destination loyalty.

The productivity enhancements, once mentioned that for Productivity Improvement, measurement regarded 20% of process while 80% depended on improvement and implementation according to PDCA which was planning, doing, checking and acting to improve and standardize the system. Therefore, in this part, I would like to propose factor of success to provide customer satisfaction as guideline for further application. That is to say, the successful organization with customer satisfaction always comprises following characteristics.

1. Customer Service: customer service means treating customers to meet their expectations and needs. When customers buy products and service, they always expect good service which is more than just payment and goods delivery. They need information about products, good service, staff who have knowledge about products and can give generous advices. Thus, the business should have good system to perceive customer's need, understand them and focus on complaints that cause dissatisfaction with well-trained, knowledgeable and proficient personnel.

2. Customer Complaint Management: according to the research, when customers are dissatisfied with products and services, they will tell 8-10 people, while only 1 out of 10 customers will inform the company for further improvement. The successful company always uses customer complaints to improve business and manage efficiently to bring back reputation, customer satisfaction and loyalty.

3. Determination of Executive: it is undeniable that determination of executives is extremely important factor no matter what activities the organization is handling. Providing customer satisfaction is not only the duty of operators but everyone in the organization - especially chief executives have to be good models and remind employees regularly with various methods:

a. Transmitting strategies and work plans to the entire organization including vision, mission that emphasizes customer importance. The manager should always be familiar with employees and customers and every employee should be able to explain about how their work affects customer satisfaction etc.

b. The executives should be a good model to realize customer satisfaction provision-the person must be the role model for employees in every level and subordinates, recruiting qualified employees that have knowledge and proficiency in the position to contact customers, as well as providing training and skill development continually.

c. Praising and rewarding person or the team that is successful in providing customer satisfaction. The reward may be money which is good for an organization but may not be effective to others. Therefore, it should be suitable methods fitting with such organization. Besides, there should be promoting good work environment so that employees van work with happiness and they can deliver best products and services to customers.

d. Creating culture of teamwork and unity especially when they manage with customer complaints that cannot be resolved by an individual or one sector that sometimes it requires Cross Functional Team).

e. Power should be properly given to employees and they should be promoted to consider and decide about how to settle customer complaints for immediate resolution. Such guideline is to promote employees to understand customers better and to respond them quickly for best impression.

4. Technological Emphasis: Current organizations cannot deny that technology is an essential part in business process, for example, a leading company, when receiving customer complaints, will send data to employees in the entire organization along with executives immediately to manage such complaints.

However, what should be recognized is that the organization should know how to use technology and not be obsessed with technology that it ignores basic process or investment worthiness.

Perceived Quality

According to the study of Choi and Kim (2013), it was found that perceived value influenced customer satisfaction and loyalty which was consistent with the research of Nazia Yaseen and Mariam Tahira (2011) that perceived value influenced product purchasing. Furthermore,

Laksamee Saraban (2013: Online) said that quality means usage suitability, consistence with requirement. Quality of designing and consistency of operation would lead to pride for work owner along with most savings and could create highest benefit and regularly provide customer satisfaction. The best things include suitability of usage and price of customers or standards, work efficiency and satisfaction.

After studying the meaning of quality defined by experts, the researcher saw that quality was a work with changes and development in meaning. However, its meaning could be summarized in the same way as 3 terms including: conformity standard or requirement, customer satisfaction and proper operation cost.

Considering the quality of the property can be split into two varieties.

1. Quality of Products: can be considered 8 characteristics as capacity, identity, Reliability Compliance requirements, endurance, the ability to provide, services, beauty and Perceived Quality or reputation of the product.

2. Quality of Services: can be considered 8 characteristics as Credit, Demand Responsibilities, Ability, Accessibility, polite, Communications, reliability, security, safety, Customer insight and service feeling.

Somphol Vantamay (2006:2-3) There are various academics defining the concept of perceived quality. The perceived quality is "a specialtype of association, partly because it influences brand associations in many contexts and partly because it has been empirically shown to affect profitability." And the perceived quality is "the consumer's judgment about a product's overall excellence or superiority." and

perceived quality is (1) different from objective or actual quality, (2) a higher level abstraction rather that a specific attribute of a product, (3) a global assessment that in some cases resemble a attitude, and (4) a judgment usually made within a consumer's evoked set. Similarly, the definition of perceived quality by Aaker (1991) is "the customer's perception of the overall quality or superiority of the product or service with respect to its intended purpose, relative to alternatives." In fact, the perceived quality is different from actual or objective quality, product-based quality, and manufacturing quality. It can be viewed as the difference between overall quality and undetected quality. Furthermore, perceived quality may lead to consumer satisfaction, which is determined by perceived performance and expectation. Although there are a lot of definitions from many scholars, each of the definition has a shared common meaning; that is, perceived product quality is the consumer's perception of overall components of product--both tangible and intangible characteristics. It may also include performance, features, reliability, conformance, durability, serviceability, and aestheticsetc. Above all, it is different from the actual quality of products.

The perceived product quality has a powerful effect on various variables about business' performances which can be described as follows:

1) Profit margins Today, the widely-acknowledged importance of the perceived product quality has prompted scholars from a variety of disciplines to investigate and examine the impact of this concept. First, perceived quality affects profit margins. Three evidence is from studies of the Profit Impact of Market Strategy (PIMS) database developed at the Marketing Science Institute and the Strategic Planning Institute in Cambridge during the 1970s and 1980s. This database today contains data from some 3000 business units of 450 companies. The PIMS database is widely recognized as the only complete database in the world of strategic information on many different industries. Studies on the PIMS database dramatically confirm that market-perceived quality has the relationship with return on sales positively. The customers usually rely on perceived brand quality because they want to buy the best possible products, and the enormous profits that owners of

successful brands receive are in fact the reward for delivering high quality to their customers. Market-perceived quality boosts margins Return on Sales.

2) Brand Power and Market Share the perceived product quality can result in brand power and dominant market share. Let us now consider how the entrepreneurs and managers create power brands. They must start with a clear sense of needs and desire of a well-defined group of customers. They produce products and supply the associated services that meet those needs exceptionally well. Effective 'quality control' measures ensure they do things right the first time in delivering those products and services. Therefore, they achieve superior quality in areas that matter to the customer together with a cost structure no higher than that of lower-quality competitors. Then, they advertise to communicate their products' advantages. The customer perceives the quality and the exceptional value is offered. The result: a power brand is created and dominant market share follows.

3) Brand Equity Aaker (1991) stated that perceived product quality is one of the key dimensions of brand equity as shown in Figure 3. Perceived quality will directly influence purchase decisions and brand loyalty, especially when a buyer is not motivated or able to conduct a detailed analysis. It can also support a premium price which, in turn, can create a gross margin that can be reinvested in brand equity. The brand equity will provide values to customers by enhancing customers': (1) interpretation/processing of information (2) confidence in the purchase decision and (3) satisfaction. As part of its role in adding value for the customer, brand equity has also the potential to add values for the firm by increasing (1) efficiency and effectiveness of marketing programs (2) brand loyalty (3) prices/margins (4) brand extensions (5) trade leverage and (6) competitive advantages. Furthermore, perceived product quality can be the basis for a brand extension. If a brand is well-regarded in one context, the assumption will be that it will have high quality in related context as well.

4) Perceived Value Besides, perceived product quality affects perceived value because it provides value in several ways. First, in many contexts, perceived quality of a brand provides a pivotal reason-to-buy, influencing which brands are included and excluded from consideration, and the brand that is to be selected. A customer

often will lack the motivation to obtain the information that might lead to an objective determination of quality in given application. Sometimes, the information may simply be unavailable or the customer may not have the ability or resources to obtain or proceed it. In many cases, perceived quality becomes central in the customers' decisions. Second, perceived product quality can be used as a positioning strategy of various products, whether a car, a computer, or a shirt. These products can be shown as a premium product for the high-end consumers. Third, a perceived product quality advantage provides the option of charging a premium price. Also, the price premium can increase profits and provide resources with which to reinvest in the brand. These resources can be used in such brand-building activities as increasing awareness or associations, or in R&D activities to improve the product. A price premium not only provides resources, but can also reinforce the perceived quality. Fourth, perceived product quality can also be meaningful to retailers, distributors, and other channel members and thus aids in gaining distribution. We should know that the image of a channel member is affected by the products or services included in its line. As a result, stocking "quality products" can attract customers significantly.

Factors affecting perceived product quality have two cues the intrinsic cues and the extrinsic cues. The perceived product quality also has various dimensions such as performance, features, conformance, reliability, durability, serviceability, and "fit and finish".

Therefore, considering the quality of the property can be split into two varieties.

1. Quality of Products: can be considered 8 characteristics as capacity, identity, Reliability Compliance requirements, endurance, the ability to provide, services, beauty and Perceived Quality or reputation of the product.

2. Quality of Services: can be considered 8 characteristics as Credit, Demand Responsibilities, Ability, Accessibility, polite, Communications, reliability, security, safety, Customer insight and service feeling.

Relevant Research

Alarape et al. (2015) was study "ASSESSMENT OF TOURISTS SATISFACTION AND PERCEPTION IN MAKURDI ZOOLOGICAL GARDEN, BENUE STATE, NIGERIA" This result of Study were found : Majority 197 (98.5%) of the tourists where Nigerians; Records from the zoo administration have also proven that over the years, domestic arrivals are greater than international ones. Age blacket between 15-30 years (45.5%) of the tourist patronizes the zoo most. A total number of 10,490; 9,507; 8,488; 6,625; and 5,659 of both children and adult visited the zoo in 2009, 2010, 2011, and 2013 respectively. This shows that, there was a decline in the number of tourist from 2009 to 2013. On information search about the zoo, 35.5% of the tourists got to hear/knew about the zoo from friends/relatives. And Students and teachers who were the chief patrons of the zoo often preferred group tours because it created room for education, socialization and an opportunity to admire nature collectively. Also in emphasizing student/teacher and family togetherness, enjoyment and novelty seeking, with the added nuance that design perceived to be animal friendly adds to the enjoyment of the visit. Other features visitors listed which were of interest to them within and alongside the zoo vicinity were caves, river Benue, seasonal island and canoeing/fishing activities. Responses from the tourist indicate that 61% of them were extremely satisfied with the entry fee and guide services. However, 72.5% of the tourists were very dissatisfied with the diversity/ welfare of the caged animals and other basic facilities like electricity, route network and prevention against hazards whereas 3% further registered dissatisfaction because they didn't see most of the five star animals like Elephant (Loxodonta africana) and Gorilla 10 (Gorilla gorilla). This, the tourist perceive and strongly agreed that, the zoo will attract and promote patronage if well-advertised and managed. Those visitors who made return trips assigned reasons that there aren't many activities of interest to be engaged in after viewing few animals that were caged, a such 61% indicated loss of interest to repeat their visit. This is a confirmation that satisfaction is a vital element in the survival of any tourism attraction. All visitors were day trippers as they never spend the night in the garden, hence the zoo administration has a great

task of making the facility more appealing to attract repeat visitors and enticing all visitors to spend qualitative time to maximised their visit. A few tourists interviewed mentioned that when they return on repeat visits, it would be impressive to see an improvement in the abandoned, dilapidate, poor and facilities that were absent. To the respondents, these areas of concern needed urgent attention/improvement by management. Every visitor was asked to identify the most pressing according to his/ her priority. Develop tourism infrastructure to Makurdi Zoological Gardens and other reserves, diversity of fauna species.

Akkarapong Anthong (2015) studied about image, motivation and experience of foreign tourists who use Thai SPA services. The study was conducted by analyzing influence of images and motivation toward experience with Thai SPA services for foreign tourists under the concept of analyzing causal correlation of image, motivation and experience of tourists who used various services. It also used Structural Equation Modeling: SEM to analyze data from interview with foreigners who used Thai SPA services consisting of 6 latent variables: 2 external latent variables including image of Thai SPA and motivation to use Thai SPA and 4 internal latent variables including service quality, perceived value, overall satisfaction and future behaviors.

The study result showed that motivation to use Thai SPA influenced experience and behaviors for the future tourism more than Thai SPA image itself. Reputation of SPA could draw attention of tourists while service of staff indicated service quality of Thai SPA's service. The result of Thai SPA's image demonstrated that policy of marketing promotion for Thai SPA services should be emphasized on motivation rather than only image of business along with presenting relaxing and health services. Meanwhile, entrepreneurs should control service quality of staff and create best impression about service and worthwhile experiences for service users. Such operations would increase customer satisfaction that will ensure customers return and using services at any time visiting Thailand.

Chokniti Sanglaor and Suchada Korapetchpanee (2015: 25) studied causal relation of customer loyalty with tourist attractions in eastern region of Thailand and verified consistency of model and empirical data. The samples were 400 Thai tourists

who travelled to Samed Island in Rayong Province during 20-27 January 2014 and qualified tourists were randomized including those who used to watch commercial "Better Sa-med: Let's go to Samed".

The result was found that customer loyalty had relation with tourist attractions in eastern region of Thailand and that image of tourist attractions along with price were direct cause of Thai tourists' loyalty. Tourist attraction credibility was indirect because mixed with image of tourist attractions and perceived value from travelling.

Nitiphon Putachote (2010) studied factors affecting Thai tourists to select hotels in Nong Khai Province and found that they emphasized on every term of products or services in high level, especially tourism guiding service in Laos, food and beverage services, various types of rooms, and internet service in hotel room. Thus, the entrepreneurs should focus on service marketing mix by improving and developing service about tour guiding in People's Democratic Republic of Laos with restaurant services, various types of accommodation, and internet service in rooms as such factors influenced tourists to select the hotel. Therefore, higher customer satisfaction and service is based on tourist needs as follows:

1. Price: according to the research, Thai tourists substantially focuses on price including reasonable room prices, suitable rooms with differentially available at various price. Hence, the entrepreneurs should emphasize on improving price strategies to meet the needs of customers. If the room price is not expensive and suitable for customers, it will be beneficial to Thai tourist as they could select the room according to their funds.

2. Place or distribution channel: according to the research, Thai tourist prefers hotel with higher price range, providing that the hotel was located in proper location with convenient transportation, and adequate parking lots. Therefore, the entrepreneurs that operates distant hotel should provide the commute bus to tourist attractions, Indo-China Market, or department stores to provide comfort and also should provide sufficient parking lots. If the hotel does not have adequate parking lots, the hotel may rent the parking area to provide services to customers sufficiently because it may be the problem for tourists as they mostly drive their own

car to the hotel; parking lots are essential for Thai tourists to travel to Nong Khai Province.

3. Marketing Promotion: according to the research, Thai tourists focused on marketing promotion in high level. Therefore, entrepreneurs should give precedence to offering special discount in low season and provide beverages for free or even offer discounts for state enterprise officers or bureaucrats to attract them to stay in the hotel. The study shows that there are numerous tourists who work in state enterprises or public sectors as they not only travel for recreational purposes but also arrange meetings or seminars. Thus, giving discounts to tourist of such kind would be beneficial to the business in both short and long term. Furthermore, the hotel executives should provide marketing promotion by advertising through media such as radio, newspaper, television, pamphlets and leaflets etc. because customers would perceive information of the hotel thoroughly.

4. Staff: according to the research, Thai tourists graded staff service in high level. Thus, the entrepreneurs should focus on recruiting personnel so that the staff would provide service to customers, would always help them and understand customer's needs. Moreover, they should be reliable, so that the customers may entrust to them every matter. Training should be held to develop personnel's' abilities - it is very important to the business as staff will gain knowledge, skills and proficiency to work better and better.

5. Physical characteristic or Place: according to the research, Thai tourists emphasize physical characteristics in high levels. Thus, the entrepreneurs should focus on providing convenient access, and suitable interior and exterior designs of the place so that the hotel is outstanding and noticeable with ease. Such factors would attract more tourists to stay at that hotel.

6. Service process: according to the research, Thai Tourists gave precedence to service process in high levels. Thus, the entrepreneurs should recognize service process as it should not be complicated and time-consuming because the customers are considered to be impatient. In addition, there should be good security system and security guards on site all the time to build up confidence and increase safety for guests. Most tourists don't want to wait for a long for service; hence, complicated

and time-consuming service would make them bored and they would finally select other places.

Kabadati and Gebze (2012) was Study Brand Trust and Brand Affect: Their Strategic Importance on Brand Loyalty. This paper elucidates the relevance of brand trust on consumer behavior and marketing management, particularly in retail management. The purpose of this research is to investigate the effects of factors on consumers' brand loyalty in service setting. According to purpose, the study empirically tests a model which proposed that brand trust and consumers' brand affect have influence on consumers' brand loyalty. The researchers administer a survey to 98 consumers. Using these data, the researchers test the hypothesis and model with structural equation modeling.

The results demonstrate that brand trust have direct and indirect impact on brand loyalty. The indirect effects of constructs clearly expose that brand trust produce more favorable brand loyalty through brand affect. It means that brand affect is partially mediate the relationship between brand trust and brand loyalty. Additionally; the square multiple correlation shows that a very considerable portion of variance in brand loyalty is explained by the depicted relationships (31%).

Polytechnic University (2013) was study as follow: The 2013 PolyU TSI scores 75.96, the highest since 2009. This is 1.91 points above the average of 74.05 for the period of 2009–2013. The contributions of the six sectors to the overall index have changed to some extent over the past five years. In particular, the attractions sector is the largest contributor of Hong Kong's overall TSI, accounting for 27% while retail shops only contribute 6%. As the framework of PolyU TSI has been adopted by Macau and major cities of China's Guangdong province, the tourist satisfaction index can be compared not only over time but also across destinations, and thereby the competitiveness of these destinations in terms of satisfying the needs of international tourists can be evaluated. In this sense, Hong Kong stands out among these destinations in many of the six service sectors as well as at the destination level.

The PolyU TSI has shown its theoretical robustness over time, which is in part evidenced by the stability of the tourist satisfaction indices both at the market and the sectoral levels over the past five years. It can be inferred that tourists from the

long-haul source markets—Australia, New Zealand and the Pacific, the Americas, and Europe, Africa and the Middle East—score higher in their tourist satisfaction than their counterparts do from the short-haul markets, such as Mainland China, Taiwan and Macau, and Japan and Korea. As for the sectoral level, in 2013 the attractions sector scores the highest, followed by transportation, immigration, hotels, retail shops, and restaurants. This stability has significant implications for the tourism industry and individual service suppliers. That is, service suppliers can self-evaluate their service performance regularly by benchmarking the corresponding satisfaction index that is provided for each service sector in the industry.

The PolyU TSQI for 2013 scores 77.30, increasing nearly 2 points from 75.37 in 2012. It is 1.34 points greater than the 2013 PolyU TSI of 75.96. A deviation between the two indices can help us to detect wherever service performance fails to boost tourist satisfaction. In 2013, the tourism service quality indices for all the seven source markets exceed their corresponding tourist satisfaction indices. This indicates that, from a supply point of view, Hong Kong's tourism industry has performed well in its service quality. Yet increasing tourist satisfaction also lies in the effective coordination between the private sector and the government in creating a pleasant and enjoyable environment for tourists by, for example, reducing air pollution, crowdedness and traffic congestion.

Overviews

According to literary review, customers would get back to purchase products or services of any brands. In other words, they had brand loyalty as a result of evaluation after consuming products or services that could be explained by using consumer behavior related to choice making, purchasing, and product and service using to respond their own needs. Customer loyalty is determination of customers to repurchase products and services that they like in the future. Although marketing situations and attempts change, theses customers will not buy other product and service brand, simply, the fact that customers are committed to products and services or brand is measured from willingness, patronage and recommendation.

Therefore, customer loyalty is measured from the possibility to use services again and to recommend to other people (Songsom and Trichun, 2012: 42). Customer loyalty is caused by many factors especially customer satisfaction. For the word "Customer satisfaction", (Piti Tantakasem, 2003; Fornell et al., 1996) and Gorson (2003: 20) is defined as something that happens when products and services meet the needs of customers or is beyond their expectations. Quality means something that customers are satisfied with and always talk about it when using products and services along with benefit of quality measurement and customer satisfaction.

Nattaphat Lorpraditpong (2013) was synthesis the research by The American Society of Quality (ASQ), the real cause that the business lost their customers was found that 2/3 customers stopped buying products and services because of dissatisfaction with products and services. Besides, the staffs did not pay attention to customers, in other words, the company failed to satisfy customers, while 9% of customers were snatched by other companies and only 5% of customers were persuaded or forced to use other products. 68% of customers turned to products and services of the competitors because the service staffs did not pay good attention to them, while 14% was dissatisfied with products and services introduced by the company, 9% was snatched by competitors, only 5% was persuaded/ forced to use other products and 1% was deceased.

Furthermore, there was an interesting survey about the reasons why customers decided to use a product or service – 50% had good impression about service and enthusiasm of staff to provide services and only 7% was technical/technological expertise. In the contrary, 40% of customers decided to stop buying products or services because customers felt dissatisfied with service, while only 8% claimed the price and quality were unreasonable. We could see that decision to purchase/select products and services or to stop purchasing/ using them was mainly because of dissatisfaction with such products and services rather than competitors, price and quality or influence of other factors. If we looked into this point, we could see that actually, each manufacturer did not compete with other competitors but with itself to provide satisfaction for customers and to manage needs effectively. Any companies that have a better system to perceive customer

satisfaction and can handle complaints immediately would take advantage over competitors and hold more market share.

Customer satisfaction is regarded as one of assets of the company. Although customer satisfaction is intangible compared to other tangible assets of the company such as building, equipment, and land etc. Providing customer satisfaction is essential asset that the business should accumulate and strengthen all the time if it wants to retain competitiveness. In addition, it is the guarantee of profits in the future. Current businesses tend to possess intangible asset more and more that some have intangible asset more than tangible one.

Successful businesses use customer's satisfaction as leading indicator to indicate trend of turnover in the future because considering turnover of the company from only financial statements like in the past was just studying previous information that could not guarantee product distribution in the future. However, if customers are satisfied with products and services, they will purchase them again and they may recommend their intimates to purchase such products or services too. This would bring good turnover and profit that can predict the turnover to the certain extent in the future.

National Customer Satisfaction Index-NCSI is a leading indicator that can reflect country's future turnover tendency of the business or competitiveness of. This could indicate whether domestic and international products and services will be needed by consumers in the future; in other words, if such products and services can be sold well. In case customer satisfaction index is elevated, customers are satisfied with products and services at present and tend to purchase them again in the future. Products are salable leading to rise in production, employment and investment in the future.

According to experiences of the countries that followed National Customer Satisfaction Index, it is clear that Customer Satisfaction Index gave power to predict and was consistent with many macroeconomic factors; for instance, in case of Korea, NCSI, national income, labor productivity and employment rate were unidirectional or had direct variation.

In case of USA, according to the research of Michigan University, it was found that American Customer Satisfaction Index: ACSI was consistent with business-level turnover index such as Return on Investment (ROI) or Return on Asset (ROA). ACSI was associated with both variables with statistical significance and had direct variation with Value Added that business could create. Whenever ACSI was reported, stock exchange would respond in the same way of survey result; besides, the researcher could calculate customer satisfaction in market values.

ACSI (The American Customer Satisfaction Index Model) was developed in 1994 as the macroeconomic index to reflect products and service quality and consumer's satisfaction with domestically-produced materials and services along with international products and service distributed in The United States of America. The reason why ACSI played a great role in US economy was because customer satisfaction always affected future trends of the business and how much it could sell products and services leading to turnover and later to the profit of the company. This finally indicated competitiveness of the country. Furthermore, in ASCI Business level, it could enable the business to measure customers' loyalty and find weak points causing dissatisfaction and it could be used to compare products and services that are domestically and internationally manufactured.

According to the study of Eun Jung Choi and Soo-Hyun Kim (2013), perceived value influenced customer satisfaction and loyalty which was consistent with the research of Nazia Yaseen and Mariam Tahira (2011) that perceived value influenced product purchasing. Furthermore. Laksamee Saraban (2013: Online) stated that quality means suitability with usage, need response or consistence with requirement. Quality of designing and consistency of operation that would lead to pride to work owner long with most saving would highest benefit and regularly provide customer satisfaction. The best thing includes suitability of usage and price of customers or standard, work, efficiency and satisfaction.

In addition, Nattaphat Lorpraditpong (2013) identified that product and service loyalty depended on factors in calculating national customers satisfaction index based on Multi-equation Econometric Model. Crucial factors that define customer satisfaction comprise of 3 components including Customer Expectations,

Perceived Quality and Perceived Value. If customer satisfaction is positive, it will lead to customer loyalty but it will cause customer complaint when it appears in negative way.

According to literary review, conceptual framework is created as follows.

Conceptual Framework in Research

Customer Complaint

Proportion between products and services that the customers have complaints or dissatisfaction with and whole products

(2)

Customer Loyalty

- Telling impression
- Possibility of using services again in the future
- Possibility of persuading other customers to use service

(1)

Customer Satisfaction

- Satisfaction with service meeting the need
- Satisfaction with service beyond expectation

(3)

Perceived Value

- The value of money and time.
- The adequacy of rates and quality.

(4)

Perceived Quality

- Perceived Quality of Products.
- Perceived Quality of Place.
- Perceived Quality of Price
- Perceived Quality of Promotion
- Perceived Quality of Service.

(5)

Customer Expectation

- Expectations for the product or activity.
- Expectations for the place.
- Expectations for safety.
- Expectations for the quality of service.

(6)

Research Hypothesis

1. Perceived quality, perceived value, customer expectation, customer satisfaction and customer complaint of customers influence to customer loyalty.

2. Perceived quality, perceived value, expectation and complaint influence to customer satisfaction.

3. Perceived quality, perceived value, and customer expectation influence to customer complaint.

4. Perceived quality and customer expectation influence to customer's perceived value.

5. Customer expectation influences customer's to perceived value.

CHAPTER 3

RESEARCH METHODOLOGY

The research "The causal influence of expectations, perceived quality, perceived value, satisfaction and complaints of customer on Chinese tourists' loyalty of Mae Taeng Elephant Park, Chiang Mai Thailand" comprises mixed methodology of qualitative research and quantitative research with following details of methodologies:

Location of the Study

This research is conducted in area of Mae Taeng Elephant Camp, 99/1 moo 2 Kuedchang Sub-district, Chiang Mai Province.

The Population and Sampling Procedures

Population in research

For qualitative research, the key informants include 5 executives of Mae Taeng Elephant Camp, 551 employees of Mae Taeng Elephant Camp and 367,466 Chinese tourists that are expected to visit Mae Taeng Elephant Camp in 2017. That Population of Chinese tourists computed from average the data in 2014, 2015 and 2016 were 360,000, 378,400 and 364,000 respectively.

For quantitative research, the populations include 367,466 Chinese tourists that are expected to visit Mae Taeng Elephant Camp in 2017.

Sample Sampling

Qualitative Research

The key Informants include one executive of Mae Taeng Elephant Camp, 5 employees of Mae Taeng Elephant Camp on product activities point and 10 Chinese tourists on activities point as Elephant, Rafting Cart Riding and Gibbon fight are including youths, teenagers, adults and elderly people that are expected to visit Mae Taeng Elephant Camp in 2017.

1. Sample numbering

Samples in this research include Chinese tourists expected to visit Mae Taeng Elephant Camp in 2016 by calculated from the formula of Taro-Yamane (1970:1085) with following details

$$\mathbf{n} \quad = \quad \frac{\mathbf{N}}{1 + \mathbf{N(e)}}2$$

As:

1. **e** represents acceptable deviation of sampling for 5% or 5/100=0.05 such as needing to randomize 100 red-shirted people with not over 5 people with shirts with other colors.

2. **N** represents population for 367,466 people

3. **n** represents size of cluster

$$n \quad = \quad \frac{367,466}{1 \quad + \quad 364,000(0.05)}2$$

   n =   400 people

The calculation result is derived from number of 400 Chinese tourists who visit Mae Taeng Elephant Camp.

2. Sample Sampling

For sampling, the researcher used Simple Sampling that was randomized from various methods as follows:

1. Purposive Sampling is to specify Chinese tourists in all ages including youths, teenagers, adults and elderly people.

2. Accidental Sampling is to select 400 individuals from the group that accidentally met without appointment or advance information.

Measurement of Variables

Customer's expectation means collecting vision and imagination about products and services that are held in Mae Taeng Elephant Camp for Chinese tourists from analyzing information from media, advertisements and sale promoters before travelling to Mae Taeng Elephant Camp.

Measurement is that after collecting information about Mae Taeng Elephant Camp, tourists' experience must be associated with good feelings, excitement, enjoyment and safety.

The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4) Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Quality perception means determining quality of tourism products and service after service which can be evaluated in 5 issues as follows: overall quality, long-term products and service credibility that are consistent with or meets the needs of consumers. Measurement is opinions of customers on marketing mix in 5 terms as follows: Perceived Quality of Products. Perceived Quality of Place. Perceived Quality of Price, Perceived Quality of Promotion and Perceived Quality of Service.

The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4) Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Value Perception means evaluating worthiness of service and price that tourists pay for products. That is to say, satisfaction with price at current rate.

Measurement is that travelling to Mae Taeng Elephant Camp is worth money and time with proper service rate for elephant ridings, cart ridings, rafting, zip lines, and living in traditional, tribal houses visited with food and beverage cost that is suitable for tourists.

The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4) Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Satisfaction Measurement opinion of customer with satisfaction of Chinese tourists after using services at Mae Taeng Elephant Camp. The measurement is satisfaction with services meeting the needs and satisfaction with services beyond expectation.

Customer loyalty is real determination of Chinese customers to purchase products and services at Mae Taeng Elephant Camp regularly in the future as they are committed to products, services or brands. This can be measured from willingness in term of patronage and recommendation. Therefore, customer loyalty can be measured from buying products and services again and recommending service to other customers.

The measurement includes products impression, possibility of using service in the future and possibility of convincing other people to use services.

The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4) Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Customer's complaint means what Chinese tourists complain about Mae Taeng Elephant Camp.

Measurement is including proportion between product and service that the customers make a complaint or feels dissatisfied. Divide by The total number of items

The Value of Measurement customers opinion with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as: (1) Highly agree scaled as 5 (2) Moderately agree scaled as (3) Slightly agree scaled as 3 (4) Moderately disagree scaled as 2 and (5) Highly disagree scaled as 1.

Instrument of the Research

Qualitative Research: instruments used for data accumulation are as follows

1. Open-ended questionnaire with opinions and suggestion about marketing mix of Mae Taeng Elephant Camp in Chiang Mai Province including (1) Products such as elephant riding, elephant show, cart riding, rafting, zip line and visiting tribal house (2) Place such as the location, transportation, parking lots, product distribution points, restaurant, elephant show site, place or routes for elephant riding, places or routes for cart riding, location of tribal house, zip line service spot and scenery and Mae Taeng River for rafting (3) Price including reasonable price with service quality and (4) Marketing Promotion such as proper public relation channels, complete information provision and price incentive.

2. Structured interview to define questions according to quantitative discovery is used to interview 1 executive of Mae Taeng Elephant Camp, 5 employees in Mae Taeng Elephant Camp and 10 Chinese tourists who visit Mae Taeng Elephant Camp in 2017

3.

Quantitative Research

Instruments for data accumulation include questionnaire about Customer Expectations, Perceived Quality and Perceived Value to Customer Satisfaction, Customer Complaint and Customer Loyalty as follows:

Part 1: asking about general information of the respondents divided by gender, age, education, income and occupation as the 5-item checklist.

Part 2: questionnaire about opinions of tourists on factors that may influence customer loyalty such as Customer Expectations, Perceived Quality and Perceived Value to Customer Satisfaction, Customer Complaint and Customer Loyalty. It is questionnaire with rating scale according to approach of Likert Scale that opinion is rated in 5 levels as follows:

Highly agree   scaled as   5

Moderately agree   scaled as   4

Slightly agree   scaled as   3

Moderately disagree   scaled as   2

Highly disagree   scaled as   1

The criteria of rating opinions consists of calculation process according to the guideline of Suriyajarat Techatanminsakul (2016) as follows:

1. Calculate class interval which is equal to range (highest and lowest score) divided with class number of opinion levels. In other words, for (5-1)/5, the class interval will be 0.8.

2. After that, plus value of class interval with lowest score of 1st class that is 1 +0.8 = 1.80. This value is the base for class interval addition, until it is complete for 5 intervals.

3. The calculation result in each interval will be used as criteria of opinion measurement as follows:

    (1) Means = 4.21 - 5.0 is extremely agree

    (2) Means = 3.41 - 4.20 is highly agree

    (3) Means = 2.61 - 3.40 is moderately agree

    (4) Means = 1.81 - 2.60 is slightly disagree

    (5) Means = 1.00 - 1.80 is highly disagree

Instrument Quality Development

To develop instruments according to the guidelines of Suriyajarat Techaminsakul (2016: 34-68) is as follows:

Operational Definition, indicator or unit creation and scale specification: Measurement of Content Validity or questionnaire to test capability of measurement of questionnaires if they are accurate or covering subject matters to be studied. The designed questionnaire would be inspected for content validity by experts without

statistic. the list of experts were Dr.Winitra Leelapattana , Dr.Yuttakarn Waiapa and Assistant Professor Dr.Suriyajaras Techatunminasakul.

The suggestion of experts is used to improve and revise the questionnaire before trying out samples that have similar characteristics to the sample of 10% but it should be lower than 40 sets. After that, calculating data to find statistics for quality check of the questionnaire as follows:

(1) Construct Validity: the researcher will do Item analysis to find relation of each question with total score of each questionnaire (Item – Total analysis) by selecting the question related to total score more than 0.295 (Suriyajarat Techaminsakul, 2016). The calculation result were found Rang 0.471 to 0.979. That every question is related to total score more than 0.295 regarded as questionnaire with construct validity.

(2) Reliability measurement: if measuring tools are highly reliable with close result at any time of measurement, to measure reliability of tools will be considered as reliability coefficient of Cronbach's α more than 0.7 referred in Suriyajarat Techaminsakul (2016). The Result of Cronbach's α calculates were Rang 0.830 to 0.985. Revise the questionnaire completely

Data Gathering

For data accumulation, the researcher gathered data in both qualitative research and quantitative research in following procedures.

1. Requesting official document from Tourism Development Group, Maejo University to ask for permission to interview personnel and hand out questionnaires in Mae Taeng Elephant Camp.

2. Using questionnaire and interview form to collect data until it is complete in sample amount as above identified.

3. Coding data in statistical package in computer.

Data Analysis

Data analysis can be categorized by data typed as follows:

1. Qualitative Analysis: data from open-ended questionnaire and interview Content will be used for data analysis or categorization by keywords or variables identified in the framework of the research.

2. Quantitative Research: statistics are used to categorized by parts of questionnaires as follows:

2.1 General information of respondents including gender, age, education, occupation, and income is analyzed by using descriptive statistics such as frequency and percentage.

2.2 Analysis of data about opinions of Chinese tourists is done with descriptive statistic including arithmetic and standard deviations.

2.3 Analysis of causal influence is done with inference statistics such as path analysis and Computed by Lisrel Software.
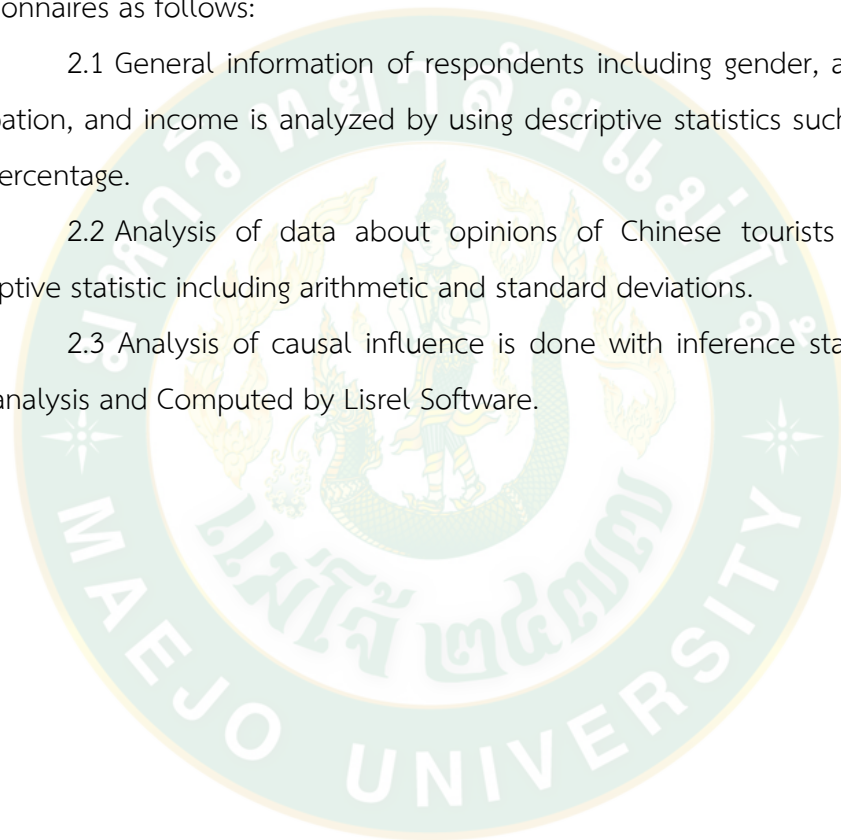
CHAPTER 4
RESULTS AND DISCUSSION

This topic of study is "The Causal Influence of Expectations, Perceived Quality,Perceived Value, Satisfaction and Complaints of Chinese Tourists Loyalty of Mae Taeng Elephant Park, Chiang Mai, Thailand." The research has three objectives. As 1) Research to the Chinese tourists' expectations, quality perception, value perception, satisfaction, complaint and loyalty toward Mae Taeng Elephant Park in Chiang Mai province. 2) Research to the causal influences of expectations, quality perception, value perception, satisfaction, and complaint of customers on loyalty of Chinese tourists toward Mae Taeng Elephant Park in Chiang Mai Province. And 3) Research to suggest that the Mae Taeng Elephant Park improve the quality of service in the future. The research has collected data from 400 Chinese customers. The results of research it is divided into 4 partsas follow:

Part 1: Results of the analysis of data on general information and travelling data of Chinese tourists travelling to Mae Taeng Elephant Park, Chiang Mai

Part 2: Results of the analysis of feedback data on expectations, perceived value, perceived quality, satisfaction, and complaints towards Chinese tourists' loyalty to Mae Taeng

Part 3: Results of the analysis of causal influence on customer's expectations, perceived value, perceived quality, satisfaction, and complaints towards Chinese tourists' loyalty to Mae Taeng Elephant Park, Chiang Mai

Part 4: Results of the analysis of Chinese tourists' recommendations on improving the quality of service of Mae Taeng Elephant Park, Chiang Mai

Part 1: Results of the analysis of data on general information

and travelling data of Chinese tourists travelling to

Mae Taeng Elephant Park, Chiang Mai

Table 3 Respondents information

	Variable	Number	Percent
Gander	Female	201.00	50.25
	Male	199.00	49.75
Age	Below 25 years	97	24.25
	26-39 years	142	35.50
	40-59 years	131	32.75
	60 years and above	30	7.50

From table 3 shows that the Chinese tourists that travel to Mae Taeng Elephant Park Chiang Mai Province are mostly female, slightly more than males, where 50.25% are females and 49.75% are males. Most of them were between 26-39 years old, 35.50%, followed by 40-59 years old, 32.75%.

Table 4 Travelling data of Chinese tourists

	Variable	Number	Percent
Travelling	Independent travel	40	10.00
	Tour company	270	67.50
	Associate travel	87	21.75
	Government agency and employer's organization	3	0.75
Obtaining information	Tour company	278	69.50
	Word of mouth	60	15.00
	Online media	54	13.50

Table 4 (continued)

	Variable	Number	Percent
	Printed, film media	8	2.00
Times visited	First time visit	330	82.50
	Second time visit	51	12.75
	Third time visit	11	2.75
	Forth time visit	8	2.00
Chosen services	Elephant trekking	353	90.98
	Elephant show	373	96.13
	Ox cart ride	302	77.84
	Bamboo rafting	265	68.30
	Vising tribal house	292	75.26
	Zip line	74	19.07
impressive project	Elephant trekking	260	67.89
	Elephant show	253	66.06
	Ox cart ride	77	20.10
	Bamboo rafting	113	29.50
	Tribal house	117	30.55
	Zip line	50	13.05

From Table 4, the analysis of the travelling data of Chinese tourists is as follows:

1. In travelling, it was found that the majority travel with tour companies, 67.50%, followed by associate travel, independent travel, then, travelling with government agencies and employer's organization, 21.75%, 10%, and 0.75%, respectively.

2. On receiving information, it was found that most information was obtained via tour companies, 69.50%, followed by word of mouth, then online media, and printed media, film media, 15%, 13.50%, 2%, respectively.

3. For number of times visited, it was found that most were first time visitors, 82.50%, followed by second time visitors, then third time visitors, and forth time visitors, 12.75%, 2.75%, and 2%, respectively.

4. For services that tourists chose, the most chosen was elephant show, 96.13%, followed by elephant trekking, then, ox cart rides, visiting tribal homes, bamboo rafting, and Zip line, 90.98%, 77.84%, 75.26%, 68.30%, and 19.07%, respectively.

5. For activities that impressed tourists, the most impressive activity was Elephant Trekking, 67.89%, followed by elephant shows, visiting tribal homes, bamboo rafting, ox cart rides, and then, Zip line, 66.06%, 30.55%, 29.50%, 20.10%, and 13.05%, respectively.

Part 2: Results of the analysis of feedback data on expectations, perceived value, perceived quality, satisfaction, and complaints towards Chinese tourists' loyalty to Mae Taeng Elephant Park, Chiang Mai Province

Results of the analysis of feedback data on expectations, perceived value, perceived quality, satisfaction, and complaints towards Chinese tourists' loyalty to Mae Taeng Elephant Park, Chiang Mai Province are as follows.

1. Chinese tourists' feedback on expectations

Table 5 Chinese tourists' feedback data on expectations

Level	Question	Mean	Standard deviation	Opinion
1	After learning about Mae Taeng Elephant Park via advertising or tour companies, the need to experience elephants and elephant activities arises	3.83	0.70	Strongly Agree

Table 5 (continued)

Level	Question	Mean	Standard deviation	Opinion
2	After learning about Mae Taeng Elephant Park via advertising or tour companies, it made me expect new and good feelings if I experienced elephants and activities in the elephant park	3.85	0.75	Strongly Agree
3	After learning about Mae Taeng Elephant Park via advertising or tour companies, it made me excited to experience elephants and activities in the elephant park	3.78	0.75	Strongly Agree
4	After learning about Mae Taeng Elephant Park via advertising or tour companies, it made me expect to have fun once I experienced elephants and activities in the elephant park	3.81	0.73	Strongly Agree
5	After learning about Mae Taeng Elephant Park via advertising or tour companies, it will be safe when experiencing elephants and activities in the elephant park	3.81	0.75	Strongly Agree
	Overview	3.82	0.69	Strongly Agree

From table 5, it was found that Chinese tourists visiting Mae Taeng Elephant Park strongly agree with overall expectations after having received information related to Mae Taeng Elephant Park via advertising or tour companies, with an overall mean feedback score of 3.82. Expectations after having received information related to Mae Taeng Elephant Park via advertising or tour companies with the highest mean feedback scores are, in ascending order, expecting to have good, exotic feelings with an mean feedback score of 3.85, followed by expecting to have an experience with elephants, expecting to have fun, expecting safety, and the lowest

was being excited with mean feedback scores of 3. 83, 3. 81, 3. 81, and 3. 75, respectively.

2. Feedback on perceived quality

2.1 Perceived product quality

Table 6 Chinese tourists' feedback data on perceived product quality

Level	Question	Mean	Standard deviation	Opinion
1	Elephant trekking services or activities of Mae Taeng Elephant Park have quality and are impressive	4.31	0.59	Most agree
2	Elephant show services or activities of Mae Taeng Elephant Park have quality and are impressive	4.33	0.59	Most agree
3	Bamboo rafting services or activities of Mae Taeng Elephant Park have quality and are impressive	4.14	0.55	Strongly agree
4	Ox cart ride services or activities of Mae Taeng Elephant Park have quality and are impressive	4.03	0.61	Strongly agree
5	Tribal village services or activities of Mae Taeng Elephant Park have quality and are impressive	4.05	0.63	Strongly agree
6	Zip line services or activities of Mae Taeng Elephant Park have quality and are impressive	3.99	0.61	Strongly agree
	Overview	4.14	0.46	Strongly agree

From table 6, it was found that Chinese tourists visiting Mae Taeng Elephant Park strongly agree that Mae Taeng Elephant Park's activities are of quality and

impressive, with a total mean feedback score of 4.14when considering the level of feedback by type of activity, the details are as follows:

1) Most strongly agree with – the activities that Chinese tourists visiting Mae Taeng Elephant Park say are of good quality and impressive, sorted by mean feedback scores, are the elephant shows and elephant trekking, with mean feedback scores of 4.33 and 4.31 respectively.

2) Strongly agree with the good quality and impressiveness, sorted by mean feedback scores, of bamboo rafting, tribal villages, ox cart rides, and Zip line, with mean feedback scores of 4.14, 4.05, 4.03, and 3.99 respectively.

2.2 Perceived location quality

Table 7 Chinese tourists' feedback data on perceived location quality

Level	Question	Mean	Standard deviation	Opinion
1	Location of Mae Taeng Elephant Park is travel convenient	3.95	0.80	Strongly agree
2	Location of Mae Taeng Elephant Park is natural	4.21	0.63	Most agree
3	External landscape of Mae Taeng Elephant Park has beauty	4.18	0.66	Strongly agree
4	Parking areas of Mae Taeng Elephant Park are spacious and not congested	3.98	0.71	Strongly agree
5	Eating areas of Mae Taeng Elephant Park are clean and hygienic	3.92	0.70	Strongly agree
6	Souvenir sales locations of Mae Taeng Elephant Park are suitable	3.88	0.67	Strongly agree
7	Location of Mae Taeng Elephant Park's elephant show is suitable	4.06	0.64	Strongly agree

Table 7 (continued)

Level	Question	Mean	Standard deviation	Opinion
8	Elephant trekking trails of Mae Taeng Elephant Park are suitable	4.10	0.62	Strongly agree
9	Location and path of ox cart rides are suitable	3.99	0.66	Strongly agree
10	Location or area of tribal homes or Karen Long Necks of Mae Taeng Elephant Park is appropriate	3.97	0.65	Strongly agree
11	Location of Zip line service has stability and suitability	3.97	0.62	Strongly agree
12	Scenery and waterway of the Mae Taeng River used for bamboo rafting is beautiful and safe	4.04	0.62	Strongly agree
13	Has clean toilets	3.89	0.75	Strongly agree
14	Has Internet services	4.00	0.68	Strongly agree
15	Has TV services provided to tourists	3.93	0.69	Strongly agree
	Total	4.00	0.52	Strongly agree

From table 7, it was found that for Chinese tourists visiting Mae Taeng Elephant Park, the majority strongly agree that the location of Mae Taeng Elephant Park is natural, with a total mean feedback value of 4.00. When considering according to the levels of feedback by types of location, the details are as follows:

1. The most agreed with – the location of Mae Taeng Elephant Park is natural with Mean opinion score of 4.21.

2. Strongly agree ordered by mean score included amazing external landscape of Mae Taeng Elephant Park, proper elephant trekking route, suitable elephant show venue, magnificent and safe scenery and Mae Taeng River for rafting, available internet signal, appropriate place and route of cart riding of Mae Taeng Elephant Park, spacious parking space of Mae Taeng Elephant Park, advisable tribal village of long-necked Karen tribe, standard and stable zip-line service, convenient

location of Mae Taeng Elephant Park, available television service for tourists, clean and hygienic restaurant of Mae Taeng Elephant Park, clean toilets and suitable souvenir shop of Mae Taeng Elephant Park with mean score of 4.18, 4.10, 4.06, 4.04, 4.00, 3.99, 3.98, 3.97, 3.97, 3.95, 3.93, 3.92, 3.89 and 3.88, respectively.

2.3 Price quality perception

Table 8 Opinion data on price quality perception

No.	Question	Mean	Standard Deviation	Opinion
1	Elephant show rate is reasonable with (Service rate........Baht/ person)	3.83	0.76	Strongly agree
2	Elephant trekking rate is reasonable with quality (Service rate.............. Baht/ person)	3.64	0.79	Strongly agree
3	Cart riding rate is suitable with quality (Service rate........Baht/ person)	3.75	0.72	Strongly agree
4	Long-necked Karen tribe village visit rate is reasonable with quality (Service rate.......... Baht/ person)	3.62	0.72	Strongly agree
5	Zip-line rate is suitable with price (service rate...... Baht/ person)	3.71	0.68	Strongly agree
6	Souvenir product price is reasonable with quality in overall	3.55	0.78	Strongly agree
	Total	3.68	0.63	Strongly agree

From table8, Most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed to service rate with mean opinion score of 3.68. when considered by rate of Mae Taeng Elephant Park Service, it was found that service rate that Chinese tourists identified as highly reasonable with quality was elephant show rate with mean score

of 3.83 followed by cart riding rate, Zip-line rate, elephant trekking rate, Long-necked Karen village visiting rate and overall souvenir price with mean scores of 3.75, 3.71, 3.64, 3.62 and 3.55, respectively.

2.4 Sale promotion quality perception

Table 9 Opinion data on sale promotion's quality perception

No.	Question	Mean	Standard Deviation	Opinion
1	There are various public relation channels such as internet, Facebook, documents and dealers properly	3.74	0.74	Strongly agree
2	It provides complete elephant park information	3.72	0.74	Strongly agree
3	It has price incentives such as discount for regular customers and discount upon few customer visit etc.	3.73	0.75	Strongly agree
	Total	3.73	0.71	Strongly agree

From table 9, Most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed to suitable sale promotion of Mae Taeng Elephant Park with mean opinion score of 3.73. when considered by characteristic of sale promotion of Maetang Elephant Park, sale promotion that Chinese tourists identified most suitable was various public relation channels such as internet, Facebook, documents and dealers with mean score of 3.74 followed by price incentive such as discount for regular customers and discount upon few customer visit and complete information about the elephant park with mean score of 3.73 and 3.72, respectively.

2.5 Service quality perception

Table 10 Opinion data of service quality perception

No.	Question	Mean	Standard Deviation	Opinion
1	Hospitable and polite receptionists	4.04	0.70	Strongly agree
2	Reliable staff	4.05	0.69	Strongly agree
3	Staffs give advices when tourists have problems	4.03	0.68	Strongly agree
4	Staffs provide quick service	4.02	0.70	Strongly agree
5	The facility has reliable security system	4.00	0.68	Strongly agree
	Total	4.03	0.66	Strongly agree

From table 10, most Chinese tourists visiting Mae Taeng Elephant Park agreed to quality of service with mean opinion score of 4.03. when considered by sub-topics, it was found that service that Chinese tourists identified had highest quality was that staffs were reliable with mean score of 4.05 followed by that receptionists are hospitable and polite, staffs give advices when the tourists had problems, staffs provided service quickly and the facility had reliable security system with mean score of 4.04, 4.03, 4.02 and4.00, respectively.

3. Value perception

Table 11 Opinion data about value perception

No.	Question	Mean	Standard Deviation	Opinion
1	Visiting Mae Taeng Elephant Park is worth money and time.	3.75	0.77	Strongly agree
2	Service rate of Mae Taeng Elephant Park is reasonable with quality	3.76	0.77	Strongly agree
	Total	3.76	0.76	Strongly agree

From table 11, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed to value of Mae Taeng Elephant Parkwith mean opinion score of 3.76. When considered by sub-points, the point that Chinese tourists identified was most worthy was service rate of Mae Taeng Elephant Park reasonable with quality with mean score of 3.76 followed by time and money worthiness of visiting Mae Taeng Elephant Park with mean score of 3.75.

4. Customer's complaint and suggestion

Table 12 Number and percentage of Chinese tourists categorized by complaint and suggestion on service of Mae Taeng Elephant Park

No	Question	Number	Percentage
1	Elephant trekking service	47	12.53
2	Elephant show service	45	12.00
3	Cart riding service	93	24.80
4	Rafting service	67	17.87

Table 12 (continued)

No	Question	Number	Percentage
5	Long-necked Karen Village	79	21.07
6	Restaurant	140	37.33
7	Toilet	119	31.73
8	Souvenir shop	118	31.47
9	Parking space	58	15.47
10	Photograph service	19	5.07

From table 12, suggestions of Chines tourists on service of Mae Taeng Elephant Park in each aspect did not reach 50%. The point the tourists had most complaints and suggestions was inadequate restaurant when there were a number of tourists using service accounted for 37.3. The second was dirty toilets after service in some periods followed by scattered souvenir shops, dusty road in cart riding service, no drinking service at long-necked Karen Village, unclean life vest in rafting service, inadequate parking space when many tourists visited, difficulties in walking of elephants in elephant trekking service, elephant in the sun when performing in elephant show service and unnecessary photograph service because the tourists will ask their friends to take photos for them accounted for 31.73, 31.4724.80, 21.07, 17.87, 15.47, 12.53, 12.00 and 5.07, respectively.

5. Customer satisfaction

Table 13 Opinion data of customer's satisfaction

No.	Question	Mean	Standard Deviation	Opinion
1	What you receive from service of Mae Taeng Elephant Park meets your needs	3.81	0.78	Strongly agree
2	What you receives from service of Mae Taeng Elephant Park is beyond your expectation	3.74	0.79	Strongly agree
	Total	3.78	0.76	Strongly agree

From table13, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed to satisfaction they had with visiting to Mae Taeng Elephant Park with mean opinion score of 3.78. When considered by each aspect, receiving service that meet the needs resulted in satisfaction with mean score of 3.81 followed by receiving service of Mae Taeng Elephant Service beyond expectation with mean score of 3.74.

6. Customer's loyalty

Table 14 Opinion data of customer's loyalty

No.	Question	Mean	Standard Deviation	Opinion
1	Afeter using service of Mae Taeng Elephant Park, you share or want to share your excitement and impression to others	3.89	0.71	Strongly agree
2	If having a chance, you will return to use service of Mae Taeng Elephant Park in the future	3.83	0.74	Strongly agree
3	In the future, you will introduce or recommend your acquaintance to use service of Mae Taeng Elephant Park	3.88	0.72	Strongly agree
	Total	3.86	0.70	Strongly agree

From table 14, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed to customer loyalty to Mae Taeng Elephant Park with mean opinion score of 3.86. Sharing or wanting to share excitement or impression to others contained highest opinion score with mean score of 3.89 followed by introduction or recommendation to acquaintances in the future to use service of Mae Taeng Elephant Park with mean score of 3.88. The lowest belonged to revisiting to Mae Taeng Elephant Park if having a chance with mean score of 3.88.

**Part 3: Result of causal influence analysis of expectation,
quality perception, value perception, satisfaction and
customer's complaint on loyalty of Chinese tourists
visiting Mae Taeng Elephant Park,
Chiang Mai Province**

The result of estimating causal influence of expectation, quality perception, satisfaction and complaint of customers on loyalty of Chinese tourists towards Maetang Elephant Park is as follows.

Chi-Square=118.66, df=98, P-value=0.07640, RMSEA=0.023
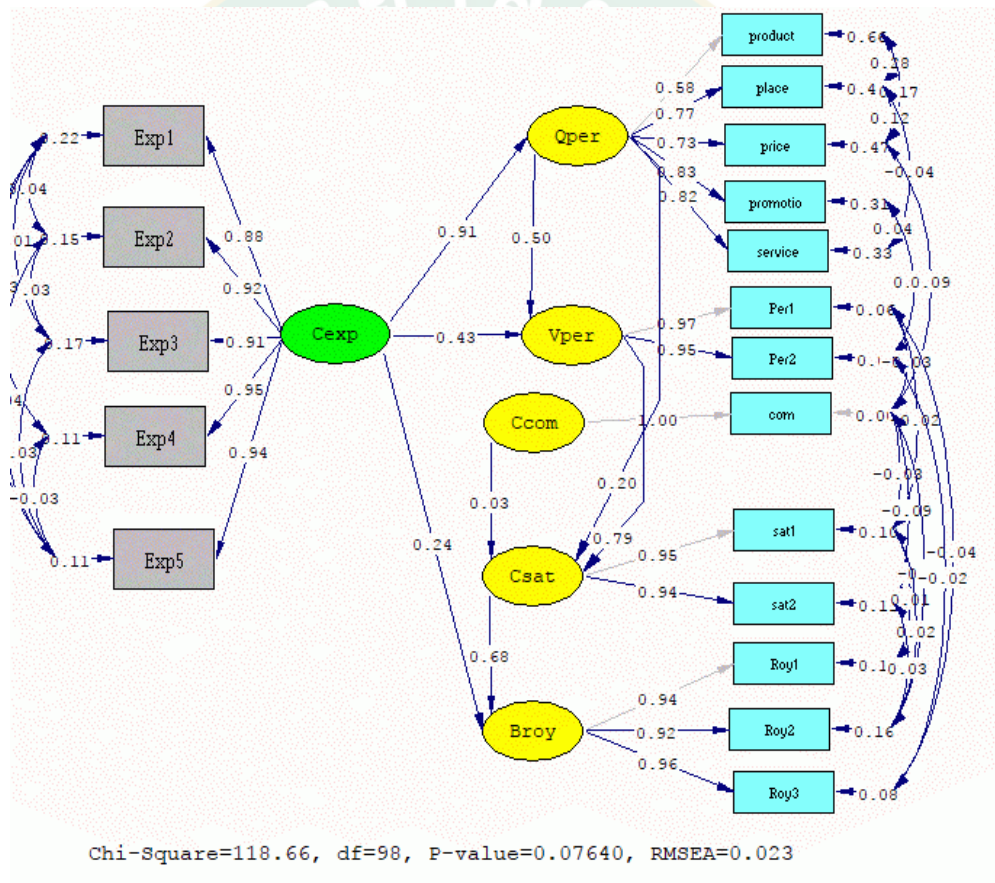
Figure 6 The model of causal influence of expectation, quality perception, satisfaction and complaints of customers on loyalty of Chinese tourists towards Mae Taeng Elephant Park, Chiang Mai Province

Source: Data analysis

Chi-Square=118.66, df=98, P-value=0.07640, RMSEA=0.023
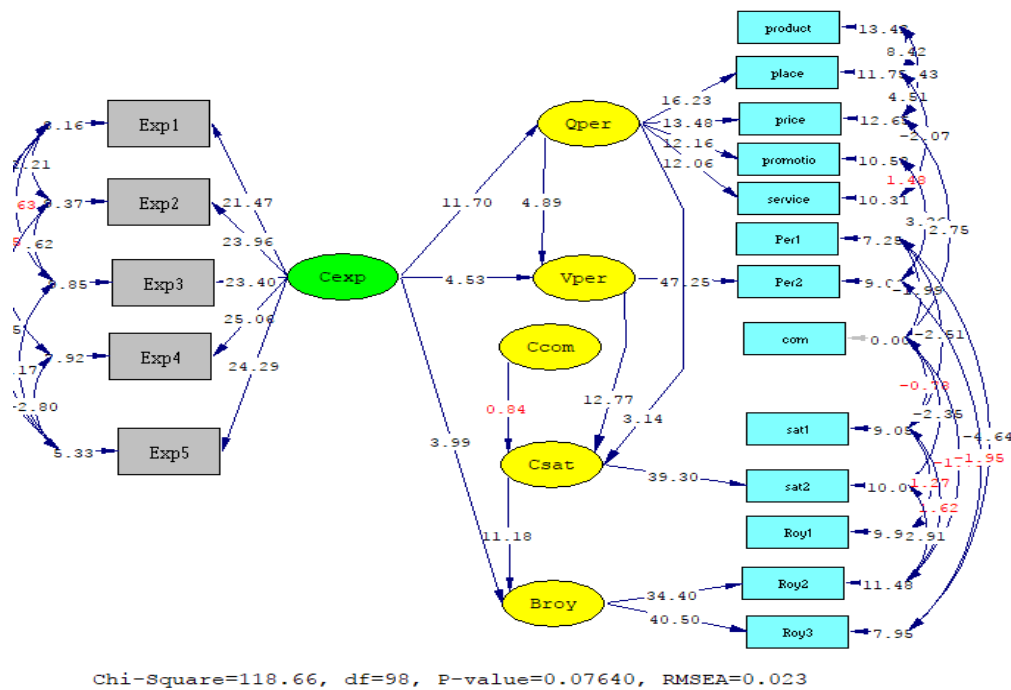
Figure 7 Model of chi-square testing concordance of the model and statistics
to test causal influence of expectation, quality perception, satisfaction
and complaints of customers on loyalty of Chinese tourists towards
Mae Taeng Elephant Park, Chiang Mai Province

Source: Data analysis

According to the figure, chi-square is 118.66 and p-value is 0.0764 which is more than 0.05 resulting in the acceptance of main hypothesis (H$_0$: S= Σ). It meansvariance and covariance of the model with calculation in accordance with the structure of data involvement is consistence with variance and covariance calculated from data which can be evaluated that the model is appropriate.

In addition, T-value in testing causal influence between independent variables and dependent variables is higher than 1.96 with value range of 3.99-12.77 indicating that independent variables influenced dependent variables significantly at 0.05. This excludes T-value in testing causal influence between independent

variables of customer complaint (Ccom) and customer satisfaction lower than 1.96 indicating that independent variables did not influence dependent variables.

Table 15 Causal influence of expectation, quality perception, satisfaction and complaints of customer on loyalty of Chinese tourists towards MaeTaeng Elephant Park, Chiang Mai Province

No.	Dependent variable	Decision coefficient (R2)	Causal influence value	Independent variable				
				Customer satisfaction	Customer Complaint	Value perception	Quality perception	Customer expectation
1	Customer loyalty (Broy)	0.81	DE	0.68***	-	-	-	0.24***
			IE	-	N/A	0.54***	0.41***	0.60***
			TE	0.68***	N/A	0.54***	0.41***	0.84***
2	Customer satisfaction (Csat)	0.94	DE	-	N/A	0.79***	0.20***	-
			IE	-	-	-	0.39***	0.88***
			TE	-	N/A	0.79***	0.59***	0.88***
3	Customer's value perception (Vper)	0.83	DE	-	-	-	0.50***	0.43***
			IE	-	-	-	-	0.45***
			TE	-	-	-	0.50***	0.88***
4	Customer's quality perception (Qper)	0.82	DE	-	-	-	-	0.91***
			IE	-	-	-	-	-
			TE	-	-	-	-	0.91***

Remark   Total Effect: TE, Direct Effect: (DE), Indirect Effect: (IE) are not applicable: N/A

From table 15, analysis result can be explained as follows:

1. When considering decision coefficient or R^2, the researcher found that it was 0.81, 0.82, 0.83 and 0.94, respectively indicating independent variables could

explain variance of dependent variables for 81 , 82, 83 and94% , respectively which was in acceptable level, that is, more than 0.2 (MontreePiriyakul,2553 Page 12).

2. Causal influence of structural relationship between expectation, quality perception, value perception, satisfaction, customer complaint and loyalty of Chinese tourists towards Mae Taeng Elephant Park could be summarized as follows:

2.1 Factors influencing loyalty of customers using services of Mae Taeng Elephant Park significantly at 0.05 included (1) customer expectation (Cexp) with direct effect at 0.24, indirect effect at 0.60 and total effect at 0.84 (2) quality perception (Qper) with direct effect at 0.41, (3) value perception (Vper) with indirect effect at 0.54 and (4) customer satisfaction (Csat) with direct effect at 0.68

2.2 Factors influencing customer satisfaction (Csat) of tourists visiting Mae Taeng Elephant Park Significantly at 0.05 included (1) customer expectation (Cexp)with indirect effect at 0.88, (2) quality perception (Qper) with direct effect at 0.20, indirect effect at 0.39 and total effect at 0.59 and (3) value perception (Vper) with direct effect at 0.79.

2.3 Factors influencing value perception (Vper) of customers suing service of Mae Taeng Elephant Park with statistical significance at 0.05 included (1) customer expectation(Cexp) with direct effect at 0.432, indirect effect at 0.45 and total effect at 0.88 and (2) quality perception (Qper) with direct effect at 0.50.

2.4 Factors influencing quality perception (Qper) of customers using service of Mae Taeng Elephant Park with statistical significance at 0.05 included customer expectation (Cexp) with direct effect at 0.91.

Part 4: Result of suggestion data analysis of Chinese tourists
towards service quality improvement of
Mae Taeng Elephant Park,
Chiang Mai Province

According to in-depth interview with 10 Chinese tourist's visiting Mae Taeng Elephant Park, 5 staffs at Mae Taeng Elephant Park and an executive of Mae Taeng Elephant Park, in overall, Mae Taeng Elephant Park provided quality service with quite good management. However, there are some points to be improved for better service and management in the future as follows:

1. Dining room: an issue is that when there are a number of tourists during lunch, the restaurant looks narrow and has inadequate tables to meet the needs. Moreover floor and tables are cleaned slowly making it look dirty and uncomfortable. Recommendations include providing adequate tables and chairs to meet customer's need when a number of tourists use service and floors and tables should be cleaned immediately after previous tourists use service to be prepared for next batch of tourists.

2. Toilet: the issues are that when a number of tourists use service especially in the afternoon, the toilets are dirty particularly the floor and water closets. Recommendations are that Mae Taeng Elephant Park should provide a staff to clean toilets immediately after service.

3. Cart riding service: a problem is that the road is full of dust during busy traffic and the road is muddy when raining. Recommendations are that mud-free and dust-free road should be provided.

4. Tribal village: the problem is that there is no drink shops at the tribal village as well as convenient toilet service and information about its background. Recommendations are that drink shops, information spot about history and background of the village and toilets should be properly provided.

5. Rafting service: the problem is that life vests provided for tourists are partly dirty with stains. The recommendations are that life vests should be cleaned to always look clean.

6. Parking space: the problem is that parking space is inadequate when many tourists use service leading to the fact that some cars have no space to park or park at risk points.   Recommendations are that Mae Taeng Elephant Park should additionally provide parking space to be sufficient with needs.

7. Elephant trekking service: the problem is that walking routes of elephant are full of difficulties especially around river due to slope which possibly causes risk to elephants and accidents. Recommendations are that Mae Taeng Elephant Park should adjust the walking route to be safe.

8. Elephant show venue: the problem is that the place where elephants show has no shady parts that the elephants have to stand in the sun or rain while performing. Recommendations are that Mae Taeng Elephant Park should grow more trees or build a large hall with roof to provide shades for the elephants.

9. Elephant feeding service: the problem is that Mae Taeng Elephant Park does not have elephant feeding service because some tourists especially independent tourists or those who travel on their own want the Elephant Park to provide elephant feeding service. The recommendation is that Mae Taeng Elephant Park should provide elephant feeding service.

CHAPTER 5
RESULTS AND DISCUSSION

The topic of this study is " The Causal Influence of Expectations, Perceived Quality, Perceived Value, Satisfaction, Complaints, and Loyalty of Chinese tourists to Mae Taeng Elephant Park, Chiang Mai, Thailand." The research has three objectives: (1) to research Chinese tourists' expectations, perceived quality, perceived value, satisfaction, complaint, and loyalty towards Mae Taeng Elephant Park, Chiang Mai; (2) to research the causal influences of expectations, perceived quality, perceived value, satisfaction, and complaint of customers on loyalty of Chinese tourists towards Mae Taeng Elephant Park; and (3) to research recommendations that could improve the quality of service of Mae Taeng Elephant Park in the future. The research collected data from 400 Chinese customers. The research provides conclusions, explanations, and recommendations as follows:

Summary

General Information and Travelling Data

Chinese tourists visiting Mae Taeng Elephant Park, Chiang Mai, are of slightly more females than males, that is, 50.25% females, most aged between 26-39, a big majority of up to 35.50%, followed by ages 40-59, at 32.75%. The analysis of Chinese tourists' travelling data is summarized as follows.

1. In travelling, it was found that the majority travel with tour companies, 67.50% , followed by associate travel, independent travel, then, travelling with government agencies and employer's organization, 21.75% , 10% , and 0.75% , respectively.

2. On receiving information, it was found that most information was obtained via tour companies, 69.50% , followed by word of mouth, then online media, and printed media, film media, 15%, 13.50%, 2%, respectively.

3. For number of times visited, it was found that most were first time visitors, 82.50%, followed by second time visitors, then third time visitors, and forth time visitors, 12.75%, 2.75%, and 2%, respectively.

4. For services that tourists chose, the most chosen was elephant show, 96.13%, followed by elephant trekking, then, ox cart rides, visiting tribal homes, bamboo rafting, and ziplining, 90.98%, 77.84%, 75.26%, 68.30%, and 19.07%, respectively.

5. For activities that impressed tourists, the most impressive activity was elephant Trekking, 67.89%, followed by elephant shows, visiting tribal homes, bamboo rafting, ox cart rides, and then, zip line, 66.06%, 30.55%, 29.50%, 20.10%, and 13.05%, respectively.

Objectives 1: Research Chinese tourists' expectations, perceived quality, perceived value, satisfaction, complaints, and loyalty towards Mae Taeng Elephant Park, Chiang Mai.

Results of the analysis of feedback data on expectations, perceived value, perceived quality, satisfaction, and complaints towards Chinese tourists' loyalty to Mae Taeng Elephant Park, Chiang Mai, are as follows:

1. It was found that the expectations of Chinese tourists visiting Mae Taeng Elephant Park were, in ascending order, expecting to have good, exotic feelings with an mean feedback score of 3.85, followed by expecting to have an experience with elephants, expecting to have fun, expecting safety, and the lowest was being excited with mean feedback scores of 3.83, 3.81, 3.81, and 3.75, respectively.

2. Opinions on perceived quality

2.1 It was found that for perceived product quality, Chinese tourists visiting Mae Taeng Elephant Park strongly agree that Mae Taeng Elephant Park's activities are of quality and impressive, with a total mean feedback score of 4.14. The product that Chinese tourists strongly agreed with the most and specified in having quality and impressiveness was the elephant show, and elephant trekking, with mean feedback scores of 4.33 and 4.31 respectively; and the products Chinese tourists strongly agreed with was bamboo rafting, tribal villages, ox cart rides, and ziplining, with mean feedback scores of 4.14, 4.05, 4.03, and 3.99 respectively

2.2 It was found that for perceived location quality, most Chinese tourists visiting Mae Taeng Elephant Park strongly agree that the location of Mae Taeng Elephant Park is natural, with a total mean feedback value of 4.00. The settling location of Mae Taeng Elephant Park having naturalness, was what Chinese tourists agreed with the most, with a mean feedback value of 4.21. Sorted by mean feedback values, Chinese tourists' strongly agreed with external landscape of Mae Taeng Elephant Park has beauty, Elephant trekking trails of Mae Taeng Elephant Park are suitable, Location of Mae Taeng Elephant Park's elephant show is suitable, Scenery and waterway of the Mae Taeng River used for bamboo rafting is beautiful and safe, has Internet services, Location and path of ox cart rides are suitable, Parking areas of Mae Taeng Elephant Park are spacious and not congested, Location or area of tribal homes or Karen Long Necks of Mae Taeng Elephant Park is appropriate, Location of ziplining service has stability and suitability, Location of Mae Taeng Elephant Park is travel convenient, Has TV services provided to tourists, Eating areas of Mae Taeng Elephant Park are clean and hygienic, has clean toilets, and souvenir sales locations of Mae Taeng Elephant Park are suitable, with mean feedback scores of 4.18, 4.10, 4.06, 4.04, 4.00, 3.99, 3.98, 3.97, 3.97, 3.95, 3.93, 3.92, 3.89, and 3.88 respectively.

2.3 It was found that for perceived price quality, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed with the appropriate service fees, with a total mean feedback score of 3.68. When considering individual service fees for the services provided by Mae Taeng Elephant Park, Chinese tourists specified as being very appropriate are, in ascending order, elephant show fees, with a mean feedback score of 3.83, followed by ox cart ride fees, ziplining fees, elephant trekking fees, visiting Karen Long Neck fees, and prices of overall souvenirs, with mean feedback scores of 3.75, 3.71, 3.64, 3.62 and 3.55 respectively.

2.4 It was found that for perceived promotional quality, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed with Mae Taeng having appropriate promotional sales, with a total mean feedback score of 3.73. Promotions that Chinese tourists specified as being appropriate are, in ascending order, having various public relations channels such as internet, Facebook, documents, and distributing agents, with a mean feedback score of 3.74, followed by price incentives

such as discounted prices for regular customers, discounts when there are few customers, etc., and having/ providing complete information on elephants, with feedback scores of 3.73 and 3.72, respectively.

      2.5 It was found that for perceived service quality, most Chinese tourists strongly agreed with the quality of service, with a total mean feedback score of 4.03. Services that Chinese tourists specify as having quality, in ascending order, are that employees are honest and trustworthy, with a mean feedback score of 4.05, followed by staff were polite and courteous, staff advised visitors on various issues when they encountered problems, staff provided fast service and there is a reliable security system, with mean feedback scores of 4.04, 4.03, 4.02 and 4.00 respectively.

      3. It was found that for perceived value, most Chinese tourists visiting Mae Taeng Elephant Park strongly agreed with the value of Mae Taeng Elephant Park, with a total mean feedback score of 3.76. Chinese tourists specified as being worth it, in ascending order, is service fees of Mae Taeng Elephant Park is appropriate for the quality, with a mean feedback score of 3.76, followed by visiting Mae Taeng Elephant Park is worth both the time and money, with a mean feedback score of 3.75.

      4. Customer complaints and suggestions showed that complaints and suggestions of Chinese tourists on each of the services of Mae Taeng Elephant Park were less than 50%. Chinese tourists had the most complaints and suggestions on: eating areas are cramped at times when there is a large number of tourists, at 37.3%, followed by; toilets are dirty some times after use, sales locations of souvenirs are not grouped but scattered, roads are dusty after cars drive pass during ox cart ride services, Karen Long Neck village does not sell drinking water, life vests are not clean for bamboo rafting services, parking areas are cramped when there are many tourists, going up and down the river during elephant trekking services looks difficult for the elephants, elephants are in the sun during elephant show services, and do not want photos taken because another tourist friend will have already taken a photo, at 31.73%, 31.47%, 24.80%, 21.07%, 17.87%, 15.47%, 12.53%, 12.00% and 5.07% respectively.

      5. It was found that for customer satisfaction, most Chinese tourists visiting Mae Taeng Elephant Park strongly agree with being satisfied after visiting Mae Taeng

Elephant Park, with a total mean feedback score of 3.78. Required services and demand for high satisfaction with a mean feedback score of 3.81, followed by receiving Mae Taeng Elephant Park's services exceeded expectations, with a mean feedback score of 3.74%.

6. It was found that for customer loyalty, most Chinese tourists visiting Mae Taeng Elephant Park strongly agree that Chinese customers have loyalty towards Mae Taeng Elephant Park, with a total mean feedback score of 3.86. Chinese tourists specified that after having used the services of Mae Taeng Elephant Park, with the highest feedback score, is wanting to tell or wanting to talk about the excitement and impressions to others, in ascending order, at 3.89, followed by; in the future, will tell people they know or recommend them to visit and use the services of Mae Taeng Elephant Park, with a mean feedback score of 3.88, and the lowest; if the opportunity rises, will reuse the services of Mae Taeng Elephant Park again, with a mean feedback score of 3.88.

Objective 2: Research the causal influences of expectations, perceived quality, perceived value, satisfaction, customer complaint and loyalty of Chinese tourists towards Mae Taeng Elephant Park

Estimation of causal influence on structural relationships of expectations, perceived quality, perceived value, satisfaction, customer complaint and loyalty of Chinese tourists towards Mae Taeng Elephant Park can be summarized as follows:

1. Factors influencing the loyalty of customers who use the services of Mae Taeng Elephant Park that are statistically significant at a 0.05 level are (1) customer expectation (2) customer satisfaction (3) customer perceived value (4) customer perceived quality; with causal influence values of 0.84, 0.68, 0.54 and 0.41, respectively.

2. Factors influencing the satisfaction of customers who use the services of Mae Taeng Elephant Park that are statistically significant at a 0.05 level are (1) customer expectation (2) customer perceived value (3) customer perceived quality, with causal influence values of 0.88, 0.79, and 0.59, respectively.

3. Factors influencing the perceived value of customers who use the services of Mae Taeng Elephant Park that are statistically significant at a 0.05 level are (1) customer expectation and (2) customer perceived quality, with causal influence values of 0.88 and 0.50, respectively.

4. Factors influencing the perceived quality of customers who use the services of Mae Taeng Elephant Park that is statistically significant at a 0.05 level is customer expectation, with a causal influence value of 0.91.

Objective 3: Research recommendations that could improve the quality of service of Mae Taeng Elephant Park in the future

From the in-depth interviews conducted with 10 Chinese tourists visiting Mae Taeng Elephant Park, 5 employees of Mae Taeng Elephant Park, and 1 manager of Mae Taeng Elephant Park, it was found that overall Mae Taeng Elephant Park has quality services as well as being able to administrate and manage quite well. Nevertheless, there are still some issues that need better service and management in the future, the details are as follows.

1. Eating areas. The issue found was that during periods of when there was a large number of tourists there, often during lunch time, the eating areas would look cramped, and the number of tables would not be enough to meet demand. In addition, cleaning of the floors and tables would be delayed and slow, making the area look dirty. Recommendations is to manage and organize enough tables to meet the demand during periods of large numbers of tourists, and there should be management of staff to clean the floors and tables immediately after the previous set of tourists have used the service in order to prepare and be ready in servicing the next set of tourists.

2. Toilets. The issue found was that during periods of large amounts of tourists using toilet services, especially during the afternoon, the toilets will be dirty especially the floors and toilet. Recommendation is that Mae Taeng Elephant Park should administer a person to be responsible for cleaning the toilets immediately after having been used.

3. Ox cart ride services. The problem found was that the roads are full of dust during high traffic periods and the roads are muddy when there is rainfall. Recommendation is to make mud and dust free roads.

4. Tribal homes. The problem found was that tribal homes do not have water for sale, do not have convenient toilet services, and do not provide background information or history. Recommendation is there should be toilets for service, there should be a shop selling drinks, and an information spot providing history of the village and background of the tribe.

5. Bamboo rafting services, the problem found was that some of the life vests providied to the tourists have dirty spots stains. Recommendation is that the life vests should be cleaned constantly.

6. Parking areas. The problem found was that the parking area was congested when there were a high number of tourists, resulting in some vehicles not having a place to park or having to park in a risky spot. Recommendation is that Mae Taeng Elephant Park should build additional parking areas to be sufficient for demand.

7. Elephant trekking. The problem found was that the path of going up and down the river is difficult and dangerous for elephants due to its steepness. Recommendation is that MTEP should adjust the travel route of going down so that it is safe.

8. Elephant show location. The problem found was that the location used in the elephant show activities do not provide cover or shade, causing elephants to be out in the sun during the show. Recommendation is that MTEP should plant trees or consturct a large roof in order to create shade for the elephants.

9. Elephant feeding activities. The problem found was that MTEP does not have elephant feeding services due to Chinese tourists, especially independent travelling tourists; want MTEP to have elephant feeding activities. Recommendation MTEP should have elephant feeding services.

Implication

Research of " The Causal Influence of Expectations, Perceived Quality, Perceived Value, Satisfaction, Complaints, and Loyalty of Chinese tourists to Mae Taeng Elephant Park, Chiang Mai, Thailand", is discussed as follows:

1. Customer loyalty of Chinese tourists. The study found that most Chinese tourists that visit MTEP strongly agree with having loyalty towards MTEP, with a total mean feedback score of 3.86, indicating that after having used the services of MTEP, they got to tell or wanted to tell others about their excitement and impressions, with the highest mean feedback score of 3.89, in ascending order, followed by; in the future, will tell people they know or recommend them to visit and use the services of Mae Taeng Elephant Park, with a mean feedback score of 3.88, and the lowest; if the opportunity rises, will reuse the services of Mae Taeng Elephant Park again, with a mean feedback score of 3.88. In this regard, it is in line with the literature review which found that the act of customers coming back to reuse the product or service of any brand means that the customer is loyal to that product (Brand loyalty). Loyalty of the customer, or consumer, is considered to be the result of post-consumer assessment. This can be explained by the concept of consumer behavior, that is the actions of the person involved in the decision of choosing, buying, using goods or services, in order to fulfill their own needs. Customer loyalty is the true commitment of the customer that will purchase or patronage their favorite products and services again in the future. Despite changes in circumstances and marketing efforts, it does not affect those customers purchasing behavior to buy other branded products or service. In simple terms, customer commitment to service products or the brand itself, which is measured by the willingness in the form of purchase or patronage and recommendation (Anuwat Songsom et el, 2012).

However, loyalty to the product and service still depends on many factors. The results of the research show that the factors influencing customer's loyalty that come and use the services of MTEP were statistically significant at 0.05 level, sorted by causal influence value, customer expectations, customer satisfaction, customer

perceived value, customer perceived quality, with causal influence values of 0.84, 0.68, 0.54 and 0.41, respectively. Additional issues are discussed further below:

         1.1 It was found that for the expectations of customers, Chinese tourists visiting MTEP have expectations prior to coming to visit MTEP, which are, expecting to have good, exotic feelings, expecting to have an experience with elephants, expecting to have fun, expecting safety, and will receive excitement respectively. Expectations of customers will determine customer satisfaction. If customers have high expectations, and if services meet expectations, it will result in high satisfaction, and if not they do not receive as desired, that will eventually cause dissatisfaction. If not responded as desired, it will eventually cause dissatisfaction. This is consistent with Sukhothai Thammathirat Open University (2540: 18), which specifies the expectations of the person receiving services that when the customer comes in contact with any organization or service business, they often expect one type of service or another. Service providers need to recognize and learn about basic expectations and know how investigate specific expectations of service recipients, to provide service that meets expectations, which will satisfy the service recipients or could even be impressed if the service exceeds expectations. Thus, Maetang Elephant Park must create a service that can meet the expectations of at least 5 Chinese customers, which is; expecting to have an exotic feeling, expecting to have an experience with elephants, expecting to have fun, expecting to be safe, and expect excitement, respectively.

       2. Customer Satisfaction (Piti Tantakasem, 2003; Fornell et al, 1996; Gorson, 2546: 20) gave the definition of satisfaction as, customer satisfaction occurs when products or services meet or exceeds customer's needs. Quality refers to anything that the customers feel satisfied with and always mention when they use that product or service. The results showed that most Chinese tourists visiting MTEP strongly agree with the satisfaction of visiting MTEP, with a total mean feedback score of 3.78. With services meeting customer's needs, the highest satisfaction is, in ascending order, with a mean feedback score of 3.81, followed by services of MTEP exceeding needs, with a mean feedback score of 3.74. It can be concluded that CTVMTEP are highly satisfied. Activities that tourists were impressed with, in

ascending order, was elephant trekking, 67.89%, followed by elephant show, visiting tribal village, bamboo rafting, ox cart ride, and ziplining, at 66.06%, 30.55%, 29.50%, 20.10%, and 13.05% respectively. Therefore, if MTEP wanted to expand its Chinese market, it should offer services that emphasizes on tourists experiencing elephants, that is, elephant trekking, elephant shows, and elephant feeding.

According to a study conducted by The American Society of Quality (ASQ), the reason for the loss of a business' customers is that when it comes to proportion, 2 out of 3 customers who abandoned their purchasing of products and services of that business were rationalized by their dissatisfaction with the products and services, including employees' lack customer care or simply said, the business fails to satisfy the customer. At the same time, the departure of customers as a result of competitors is only 9%, and another 5% resulting from being persuaded or forced to use other products instead. Besides that, it was found that 68% of customers that turn to use the competitor's products and services are because sales staff lacked customer care; at 14%, feeling dissatisfied with the products and services offered by the business; at 9%, competitors vying for customers, at 5%; influenced by close people persuading/enforcing; and 1%, customer's loss of life.

In addition, there is also information from a survey that is interesting. The reason why customers decide to use a product and service is because of; the impression in the received service and the enthusiasm of employees in providing service, at 50%, while reasons of technical / technological expertise is only 7%. On the other hand, the decision to discontinue the purchase of products/services is due to the unsatisfactory service received, at 40%, while only 8% gave the reason that the price and quality was not appropriate. It can be seen that the main reason, in deciding to buy or use products and services, or deciding to discontinue the purchase/use of products/services, is due to the satisfaction of products and services received rather than the competitor's reasons, price and quality, or influence by other factors. If looked on from this viewpoint, it shows that in truth, each manufacturer does not directly compete with other competitors but to compete with themselves and keep up in the pursuit of customer satisfaction and be able to deal with such demand. Any company that has a better system to receive customer

satisfaction information and can eliminate problems of complaints immediately has a competitive advantage and pull market share to occupy.

From the interviews with 10 Chinese tourists and interviews with 5 employees of MTEP on the problems and recommendations related to the service of MTEP, the research results are as follows:

2.1 Eating areas. The problem found was that during periods of when there was a large number of tourists there, often during lunchtime, the eating areas would look cramped, and the number of tables would not be enough to meet demand. In addition to that, the person responsible for cleaning of the floors and tables would be delayed and slow, making the area look dirty. Recommendation is to manage and organize enough tables to meet the demand during periods of large numbers of tourists, and there should be management of staff to clean the floors and tables immediately after the previous set of tourists have used the service in order to prepare and be ready in servicing the next set of tourists.

2. 2 Toilets. The problem found was that during periods of large amounts of tourists using toilet services, especially during the afternoon, the toilets will be dirty especially the floors and toilet. Recommendation is that Mae Taeng Elephant Park should administer persons responsible for cleaning the toilets immediately after having been used.

2.3 Place of sale of goods and services, i.e., since there is no sorting or grouping of shops and services but scattered out, there is no information on the list of products or services for sale that could otherwise encourage tourists to be aware that there are many types of shops and services such as massage, beverage list, food menu, and souvenir items list. Recommendation is MTEP should have an analysis of its list of products and services to facilitate classification and public relations.

2.4 Ox cart ride service. The problem found was that the roads are full of dust during high traffic periods and the roads are muddy when there is rainfall. Recommendation is to free of dust.

2.5 Tribal homes. The problem found was that the tribal villages does not have a beverages sales service, does not have toilet services, and does not have a service that provides information on the history and background of each tribe.

Recommendation is that they should have toilets, a beverage shop, and have an information stop that provides information on the history of the village and background of the tribe, etc.

       2.6 Bamboo rafting services. The problem found was that the life vests provided to tourists unclean, have dirty stains, and moldy fungus. Recommendation is that there should be a system to clean the life vests continuously.

       2.7 Parking areas. The problem found was that the parking area was congested when there are a high number of tourists, resulting in some vehicles not having a place to park or parking at risk. Recommendation is that Mae Taeng Elephant Park should create additional parking spaces to meet the demand.

       2.8 Elephant trekking. The problem found was that the elephant's path of ascent and descent on the riverside is difficult due to its steepness, which puts the elephants at risk of an accident. Recommendation is that MTEP should adjust the travel route of descent along the riverside for safety.

       2.9 Elephant show location. The problem found was that the location used for the elephant show is not suitable due to, while the elephants perform; the elephants must under the sun and under the rain. Recommendation is that MTEP should plant trees or create a large hall roof in order to create shade for the elephants.

       2.10 Elephant feeding activities. The problem found was that MTEP does not have elephant feeding services due to Chinese tourists, especially independent travelling tourists; want MTEP to have elephant feeding activities. Recommendation MTEP should have elephant feeding services.

       Therefore, it can be said that customer satisfaction is considered as one of the important assets of a business. Although customer satisfaction cannot be touched or measured in monetary form (Intangible Asset) when compared to assets of past business that are often measurable or touchable, such as building, equipment, land, etc. (Tangible), but customer satisfaction is an important asset for businesses to accumulate and build on at all times if needed to maintain a competitive edge and it is also considered a proof of profit in the future. Today's

businesses are more likely to hold assets in the Intangible Asset. Some may have higher Intangible Assets than Tangible Assets.

Leading businesses often equate customer satisfaction as the leading index (Leading Indicators) to the company's future earnings prospects, because looking at the financial results of the company alone is research of data in the past or what happened, in the future it cannot be guaranteed that products will be sold. But if customers are satisfied with the products and services, they will buy the products and services of the company repeatedly and advise people close to them to buy as well, leading to better earnings and profits of the company and can predict future sales to a certain extent.

In the case of the United States, according to a University of Michigan study, the American Consumer Satisfaction Index (ACSI) correlated with key business performance indicators such as Return on Investment (ROI) or Return on Asset (ROA). ACSI correlated with both variables in a statistically significant linear direction, including having a one-way relationship with Value Added the businesses can create. And when the ACSI index is reported, the stock market often responds in the same direction as the survey results. In addition, researchers can calculate customer satisfaction in terms of market value.

Factors influencing the satisfaction of customers who use the services of Mae Taeng Elephant Park that are statistically significant at a 0.05 level are (1) customer expectation (2) customer perceived value (3) customer perceived quality, with causal influence values of 0.88, 0.79, and 0.59, respectively. Therefore, MTEP has to give importance on building customer satisfaction, i.e. responding customer expectation, developing quality and service quality and paying attention to value perception of customers.

3. Value perception (Vper), from the study, was found that Chinese tourists that visited Mae Taeng Elephant Park mostly agreed to value of Mae Taeng Elephant Park with mean opinion score at 3.76. The point that Chinese tourists identified was top value was service rate of Mae Taeng Elephant Park reasonable with quality with mean opinion score at 3.76 followed by money and time worthiness in visiting Mae Taeng Elephant Park with mean opinion score of 3.75. Factors that influenced

customer's value perception of those who visited Mae Taeng Elephant Park with statistical significance at 0.05 included (1) customer expectation, (2) customer's value perception with causal influence at 0.88 and 0.50 respectively.

Therefore, if Mae Taeng Elephant Park wants to have value perception of Mae Taeng Elephant Park in 2 terms including (1) customers feeling that service rate of Mae Taeng Elephant Park is suitable with quality and (2) feeling that visiting Mae Taeng Elephant Park is worthy financially and timely. It should emphasize important factors, which are constructing good expectation of customers and maintaining product and service quality.

4. Quality perception (Qper) was found that factors influencing quality perception of customers that used service of Mae Taeng Elephant Park with statistical significance at 0.05 included customer expectation with causal influence at 0.91. Quality perception of Chinese people towards products and services of Mae Taeng Elephant Park could be divided in 4 aspects as follows:

4.1 Product quality perception: it was found that Chinese tourists that visited Mae Taeng Elephant Park highly agreed to activities of Mae Taeng Elephant Park that were quality and impressive with mean opinion score of 4.14. products to which the Chinese tourists agreed most was quality and impression i.e. elephant performance and elephant riding with mean opinion score at 4.33 and 4.31, respectively and products the tourists highly agreed to were rafting, tribal village visiting cart riding and zip-line playing with mean opinion score of 4.14, 4.05, 4.03 and 3.99, respectively.

4.2 Place quality perception: the result shows that Chinese tourists that visited Mae Taeng Elephant Park mostly agreed to the fact that places of Mae Taeng Elephant Park were natural with mean opinion score of 4.00. the point to which the Chinese tourists agreed most was that places of Mae Taeng Elephant Park were located in natural area with mean score at 4.21 while the points to which they highly agreed included that external scenery of Mae Taeng Elephant Park was beautiful, elephant riding route of Mae Taeng Elephant Park was suitable, elephant performance venue of Mae Taeng Elephant Park contained majestic scenery and Mae Taeng River for rafting was amazing and safe with internet signal service, place and

route of cart riding of Mae Taeng Elephant Park was proper, parking space of Mae Taeng Elephant Park was spacious, places of long-necked Karen tribe village of Mae Taeng Elephant Park was suitable, zip-line service spot was standard and stable, location of Mae Taeng Elephant Park was convenient for travelling with television media for tourists, dining room of Mae Taeng Elephant Park was clean and hygienic and souvenir shops of Mae Taeng Elephant Park were satisfactory with mean opinion scores of 4.18 , 4.10 , 4.06 , 4.04 , 4.00 , 3.99 , 3.98 , 3.97, 3.97, 3.95, 3.93 , 3.92, 3.89 and 3.88, respectively.

      4.3 Price quality perception: it was found that Chinese tourists that visited Mae Taeng Elephant Park mostly agreed to suitability of service rate with mean opinion score of 3.68. When considering service rate of Mae Taeng Elephant Park, the rate that Chinese tourists identified was highly reasonable was elephant show rate with mean opinion score of 3.83 followed by cart riding rate, zip-line rate, elephant riding rate, long-necked Karen village visiting rate and souvenir rate with mean opinion scores of 3.75, 3.71, 3.64, 3.62 and 3.55, respectively.

      4.4 Sale promotion quality perception: the findings reveal that Chinese tourists visiting Mae Taeng Elephant Park mostly agreed to suitable sale promotion of Mae Taeng Elephant Park with mean opinion score of 3.73. Sale promotion that Chinese tourists identified was mostly proper was various public relation channels such as internet, Facebook, documents and sale agents with mean opinions score of 3.74 followed by price incentive such as discount for regular customers, discount upon few customers visit etc. and complete information giving of Mae Taeng Elephant Park with mean opinion scores of 3.73 and 3.72 respectively. Sale promotion should be emphasized on 2 channels including public relation through travel agencies and online networks. Nevertheless, it is because the findings discover that most Chinese tourists travelled with travel agencies the most accounted for 67.50% followed by travelling with acquaintances or on their own accounted for 21.75%, respectively.

      4.5 Service quality perception: it was found that most Chinese tourists agreed to service quality with mean opinion score of 4.03. Service that the Chinese tourists identified was quality most was that service staffs were reliable with mean

opinion score of 4.05 followed by that receptionists were hospitable and polite and could give advices when the tourists had problems and staffs provided service quickly with dependable security system with mean opinion scores of 4.04, 4.03, 4.02 and 4.00, respectively.

Perceived quality of consumers, according to the study of Eun Jung Choi and Soo-Hyun Kim (2013), was found that perceived quality of consumers influences customer satisfaction and customer loyalty which is repurchase. This is in line with the research study of Nazia Yaseen et al (2011) finding that perceived quality of consumers influenced product purchasing. In addition, the study of Francisco Arteaga, et al. (2010) discovered that perceived quality of consumers influenced product purchasing and brand loyalty. Such principle is consistent with the findings that factors influencing quality perception (Qper) of tourists that visited Mae Taeng Elephant Park with statistical significance at 0.05 were good expectation of customer (Cexp) with direct effect at 0.91. Besides to this, Laksamee Saraban (2556: Online) stated that quality means suitability with application, meeting need or consistence with requirements with highest benefit in use and regular satisfaction of customers. The products and services should have standard quality with reasonable price.

Therefore, if Mae Taeng Elephant Park wants to satisfy customers with loyalty, Mae Taeng Elephant Park should maintain service quality; in other words, (1) product: focusing on quality of elephant performance, elephant riding, cart riding, tribal village visiting, rafting and zip-line playing, respectively (2) place: keeping the place to be natural with clean toilets, clean dining room and convenient parking space, (3) price: determining reasonable price with quality, (4) sale promotion: having sale promotion through online network and travel agencies and (5) service: staffs providing services with honesty, hospitality and politeness and giving advices when the tourists have problems with quick service and reliable security system.

Recommendation

According to the study, recommendations are as follows:

Recommendation from research

1. The study result was found that factors influencing loyalty of customers that used services at Mae Taeng Elephant Park were customer expectation before travelling, customer satisfaction, customer's value perception and customer's quality perception. Therefore, Mae Taeng Elephant Park should emphasize customer loyalty. That is, after customers use service, what will it do to make them introduce this place to others or recommend other to visit and use service of Mae Taeng Elephant Park and to repurchase. Emphasis on following factors should be considered.

1.1 Creating good expectation of customers i.e. good and strange feeling, experience with elephants, enjoyment, safety, and excitement, respectively.

1.2 Bringing satisfaction to customers by providing products and services to meet the need and/ or provide services beyond customer's expectation. Service that the customers are satisfied and impressed are elephant performance, elephant riding, cart riding, tribal village visiting and zip-line playing respectively.

1.3 Constructing value perception of customers. That is, the customers will feel that service rate of Mae Taeng Elephant Park is suitable with quality and travelling to Mae Taeng Elephant Park is worthy financially and timely.

1.4 Constituting quality perception of customers. That is, (1) product: emphasizing on quality of elephant performance, elephant riding, cart riding, tribal village visiting, rafting and zip line playing, (2) place: maintaining facilities to be natural with clean toilets, clean dining room and convenient parking space, (3) price: setting reasonable price with quality, (4) sale promotion: providing sale promotion through online channel and travel agencies and (5) service: staffs providing services with honesty, hospitality and politeness and giving advices when the tourists have problems with quick service and reliable security system.

2. According to in-depth interview with 10 Chinese tourists visiting Mae Taeng Elephant Park, 5 staffs at Mae Taeng Elephant Park and an executive of Mae Taeng

Elephant Park, in overall, Mae Taeng Elephant Park provides quality service to satisfy customers with relatively good management. However, there are some issues to be improved for better service and management in the future as follows:

2.1 Dining room: an issue is that when there are a number of tourists during lunch, the restaurant looks narrow and has inadequate tables to meet the needs. Moreover, floor and tables are cleaned slowly making it look dirty and uncomfortable. Recommendations include providing adequate tables and chairs to meet customer's need when a number of tourists use service and floors and tables should be cleaned immediately after previous tourists use service to be prepared for next batch of tourists.

2.2 Toilet: the issues are that when a number of tourists use service especially in the afternoon, the toilets are dirty particularly the floor and water closets. Recommendations are that Mae Taeng Elephant Park should provide a staff to clean toilets immediately after service.

2.3 Cart riding service: a problem is that the road is full of dust during busy traffic and the road is muddy when raining. Recommendations are that mud-free and dust-free road should be provided.

2.4 Tribal village: the problem is that there is no drink shops at the tribal village as well as convenient toilet service and information about its background. Recommendations are that drink shops, information spot about history and background of the village and toilets should be properly provided.

2.5 Rafting service: the problem is that life vests provided for tourists are partly dirty with stains. The recommendations are that life vests should be cleaned to always look clean.

2.6 Parking space: the problem is that parking space is inadequate when many tourists use service leading to the fact that some cars have no space to park or park at risk points. Recommendations are that Mae Taeng Elephant Park should additionally provide parking space to be sufficient with needs.

2.7 Elephant riding service: the problem is that walking routes of elephant are full of difficulties especially around river due to slope, which possibly causes risk

to elephants and accidents. Recommendations are that Mae Taeng Elephant Park should adjust the walking route to be safe.

2.8 Elephant show venue: the problem is that the place where elephants show has no shady parts that the elephants have to stand in the sun or rain while performing. Recommendations are that Mae Taeng Elephant Park should grow more trees or build a large hall with roof to provide shades for the elephants.

2.9 Elephant feeding service: the problem is that Mae Taeng Elephant Park does not have elephant feeding service because some tourists especially independent tourists or those who travel on their own want the Elephant Park to provide elephant feeding service. The recommendation is that Mae Taeng Elephant Park should provide elephant feeding service.

Suggestion for future research

Further research study should examine participatory operation to standardize services of Thai elephant parks among relevant sectors such as Tourism Authority of Thailand, educational institution and business owners. The research and development will enable elephant parks in Thailand to provide service qualitatively.

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APPENDIX

Appendix A

Questionnaires

ID ☐ ☐ ☐

问卷调查

The Causal Influence of Expectations, Perceived Quality, Perceived Value, Satisfaction and Complaints of Chinese Tourists Loyalty of Mae Taeng Elephant Park, Chiang Mai, Thailand.

研究的目的如下：

一、**研究中国游客**对清迈梅丹大象园的期望、质量感知、价值感知、满意度、**投诉和忠诚度**。

二、**研究中国游客**对泰国清迈**梅丹大象园的期望**、质量感知、**价值感知、满意度、投诉以及的忠诚度的影响**因素。

三、**得出适合的建议**，有效的提高未来清迈**梅丹大象园的服**务质量。

调查表由以下两部分组成：

一、**中国游客基本信息**，请于符合的选项☐ 前"✓"

二、**中国游客**对清迈梅丹大象园的游玩体验。如：服务质量、满意度、意见反馈，请于符合的选项☐ **前打**"✓"

此调查仅作为研究使用，笔者真诚希望您作出最符合自身情况的回复。借此，笔者感谢您牺牲宝贵时间接受此次问卷调查。

一： 受访者基本信息

性别   **GENDER** ☐

☐ 1. **女** ☐   2. **男**

1. **年龄**   **AGE** ☐

    ☐ 1. **小于**25**岁**

    ☐ 2. 26 – 39 岁

    ☐ 3. 40 - 59 岁

    ☐ 4. 60 岁以上

2. **以何种方式来到清迈梅丹大象园**   **EDUC** ☐
    ☐ 1. **独自旅游**
    ☐ 2. **旅行社**
    ☐ 3. 结伴同行
    ☐ 4. **其他**（请说明）.........................

3. **以何种方式得知清迈梅丹大象园**   **INFOR** ☐
    ☐ 1. **旅行社**
    ☐ 2. **朋友介绍**
    ☐ 3. **政府**
    ☐ 4. **网络**
    ☐ 5. **其他**（请说明）.........................

4. **您对清迈梅丹大象园印象最深刻的**项目（可多选）

☐ 1. 骑大象
☐ 2. **大象表演**
☐ 3. **坐牛**车
☐ 4. **坐竹筏**
☐ 5. 长颈族村
☐ 6. **索道**

IMP1	
IMP2	
IMP3	
IMP4	
IMP5	
IMP6	

5. **您参与游玩了那些**项目（可多选）

☐ 1. 骑大象
☐ 2. **大象表演**
☐ 3. **坐牛**车
☐ 4. **坐竹筏**
☐ 5. 长颈族村
☐ 6. **索道**

ACT1	
ACT2	
ACT3	
ACT4	
ACT5	
ACT6	

6. **您觉得清迈梅丹大象园的什么地方应马上改进？（可多选）**

☐ 1. 骑大象
☐ 2. **大象表演**
☐ 3. **坐牛**车
☐ 4. **坐竹筏**
☐ 5. 长颈族村
☐ 6. **餐**厅
☐ 7. 卫生间
☐ 8. 纪念品销售处
☐ 9. **停车场**

COMP1	
COMP2	
COMP3	
COMP4	
COMP5	
COMP6	
COMP7	
COMP8	
COMP9	
COMP10	

☐ 10. **其他**（请说明）.............................

7. **您来清**迈梅丹大象园的次数　　　　　　　　　**NTRA** ☐

　　☐ 1. **第一次**
　　☐ 2. **第二次**
　　☐ 3. **第三次**
　　☐ 4. **多于三次**

二： **中国游客**对清迈梅丹大象园的游玩体验，如：服务质量、满意度、意见反馈。

请于最符合情况的选项前打（／）

序号	项目	意见					仅供工作人员填写	
		很满意	满意	一般	不满意	非常不满意	变量	得分
		5	4	3	2	1		
（产品）								
1	骑大象体验很不错 **令人印象深刻**						PRO1	
2	**大象表演**很精彩 令人印象深刻						PRO2	
3	**坐竹筏**						PRO3	

	项目好 **令人印 象深刻**						
4	**坐牛车** 项目好 **令人印 象深刻**					PRO 4	
5	长颈族 村的项 目好 **令人印 象深刻**					PRO5	
6	**索道**项 目好 **令人印 象深刻**					PRO6	

请于最符合情况的选项前打（／）

序号	项目	意见					仅供工作人员填写	
		很满意	满意	一般	不满意	非常不满意	变量	得分
		5	4	3	2	1		
（地点）								
1	**大象**园位置 交通便利						PLA1	
2	**大象**园与大自然融为 一体						PLA2	
3	**大象园周**边环境优美						PLA3	

							变量	得分
4	**大象园停**车场空旷						P LA 4	
5	**餐厅**干净、卫生						PLA5	
6	纪念品商店位置设计合理						PLA6	
7	**大象**表演的位置设计合理						PLA7	
8	骑大象的路线设计合理						PLA8	
9	**坐牛**车的路线设计合理						PLA9	
10	长颈族村位置设计合理						PLA10	

于最符合情况的选项前打（ / ）

序号	项目	意见					仅供工作人员填写	
		非常满意	满意	一般	不满意	非常不满意	变量	得分
		5	4	3	2	1		
(地点)								
1	**索道位置**设计合理						PLA11	
2	**竹筏**漂流的河水干净、美丽、安全						PLA12	
3	卫生间干净						PLA13	

4	有英文标识						PLA14	
5	给游客提供电视						PLA15	
(价格)								
1	大象表演性价比高 （300铢/人）						PRI1	
2	骑大象项目性价比高 （800铢/人）						PRI2	
3	坐牛车项目性价比高 （800铢/车）						PRI3	
4	参观长颈族村项目性价比高（500铢/人）						PRI4	
5	索道项目性价比高 （700铢/人）						PRI5	
6	纪念品商店物美价廉						PRI6	

请于最符合情况的选项前打（／）

序号	项目	意见					仅供工作人员填写	
		非常满意	满意	一般	不满意	非常不满意	变量	得分
		5	4	3	2	1		
（推销）								
1	有多样的推销途径 如：网络、FACEBOOK等						PRO1	
2	提供详细的大象园的资料						PRO2	
3	有吸引人的价格 如：常客打折、淡季打折						PRO3	
（服务）								
1	工作人员热情、礼貌接待						SER1	
2	工作人员专业、可信任						SER2	
3	游客遇到问题时，工作人员给予帮助						SER3	
4	工作人员提供快速便捷的服务						SER4	
5	提供可信赖、安全的系统						SER5	

（游客期望）								
1	当游客从广告或旅行社得到清迈梅丹大象园的信息后，想要亲自体验						EXP1	
2	当您从广告或旅行社处得到清迈梅丹大象园相关信息后，您希望来大象园游玩后会得到新奇的体验						EXP2	
3	当您从广告或旅行社处得到清迈梅丹大象园相关信息后，您认为来大象园游玩会使你兴奋						EXP3	
4	当您从广告或旅行社处得到清迈梅丹大象园相关信息后，您希望来大象园愉快的游玩						EXP4	
5	当您从广告或旅行社处得到清迈梅丹大象园相关信息后，你对大象园的安全措施很放心						EXP5	

	（价值感知）							
1	来清迈梅丹大象园游玩，在时间或者价格方面都物超所值							
2	清迈梅丹大象园性价比高							

请于最符合情况的选项前打（／）

序号	项目	意见					仅供工作人员填写	
		非常满意	满意	一般	不满意	非常不满意	变量	得分
		5	4	3	2	1		
（游客满意度）								
1	您在清迈梅丹大象园享受到的服务切合你的需要						SAT1	
2	您在清迈梅丹大象园享受到的服务超过预期						SAT2	

（游客忠诚度）								
1	当您游玩清迈梅丹大象园之后，您会乐意将这里的体验转告他人						ROY1	
2	如有机会，您会再来清迈梅丹大象园						ROY2	
3	您会将清迈梅丹大象园介绍给你认识的人						ROY3	

Questionnaire   ID ☐ ☐ ☐

The Causal Influence of Expectations, Perceived Quality, Perceived Value, Satisfaction and Complaints of Chinese Tourists Loyalty of Mae Taeng Elephant Park, Chiang Mai, Thailand.

The Objectives of the Study as follow：

1. To study Chinese tourists' Expectations, Quality perception, Satisfaction, Complaint and Loyalty toward Mae Taeng Elephant Park in Chiang Mai province.

2. To study the Causal Influence of Expectations, Perceived Quality Value, Satisfaction and Complaints of Chinese Tourists to the loyalty of Mae Taeng Elephant Park in Chiang Mai, Thailand.

3. To find appropriate suggest that the Mae Taeng Elephant Park improve the quality of service in the future.

The questionnaire consists of the following two parts:

1. The basic information of Chinese tourists. Please "✔" before ☐ .

2. Chinese tourists experience after they visited Mae Taeng Elephant Park in Chiang Mai. For example: Service Quality, Satisfaction and Feedback, Please "✔" before ☐.

This survey is only used for research purposes. I sincerely hope that you will respond to your situation best. In this way, thank you for sacrificing your precious time to accept this questionnaire.

1. Basic information of interviewees

1. GANDER　　　　　　　　　　　　　　　　　　　　**GENDER** ☐

　　☐　1.　Female　　　☐　2.　Male

2. AGE　　　　　　　　　　　　　　　　　　　　　　**AGE** ☐

　　☐　1.　Less than 25 years old

　　☐　2.　26 – 39 years old

　　☐　3.　40 - 59 years old

　　☐　4.　over 60 years old

3. How do you come to Mae Taeng Elephant Park　　**EDUC** ☐

　　☐　1.　Independent travel

　　☐　2.　Travel agency

　　☐　3.　with friends

　　☐　4.　Other...............................

4. How do you know Mae Taeng Elephant Park   **INFOR** ☐

     ☐ 1. Travel agency

     ☐ 2. fiends

     ☐ 3. government

     ☐ 4. internet

     ☐ 5. Other..................

5. You have the most impressive activities in Mae Taeng Elephant Park

☐ 1. Elephant Riding	IMP1	
☐ 2. Elephant Show	IMP2	
☐ 3. Ox-cart Riding	IMP3	
☐ 4. Rafting	IMP4	
☐ 5. Tribal House	IMP5	
☐ 6. Zip Line	IMP6	

6. What activities do you participate in Mae Taeng Elephant Park

☐ 1. Elephant Riding	ACT1	
☐ 2. Elephant Show	ACT2	
☐ 3. OX-cart Riding	ACT3	
☐ 4. Rafting	ACT4	
☐ 5. Tribal House	ACT5	
☐ 6. Zip Line	ACT6	

7. Where can we improve recently in Mae Taeng Elephant Park

☐	1.	Elephant Riding	COMP1
☐	2.	Elephant Show	COMP2
☐	3.	OX-cart Riding	COMP3
☐	4.	Rafting	COMP4
☐	5.	Tribal House	COMP5
☐	6.	Restaurant	COMP6
☐	7.	Toilet	COMP7
☐	8.	Gallery	COMP8
☐	9.	Parking Area	COMP9
☐	10.	Other............................	COMP10

8. How many times do you come to Mae Taeng Elephant Park

☐ 5. 1 time   NTRA ☐

☐ 6. 2 times

☐ 7. 3 times

☐ 8. more than 3 times

2. Chinese tourists experience after they visited Mae Taeng Elephant Park in Chiang Mai. For example: Service Quality, Satisfaction and Feedback

Please hit (/) the most appropriate options.

NO.	PROJECT	OPINION					STAFF ONLY	
		STRONGLY SATISFILED	SATISFIED	GENERAL	DISSATISFIED	STRONG	VARIABLE	SCORE
		5	4	3	2	1		
(PRODUCT)								
1	Elephant Riding is the most impressive project						PRO1	
2	Elephant Show is the most impressive project						PRO2	
3	Rafting is the most impressive project						PRO3	
4	OX-cart Riding is the most impressive project						PRO 4	
5	Tribal House is the most impressive						PRO5	

	project						PRO6	
6	Zip Line is the most impressive project						PRO6	

Please hit (/) the most appropriate options.

NO.	PROJECT	OPINION					STAFF ONLY	
		STRONGLY SATISFILED	SATISFILED	GENERAL	DISSATISFILED	STRONGLY DISSATISFILED	VARIABLE	SCORE
		5	4	3	2	1		
(LOCATION)								
1	MaeTaeng Elephant Park convenient transportation						PLA1	
2	MaeTaeng Elephant Park integrate with nature						PLA2	
3	MaeTaeng Elephant Park beautiful environment						PLA3	
4	MaeTaeng Elephant Park wide parking						P LA 4	

							PLA5	
5	MaeTaeng Elephant Park Restaurant clean						PLA5	
6	Gallery Always the orderly						PLA6	
7	Elephant show has good location						PLA7	
8	Elephant riding has design rationalization way						PLA8	
9	OX-cart riding has design rationalization way						PLA9	
10	Tribal house design rationalization						PLA10	

Please hit (/) the most appropriate options.

NO.	PROJECT	OPINION					STAFF ONLY	
		STRONGLY SATISFILED	SATISFILED	GENERAL	DISSATISFILED	STRONGLY SATISFILED	VARIABLE	SCORE
		5	4	3	2	1		
(LOCATION)								
1	Location of zip line design rationalization						PLA11	
2	River of rafting is						PLA12	

	clean							
3	Toilet clean						PLA13	
4	English labelling						PLA14	
5	TV for tourists						PLA15	
1	Elephant show is Cost Effective product (300bath/person)						PRI1	
2	Elephant riding is Cost Effective product (800bath/person)						PRI2	
3	OX-cart riding is Cost Effective product (800bath/person)						PRI3	
4	Tribal house is Cost Effective products (500bath/person)						PRI4	
5	Zip line is Cost Effective products (700bath/person)						PRI5	
6	Gallery is inexpensive and high quality						PRI6	

Please hit (/) the most appropriate options.

NO.	PROJECT	OPINION					STAFF ONLY	
		STRONGLY SATISFILED	SATISFILED	GENERAL	DIS SATISFILED	STRONGLY DISSATISFILED	VARIABLE	SCORE
		5	4	3	2	1		
(PROMOTION)								
1	There are many marketing way: Internet, FACEBOOK and so on.						PRO1	
2	Provide detailed information for tourists						PRO2	
3	Attractive price：Discount for frequenter and low season						PRO3	
(SERVICE)								
1	Staff polite and helpful to tourists						SER1	
2	Staff is professional and trustworthy						SER2	
3	Staff give help when tourists meet any problems						SER3	
4	Staff give help timely and useful						SER4	
5	Reliable and secure						SER5	

	system							
（EXPECTATION）								
1	You want to experience for yourself when you get information from advertisement or travel agency about Maetaeng Elephant Park.						EXP1	
（EXPECTATION）								
2	You want to get something new and curious about it you get information from advertisement or travel agency about Maetaeng Elephant Park.						EXP2	
3	You hope have an exciting travel when you get information from advertisement or travel agency about Maetaeng Elephant Park.						EXP3	
4	You want try it quickly and have a pleasant experience when						EXP4	

	you get information from advertisement or travel agency about Maetaeng Elephant Park.						
5	You are generous with safety measures when you get information from advertisement or travel agency about Maetaeng Elephant Park.					EXP5	
（VALUE PERCEPTION）							
1	Value for money when you visit Maetaeng Elephant Park.						
2	Cost-effective activities in Maetaeng Elephant Park.						

Please hit (/) the most appropriate options.

NO.	PROJECT	OPINION					STAFF ONLY	
		STRONGLY SATISFILED	SATISFILED	GENERAL	DISSATISFILED	STRONGLY DISSATISFILED	VARIABLE	SCORE
		5	4	3	2	1		
(SATISFACTION)								
1	Service is tailored your requirements when you visit Maetaeng Elephant Park.						SAT1	
2	Service is beyond expectations when you visit Maetaeng Elephant Park.						SAT2	
(LOYALTY)								
1	You want to share your pleasant experience to others						ROY1	

	after you visit Maetaeng Elephant Park.						
2	You want to come back visit Maetaeng Elephant Park again in future.					ROY2	
3	You will recommend your friends come to visit Maetaeng Elephant Park.					ROY3	

Appendix B

The Result of Reliability Analysis

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.830	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Proc1	19.800	4.369	.653	.792
Proc2	19.750	4.705	.511	.821
Proc3	19.925	4.840	.592	.808
Proc4	20.050	4.100	.714	.777
Proc5	19.975	4.179	.692	.783
Proc6	20.125	4.625	.471	.831

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.943	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pla1	54.675	40.071	.770	.937
Pla2	54.375	43.266	.588	.942
Pla3	54.525	41.743	.596	.942
Pla4	54.675	39.866	.796	.937
Pla5	54.750	40.038	.770	.937
Pla6	54.725	40.307	.752	.938
Pla7	54.550	40.664	.826	.936
Pla8	54.550	40.664	.826	.936
Pla9	54.675	39.610	.829	.936
Pla10	54.650	40.592	.778	.937
Pla11	54.725	43.743	.484	.944
Pla12	54.775	42.640	.512	.944
Pla13	54.850	40.592	.696	.939
Pla14	54.675	41.866	.636	.941
Pla15	54.875	41.907	.664	.940

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.900	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pri1	16.975	8.076	.738	.880
Pri2	17.150	7.669	.794	.871
Pri3	17.150	7.926	.824	.867
Pri4	17.225	8.384	.756	.879
Pri5	17.200	8.421	.738	.881
Pri6	17.300	8.523	.549	.911

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pro1	7.250	1.577	.832	.935
Pro2	7.275	1.589	.888	.887
Pro3	7.275	1.692	.883	.894

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.980	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ser1	16.100	7.272	.936	.977
Ser2	16.125	7.446	.968	.972
Ser3	16.125	7.599	.918	.979
Ser4	16.100	7.374	.962	.972
Ser5	16.150	7.669	.927	.978

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	40	100.0
Cases	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.946	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Exp1	14.700	5.908	.841	.935
Exp2	14.650	5.669	.831	.938
Exp3	14.700	5.856	.933	.920
Exp4	14.725	5.794	.876	.929
Exp5	14.625	6.138	.790	.944

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
.970	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Per1	3.725	.461	.947	.
Per2	3.675	.379	.947	.

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	40	100.0
Cases	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.985	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sat1	3.750	.449	.973	.
Sat2	3.775	.384	.973	.

Reliability

[DataSet1] E:\sha data\retlaibility.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	40	100.0
Cases	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.976	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Roy1	7.500	1.436	.947	.966
Roy2	7.500	1.436	.947	.966
Roy3	7.450	1.382	.952	.963
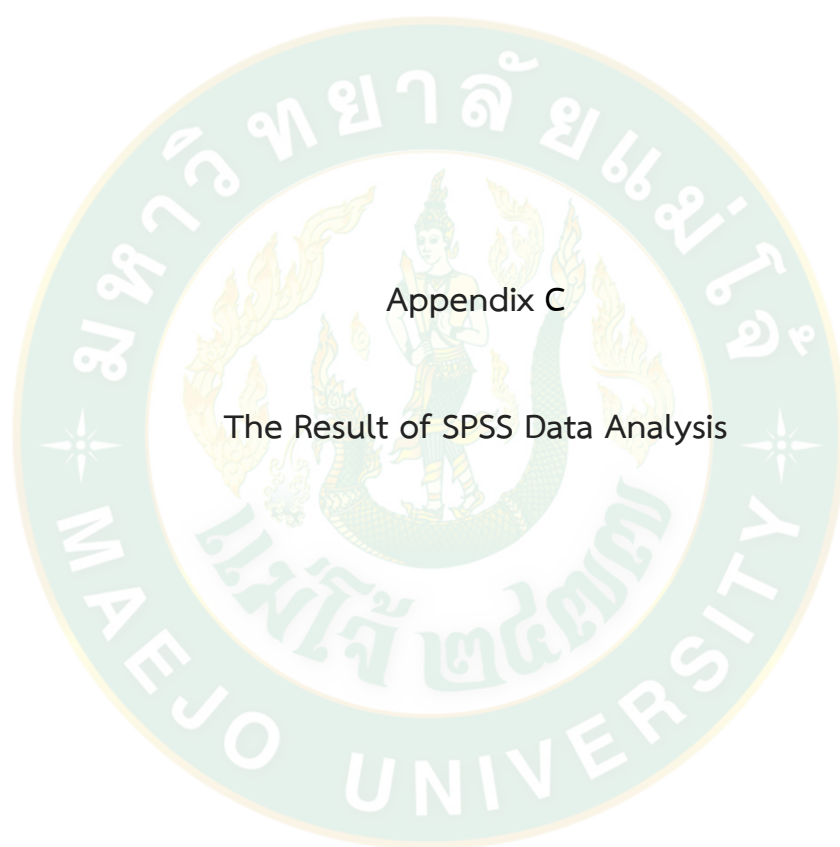
Appendix C

The Result of SPSS Data Analysis

FREQUENCIES VARIABLES=Gender Age Educ Infor Ntra

  /ORDER=ANALYSIS.

Frequencies

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Statistics

		Gender	Age	Educ	Infor	Ntra
N	Valid	400	400	400	400	400
	Missing	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	201	50.3	50.3	50.3
	2.0	199	49.8	49.8	100.0
	Total	400	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	97	24.3	24.3	24.3
	2.0	142	35.5	35.5	59.8
	3.0	131	32.8	32.8	92.5
	4.0	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

Educ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	40	10.0	10.0	10.0
	2.0	270	67.5	67.5	77.5
	3.0	87	21.8	21.8	99.3
	4.0	3	.8	.8	100.0
	Total	400	100.0	100.0	

Infor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	278	69.5	69.5	69.5
	2.0	60	15.0	15.0	84.5
	4.0	54	13.5	13.5	98.0
	5.0	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Ntra

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	330	82.5	82.5	82.5
	2.0	51	12.8	12.8	95.3
	3.0	11	2.8	2.8	98.0
	4.0	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Multiple Response

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$activitie[a]	388	97.0%	12	3.0%	400	100.0%
$impressiion[a]	383	95.8%	17	4.3%	400	100.0%
$compostable[a]	375	93.8%	25	6.3%	400	100.0%

a. Dichotomy group tabulated at value 1.

$activities Frequencies

		Responses		Percent of Cases
		N	Percent	
$activities[a]	Act1	353	21.3%	91.0%
	Act2	373	22.5%	96.1%
	Act3	302	18.2%	77.8%
	Act4	265	16.0%	68.3%
	Act5	292	17.6%	75.3%
	Act6	74	4.5%	19.1%
Total		1659	100.0%	427.6%

a. Dichotomy group tabulated at value 1.

$impressiion Frequencies

		Responses		Percent of Cases
		N	Percent	
$impressiion[a]	Imp1	260	29.9%	67.9%
	Imp2	253	29.1%	66.1%
	Imp3	77	8.9%	20.1%
	Imp4	113	13.0%	29.5%
	Imp5	117	13.4%	30.5%
	Imp6	50	5.7%	13.1%
Total		870	100.0%	227.2%

a. Dichotomy group tabulated at value 1.

Multiple Response

$Impres Frequencies

		Responses		Percent of Cases
		N	Percent	
$Impres[a]	Imp1	260	29.9%	67.9%
	Imp2	253	29.1%	66.1%
	Imp3	77	8.9%	20.1%
	Imp4	113	13.0%	29.5%
	Imp5	117	13.4%	30.5%
	Imp6	50	5.7%	13.1%
Total		870	100.0%	227.2%

a. Dichotomy group tabulated at value 1.

$compostable Frequencies

		Responses		Percent of Cases
		N	Percent	
$compostable[a]	Comp1	47	6.0%	12.5%
	Comp2	45	5.7%	12.0%
	Comp3	93	11.8%	24.8%
	Comp4	67	8.5%	17.9%
	Comp5	79	10.1%	21.1%
	Comp6	140	17.8%	37.3%
	Comp7	119	15.2%	31.7%
	Comp8	118	15.0%	31.5%
	Comp9	58	7.4%	15.5%
	Comp10	19	2.4%	5.1%
Total		785	100.0%	209.3%

a. Dichotomy group tabulated at value 1.

DESCRIPTIVES VARIABLES=Proc1 Proc2 Proc3 Proc4 Proc5 Proc6 product
 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Proc1	400	3.0	5.0	4.305	.5855
Proc2	400	3.0	5.0	4.333	.5855
Proc3	400	2.0	5.0	4.140	.5533
Proc4	400	2.0	5.0	4.025	.6085
Proc5	400	2.0	5.0	4.053	.6330
Proc6	400	2	5	3.99	.613
product	400	2.50	5.00	4.1400	.46259
Valid N (listwise)	400				

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pla1	400	2.0	5.0	3.950	.7994
Pla2	400	3.0	5.0	4.205	.6316
Pla3	400	2.0	5.0	4.183	.6559
Pla4	400	2.0	5.0	3.978	.7059
Pla5	400	2.0	5.0	3.923	.6984
Pla6	400	2.0	5.0	3.883	.6669
Pla7	400	2.0	5.0	4.063	.6361
Pla8	400	2.0	5.0	4.095	.6180
Pla9	400	2.0	5.0	3.985	.6564
Pla10	400	2.0	5.0	3.968	.6461
Pla11	400	2.0	5.0	3.970	.6165
Pla12	400	2.0	5.0	4.035	.6162
Pla13	400	2.0	5.0	3.893	.7466
Pla14	400	2.0	5.0	3.995	.6791
Pla15	400	2.0	5.0	3.928	.6881
place	400	2.47	5.00	4.0033	.52021
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Pri1 Pri2 Pri3 Pri4 Pri5 Pri6 price

  /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pri1	400	2.0	5.0	3.825	.7621
Pri2	400	2.0	5.0	3.638	.7859
Pri3	400	2.0	5.0	3.753	.7159
Pri4	400	2.0	5.0	3.618	.7228
Pri5	400	2.0	5.0	3.710	.6760
Pri6	400	2.0	5.0	3.548	.7806
price	400	2.00	5.00	3.6817	.62510
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Pro1 Pro2 Pro3 promotion

  /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pro1	400	2.0	5.0	3.740	.7442
Pro2	400	2.0	5.0	3.720	.7436
Pro3	400	2.0	5.0	3.728	.7481
promotion	400	2.00	5.00	3.7292	.71327
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Ser1 Ser2 Ser3 Ser4 Ser5 Service

  /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Ser1	400	2.0	5.0	4.040	.6961
Ser2	400	2.0	5.0	4.053	.6899
Ser3	400	2.0	5.0	4.033	.6801
Ser4	400	2.0	5.0	4.018	.6989
Ser5	400	2.0	5.0	3.998	.6846
Service	400	2.60	5.00	4.0280	.65505
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Exp1 Exp2 Exp3 Exp4 Exp5 Expected

  /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Exp1	400	2.0	5.0	3.833	.7040
Exp2	400	2.0	5.0	3.850	.7476
Exp3	400	2.0	5.0	3.775	.7522
Exp4	400	2.0	5.0	3.813	.7305
Exp5	400	2.0	5.0	3.808	.7462
Expected	400	2.25	5.00	3.8163	.69255
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Per1 Per2 percieve

 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Per1	400	2.0	5.0	3.750	.7739
Per2	400	2.0	5.0	3.760	.7739
percieve	400	2.00	5.00	3.7550	.75922
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Sat1 Sat2 Satis

 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sat1	400	2.0	5.0	3.808	.7791
Sat2	400	2.0	5.0	3.743	.7860
Satis	400	2.00	5.00	3.7750	.76130
Valid N (listwise)	400				

DESCRIPTIVES VARIABLES=Roy1 Roy2 Roy3 Roya

/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

[DataSet1] C:\Users\Aspire E 15\Desktop\sha data.sav

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Roy1	400	2.0	5.0	3.888	.7149
Roy2	400	2.0	5.0	3.825	.7421
Roy3	400	2.0	5.0	3.878	.7203
Roya	400	2.00	5.00	3.8633	.69584
Valid N (listwise)	400				

DATASET ACTIVATE DataSet1.

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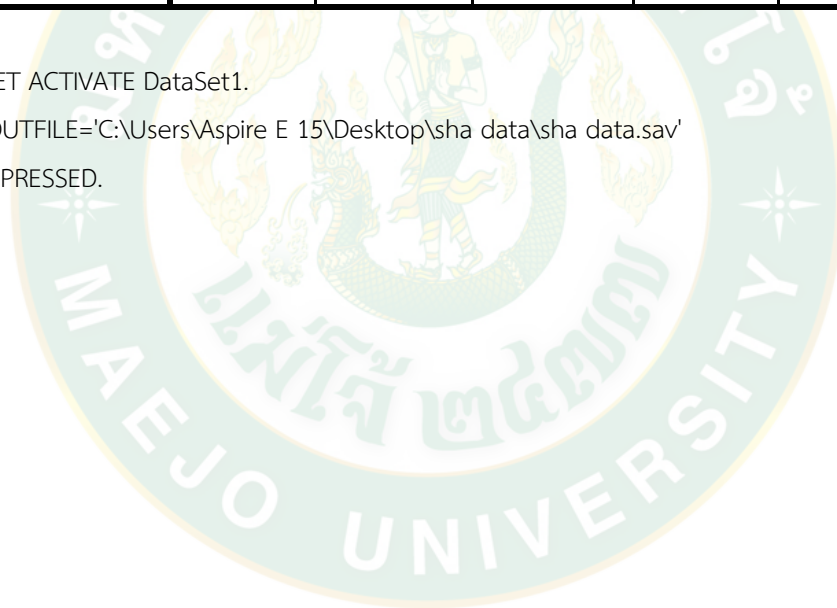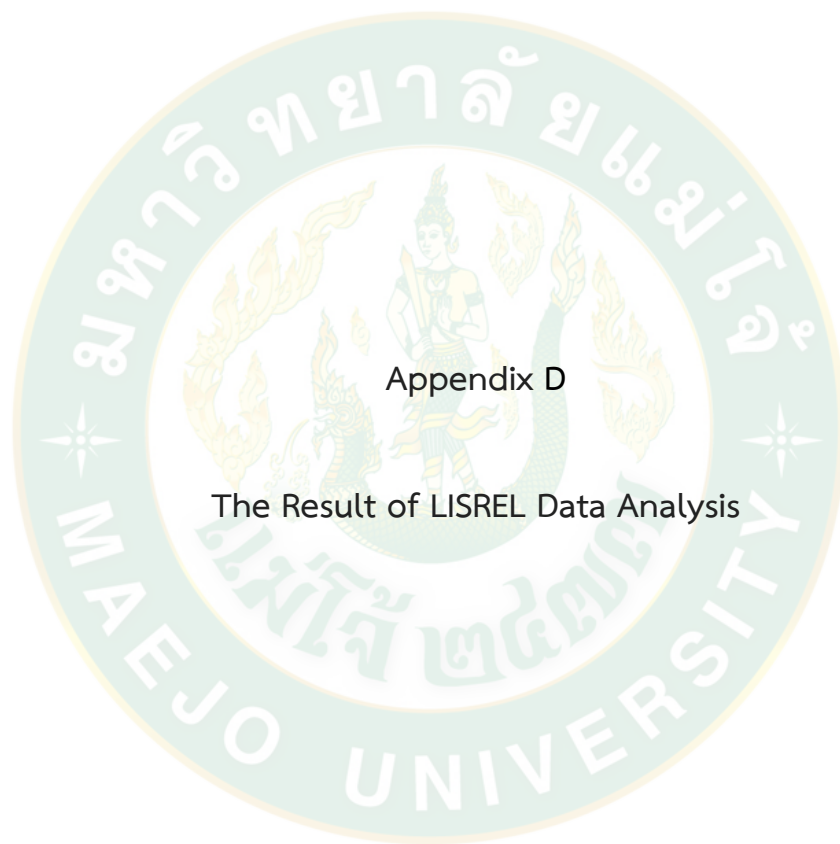
Appendix D

The Result of LISREL Data Analysis

DATE: 3/13/2018
TIME: 7:21

L I S R E L 8.72

BY

Karl G. J"reskog & Dag S"rbom

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The following lines were read from file C:\Users\ACER\Desktop\shaanalysis\sha.LPJ:

TI
!DA NI=19 NO=400 MA=KM
SY='C:\Users\Acer\Desktop\shaanalysis\sha.dsf' NG=1
SE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18/
MO NX=5 NY=13 NK=1 NE=5 BE=FU GA=FI PS=SY TE=SY TD=SY
LE
Qper Vper Ccom Csat Broy
LK
Cexp
FR LY(1,1) LY(2,1) LY(3,1) LY(4,1) LY(5,1) LY(6,2) LY(7,2) LY(8,3) LY(9,4) LY(10,4) LY(11,5) LY(12,5)
LY(13,5)
fr LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,1)
FR BE(2,1) BE(4,1) BE(4,2) be 4 3 BE(5,4)
fr GA(1,1) ga 2 1 ga 5 1

fi te 8 8

fr te 2 1 te 13 6 te 3 1 te 3 2 te 7 4 te 5 2 te 5 4 te 8 3

fr te 8 6 te 9 6 te 9 8 te 10 8 te 10 8 te 11 9 te 12 9 te 12 10 te 13 7 te 12 8

fr td 5 3 td 5 2 td 2 1 td 3 2 td 5 1 td 3 1 td 4 1 td 5 4

fr th 1 5 th 1 4 th 2 9 th 4 12 th 1 9

PD

OU RS EF FS SS SC AD=OFF IT=1000

TI

Number of Input Variables 18

Number of Y - Variables   13

Number of X - Variables   5

Number of ETA - Variables 5

Number of KSI - Variables 1

Number of Observations   400

TI

Covariance Matrix

	product	place	price	promotio	service	Per1
product	0.21					
place	0.18	0.27				
price	0.17	0.22	0.39			
promotio	0.17	0.24	0.28	0.51		
service	0.14	0.20	0.24	0.33	0.43	
Per1	0.17	0.27	0.30	0.40	0.35	0.60
Per2	0.17	0.26	0.30	0.41	0.34	0.55
com	-0.05	-0.05	0.07	0.02	0.05	-0.01
sat1	0.18	0.27	0.30	0.40	0.36	0.52
sat2	0.19	0.28	0.30	0.40	0.36	0.53
Roy1	0.15	0.22	0.26	0.35	0.31	0.44
Roy2	0.14	0.23	0.26	0.36	0.32	0.44
Roy3	0.15	0.22	0.26	0.35	0.31	0.43
Exp1	0.16	0.24	0.29	0.37	0.34	0.41

Exp2	0.17	0.25	0.30	0.37	0.35	0.46
Exp3	0.16	0.25	0.30	0.37	0.34	0.46
Exp4	0.17	0.25	0.30	0.36	0.34	0.46
Exp5	0.16	0.25	0.30	0.37	0.35	0.47

Covariance Matrix

	Per2	com	sat1	sat2	Roy1	Roy2
Per2	0.60					
com	0.03	1.91				
sat1	0.53	0.03	0.61			
sat2	0.53	-0.04	0.55	0.62		
Roy1	0.44	0.05	0.45	0.44	0.51	
Roy2	0.44	0.01	0.45	0.47	0.45	0.55
Roy3	0.44	0.05	0.45	0.45	0.46	0.47
Exp1	0.39	0.07	0.41	0.40	0.35	0.36
Exp2	0.44	0.04	0.45	0.43	0.38	0.38
Exp3	0.44	0.03	0.43	0.44	0.38	0.39
Exp4	0.46	0.03	0.45	0.44	0.39	0.38
Exp5	0.46	0.06	0.45	0.45	0.40	0.40

Covariance Matrix

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
Roy3	0.52					
Exp1	0.35	0.50				
Exp2	0.39	0.45	0.56			
Exp3	0.38	0.43	0.49	0.57		
Exp4	0.39	0.41	0.48	0.47	0.53	
Exp5	0.40	0.42	0.46	0.50	0.47	0.56

TI

Number of Iterations = 19

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	Qper	Vper	Ccom	Csat	Broy
product	0.27	- -	- -	- -	- -
place	0.40	- -	- -	- -	- -
	(0.02)				
	16.23				
price	0.46	- -	- -	- -	- -
	(0.03)				
	13.48				
promotio	0.59	- -	- -	- -	- -
	(0.05)				
	12.16				
service	0.54	- -	- -	- -	- -
	(0.04)				
	12.06				
Per1	- -	0.75	- -	- -	- -
Per2	- -	0.74	- -	- -	- -
		(0.02)			
		47.25			
com	- -	- -	1.38	- -	- -
sat1	- -	- -	- -	0.74	- -

sat2   - -   - -   - -   0.74   - -
                             (0.02)
                              39.30

Roy1   - -   - -   - -   - -   0.67

Roy2   - -   - -   - -   - -   0.68
                                      (0.02)
                                       34.40

Roy3   - -   - -   - -   - -   0.69
                                      (0.02)
                                       40.50

LAMBDA-X
        Cexp

Exp1   0.62
        (0.03)
         21.47

Exp2   0.69
        (0.03)
         23.96

Exp3   0.68
        (0.03)
         23.40

Exp4   0.69
        (0.03)
         25.06

Exp5   0.70
        (0.03)
         24.29

BETA

	Qper	Vper	Ccom	Csat	Broy
	--------	--------	--------	--------	--------
Qper	- -	- -	- -	- -	- -
Vper	0.50	- -	- -	- -	- -
	(0.10)				
	4.89				
Ccom	- -	- -	- -	- -	- -
Csat	0.20	0.79	0.03	- -	- -
	(0.06)	(0.06)	(0.04)		
	3.14	12.77	0.84		
Broy	- -	- -	- -	0.68	- -
				(0.06)	
				11.18	

GAMMA

	Cexp

Qper	0.91
	(0.08)
	11.70
Vper	0.43
	(0.09)
	4.53
Ccom	- -
Csat	- -
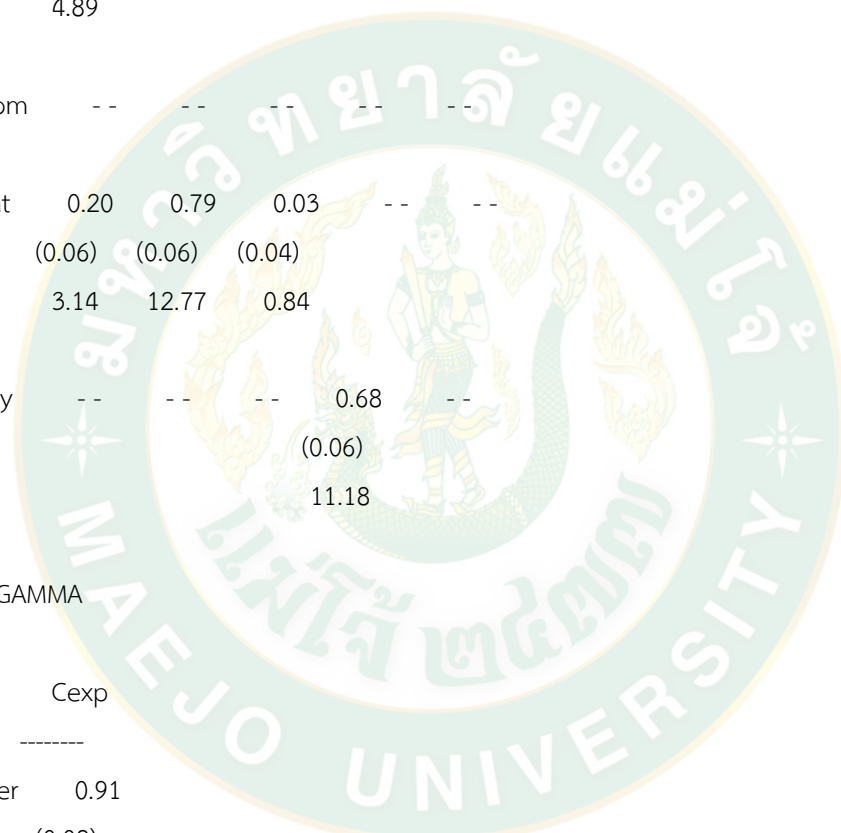
Broy   0.24

     (0.06)

      3.99

Covariance Matrix of ETA and KSI

	Qper	Vper	Ccom	Csat	Broy	Cexp
Qper	1.00					
Vper	0.89	1.00				
Ccom	- -	- -	1.00			
Csat	0.90	0.96	0.03	1.00		
Broy	0.83	0.87	0.02	0.89	1.00	
Cexp	0.91	0.88	- -	0.88	0.84	1.00

   PHI

	Cexp
	1.00

PSI

Note: This matrix is diagonal.

	Qper	Vper	Ccom	Csat	Broy
	0.18	0.17	1.00	0.06	0.19
	(0.04)	(0.02)	(0.07)	(0.01)	(0.02)
	4.67	9.27	14.14	5.12	10.04

Squared Multiple Correlations for Structural Equations

	Qper	Vper	Ccom	Csat	Broy
	0.82	0.83	- -	0.94	0.81

Squared Multiple Correlations for Reduced Form

	Qper	Vper	Ccom	Csat	Broy
	0.82	0.78	- -	0.77	0.70

Reduced Form

	Cexp
Qper	0.91
	(0.08)
	11.70
Vper	0.88
	(0.04)
	21.38
Ccom	- -
Csat	0.88
	(0.04)
	20.52
Broy	0.84
	(0.04)
	19.01

THETA-EPS

	product	place	price	promotio	service	Per1
product	0.14					
	(0.01)					
	13.42					
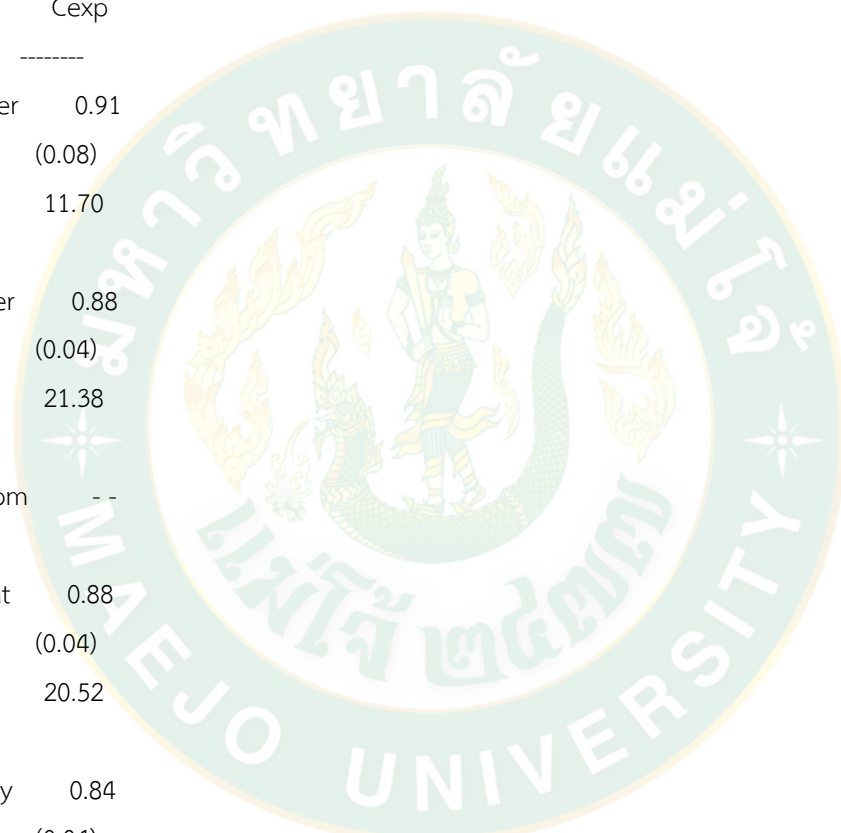
place	0.07	0.11				
	(0.01)	(0.01)				
	8.42	11.77				
price	0.05	0.04	0.18			
	(0.01)	(0.01)	(0.01)			
	5.43	4.51	12.65			
promotio	- -	- -	- -	0.16		
				(0.02)		
				10.58		
service	- -	-0.01	- -	0.02	0.14	
		(0.01)		(0.01)	(0.01)	
		-2.07		1.48	10.31	
Per1	- -	- -	- -	- -	- -	0.04
						(0.01)
						7.25
Per2	- -	- -	- -	0.02	- -	- -
				(0.01)		
				3.36		
com	- -	- -	0.08	- -	- -	-0.04
			(0.03)			(0.02)
			2.75			-1.99
sat1	- -	- -	- -	- -	- -	-0.01
						(0.00)
						-2.51
sat2	- -	- -	- -	- -	- -	- -
Roy1	- -	- -	- -	- -	- -	- -

Roy2	- -	- -	- -	- -	- -	- -

Roy3	- -	- -	- -	- -	- -	-0.02
						(0.00)
						-4.64

THETA-EPS

	Per2	com	sat1	sat2	Roy1	Roy2
	--------	--------	--------	--------	--------	--------
Per2	0.05					
	(0.01)					
	9.06					
com	- -	- -				
sat1	- -	-0.03	0.06			
		(0.04)	(0.01)			
		-0.78	9.05			
sat2	- -	-0.10	- -	0.07		
		(0.04)		(0.01)		
		-2.35		10.05		
Roy1	- -	- -	0.01	- -	0.06	
			(0.00)		(0.01)	
			1.27		9.97	
Roy2	- -	-0.04	0.01	0.02	- -	0.09
		(0.02)	(0.01)	(0.01)		(0.01)
		-1.73	1.62	2.91		11.48
Roy3	-0.01	- -	- -	- -	- -	- -
	(0.00)					
	-1.95					

THETA-EPS

```
          Roy3
         --------
Roy3      0.04
         (0.01)
          7.95
```

Squared Multiple Correlations for Y - Variables

```
    product    place    price   promotio   service    Per1
   --------  --------  -------  --------  --------  --------
     0.34      0.60     0.53     0.69      0.67      0.94
```

Squared Multiple Correlations for Y - Variables

```
     Per2      com      sat1     sat2     Roy1     Roy2
   --------  --------  -------  --------  --------  --------
     0.91      1.00     0.90     0.89     0.89     0.84
```

Squared Multiple Correlations for Y - Variables

```
          Roy3
         --------
          0.92
```

THETA-DELTA-EPS

```
    product    place    price   promotio   service    Per1
   --------  --------  -------  --------  --------  --------
Exp1    - -      - -      - -      0.03      0.03      - -
                                  (0.01)    (0.01)
                                   4.11      4.36


Exp2    - -      - -      - -      - -       - -      - -
```

Exp3   - -   - -   - -   - -   - -   - -

Exp4   - -   - -   - -   - -   - -   - -

Exp5   - -   - -   - -   - -   - -   - -

THETA-DELTA-EPS

	Per2	com	sat1	sat2	Roy1	Roy2
Exp1	- -	- -	0.01	- -	- -	- -
			(0.01)			
			2.62			
Exp2	- -	- -	0.02	- -	- -	- -
			(0.00)			
			4.19			
Exp3	- -	- -	- -	- -	- -	- -
Exp4	- -	- -	- -	- -	- -	-0.01
						(0.00)
						-2.65
Exp5	- -	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	Roy3
Exp1	- -
Exp2	- -

Exp3   - -

Exp4   - -

Exp5   - -

THETA-DELTA

	Exp1	Exp2	Exp3	Exp4	Exp5
Exp1	0.11				
	(0.01)				
	8.16				
Exp2	0.02	0.08			
	(0.01)	(0.01)			
	2.21	9.37			
Exp3	0.01	0.02	0.10		
	(0.01)	(0.01)	(0.01)		
	0.63	2.62	9.85		
Exp4	-0.01	- -	- -	0.06	
	(0.01)			(0.01)	
	-1.95			7.92	
Exp5	-0.02	-0.02	0.02	-0.02	0.06
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
	-2.10	-2.65	2.17	-2.80	5.33

Squared Multiple Correlations for X - Variables

Exp1	Exp2	Exp3	Exp4	Exp5
0.78	0.85	0.83	0.89	0.89

Goodness of Fit Statistics

Degrees of Freedom = 98

Minimum Fit Function Chi-Square = 121.21 (P = 0.056)

Normal Theory Weighted Least Squares Chi-Square = 118.66 (P = 0.076)

Estimated Non-centrality Parameter (NCP) = 20.66

90 Percent Confidence Interval for NCP = (0.0 ; 52.27)

Minimum Fit Function Value = 0.30

Population Discrepancy Function Value (F0) = 0.052

90 Percent Confidence Interval for F0 = (0.0 ; 0.13)

Root Mean Square Error of Approximation (RMSEA) = 0.023

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.037)

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.00

Expected Cross-Validation Index (ECVI) = 0.66

90 Percent Confidence Interval for ECVI = (0.61 ; 0.74)

ECVI for Saturated Model = 0.86

ECVI for Independence Model = 69.02

Chi-Square for Independence Model with 153 Degrees of Freedom = 27501.35

Independence AIC = 27537.35

Model AIC = 264.66

Saturated AIC = 342.00

Independence CAIC = 27627.20

Model CAIC = 629.03

Saturated CAIC = 1195.54

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.64

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 440.40

Root Mean Square Residual (RMR) = 0.014

Standardized RMR = 0.020

Goodness of Fit Index (GFI) = 0.97

Adjusted Goodness of Fit Index (AGFI) = 0.94

Parsimony Goodness of Fit Index (PGFI) = 0.55

TI

Fitted Covariance Matrix

	product	place	price	promotio	service	Per1
product	0.21					
place	0.18	0.27				
price	0.17	0.22	0.39			
promotio	0.16	0.24	0.27	0.51		
service	0.14	0.20	0.25	0.33	0.43	
Per1	0.18	0.27	0.30	0.39	0.36	0.60
Per2	0.18	0.26	0.30	0.41	0.35	0.55
com	- -	- -	0.08	- -	- -	-0.04
sat1	0.18	0.27	0.30	0.39	0.36	0.52
sat2	0.18	0.27	0.30	0.39	0.36	0.53
Roy1	0.15	0.22	0.26	0.33	0.30	0.44
Roy2	0.15	0.23	0.26	0.33	0.30	0.44
Roy3	0.15	0.23	0.26	0.34	0.31	0.43
Exp1	0.15	0.23	0.26	0.37	0.34	0.41
Exp2	0.17	0.25	0.29	0.37	0.34	0.46
Exp3	0.17	0.25	0.28	0.37	0.33	0.45
Exp4	0.17	0.25	0.29	0.37	0.34	0.46
Exp5	0.17	0.26	0.29	0.38	0.34	0.46

Fitted Covariance Matrix

	Per2	com	sat1	sat2	Roy1	Roy2

Per2	0.60				
com	- -	1.91			
sat1	0.53	0.00	0.61		
sat2	0.53	-0.06	0.55	0.62	
Roy1	0.43	0.02	0.45	0.44	0.51	
Roy2	0.44	-0.02	0.46	0.47	0.46	0.55
Roy3	0.43	0.02	0.46	0.46	0.47	0.47
Exp1	0.41	- -	0.42	0.40	0.35	0.35
Exp2	0.45	- -	0.47	0.45	0.39	0.39
Exp3	0.45	- -	0.44	0.44	0.39	0.39
Exp4	0.45	- -	0.45	0.45	0.39	0.38
Exp5	0.46	- -	0.45	0.46	0.40	0.40

Fitted Covariance Matrix

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
	--------	--------	--------	--------	--------	--------
Roy3	0.52					
Exp1	0.36	0.49				
Exp2	0.40	0.45	0.56			
Exp3	0.40	0.43	0.49	0.57		
Exp4	0.40	0.41	0.48	0.47	0.53	
Exp5	0.41	0.42	0.46	0.50	0.47	0.56

Fitted Residuals

	product	place	price	promotio	service	Per1
	--------	--------	--------	--------	--------	--------
product	0.00					
place	0.00	0.00				
price	0.00	0.00	0.00			
promotio	0.01	0.01	0.01	0.00		
service	0.00	0.00	0.00	0.00	0.00	
Per1	-0.01	0.00	0.00	0.00	-0.01	0.00
Per2	-0.01	0.00	0.00	0.00	-0.01	0.00
com	-0.05	-0.05	-0.01	0.02	0.05	0.03

sat1	0.00	0.00	-0.01	0.01	0.01	0.00
sat2	0.01	0.01	0.00	0.00	0.00	0.00
Roy1	0.00	0.00	0.01	0.02	0.01	0.00
Roy2	-0.01	0.00	0.00	0.03	0.01	0.00
Roy3	-0.01	-0.01	0.00	0.01	0.01	0.00
Exp1	0.00	0.01	0.03	0.00	0.01	0.00
Exp2	0.00	0.00	0.02	0.00	0.01	0.00
Exp3	-0.01	0.00	0.02	0.00	0.01	0.01
Exp4	0.00	0.00	0.02	-0.01	0.00	0.01
Exp5	-0.01	-0.01	0.00	0.00	0.01	0.01

Fitted Residuals

	Per2	com	sat1	sat2	Roy1	Roy2
Per2	0.00					
com	0.03	0.00				
sat1	0.00	0.03	0.00			
sat2	0.00	0.03	0.00	0.00		
Roy1	0.00	0.02	0.00	0.00	0.00	
Roy2	0.01	0.03	0.00	0.00	0.00	0.00
Roy3	0.00	0.03	-0.01	0.00	0.00	0.00
Exp1	-0.01	0.07	-0.01	-0.01	0.00	0.00
Exp2	-0.01	0.04	-0.01	-0.01	0.00	-0.01
Exp3	-0.01	0.03	-0.01	-0.01	0.00	0.00
Exp4	0.00	0.03	0.00	-0.01	0.00	0.00
Exp5	0.01	0.06	-0.01	-0.01	0.00	0.01

Fitted Residuals

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
Roy3	0.00					
Exp1	-0.01	0.00				
Exp2	-0.01	0.00	0.00			
Exp3	-0.01	0.00	0.00	0.00		

| Exp4 | -0.01 | 0.00 | 0.00 | 0.00 | 0.00 | |
| Exp5 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.05
  Median Fitted Residual =   0.00
 Largest Fitted Residual =   0.07

Stemleaf Plot

- 5|3
- 4|7
- 3|
- 2|
- 1|54332222111
- 0|999988877777766666555555555444443333333222222222222211111111111111111000000+11
  0|11111111111111122222222333444445555556666666777899999
  1|01235677
  2|0255568999
  3|122
  4|5
  5|19
  6|
  7|3

        Standardized Residuals

          product   place   price promotio   service   Per1
         -------- -------- -------- -------- -------- --------
 product   - -
   place   0.63   1.02
   price   -1.32   -0.43   -0.31
 promotio   1.45   1.21   0.85   -0.55
  service   -0.17   0.27   -0.75   -0.79   2.33
    Per1   -1.16   0.90   0.02   0.88   -1.08   0.34

Per2	-1.43	-0.50	-0.41	-0.24	-2.22	0.40
com	-1.46	-1.46	-0.38	0.45	1.12	0.58
sat1	0.25	0.59	-1.13	0.95	0.98	0.21
sat2	1.47	2.27	-0.20	0.31	-0.31	-0.51
Roy1	0.16	-0.15	0.70	2.24	1.15	0.48
Roy2	-0.95	-0.07	0.38	2.54	1.46	0.36
Roy3	-0.70	-1.03	-0.08	1.73	0.65	-0.27
Exp1	0.59	1.56	3.65	-0.07	2.90	-0.97
Exp2	-0.58	-0.72	2.29	-0.69	1.74	0.84
Exp3	-0.87	0.03	2.09	0.12	1.39	1.27
Exp4	0.26	-0.86	2.67	-2.55	0.24	1.93
Exp5	-1.23	-1.83	0.73	-0.83	1.52	1.38

Standardized Residuals

	Per2	com	sat1	sat2	Roy1	Roy2
	--------	--------	--------	--------	--------	--------
Per2	1.74					
com	0.52	0.01				
sat1	0.49	0.53	-1.21			
sat2	0.82	0.52	-0.38	-0.23		
Roy1	0.75	0.59	-0.92	-0.54	-0.71	
Roy2	1.09	0.75	-0.89	0.06	-2.02	-1.26
Roy3	0.53	0.76	-1.34	-0.89	-0.23	-0.22
Exp1	-3.08	1.50	-1.89	-1.07	0.00	0.43
Exp2	-2.25	0.87	-2.65	-1.93	-0.77	-1.41
Exp3	-0.99	0.62	-2.06	-0.43	-0.74	0.24
Exp4	1.20	0.57	-0.42	-1.28	0.17	-0.43
Exp5	1.36	1.14	-1.53	-1.43	0.23	0.73

Standardized Residuals

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
	--------	--------	--------	--------	--------	--------
Roy3	-0.79					
Exp1	-0.94	0.54				

Exp2	-1.50	-0.10	-1.32			
Exp3	-1.94	0.03	-1.84	- -		
Exp4	-2.26	-1.67	0.51	-0.91	-0.72	
Exp5	-0.63	-0.16	-1.49	0.28	-1.17	0.43

Summary Statistics for Standardized Residuals

Smallest Standardized Residual =   -3.08
 Median Standardized Residual =   0.00
 Largest Standardized Residual =   3.65

Stemleaf Plot

- 3|1
- 2|75
- 2|33210
- 1|99988755555
- 1|4443333322221110000
- 0|9999999888887777665555
- 0|44444443332222222211110000000
  0|11222222233333444444
  0|5555555566666666777788889999
  1|0011112234444
  1|555567779
  2|12333
  2|579
  3|
  3|7

Largest Negative Standardized Residuals
Residual for   Exp1 and   Per2 -3.08
Residual for   Exp2 and   sat1 -2.65
Largest Positive Standardized Residuals
Residual for   Exp1 and   price 3.65
Residual for   Exp1 and service 2.90
Residual for   Exp4 and   price 2.67

TI

Qplot of Standardized Residuals

3.5...

```
         .                                              ..
         .                                          .  .
         .                                        .  .
         .                                      .  .
         .                                    .
         .                                  .   x
         .                              .  x  .
         .                            x  .
         .                          x  .
         .                    .  xx  .
         .                    x  *  .
                          .  *  x
                          . *xx
N   .                    .  xx           .
o   .                  . **x             .
r   .                  ***
m   .                  **x
a   .                *x                  .
l   .              xx*
    .              xx                    .
Q   .            xxxx                    .
u   .          **x
a   .          ***
n   .        x**x
t   .        *x .                        .
i   .        x*.                         .
l   .      *xx.                          .
e   .        x* .                        .
s   .      xx .                          .
    .    x xxx.                          .
    .  x*   .                            .
```

```
    .          *x .                           .
    .        *    .                           .
    .          x  .                           .
    .       x    .                            .
    .       x  .                              .
    .  x       .                              .
    .       .                                 .
    .       .                                 .
    .     .                                   .
    .   .                                     .
    . .
-3.5.........................................
  -3.5                              3.5
              Standardized Residuals
```

TI

Factor Scores Regressions

ETA

	product	place	price	promotio	service	Per1
Qper	-0.04	0.29	0.14	0.27	0.30	0.15
Vper	0.00	0.02	0.00	-0.03	0.02	0.61
Ccom	0.10	0.06	-0.38	0.03	-0.01	0.18
Csat	0.00	0.03	0.00	0.02	0.04	0.33
Broy	0.00	0.00	0.00	0.00	0.00	0.19

ETA

	Per2	com	sat1	sat2	Roy1	Roy2
Qper	-0.03	0.00	0.10	0.08	-0.01	0.00
Vper	0.36	0.01	0.17	0.07	-0.10	-0.08
Ccom	-0.37	0.77	-0.08	0.58	-0.12	0.15
Csat	0.07	0.04	0.43	0.34	-0.02	-0.07
Broy	0.00	0.01	-0.01	-0.02	0.37	0.26

ETA

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
Qper	0.07	-0.11	0.11	0.02	0.14	0.15
Vper	0.25	0.01	-0.02	0.02	0.03	0.03
Ccom	-0.16	-0.01	0.00	-0.01	0.00	-0.03
Csat	0.21	-0.03	-0.07	0.04	0.03	0.01
Broy	0.60	0.00	-0.01	-0.01	0.05	0.00

KSI

	product	place	price	promotio	service	Per1
Cexp	0.00	0.03	0.02	-0.01	-0.01	0.04

KSI

	Per2	com	sat1	sat2	Roy1	Roy2
Cexp	0.04	0.00	-0.08	0.03	0.00	0.06

KSI

	Roy3	Exp1	Exp2	Exp3	Exp4	Exp5
Cexp	0.01	0.22	0.24	-0.03	0.43	0.48

TI

Standardized Solution

LAMBDA-Y

	Qper	Vper	Ccom	Csat	Broy
product	0.27	- -	- -	- -	- -
place	0.40	- -	- -	- -	- -

price	0.46	- -	- -	- -	- -
promotio	0.59	- -	- -	- -	- -
service	0.54	- -	- -	- -	- -
Per1	- -	0.75	- -	- -	- -
Per2	- -	0.74	- -	- -	- -
com	- -	- -	1.38	- -	- -
sat1	- -	- -	- -	0.74	- -
sat2	- -	- -	- -	0.74	- -
Roy1	- -	- -	- -	- -	0.67
Roy2	- -	- -	- -	- -	0.68
Roy3	- -	- -	- -	- -	0.69

LAMBDA-X

	Cexp

Exp1	0.62
Exp2	0.69
Exp3	0.68
Exp4	0.69
Exp5	0.70

BETA

	Qper	Vper	Ccom	Csat	Broy
	--------	--------	--------	--------	--------
Qper	- -	- -	- -	- -	- -
Vper	0.50	- -	- -	- -	- -
Ccom	- -	- -	- -	- -	- -
Csat	0.20	0.79	0.03	- -	- -
Broy	- -	- -	- -	0.68	- -

GAMMA

	Cexp

Qper   0.91

Vper   0.43

Ccom   - -

Csat   - -

Broy   0.24

Correlation Matrix of ETA and KSI

	Qper	Vper	Ccom	Csat	Broy	Cexp
Qper	1.00					
Vper	0.89	1.00				
Ccom	- -	- -	1.00			
Csat	0.90	0.96	0.03	1.00		
Broy	0.83	0.87	0.02	0.89	1.00	
Cexp	0.91	0.88	- -	0.88	0.84	1.00

PSI

Note: This matrix is diagonal.

Qper	Vper	Ccom	Csat	Broy
0.18	0.17	1.00	0.06	0.19

Regression Matrix ETA on KSI (Standardized)

	Cexp
Qper	0.91
Vper	0.88
Ccom	- -
Csat	0.88
Broy	0.84

Ccom	- -	- -	- -	- -	- -
Csat	0.20	0.79	0.03	- -	- -
Broy	- -	- -	- -	0.68	- -

GAMMA

	Cexp

Qper	0.91
Vper	0.43
Ccom	- -
Csat	- -
Broy	0.24

Correlation Matrix of ETA and KSI

	Qper	Vper	Ccom	Csat	Broy	Cexp
	--------	--------	--------	--------	--------	--------
Qper	1.00					
Vper	0.89	1.00				
Ccom	- -	- -	1.00			
Csat	0.90	0.96	0.03	1.00		
Broy	0.83	0.87	0.02	0.89	1.00	
Cexp	0.91	0.88	- -	0.88	0.84	1.00

PSI

Note: This matrix is diagonal.

Qper	Vper	Ccom	Csat	Broy
--------	--------	--------	--------	--------
0.18	0.17	1.00	0.06	0.19

THETA-EPS

product	place	price	promotio	service	Per1
--------	--------	--------	--------	--------	--------

```
 product     0.66
   place     0.28     0.40
   price     0.17     0.12     0.47
 promotio     - -      - -      - -      0.31
  service     - -     -0.04     - -      0.04     0.33
     Per1     - -      - -      - -      - -      - -      0.06
     Per2     - -      - -      - -      0.03     - -      - -
      com     - -      - -      0.09     - -      - -     -0.03
     sat1     - -      - -      - -      - -      - -     -0.02
     sat2     - -      - -      - -      - -      - -      - -
     Roy1     - -      - -      - -      - -      - -      - -
     Roy2     - -      - -      - -      - -      - -      - -
     Roy3     - -      - -      - -      - -      - -     -0.04
```

          THETA-EPS

```
              Per2      com     sat1     sat2     Roy1     Roy2
            --------  --------  --------  --------  --------  --------
     Per2     0.09
      com     - -      - -
     sat1     - -     -0.03     0.10
     sat2     - -     -0.09     - -      0.11
     Roy1     - -      - -      0.01     - -      0.11
     Roy2     - -     -0.04     0.02     0.03     - -      0.16
     Roy3    -0.02     - -      - -      - -      - -      - -
```

          THETA-EPS

```
              Roy3
            --------
     Roy3     0.08
```

          THETA-DELTA-EPS

```
            product    place     price   promotio   service    Per1
            --------  --------  --------  --------  --------  --------
```

Exp1	- -	- -	- -	0.07	0.07	- -
Exp2	- -	- -	- -	- -	- -	- -
Exp3	- -	- -	- -	- -	- -	- -
Exp4	- -	- -	- -	- -	- -	- -
Exp5	- -	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	Per2	com	sat1	sat2	Roy1	Roy2
	--------	--------	--------	--------	--------	--------
Exp1	- -	- -	0.03	- -	- -	- -
Exp2	- -	- -	0.03	- -	- -	- -
Exp3	- -	- -	- -	- -	- -	- -
Exp4	- -	- -	- -	- -	- -	-0.02
Exp5	- -	- -	- -	- -	- -	- -

THETA-DELTA-EPS

	Roy3

Exp1	- -
Exp2	- -
Exp3	- -
Exp4	- -
Exp5	- -

THETA-DELTA

	Exp1	Exp2	Exp3	Exp4	Exp5
	--------	--------	--------	--------	--------
Exp1	0.22				
Exp2	0.04	0.15			
Exp3	0.01	0.03	0.17		
Exp4	-0.03	- -	- -	0.11	
Exp5	-0.04	-0.04	0.03	-0.03	0.11

Regression Matrix ETA on KSI (Standardized)

	Cexp
Qper	0.91
Vper	0.88
Ccom	- -
Csat	0.88
Broy	0.84

TI

Total and Indirect Effects

Total Effects of KSI on ETA

	Cexp
Qper	0.91
	(0.08)
	11.70
Vper	0.88
	(0.04)
	21.38
Ccom	- -
Csat	0.88
	(0.04)
	20.52
Broy	0.84
	(0.04)
	19.01

Indirect Effects of KSI on ETA

	Cexp
Qper	- -
Vper	0.46
	(0.09)
	5.04
Ccom	- -
Csat	0.88
	(0.04)
	20.52
Broy	0.60
	(0.06)
	10.12
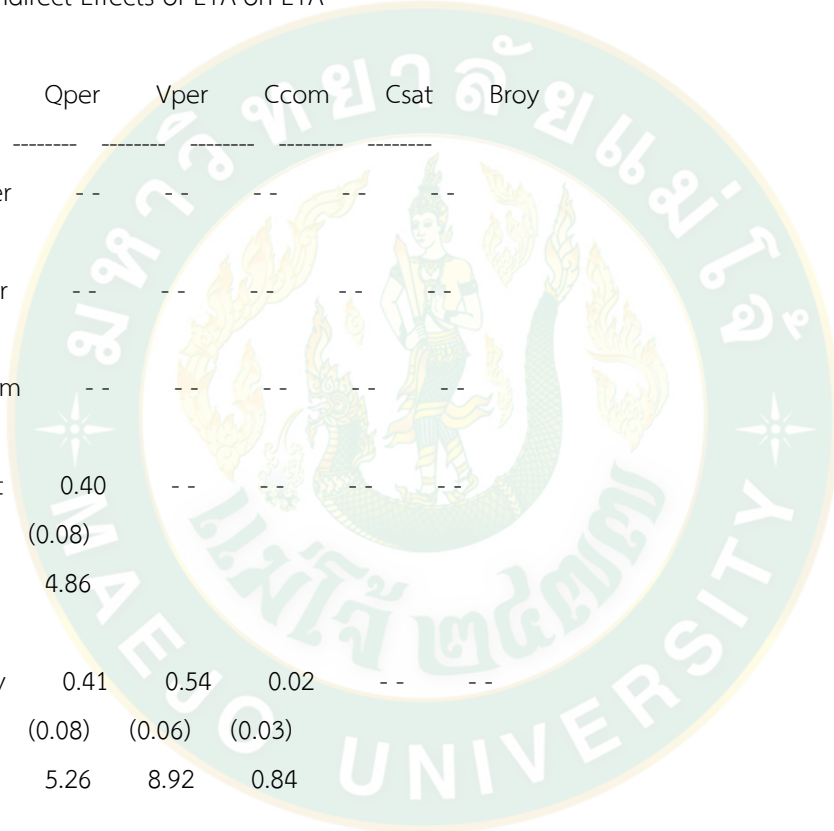
Total Effects of ETA on ETA

	Qper	Vper	Ccom	Csat	Broy
Qper	- -	- -	- -	- -	- -
Vper	0.50	- -	- -	- -	- -
	(0.10)				
	4.89				
Ccom	- -	- -	- -	- -	- -
Csat	0.59	0.79	0.03	- -	- -
	(0.10)	(0.06)	(0.04)		
	6.11	12.77	0.84		

Broy   0.41   0.54   0.02   0.68   - -

        (0.08)   (0.06)   (0.03)   (0.06)

        5.26   8.92   0.84   11.18

Largest Eigenvalue of B*B' (Stability Index) is   0.683

Indirect Effects of ETA on ETA

	Qper	Vper	Ccom	Csat	Broy
Qper	- -	- -	- -	- -	
Vper	- -	- -	- -	- -	- -
Ccom	- -	- -	- -	- -	- -
Csat	0.40	- -	- -	- -	- -
	(0.08)				
	4.86				
Broy	0.41	0.54	0.02	- -	- -
	(0.08)	(0.06)	(0.03)		
	5.26	8.92	0.84		

Total Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
product	0.27	- -	- -	- -	- -
place	0.40	- -	- -	- -	- -
	(0.02)				
	16.23				

price	0.46	- -	- -	- -	- -
	(0.03)				
	13.48				
promotio	0.59	- -	- -	- -	- -
	(0.05)				
	12.16				
service	0.54	- -	- -	- -	- -
	(0.04)				
	12.06				
Per1	0.38	0.75	- -	- -	- -
	(0.08)				
	4.89				
Per2	0.37	0.74	- -	- -	- -
	(0.08)	(0.02)			
	4.88	47.25			
com	- -	- -	1.38	- -	- -
sat1	0.44	0.58	0.02	0.74	- -
	(0.07)	(0.05)	(0.03)		
	6.11	12.77	0.84		
sat2	0.44	0.58	0.02	0.74	- -
	(0.07)	(0.05)	(0.03)	(0.02)	
	6.10	12.89	0.84	39.30	
Roy1	0.27	0.36	0.02	0.46	0.67
	(0.05)	(0.04)	(0.02)	(0.04)	
	5.26	8.92	0.84	11.18	

Roy2	0.28	0.37	0.02	0.47	0.68
	(0.05)	(0.04)	(0.02)	(0.04)	(0.02)
	5.23	8.81	0.85	10.98	34.40
Roy3	0.28	0.37	0.02	0.47	0.69
	(0.05)	(0.04)	(0.02)	(0.04)	(0.02)
	5.27	8.96	0.84	11.27	40.50

Indirect Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
	--------	-------	-------	-------	-------
product	- -	- -	- -	- -	- -
place	- -	- -	- -	- -	- -
price	- -	- -	- -	- -	- -
promotio	- -	- -	- -	- -	- -
service	- -	- -	- -	- -	- -
Per1	0.38	- -	- -	- -	- -
	(0.08)				
	4.89				
Per2	0.37	- -	- -	- -	- -
	(0.08)				
	4.88				
com	- -	- -	- -	- -	- -
sat1	0.44	0.58	0.02	- -	- -
	(0.07)	(0.05)	(0.03)		
	6.11	12.77	0.84		

sat2	0.44	0.58	0.02	- -	- -
	(0.07)	(0.05)	(0.03)		
	6.10	12.89	0.84		
Roy1	0.27	0.36	0.02	0.46	- -
	(0.05)	(0.04)	(0.02)	(0.04)	
	5.26	8.92	0.84	11.18	
Roy2	0.28	0.37	0.02	0.47	- -
	(0.05)	(0.04)	(0.02)	(0.04)	
	5.23	8.81	0.85	10.98	
Roy3	0.28	0.37	0.02	0.47	- -
	(0.05)	(0.04)	(0.02)	(0.04)	
	5.27	8.96	0.84	11.27	

Total Effects of KSI on Y

	Cexp
	--------
product	0.24
	(0.02)
	11.70
place	0.36
	(0.02)
	16.23
price	0.41
	(0.03)
	15.23
promotio	0.54
	(0.03)
	17.75

service	0.49
	(0.03)
	17.53
Per1	0.66
	(0.03)
	21.38
Per2	0.65
	(0.03)
	21.00
com	- -
sat1	0.65
	(0.03)
	20.52
sat2	0.65
	(0.03)
	20.43
Roy1	0.56
	(0.03)
	19.01
Roy2	0.57
	(0.03)
	18.52
Roy3	0.58
	(0.03)
	19.37
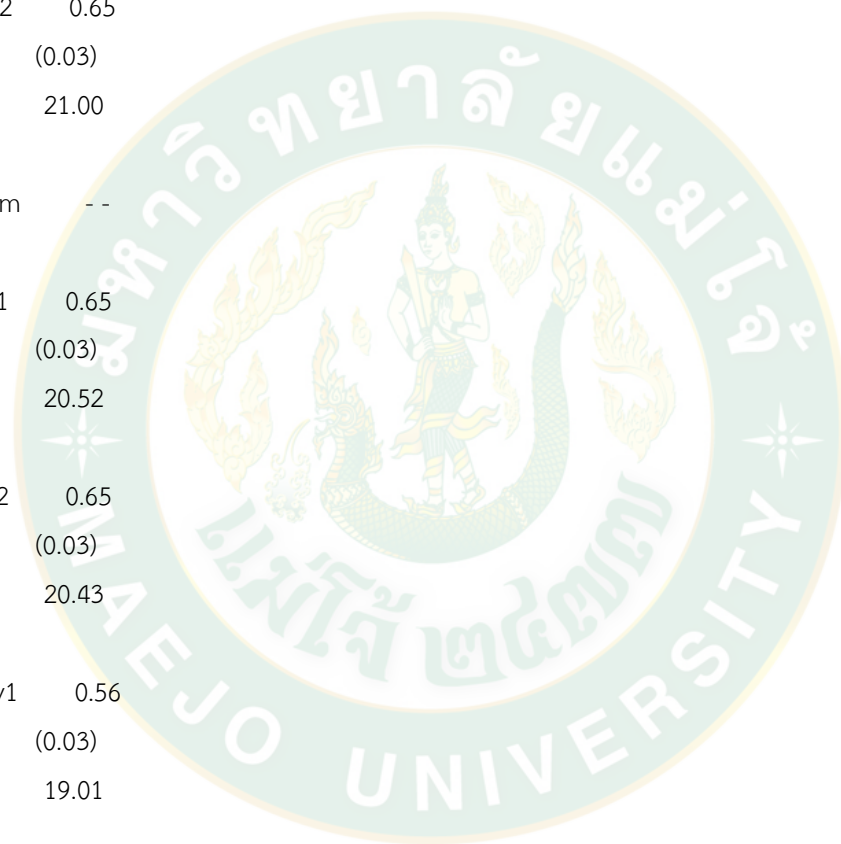
TI

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	Cexp
Qper	0.91
Vper	0.88
Ccom	- -
Csat	0.88
Broy	0.84

Standardized Indirect Effects of KSI on ETA

	Cexp
Qper	- -
Vper	0.46
Ccom	- -
Csat	0.88
Broy	0.60

Standardized Total Effects of ETA on ETA

	Qper	Vper	Ccom	Csat	Broy
Qper	- -	- -	- -	- -	- -
Vper	0.50	- -	- -	- -	- -
Ccom	- -	- -	- -	- -	- -
Csat	0.59	0.79	0.03	- -	- -
Broy	0.41	0.54	0.02	0.68	- -

Standardized Indirect Effects of ETA on ETA

	Qper	Vper	Ccom	Csat	Broy

	Qper	Vper	Ccom	Csat	Broy
Qper	- -	- -	- -	- -	- -
Vper	- -	- -	- -	- -	- -
Ccom	- -	- -	- -	- -	- -
Csat	0.40	- -	- -	- -	- -
Broy	0.41	0.54	0.02	- -	- -

Standardized Total Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
	--------	--------	--------	--------	--------
product	0.27	- -	- -	- -	- -
place	0.40	- -	- -	- -	- -
price	0.46	- -	- -	- -	- -
promotio	0.59	- -	- -	- -	- -
service	0.54	- -	- -	- -	- -
Per1	0.38	0.75	- -	- -	- -
Per2	0.37	0.74	- -	- -	- -
com	- -	- -	1.38	- -	- -
sat1	0.44	0.58	0.02	0.74	- -
sat2	0.44	0.58	0.02	0.74	- -
Roy1	0.27	0.36	0.02	0.46	0.67
Roy2	0.28	0.37	0.02	0.47	0.68
Roy3	0.28	0.37	0.02	0.47	0.69

Completely Standardized Total Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
	--------	--------	--------	--------	--------
product	0.58	- -	- -	- -	- -
place	0.77	- -	- -	- -	- -
price	0.73	- -	- -	- -	- -
promotio	0.83	- -	- -	- -	- -
service	0.82	- -	- -	- -	- -
Per1	0.49	0.97	- -	- -	- -
Per2	0.48	0.96	- -	- -	- -
com	- -	- -	1.00	- -	- -

sat1	0.56	0.75	0.03	0.95	- -
sat2	0.56	0.74	0.03	0.94	- -
Roy1	0.38	0.51	0.02	0.64	0.94
Roy2	0.37	0.49	0.02	0.63	0.92
Roy3	0.39	0.52	0.02	0.66	0.96

Standardized Indirect Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
product	- -	- -	- -	- -	- -
place	- -	- -	- -	- -	- -
price	- -	- -	- -	- -	- -
promotio	- -	- -	- -	- -	- -
service	- -	- -	- -	- -	- -
Per1	0.38	- -	- -	- -	- -
Per2	0.37	- -	- -	- -	- -
com	- -	- -	- -	- -	- -
sat1	0.44	0.58	0.02	- -	- -
sat2	0.44	0.58	0.02	- -	- -
Roy1	0.27	0.36	0.02	0.46	- -
Roy2	0.28	0.37	0.02	0.47	- -
Roy3	0.28	0.37	0.02	0.47	- -

Completely Standardized Indirect Effects of ETA on Y

	Qper	Vper	Ccom	Csat	Broy
product	- -	- -	- -	- -	- -
place	- -	- -	- -	- -	- -
price	- -	- -	- -	- -	- -
promotio	- -	- -	- -	- -	- -
service	- -	- -	- -	- -	- -
Per1	0.49	- -	- -	- -	- -
Per2	0.48	- -	- -	- -	- -
com	- -	- -	- -	- -	- -

sat1	0.56	0.75	0.03	- -	- -
sat2	0.56	0.74	0.03	- -	- -
Roy1	0.38	0.51	0.02	0.64	- -
Roy2	0.37	0.49	0.02	0.63	- -
Roy3	0.39	0.52	0.02	0.66	- -

Standardized Total Effects of KSI on Y

	Cexp
	--------
product	0.24
place	0.36
price	0.41
promotio	0.54
service	0.49
Per1	0.66
Per2	0.65
com	- -
sat1	0.65
sat2	0.65
Roy1	0.56
Roy2	0.57
Roy3	0.58

Completely Standardized Total Effects of KSI on Y

	Cexp
	--------
product	0.53
place	0.70
price	0.66
promotio	0.75
service	0.74
Per1	0.86
Per2	0.85
com	- -

sat1	0.83
sat2	0.82
Roy1	0.79
Roy2	0.77
Roy3	0.80

Time used: 0.047 Seconds

Appendix E

Curriculum Vitae

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REFERENCES

CURRICULUM VITAE

NAME   Mr. Nuoxiang Sha

DATE OF BIRTH   March 1992

EDUCATION   year 2018   Master Degree Arts Tourism Development

                                     Maejo University, Chiang Mai

                        year 2016   Bachelor Degree Arts English and Program

                        Management

                                     Dalian Neusoft University

WORK EXPERIENCE   -