



THE IMPACT OF THE SERVICE QUALITY ON CUSTOMER SATISFACTION, CUSTOMER TRUST AND CUSTOMER LOYALTY FOR CAR CARE BUSINESS IN BANGKOK

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Abstract

Service quality is the heart of doing business in an era where customers have many choices. The quality of service not only helps to create short-term satisfaction but also helps to build long-term relationships with customers, increase loyalty, and help the organization grow sustainably. For this reason, successful organizations often do not neglect to develop the quality of service in all dimensions. Overall, the car care or car wash business in Bangkok is growing continuously and will continue to be popular among Bangkokians who want to keep their cars clean and in good condition at all times. This research aims to 1) analyze the influence of service quality for the car care business in Bangkok, the influence of customer satisfaction for the car care business in Bangkok, and the influence of customer trust for the car care business in Bangkok, by using structural equation modeling (SEM); 2) to find the relationship between each variable and 3) to present the conceptual framework according to the topic. The population in the total of 488 people who responded and participated in this survey research is the car care customers in Bangkok by using a convenience sampling method and answered their opinions in the questionnaire. Results of all factors are theoretically supported, which could emphasize that service quality is a very considerable variable to increase the level of customer trust and customer satisfaction, which later on if both factors are successful, it will have a positive impact on building customer loyalty for the organization, and these loyal customers are the key to the success of the organization in the future.

Keywords: Service Quality, Customer Trust, Customer Satisfaction, Customer Loyalty, Car care Business

Introduction

Service Quality refers to the level of satisfaction that customers receive from the services provided by the organization (Amerta and Madhavi, 2023). Service quality is measured by comparing customer expectations with the actual experience that



customers receive. If the service that customers receive meets or exceeds expectations, customers will feel that the service is of high quality. However, if it is lower than expectations, customers will feel dissatisfied (Sugiarto and Octaviana, 2021). Quality service is not measured only by speed or politeness but It must also focus on many factors such as reliability, convenience, attentiveness, and understanding of the needs of each customer. All of these factors can impress customers and make them feel that they are being taken care of more than receiving service. Providing quality service is very important for doing business in the present era because it can both directly and indirectly affect the success of the organization. Customers who receive good service will feel satisfied and tend to return to use the service again or become regular customers, which helps the organization have a stable customer base. Creating brand loyalty, which focuses on a good and consistent service, can make customers trust the brand and choose to use the service continuously, Moreover, when the service reaches a high-quality level, it will reduce the problem of complaints, product returns, or after-sales service, which reduces the cost of management as well as create a competitive advantage (Lysenko-Ryba and Zimon, 2021).

The car care business or the car wash service, has been growing in recent years, especially during the period when Bangkok, as the capital of Thailand, began to have more cars and air pollution problems, causing people to pay more attention to the cleanliness and hygiene of their cars (Pijoh and Lambey, 2016). The car wash business in Bangkok can be divided into several types, depending on the service and convenience that customers want.

Current trends of the car wash business in Bangkok is becoming more competitive, especially in terms of service quality and convenience. Car washes with environmentally friendly technology, such as using car wash products that do not harm nature, including the development of online systems that allow customers to book car wash services in advance via applications or websites (Murari et al, 2024). Car washes in Bangkok have also become services that meet the needs of city people who want convenience and speed, as well as concerns about keeping their cars in good condition.

The research gap of this research is to study the trends of the car care business in Bangkok, which is expected to continue to succeed and grow because many companies are using modern technology to wash cars and adapting to environmental changes, including providing customer-friendly services, such as booking via mobile apps or using systems that reduce water and energy use.



Research Objectives

This research aims to analyze the influence of significant factors for the car care business in Bangkok, which are service quality, customer satisfaction, customer trust, and customer loyalty, by using structural equation modeling (SEM) to analyze the data as well as to find the relationship between each variable and to present the conceptual framework according to the topic.

Literature Review

Service Quality

Service Quality is very important to the success of businesses in many areas, whether it is a direct service business, such as hotels, restaurants, or even an online business with an intangible product (Ali et al, 2021). It requires good service to treat their customers. Service quality is not just about speed or politeness, but also about reliability, understanding customers, appropriate response, and attention to detail. The next element is assurance which seeing at knowledge, ability, politeness, and reliability of employees, the last factor is empathy – Understanding customers, providing personalized care (Jonkisz et al, 2021; Sibai et al, 2021). In this research the service quality will focus on the reliability, understanding customers, appropriate response, and attention to details to impress their customers.

Customer Satisfaction

Customer Satisfaction refers to the positive feelings or attitudes of customers towards products, services, or experiences received from the organization. Customer satisfaction is the heart of every business (Gonu et al, 2023). It is not just a one-time purchase, but a foundation for long-term relationships. Businesses that truly care about customer experience and feelings will be able to retain existing customers, gain new customers, and grow sustainably in the future. Customer Satisfaction in this research will point to the positive feelings or attitudes of customers towards products, services, or experiences received from the company.

Customer Trust

Customer Trust refers to the belief or confidence that customers have in an organization, business, or brand that they will provide quality services or products (Alam et al, 2021), they will treat customers fairly, honestly, and sincerely, and will protect their interests and not take advantage of them. When trust occurs, customers will feel safe, dare to buy again, recommend others, and be loyal to the brand in the long run. Wu and Huang (2023) suggested that consumer trust is a subjective emotion of each customer, which is difficult to measure by any scale. However, the level of high

or low trust will show in their behavior and feedback. In this research customer Trust is the belief or confidence that customers have in an organization, business, or brand that they will provide quality services or products

Customer Loyalty

Customer loyalty refers to the commitment and intention of customers to continue to use products or services from the same brand, even if there are other options in the market (Jamshidi and Roustia, 2021). Loyal customers tend to have certain behaviors, such as regularly purchasing products and not easily switching to competing brands. Arslan (2020) stated that a loyal customer will tell or recommend the brand to people around them. Emotional attachment occurs because customers feel that the brand matches their identity or values (Arslan, 2020). Customer loyalty in this research is the commitment and intention of customers to continue to use products or services from the same brand, and will inform other people to use the products or services as they received and feel good.

Conceptual Framework

According to the research background and research objective of every factor, namely service quality, customer satisfaction, customer trust, and customer loyalty. The hypothesis and conceptual framework were formed accordingly

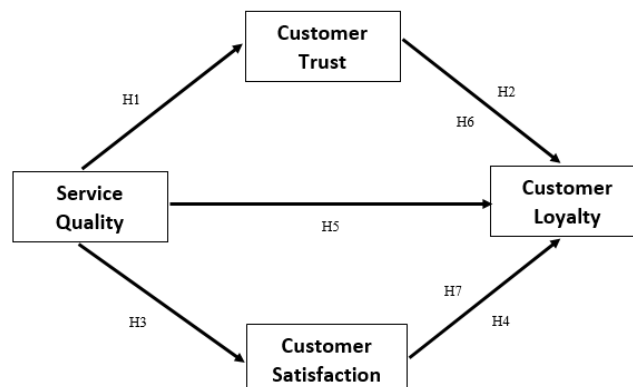


Figure 1 Conceptual framework

Relationship between service quality and customer trust

In today's highly competitive business environment, building strong relationships with customers is one of the key factors that help businesses grow sustainably. Two key elements that play a key role in building these long-term relationships are service quality and customer trust, which are closely linked and directly support each other. Service



quality refers to the level at which customers receive services that meet or exceed their expectations, which includes many aspects such as reliability, speed, politeness, customer understanding, and physical characteristics of the service (according to the SERVQUAL model). While the customer trust refers to the confidence that customers have in an organization or brand that the organization will provide services or operate honestly, fairly, and sincerely protect the interests of customers. Elizar et al, (2020) studied Polyclinic over Private H Hospital of East Jakarta, Indonesia found that service quality is important and help to increase the level of customer trust. From this literature review, the first hypothesis was proposed:

- H1: There is a positive relationship between service quality and customer trust

Relationship between customer trust and customer loyalty

Customer trust refers to the customer's confidence in the organization or brand that the organization will provide honest, quality services and sincerely protect the customer's interests (Alam et al, 2021). While customer loyalty refers to the intention and commitment that customers have to the brand, which makes customers choose to use services or buy products from the same brand repeatedly, and are willing to recommend it to others. Customer trust is the foundation of loyalty. If customers do not trust a brand, it is hard to build long-term loyalty. Trust is the beginning, and loyalty is the result. Alam et al (2021) researched CRS practice and found that customer trust could increase customer loyalty. This relationship is very important to maintain the customer base and create sustainable growth in the business. According to the literature review, the second hypothesis was presented:

- H2: There is a positive relationship between customer trust and customer loyalty

Relationship between service quality and customer satisfaction

Service quality refers to the level of service capability that meets or exceeds customer expectations, which includes many aspects such as speed, politeness, reliability, and customer care. While customer satisfaction refers to the customer's feeling that arises from evaluating whether the product or service received meets their expectations. If the service received is better or equal to what was expected, the customer will feel satisfied. Service quality is one of the most important factors that directly affects customer satisfaction. Ali, et al, (2021) studied the hotel industry and found that service quality is very important to create customer satisfaction. According to the literature review, the third hypothesis was presented:

- H3: There is a positive relationship between service quality and customer satisfaction

Relationship between customer satisfaction and customer loyalty

Customer Satisfaction is the positive feeling that customers have after receiving products or services that meet or exceed their expectations. It is the result of evaluating



the customer's experience, such as product quality, service, price, or convenience. Customer Loyalty is the customer's firm intention to return to use the service or buy products from the same brand continuously, including recommending the brand to others, even though there are other similar options in the market. Customer satisfaction is the foundation for creating customer loyalty. Singh et al, (2023) studied the service industry and insisted that customer satisfaction has a positive impact on generating customer loyalty. Therefore, if an organization wants to create a regular and loyal customer base, it should focus on developing the quality of its products and services to satisfy customers. Following the literature review, the fourth hypothesis was presented:

- H4: There is a positive relationship between customer satisfaction and customer loyalty

Relationship between service quality and customer loyalty

Service quality refers to the level of service capability that meets or exceeds customer expectations, such as providing professional, fast, sincere, and caring services. Another factor is customer loyalty, which refers to the customer's intention to return to use the same service repeatedly and choose the same brand as the main choice in the long term, even though there are many competitors in the market. Service quality is an important tool for creating and maintaining customer loyalty. Naini et al, (2022) found that the positive impact of service quality increases customer loyalty. Following the literature review, the fifth hypothesis was hypothesized:

- H5: There is a positive relationship between service quality and customer loyalty

Mediating effect

Service quality is the increasing intense business competition in this era. Organizations can no longer rely solely on product quality, but must also prioritize providing quality customer service, or service quality, which has become a key to creating customer satisfaction and customer loyalty (Naini et al, 2022).

The term Service Quality refers to the level of satisfaction that customers receive from the services provided by the organization. The measurement of service quality is based on a comparison between customer expectations and customer experiences that they actually receive (Perceived Service). If the customer's experience is equal to or greater than his expectations, the customer will feel satisfied and perceive that the service is of high quality (Dam and Dam, 2021). On the contrary, if the service received is lower than expectations, the customer will perceive that the service is of low quality. Providing service is therefore not just about getting it done or getting it done quickly, but also requires attentiveness, continuity, and a deep understanding of



the customer's needs. Following this literature review, the sixth and seventh hypotheses were proposed

- H6: Customer trust mediates the relationship between service quality and customer loyalty
- H7: Customer satisfaction mediates the relationship between service quality and customer loyalty

Research Methodology

Population and sample size

This research was conducted as qualitative research by using a research questionnaire, both an online questionnaire and paper questionnaires, to collect the information. After the data were collected, the researchers later applied the SEM (structural equation model) to analyze the data. The conceptual framework of this research was created after the literature review and presented all relevant factors on service quality, customer trust, customer satisfaction, and customer loyalty. The population that responded to and participated in this survey research is the car care customers in Bangkok, using a convenience sampling method. A total sample size of 488 car care customers in Bangkok responded and answered their opinions in the questionnaire. The data collection begins by contacting, visiting the car care in Bangkok first, and asking for permission from the owner or manager. Later on, the researcher will contact the respondent and explain the reasons and benefits of doing this research. At the same time researcher will ask permission to collect the data. During the data collection process, participants were interviewed by research team, who asked questions about the research, which were mentioned only in the questionnaire. During the data collection process, if some customers do not want to give more information or would like to stop, the researcher will stop the process immediately.

Result

According to the data analysis, the result of this research showed the effect and influence of each variable on the other. The result of the seventh hypothesis showed that all hypotheses were theoretically supported. The first hypothesis mentioned that there is a positive relationship between service quality and customer trust. The first hypothesis was supported, which indicated that service quality is a powerful and positive influence on customer trust of customers. The second hypothesis mentioned there is a positive relationship between customer trust and customer loyalty. The third hypothesis mentioned there is a positive relationship between service quality and

customer satisfaction. Next is the fourth hypothesis, which proposes that there is a positive relationship between customer satisfaction and customer loyalty. While the fifth hypothesis was that there is a positive relationship between service quality and customer loyalty. Further, the sixth hypothesis stated that customer trust mediates the relationship between service quality and customer loyalty. The last hypothesis of this research proposed that customer satisfaction mediates the relationship between service quality and customer loyalty. The results of all hypotheses were supported that every factor, namely service quality, customer trust, and customer satisfaction, are important and significantly positive influence the level of customer loyalty.

Table 1 Hypothesized Relationship Results

Hypothesized relationship	Results	P-Value
- H1: There is a positive relationship between service quality and customer trust	supported	0.01469
- H2: There is a positive relationship between customer trust and customer loyalty	supported	0.00025
- H3: There is a positive relationship between service quality and customer satisfaction	supported	<.00001
- H4: There is a positive relationship between customer satisfaction and customer loyalty	supported	<.00001
- H5: There is a positive relationship between service quality and customer loyalty	supported	<.00001
- H6: Customer trust mediates the relationship between service quality and customer loyalty	supported	0.02282
- H7: Customer satisfaction mediates the relationship between service quality and customer loyalty	supported	<.00001

Table 2 Model Tests

Label	X ²	df	p
User Model	2.5099	1	0.05370

According to the model testing in this research, which indicated the value of X² test for these data gives a numerical value of 2.5099, df is 1, and P = 0.05370, which is consistent with the 99% (Gardner & Altman, 1986).

**Table 3** Fit Indices

AIC	BIC	adj. BIC	SRMR	RMSEA	RMSEA 95% CI		RMSEA p
					Lower	Upper	
37.7162	83.8096	48.8960	0.0098	0.0448	0.0192	0.1706	0.15470

Table 4 Fit Indices

CFI	TLI	RNI	GFI	adj. GFI	pars. GFI
0.9983	0.9900	0.9983	1.0000	0.9999	0.0714

Table 5 R-squared

Variable	R ²	95% Confidence Intervals	
		Lower	Upper
CL	0.8587	0.8335	0.8803
CS	0.0758	0.0366	0.1263
CT	0.8960	0.8770	0.9122

Note. Some R-square index cannot be computed for this model

Table 6 Parameter Estimates

Dep	Pred	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
CL	CS	0.0764	0.0313	0.0150	0.1378	0.0432	2.4398	0.01469
CL	SQ	0.2878	0.0785	0.1340	0.4417	0.1943	3.6664	0.00025
CL	CT	0.8116	0.0588	0.6964	0.9269	0.7282	13.7995	<.00001
CS	SQ	0.2305	0.0364	0.1591	0.3019	0.2754	6.3278	<.00001
CT	SQ	1.2579	0.0194	1.2199	1.2960	0.9466	64.8322	<.00001

Table 7: Defined Parameters

Label	Description	Parameter	Estimate	95% Confidence Intervals			β	z	p
				SE	Lower	Upper			
IE1	SQ $\Rightarrow$ CS $\Rightarrow$ CL	p4*p1	0.0176	0.0077	0.0024	0.0328	0.0119	2.2765	0.02282
IE2	SQ $\Rightarrow$ CT $\Rightarrow$ CL	p5*p3	1.0210	0.0756	0.8727	1.1693	0.6892	13.4971	<.00001

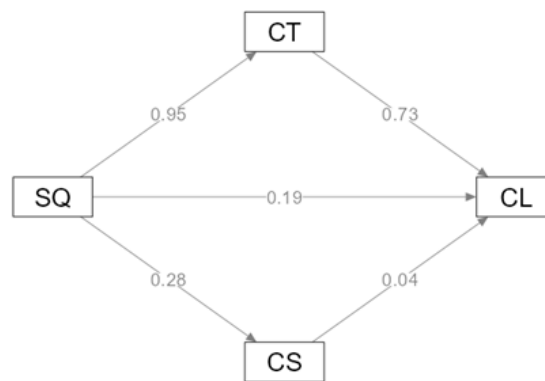


Figure 2 Structural Equation Model Result

Discussion

Based on the concept of Parasuraman, Zeithaml, and Berry, a model called SERVQUAL was developed (Pena et al, 2013), which describes 5 components of service quality which are: tangibles, reliability, responsiveness, assurance, and empathy. For the car care service in Bangkok received the similar result as other businesses when each variable could generate the positive results for the business (Zygiaris et al, 2022; Sari & Balqiah, 2022; Mohamed et al, 2022). Each variable could be described as tangibles is a physical characteristic and cleanliness of the car care shop, employee personality, uniforms, and various equipment. Reliability means providing services correctly, on time, and consistently. The responsiveness focuses on the willingness to provide service with speed of response and readiness to help customers. Assurance is a combination of confidence, skills, knowledge, and politeness of employees in doing car care service that help customers feel confident in the service, and the last factor is empathy, which means understanding customers, providing services with special attention to each customer.

Body of Knowledge

From this research, the results of all factors, which are entirely theoretically significantly supported, could emphasize that service quality is a very considerable variable to increase the level of customer trust and customer satisfaction, which later on will have a positive impact on building customer loyalty for the organization. Moreover, the quality of service itself could also be able to increase customer loyalty directly. The researcher is quite confident that this body of knowledge could be able to apply with other kinds of businesses, not just only car care business.

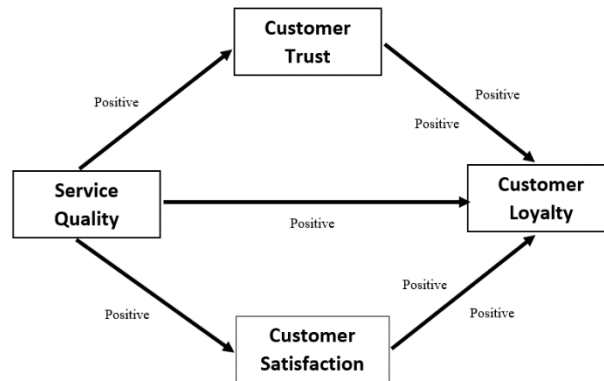


Figure 3 New body of knowledge of the research

Conclusion

Car care service in Bangkok is getting more famous each year because it can help the car owner save time to wash and clean their vehicle. Moreover, car care services are professional for washing and cleaning. They have good tools, solutions, and other methods to clean the car perfectly. In recent years, the car care business or complete car care services in Bangkok have experienced continuous growth, especially in densely populated urban areas where the use of private cars is necessary. The growth of new cars in Bangkok continues, resulting in an increase in the demand for car care services. Bangkok is the hub of many private car users. As a result, the car care business still has opportunities for continuous growth in the future. Especially businesses that can adapt to consumer behavior and prioritize quality, service, and customer experience. Modern car care businesses that are different and focus on convenience will definitely win the hearts of consumers in the capital.

Suggestion

This research topic is very interesting, especially about the service quality, which is a key to the success of the car care business. However, to make this topic and conceptual framework more robust, the researcher recommends that the business owner or management of a car care business focus on the quality of their service because it could help to increase the level of customer satisfaction and tend to become a loyal customer in the future. For future research, the researcher recommends that the next researcher expand this knowledge to other industries or other sample groups.



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