

DECODING RELAXATION: A STRUCTURAL EQUATION MODEL OF FACTORS INFLUENCING CUSTOMER BEHAVIOR IN SPA SERVICES ACROSS BANGKOK METROPOLIS

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Abstract: In this marketing mix research, a quantitative study was conducted on the Quality of Service Influencing Customer Satisfaction in Spa Businesses in Bangkok, Thailand. This study aimed to investigate the marketing mix factors, the quality of service that influenced satisfaction, and the consistency of marketing mix factors with empirical data, service quality influences the satisfaction of spa business customers in Bangkok. A 5level scale was used as a questionnaire instrument, consisting of three parts, with a sample of 430 spa business users. The internal accuracy of the IOC was in the 0.60-1.00 range. The Statistical Confidence (Marketing mix = 0.840, Service Quality = 0.823, and Service Satisfaction = 0.720). Model descriptive statistics using Mean and standard deviation, and SEM (Structural Equation Model). The results indicated that Service Quality positively influenced customer satisfaction with $\beta=.576$ and Marketing Mix positively influenced satisfaction with $\beta=.297$, accounting for 66% of the difference at a significant level of 0.0001. In the structural equation model with Chi-Square = 138.314, CMIN/df. =1.192, GFI =.964, AGFI =.952, NFI =.952, IFI =.992, CFI =.992, RMR =.024, and RMSEA =.021, RMR =.024, and RMSEA =.021, respectively. Results show a high level of consistency with empirical data.

Keywords: Marketing mix, Quality of Service, Customer Satisfaction

1. Introduction

The healthcare business is a significant contributor to national development. According to the 20-year National Strategic Plan on promoting health tourism, beauty, and Thai traditional medicine (Strategic Committee, 2018), with an emphasis on raising the quality of health tourism services to meet international standards both the businesses' quality and the quality of service providers with skills and expertise, Spa business operators must pay close attention to cleanliness and safety in the establishment to compete with the global markets (Klanpakdee, P., Saengphikun, A., and Khamsum, S., 2020). Regards to service quality, reputation, image, information inside the service, and marketing mix, all of which impact the decision to consume the service. This factor encourages clients to use the service. Which will result in customer satisfaction and repeat consumption of the service?

Krichkumchon N. (2008) observed that the 7P's marketing mix (Kotler, 2012; Lovelock &Wirtz, 2010) was a factor influencing purchase and service. According to Hattaya Kaewkim and Chawthip Baromthanarat (2011), service quality is determined by the user's experience. Customers will be satisfied if they perceive that the service meets or exceeds their expectations. According to Ziethaml, Parasuraman, and Berry (2013), service excellence is what all customers expect. The customer will evaluate the entire quality of the service based on the following five criteria: (1) the service's concreteness and tangibles, (2) reliability, (3) responsiveness, (4) customer assurance, and (5) empathy. Service quality is the primary objective of all businesses. They compete and attempt new ideas to apply to the service, meanwhile, customers' wants are more diverse in an environment of intensive business competition (Mungsungnoen, D., 2014), which is a crucial sign of service success based on user perceptions and expectations.

Due to this reason consequently, the researcher is enthusiastic about conducting the research. Marketing mix and service quality affect the satisfaction of Bangkok spa customers. For business recommendation, the results

will be used as a guide for development that will result in the spa business having a standard service and the ability to compete globally. In addition, representing as a model for other industries could perhaps contribute to continued sustainable growth.

2. Objectives Of The Research

1. To investigate the marketing mix and service quality factors that influences the satisfaction of Bangkok spa customers.
2. Using empirical data, to examine the consistency of marketing mix and Service quality factors influencing the satisfaction of spa business users in Bangkok.

3. Literature And Related Studies

3.1 Concept of Service Satisfaction, According to Millet (1954) creating service satisfaction for customers is essential. There are primarily used guidelines in the service, and there will be at least one interaction between service providers and customers. Customers' needs can be met with superior customer service. Ensure that the customer is delighted and impressed with the service. This is established by the following: (1) Equity service (2) Timely service (3) Readily available service, (4) Continuous service, and (5) Progressive service. Too and Earl (2010) stated that a customer would be satisfied if they received the appropriate service or met their expectations, whereas Loureiro, Almeida, and Ritchie (2013) stated that customer's emotional responses and decision-making with wisdom or judgment, satisfaction results from before and after receiving services. Whereas Zhang et al. (2019) stated that customer satisfaction is a measure of service effectiveness. According to Treewai, C. et al. (2020), consumer satisfaction is driven by the quality of the service provider and the quality of the product rather than by competitors or other factors. According to Charles Atombo and Tina Dzigbordi Wemegah (2021), service providers who meet the needs of their customers and their expectations will stimulate satisfaction. According to Salvatore, L.A., Fiore, M., and Galati, A. (2022), consumer compliance is a response to consumer satisfaction.

3.2 Service Marketing Mix concepts that employ marketing tools to convince and understand customers. (Kotler,2011; Sheth et al.,2011; Scott et al.,2014); however, according to Makienko, I. &Rixon, J. (2022), the marketing mix is a crucial factor in the success of an organization. According to Kotler and Keller (2012), service providers use marketing mixes to meet the needs of their targeted customers. The original criteria consisted of four factors: Product, Price, Location, and Promotion. To align with the broadening service market, three additional factors, namely People Process and Physical Evidence, were developed and analyzed as part of the marketing mix. Where Loo and Leung (2018) referred to it as Marketing Mix Service. The marketing of services, according to E. Jerome McCarthy (2011), is an intangible activity that can be presented alongside a physical product. Armstrong & Kotler (2011) asserted that when businesses implement a marketing mix, it will be a tool for increasing sales and profits, which will affect the organization's efficiency and effectiveness.

3.3 Service Quality: To measure how customers perceive the quality of the services they receive, Parasuraman, Zeithaml, and Berry (1985) created the SERVQUAL model. Comprise the following 5 dimensions: (1) to deliver fast and reliable service is to establish Trust. (2) Response refers to a desire to assist clients. (3) Confidence is the capacity to offer competent customer service to swiftly address issues. Having decent manners, regard for clients, and communication abilities. (4) Service empathy is the manifestation of service with care, understanding the need, and fostering a sense of security in clients; and (5) Tangible is established through facilities, equipment, staff uniforms, tools, and materials utilized to deliver the service (Parasuraman, Ziethaml& Berry, 1988). According to Cronin and Taylor (1992), who examined the idea of and methods for measuring service quality as well as its connections to client pleasure and buying intention; they discovered that perceptions of service quality are an appropriate component for predicting service quality. The development of competitiveness, according to Kroenert, Spalding, Cooper, & Le (2005) and Kwak (2003), will be influenced by the relationship between service quality, customer happiness, loyalty, and

financial performance. According to Kralj and Solnet (2010) and Meesala& Paul (2016), the success of a company depends on its ability to deliver good, high-quality service in a highly competitive market.

In Ho Chi Minh City, Vietnam, Duc Nha Le, Hong Thi Nguyen, and Phu Hoang Truong (2021) investigated sea port transport service quality and customer satisfaction. The questionnaire was answered by a sample of 212 respondents using a combination of quantitative and qualitative approaches, including the Structural Equations Model (SEM) and interviewing for qualitative methods. The findings revealed that the quality of service is composed of five factors: Responsiveness, Assurance, Reliability, Tangible, and Empathy which influenced satisfaction positively in the seaport logistics services industry. Ganesh Dash, Kip Kiefer, and Justin Paul (2021) did a study titled Marketing-to-Millennial: Marketing 4.0, Customer Satisfaction, and Purchase Intention, which examined the progress of Marketing 4.0 and its effect on customer satisfaction comprises a sample of 508 northern Indian homebuyers. This was an empirical study employing structural equation modeling. Syed Arif Hussain Shah & Hisashi Kubota (2022) conducted a study titled Passenger's satisfaction with the service quality of app-based ride-hailing services in developing countries. The findings indicated that Brand identity and brand image are important determinants of customer satisfaction and purchasing intention. The case of Lahore, Pakistan constitutes a quantitative study. Using structural equation modeling in an 865-person sample, service quality (e.g., service features and systems, attractive attributes, network design characteristics, access to services, and professional characteristics) has a positive influence on the level of user satisfaction. The intention to use the service to call the taxi using the application has a statistically significant at the 0.01.

4. Research Conceptual Framework

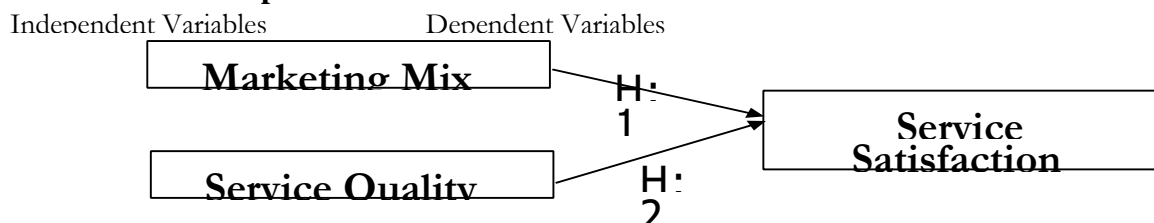


Figure 1 Conceptual Framework

5. Research Hypothesis

Hypothesis 1: The pleasure of spa customers in Bangkok is positively impacted by the service marketing mix.

Hypothesis 2: Service quality in Bangkok spa businesses has a positive impact on customers' satisfaction.

6. Research Methodology

This is a quantitative study that employs a survey research methodology. This study's sample consisted of spa company customers. In Bangkok, Thailand, the researcher used the Statistics Calculators software with the test values to compute the sample size. The expected effect size is 0.30, the desired statistical power is 0.80, and the probability level is 0.05. (Soper, D.S., 2022; Cohen, J., 1988, West land, J.C. 2010). A sample of 430 individuals was acquired by online convenience sampling using Google Forms. This study's instruments comprised of four components:

- (1) General details about the respondents.
- (2) Kotler et al. (2008) standardized questionnaire on independent variables. Marketing Mix 7P's: (1) Product (2) Price (3) Place (4) Promotions (5) People (6) Physical Evidence & Environment and Presentation (7) Process
- (3) Service Quality according to Ziethaml, Parasuraman, and Berry's (1988) notion of service quality assessment components, which are ((1) Tangibles (2) Reliability (3) Responsive (4) Assurance) and (5) Empathy
- (4) The dependent variable is Millet's (1954) concept of Service Satisfaction, which comprises (1) Equitable Service (2) Timely Service (3) Ample Service (4) Continuous Service (5) Progressive Service

Using a 5-level Likert Scale, the scores were interpreted (Sri Sa-at, B. 2010) as follows: 4.51-5.00 is the best, 3.51-4.50 is good, 2.51-3.50 is moderate, 1.51-2.50 is low, and 1.00-1.50 is the least. Conducted an internal audit (Index of Item – Objective Congruence or IOC) from 3 experts, got the IOC value between 0.60-1.00 and tried out (Try out) with 30 non-sample groups to find out confidence value (Reliability) in the whole version must not be less than 0.7 (Thaweerat, P. 2007) got the questionnaire confidence (Marketing mix = 0.840, Service Quality = 0.823 and Service satisfaction = 0.720).

7. Data Analysis

1. Descriptive Statistics comprising gender, age, education level, marital status, occupation, and monthly income. Using frequency distribution and percentage statistics, the data were analyzed.
2. Marketing Mix 7P's, Service Quality, and Service satisfaction of spa business users in Bangkok Data were analyzed using mean and standard deviation statistics.
3. The Structural Equation Model (SEM) analysis for assessing the model and the research hypothesis was a causal link analysis based on the conceptual framework and theories applied. The assessment was conducted in two parts: 1) evaluating the harmony of the overall model fit measure, and 2) evaluating the harmony of important component outcomes. The Component Fit Measure, chi-square ratio to degrees of freedom (χ^2/df), Root Mean Square Error of Approximation (RMSEA), Relative Fix Index, Normed Fit Index (NFI) and Comparative Fit Index (CFI), and the Standardized Root Mean Square Residual (SRMR) to ensure that results meet the criteria for a given statistic. This evaluation will lead to the establishment of additional model criteria used to validate the model in research.

8. Analysis Of Data Results

The majority of respondents were female, 89.8%, aged between 26-35 years (54.4%), followed by 36-45 years (22.3%), were married (45.8%), held a bachelor's degree (57.9%), and had a monthly income of 15,000 baht or less (44.7%).

Table 1 Mean, Standard Deviation, Marketing Mixture, Service Quality, and Service Satisfaction

Variable	Mean	Std.	level
Marketing Mix			
Product (P1)	3.975	0.445	High
Price (P2)	4.196	0.493	High
Place (P3)	3.859	0.548	High
Promotion (P4)	3.889	0.665	High
People (P5)	3.919	0.606	High
Process (P6)	4.007	0.536	High
Physical Evidence (P7)	4.129	0.639	High
Total	3.996	0.389	High
Service Quality			
Tangible (Q1)	3.860	0.578	High
Reliability (Q2)	3.772	0.516	High
Responsiveness (Q3)	3.804	0.581	High
Assurance (Q4)	3.709	0.691	High
Empathy (Q5)	3.398	0.413	Medium
Total	3.709	0.390	High
Service Satisfaction			
Reliability(S1)	3.520	0.442	High
Response (S2)	3.628	0.497	High

Confidence(S3)	3.656	0.708	High
Empathy for using the service(S4)	3.817	0.771	High
Tangible (S5)	3.668	0.752	High
Total	3.656	0.476	High

According to Table 2's Mean and Standard Deviation, the marketing mix averaged between 3.859 and 4.196, service quality averaged between 3.398 and 3.860, and service satisfaction averaged between 3.520 and 3.817, indicating that all variables are at a high level.

Table 2 Parameter component analysis observed with latent factors, marketing mix, service quality, and service satisfaction.

Variable	Initial	Extraction	Factor Loading
Marketing Mix			
Product (P1)	1.00	0.518	0.720
Price (P2)	1.00	0.505	0.711
Place (P3)	1.00	0.513	0.716
Promotion (P4)	1.00	0.479	0.692
People (P5)	1.00	0.507	0.712
Process (P6)	1.00	0.560	0.748
Physical Evidence (P7)	1.00	0.496	0.705
KMO and Bartlett's Test = .896 Chi-Square = 912.143, df = 21, P-Value = 0.000* < 0.05			
Cumulative % of Eigen values= 51.125 Initial=1.00 Extraction of Communalities 0.479-0.560			
Service Quality			
Tangible (Q1)	1.00	0.578	0.760
Reliability (Q2)	1.00	0.602	0.776
Responsiveness (Q3)	1.00	0.543	0.737
Assurance (Q4)	1.00	0.648	0.805
Empathy (Q5)	1.00	0.566	0.752
KMO and Bartlett's Test = .833 Chi-Square = 700.328, df = 10, P-Value = 0.000* < 0.05			
Cumulative % of Eigen values= 58.723 Initial=1.00 Extraction of Communalities 0.543-0.648			
Service Satisfaction			
Reliability(S1)	1.00	0.623	0.790
Response (S2)	1.00	0.661	0.813
Confidence(S3)	1.00	0.666	0.816
Empathy for using the service(S4)	1.00	0.664	0.815
Tangible (S5)	1.00	0.196	0.443

KMO and Bartlett's Test = .829 Chi-Square = 674, df = 10, P-Value = 0.000* < 0.05

Cumulative % of Eigen values= 56.221 Initial=1.00 Extraction of Communalities 0.196-0.666

Analysis of Table 2's observed variables and latent factors reveals that the marketing mix, service quality, and service satisfaction correlated with the observed variable and the relevant latent factor that can be utilized to evaluate model structural equations.

Table 3 Confirmative Component Analysis of Structural Equation Models Marketing Mix and Service Quality that influence spa business customers' satisfaction in Bangkok

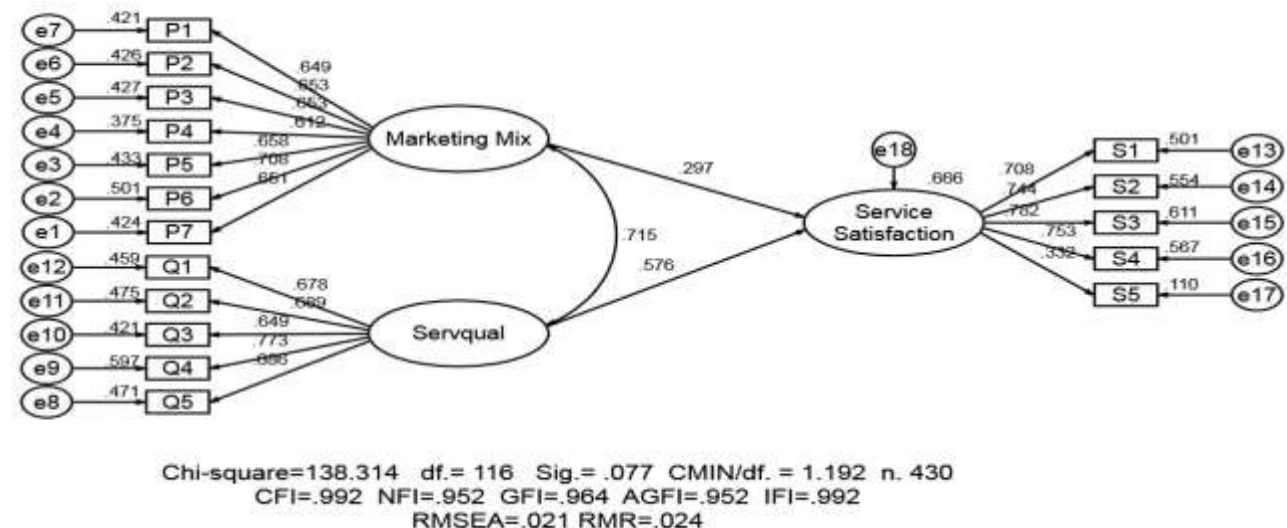
Variable	□x (Lambda)	SE.	C.R. (t-value)	R2	□v (AVE)	□c (CR)
Marketing Mix						
Product (P1)	.661	.079	11.954***	43.7%	0.863	0.977
Price (P2)	.652	.077	11.871***	42.5%		
Place (P3)	.654	.081	11.694***	42.8%		
Promotion (P4)	.628	.082	11.457***	39.4%		
People (P5)	.652	.075	11.806***	42.4%		
Process (P6)(constant parameter)	.699	-	-	48.8%		
Physical Evidence (P7)	.643	.083	11.780***	41.4%		
Service Quality						
Tangible (Q1) (constant parameter)	.716	-	-	51.3%	0.894	0.976
Reliability (Q2)	.698	.072	11.758***	48.7%		
Responsiveness (Q3)	.646	.068	11.874***	41.7%		
Assurance (Q4)	.743	.077	12.325***	55.2%		
Empathy (Q5)	.714	.075	11.649***	51.0%		
Service Satisfaction						
Reliability(S1)	.708	.065	13.707	50.1%	0.877	0.971
Response (S2)	.760	.068	14.343	57.8%		
Confidence(S3)	.763	.064	14.425	58.2%		
Empathy for using the service(S4) (constant parameter)	.759	-	-	57.6%		
Tangible (S5)	.330	.129	6.273	.109%		

From Table 3, the corroborative component analysis of the structural equation model revealed that the marketing mix at the significance level of 0.001, coefficient weighted between 0.628 - 0.699, quadratic correlation coefficient (R^2) between 39.4% - 48.8%, $\square v$ (Average Variance Extracted: AVE) was greater than 0.863. 0.50 and the reliability

$\square c$ (Construct Reliability: CR) 0.977 greater than 0.60.

Satisfaction, at the significance level of 0.001, weighted coefficients were between 0.330 and 0.763, quadratic correlation coefficient (R^2) was between 10.9% and 58.2%, average variance extracted (AVE) 0.877 is greater than 0.50, and Construct Reliability (CR) 0.971 is greater than 0.60. It also showed that the observed variables and latent variables for each component had high discriminative accuracy, which meets the criteria for being able to import a model of the structural equation model of factors affecting spa business users' satisfaction in Bangkok (Hair et al., 2010).

Figure 2 Analysis of the model structure equation, Marketing Mix, and Service quality that influence the satisfaction of spa business users in Bangkok



From Figure 2, it can be determined that the model had a satisfactory level of consistency with the empirical data based on statistical values for evaluating the harmonization of the model equations. The model is following the empirical data and is in line with the concepts of Hair et al. (1998), Bollen (1989), and Sorbon (1996).

Chi-Square = 138.314 ($P > 0.05$); CMIN/df = 1.192 (3.0); GFI=.964 (0.90); AGFI=.952 (0.90); NFI=.952 (0.90); IFI=.992 (0.90); CFI=.992 (0.90); RMR =.024 (0.05); RMSEA=.021 (0.05).

Table 4 demonstrates the statistical results of a test of the correlation between marketing mix and service quality and their influence on the satisfaction of Bangkok spa customers.

Variable (Relationship)			β (Lambda)	SE.	C.R. (t-value)	P-Value	R ²
Satisfaction	<---	Marketing Mix	.297	.087	4.170	***	
Satisfaction	<---	Service Quality	.576	.072	7.568	***	66.6%
P7	<---	Marketing Mix	.651	.080	12.280	***	42.4%
P6	<---	Marketing Mix	.708	-	-	-	50.1%
P5	<---	Marketing Mix	.658	.072	12.317	***	43.3%
P4	<---	Marketing Mix	.612	.078	11.575	***	37.5%
P3	<---	Marketing Mix	.653	.077	12.125	***	42.7%
P2	<---	Marketing Mix	.653	.074	12.283	***	42.1%
P1	<---	Marketing Mix	.649	.075	12.188	***	42.6%
Variable (Relationship)			β (Lambda)	SE.	C.R. (t-value)	P-Value	R ²
Q5	<---	Service Quality	.686	.062	13.903	***	47.1%
Q4	<---	Service Quality	.773	-	-	-	59.7%
Q3	<---	Service Quality	.649	.064	12.751	***	42.1%
Q2	<---	Service Quality	.689	.061	13.990	***	47.5%
Q1	<---	Service Quality	.678	.071	13.505	***	45.9%

S1	<---	Satisfaction	.708	.063	14.198	***	50.1%
S2	<---	Satisfaction	.744	.065	14.874	***	55.4%
S3	<---	Satisfaction	.782	.062	15.452	***	61.1%
S4	<---	Satisfaction	.753	-	-	-	56.7%
S5	<---	Satisfaction	.332	.127	6.454	***	11.0%

*** P<0.001 ** P< 0.01 * P< 0.05

From the test results table, the influence of the relationship between marketing mix and service quality is determined. It was discovered that the marketing mix has a positive influence on satisfaction of .297, with a tolerance of .087 and a t-value of 4.170, whereas service quality has a positive influence on satisfaction of .576, with a tolerance of .072 and a t-value of 4.170. The influence on the change could be explained by a value of 7.568, which is statistically significant at the 0.001 level.

Summary, Results Discussion, And Recommendations

The structural equations of the Marketing Mix Model, and Service Quality, which have a positive influence on the satisfaction of Bangkok spa business customers, were statistically significant at the 0.001 level, and the model was aligned with the empirical data. Evaluating the observable factors of the seven dimensions of the marketing mix revealed that the presence of staff services and a large number of service locations is the reason why users choose to use the service. In accordance with Jaturongkul, A. (2003), who stated that organizations in the service industry must modify their services to fit the wants of customers and generate value. The observable characteristics of customer services were comprised of five dimensions which assessed the importance of customer response, credibility, and tangible services. This is congruent with Lovelock and Wirtz's (2011) study on the relationship between service quality and customer satisfaction found that if customers received good services will leads to satisfaction. This is allied with the findings of Bravo, Martinez, and Pina (2019), which discovered that staff service contributes to a pleasant customer experience. This is congruent with the findings of Klanpakdee, P., Saengpikul, A., and Khamsurom, M. stated that the growth of an international health spa establishment business in Thailand towards sustainability must take into account the quality of service, which consists of Reliability, responsiveness, access to services in multiple dimensions, and courtesy to service consumers by extending a warm welcome. Additionally, it raises awareness of excellent service quality, which will result in Spas in Thailand will expand much further.

Recommendations

1. Executives in the spa business must prioritize establishing positive relationships with customers. And service providers must be friendly and respectful to customers in addition to providing excellent service.
2. Specialized testing in a particular treatment area should be conducted; therefore, that staff is always prepared and skilled for jobs.

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