

THE MARKETING MIX FACTORS AFFECTING LOYALTY IN A BADMINTON COURT SERVICE IN CHON BURI PROVINCE

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Abstract

The aims of this research were to 1) study the marketing mix factors of badminton court service in Muang district, Chon Buri province 2) study the customer loyalty of the selection of badminton court in Muang district, Chon Buri province 3) find out the marketing mix factors influencing the customer loyalty in the selection of badminton court in Muang district, Chon Buri province. The quantitative method was used. The sample of this research was 205 customers of badminton court service in Muang district, Chon Buri province. The research instrument was an online survey.

The findings from the research revealed that 1) the attitude towards the marketing mix factors of badminton court service in Muang district, Chon Buri province in the overall was at the high level. Considering each aspect, the results indicated that place had the highest value. 2) the attitude towards the customer loyalty of the selection of badminton court in Muang district, Chon Buri province in the overall was at the high level. Considering each aspect, the results indicated that affective had the highest value. 3) the marketing mix factors which covered 7Ps is related to the customer loyalty at the high level. It could be explained the variance of customer loyalty that it was at 72.2% (R² Change = 0.722). The constant was 0.521. The linear regression equation was : $\hat{Y} = 0.521 + 0.302_{x_1} + 0.293_{x_2} + 0.192_{x_3} + 0.240_{x_4} + 0.610_{x_5} + 0.201_{x_6} + 0.511_{x_7}$

Keywords : Badminton Court ; Marketing Mix Factors ; Customer Loyalty

Introduction

Maintaining one's health and exercising has become very common in recent years due to increased public awareness of the benefits of regular exercise on one's health. Along with the health-conscious trend, it also stems from well-known athletes who have a say in what sports people choose to play. One such athlete is Ratchanok Intanon, a badminton champion who started the badminton trend in Thailand. The size of the income market and other

potential of the sports industry market have had a positive impact on the country's overall economic and social conditions up until making badminton very popular (Pachira Ekhankamol, 2017), which has made badminton one of the strategic goals in developing the country from both a sports perspective and an economic perspective (Wachira Pakdeesi, 2017).

Badminton has been a popular sport for a long time because it can be played (Anongnat Thonglon, 2015) as one of the sports that can add value and promote the country's economy by supporting businesses related to badminton such as the production of badminton, clothing and equipment, business for renting badminton courts, including badminton competition management business, etc. (National Sports Development Plan No. 6, 2017). In Chon Buri there are a total of 11 badminton courts available for rent for exercise and growing continuously. In Muang District, Chon Buri Province, there are 10 badminton courts available for rent, including home sports clubs; Silas Sports Club, Amatio Mintan Iceberg Chon Buri Sport Club, Grand Village, Ban Rai, Bangsaen, Tasana Garden BP Court, Esc North, and the government sector, 1 field, namely, Chon Buri Municipality Badminton Court. Therefore, there are 11 badminton courts available for rent in total. Muang District, Chon Buri Province has more badminton courts than other districts in Chon Buri Province (Thaibadminton, 2022). This causes high competition in the group of badminton court rental businesses. By itself, the service users have alternatives to make decisions about providing services causing market competition to occur which must have many factors which will make service users choose to use exercise services, whether it is internal management, implementing a strategy or adjusting the service model or service location, therefore, it is necessary for the service provider to use different marketing strategies to attract the attention of service users to use the service of their fitness center (Rujipot Insuwan, 2012).

In addition to having in relation to the customer's service behavior, the service user has the greatest value to the business. Therefore, marketing strategies should aim to create loyalty and must focus on the group of users. This will make the business get long-term profits (Amornrat Pinaikul, 2006).

Chon Buri Province is considered an eastern coastal city that helps generate income, given to Thailand from a port city to send goods and industry. It is also a city that has adopted the sport tourism guideline or "Sport Tourism" as an important mechanism to drive the development of the province to the highest level to be the leading "Sports City" in Thailand (Matichon Online, 2021) where the fitness center service business is very popular. One of which, the badminton court rental business has the opportunity to operate the business and aim for profits as well. Nowadays, there are more badminton courts for rent in Chon Buri province. This research focuses on studying marketing. In using badminton court services for rent in Chon Buri province to be used as information for decision-making and as a guideline

for improvement to develop rental badminton court business and provide services to be able to truly meet the needs of service users. Therefore, the researcher is interested in studying the factors affecting loyalty to service use in order to know which factors affect the use of badminton court services in Muang District Chon Buri Province until getting them to use the service and come back to use the service of badminton courts in Muang District Chon Buri Province. The information obtained from this study may be useful to operators and service users to improve, modify and develop services and marketing strategies to respond to the needs of current service users. This will be able to create competitive advantages and develop strategies for doing business more sustainably.

Objectives

1. To study the marketing mix factors of badminton court services in Muang District, Chon Buri Province.
2. To study the loyalty in choosing badminton court services in Muang District, Chon Buri Province.
3. To analyze the influence of marketing mix factors on loyalty in using badminton court services in Chon Buri Province.

Literature review

Marketing strategies of the badminton court business

The marketing factor is an important tool that allows businesses to reach more users. This also increases competitiveness (Chaisiri lamkulwat, 2018) and more service users. It is also a tool that can help encourage more service users who have never used the service, and increase competitiveness as well (Chaisiri lamkulwat, 2018) and the study of service user behavior. The decision to choose a service can be considered a delicate matter that requires great attention (Shahzad et al, 2013). According to the decision-making process and is beneficial to business owners who will be able to use it to meet the needs of service users as well (Nuch Nat Meesomput, 2009). Marketing factors are things that badminton court operators can use as guidelines for improvement, and product development, including processes to reach service users in various fields and adjusting marketing strategies to meet and attract service users so that they want to use the service that meets the needs of service users in and able to create a competitive advantage as well as generate sustainable returns to the business (Philip Kotler, 1997). Therefore, marketing strategies are important to the badminton court business, which is an important tool that allows businesses to grow and respond to the market, making it possible to truly reach service users.

Factors affect the marketing strategies

A marketing tool used by badminton court businesses to plan strategies to achieve targeted marketing objectives to create customer satisfaction, using the service, which

marketing factors influence the use of badminton court services, whether in terms of price factors, rates, learn badminton that is appropriate, playback device cost, and physical environmental factors. The service users choose to use the service because the badminton court has a complete distribution of equipment such as badminton rackets, shuttlecocks at various prices, and bandages, clothes handles have a tendon service (Cholasawat, 2013). Therefore, marketing strategies are an important part in driving the business to operate efficiently.

The concept and theory related to the marketing factors of badminton court services in Thailand

Marketing mix factors relate to the selection of badminton court services, whether in terms of product, price, place, promotion, etc., which are all important marketing tools. The concept of the 7P's marketing mix in each part is as follows (Lovelock, 2007) 1. Product, offering to the market for interest and able to make service users satisfied in using the service (Warunee Srisan, 2017) 2. Price, set the price to be suitable for the quality of service (Inthararat Somboonpulphon, 2013) 3. Place, business owners can create distribution channels or access activities (Kanchanavadee Samleethet, 2021) 4. Marketing promotion is a tool that communicates and builds relationships with service users well. It is an activity that can stimulate sales and selection of services (Lamb, Hair & McDaniel, 2000) 5. People in the badminton court should have personnel or employees who have expertise and have been trained. Employees are courteous, beaming, willing, and enthusiastic in providing service (Chonthicha Iamsitthiphan, 2020) 6. Physical Evidence, things that service users can experience, such as the atmosphere inside the badminton court. It is suitable, modern, safe, with complete facilities, clean and sufficient for service (Lamb, Hair & McDaniel, 2000) 7. Process, if the service quality and impressive service, clear and accurate with the least amount of time in operation. (Lovelock, 2003).

The concept and theory related to the loyalty

The element of loyalty consists of 3 dimensions: 1. Behavioral aspect is the result of a person having initial feelings, so there is a response by showing any behavior, which in terms of behavior and attitude may be a cause for behavior such as not wanting to move away from the badminton court. (Lopraditpong, 2006) 2) Affective Aspect is the emotion or feeling that arises from the assessment of like and dislike of people or situations, such as love to work for the badminton court and satisfaction in the badminton court. (Thiangsompong, 2008) 3. Cognitive Aspect is the value, belief that a person holds on to a person or situation that influences what that person perceives and acts like confidence and trust in the badminton court. Devotedness contains the following three dimensions: Behavioral Aspect, Affective Aspect, and Cognitive Aspect (Pong & Yee, 2001).

From the literature review, the hypotheses were set as follows:

Hypothesis 1: Marketing mix in terms of product affects loyalty.

Suci Ayu Sudari (2019) stated that product quality has the greatest impact, in which satisfaction is the starting point for loyalty. Quality products lead to customer satisfaction. This corresponds to Ani Nor Widyastuti (2020) saying that buyers want quality, safe and hygienic products. These things make the buyer satisfied with the product. Therefore, it can be concluded that the product marketing mix factors affect the loyalty of service users. If the product is of good quality, it will impress and satisfy the customer, which will lead to a positive attitude and loyalty in the future. Hence, the researcher has formulated the following hypothesis: Hypothesis 1: Marketing mix in terms of product affects loyalty in using badminton court services in Chon Buri Province.

Hypothesis 2 Marketing mix factors in price affect loyalty.

Auh and Johnson (2005) stated that price is very important to the service users because the price set has an impact on customer satisfaction and loyalty. This is consistent with Simanjuntak (2020) who said that the marketing mix factor in price has the greatest effect on loyalty. Competitive price, acceptable payment terms, price that is in line with quality will be an advantage. Therefore, it can be concluded that the price marketing mix is a fair price setting and a reasonable product price setting, a price that consumers are satisfied with, thus affecting service loyalty. As a result, they will choose to use the service and become loyal to the point of telling their friends to come to use the service and come back to use it again. Therefore, the researcher has formulated the hypothesis as follows: Hypothesis 2: Marketing mix factors in price affect loyalty in using badminton court services in Chon Buri Province

Hypothesis 3 Marketing mix factors in terms of place affect loyalty.

Kamolsing Nilsri (2007) found that Buriram United football club fans had attended the match before, and they attended the match to experience the fun of the match the most in terms of in terms of distribution channels that are close to the workplace and in terms of prices that are suitable for service quality. Consistent with (Daulay, 2021), distribution channel variables are the activities and channels that enable buyers to access the product. Therefore, it can be concluded that Marketing mix in terms of place for distribution, if it is a variety of distribution channels or a suitable location that is convenient to travel because at present Consumers do not like the hassle of accessing services that are uncomplicated; they want convenient, fast services which will allow them to be able to create satisfaction for consumers, will lead to loyalty in using the service in the future. Therefore, the researcher has formulated the hypotheses as follows: Hypothesis 3 : Marketing mix factors in terms of place affect loyalty in using badminton court services in Chon Buri Province.

Hypothesis 4 Marketing mix in terms of promotion affect loyalty.

Chaisiri Eamkulwat (2018) found that in marketing promotion factors, it was found that most service users are interested in applying for an annual membership that receives special

privileges such as discounts and receiving VIP-level services, etc. This is consistent with the work of (Jodi Widardi, 2019), stating that promotion is one method used to increase customer numbers. Making promotions, discounts or interesting packages can create interest and attract a lot of service users. Therefore, it can be concluded that marketing promotion is very necessary. At present, there are many channels for public relations or giving special privileges or discounts to consumers in order to attract the attention of consumers, which in turn leads to word of mouth and affects repeated use. Therefore, the researcher has formulated the hypothesis as follows: Hypothesis 4 Marketing mix in terms of promotion affect loyalty in using badminton court services in Chon Buri province.

Hypothesis 5 Marketing mix in terms of people affect loyalty.

Pajira Ekkamon (2017) stated that the factors influencing the decision to choose badminton court services in Bangkok and its vicinity was employees' attention to services as those who are interested in playing badminton or badminton players expect to use the services of badminton courts that are equipped with badminton courts, and in accordance with the research of Koklang (Qausar Eganael Putra, 2020) stating that operators need to train their employees to provide better quality services to make them popular with service users even more. Therefore, it can be concluded that marketing mix factors in terms of people, if the service provider has good human relations, smiling and willing to give advice, it will help create a good attitude, impression of the service which will result in the boost of confidence and trust in the organization, and it will result in the loyalty to the organization and service place. Therefore, the researcher has formulated the following hypothesis : Hypothesis 5: Marketing mix in terms of people affect loyalty in using badminton court services in Chon Buri province.

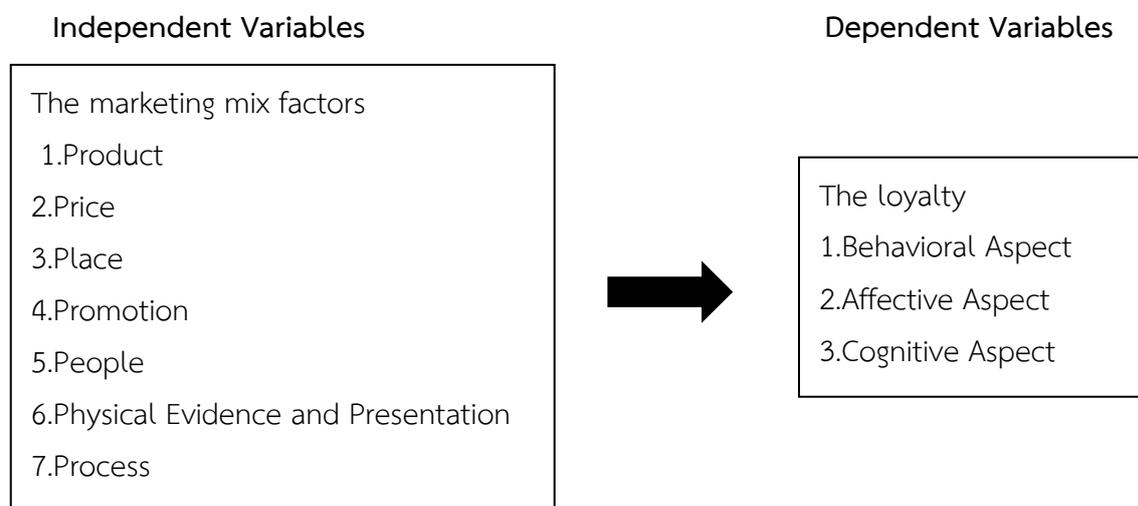
Hypothesis 6 Marketing mix in terms of physical evidence / environment and presentation affect loyalty.

Winai Praipisut (2009), The development of badminton court service business found that physical environmental factors influence the use of badminton court service. Users choose to use the service because the badminton court has a complete distribution of equipment such as badminton rackets, shuttlecocks at a variety of prices, bandages, clothes, stringing services. This is in line with the research of (Pattanapong Chana, 2021) saying that physical refers to the equipment as well as the atmosphere, environment, symbolic uniforms. All of them are important. Entrepreneurs must always maintain and be ready to service. Therefore, it can be concluded that physical evidence / environment and presentation have an effect on the choice of service, whether it is location, availability of service, quality, atmosphere, etc., all affecting the selection decision. If there is availability of that service, it will create a positive attitude for consumers including good feeling that it will make customers choose to use the service again. Therefore, the researcher has formulated the hypothesis as follows: Hypothesis 6: Marketing mix in terms of physical evidence / environment and presentation affect loyalty in using badminton court services in Chon Buri province.

Hypothesis 7 Marketing mix in terms of process affect loyalty.

Dittachai Chankuna (2018) said that the products or services in the fitness business allow consumers to make a decision to purchase products or services in the fitness business according to the goals that the entrepreneur wants, including creating a good buying experience that will result in loyalty to the brand as well. This is consistent with the work of (Ramin Ravangard , 2020) that process is the most important. Accurate and fast service will make service users very satisfied. By focusing on efficient processes, it not only satisfies customers but also leads to customer loyalty. Therefore, it can be concluded that if the service process is well managed, uncomplicated and clear, convenient and fast, it will impress users, which will lead to loyalty to the service. Consumers will have confidence in the service provided in that place and will tell others to choose the service as well. Therefore, the researcher has formulated the following hypothesis: Hypothesis 7 Marketing mix in terms of process affect loyalty in using badminton court services in Chon Buri province. It can be summarized as a research conceptual framework as follows:

Conceptual Framework



Method

In researching marketing mix factors affecting loyalty in using badminton court services in Chon Buri Province, the researcher used a quantitative research model (Questionnaire) as a tool to collect data on various factors to be studied. The researcher had to create a questionnaire and collect sample data through questionnaires distributed in different locations. The sample would answer the questionnaire in a form of self-administered questionnaire, in which the researcher would conduct the study in accordance with the following steps:

Population and sample

The population used in this study were badminton users in Chon Buri province, living in Muang District, Chon Buri Province. The sample used in this study was the population living, working, and studying, including those who used badminton services in Muang District, Chon Buri Province.

The sample of this research was 205 customers of badminton court service in Muang district, Chon Buri province. According to Hair et al., (2019), a sample should not be less than 200 sample.

Data Collection

The researcher collected data in a research study on Marketing Mix Factors Affecting Loyalty in Using Badminton Court Services in Chon Buri Province” via Google Forms by preparing a QR Code for the sample to answer the questionnaire. The methods for submitting the questionnaire are as follows: 1. Sent QR Code to the researcher's existing Line group. 2. Asked permission from the owner of the court to walk in and ask service users in some badminton courts in Muang District, Chon Buri Province which were not in the Line group created by the researcher to communicate and ask people who came to use the service.

Research tools

The tool used in this study was an online questionnaire on marketing mix factors affecting loyalty in selecting badminton court services in Chon Buri Province with the following steps: The questionnaire was divided into 5 parts as follows: (Part 1) Preliminary information of the respondents to be used to summarize the results of the descriptive research, which was a questionnaire about demographic data, including sex, age, marital status, education level, occupation and income; (Part 2) Results of data analysis of badminton court service usage; (Part 3) A questionnaire about marketing mix factors that affect the use of badminton court services, including product, price, place, promotion, physical evidence/ environment and presentation, process; (Part 4) Loyalty questionnaire in terms of Behavioral Aspect, Affective Aspect, Cognitive Aspect. In addition, this section contains user recommendations to explain their loyalty to the Service.

Descriptive Statistics

It describes the demographic characteristics of the sample. The study was presented in the form of a table of frequency, percentage, mean and standard deviation.

Inferential Statistics

Statistics used to test the hypothesis of the research using multiple regression analysis to explain the effect of more than one independent variable on the dependent variable.

The results of the analysis of data from the research study on marketing mix factors that affect the loyalty of badminton court users in Chon Buri province were as follows:

Part 1 Results of the analysis of demographic data of badminton court users in Chon Buri Province The study found that from 205 respondents, most of the badminton court users were male (128 people, representing 62.4%) more than female (77 people, representing 37.6%), with 18-20 years old, (24 people, representing 11.7%), 21-30 years old (57 people, representing 27.8%), 31-40 years old (73 people, representing 35.6%), 41-50 years old (28 people, representing 13.7%), 51-60 years old (7 people, representing 3.4%), 61-65 years old (15 people, representing 7.8%). The respondents were working as government/state enterprise officers (35 people, representing 17.1%), business owners (41 people, representing 20%), freelancers (22 people, representing 10%), private officers (78 people, representing 38%), students (27 people, representing 13.2%), and other jobs(2 people, representing 1%). In terms of marital status, it was found that the respondents were single (129 people, representing 62.9%), married (61 people, representing 29.8%), separated, widowed, divorced (15 people, representing 7.3%), with monthly income lower than 10,000 baht (18 people, representing 9.3%), 10,001-30,000 baht (116 people, representing 56.6%), 30,001-50,000 baht (47 people, representing 22.9%), 50,001-70,000 baht (11 people, representing 5.4%), 70,001-80,000 baht (5 people, representing 2.4%), more than 80,001 baht representing 3.4%.

Part 2 The analysis of data on the use of badminton courts in Chon Buri province of the respondents found that 186 people used to use badminton courts in Muang District, Chon Buri Province, representing 90.7% more than those who had never used badminton courts in Muang District, Chon Buri Province (19 people representing 9.3%). The frequency of using badminton court services on average per week was 1-2 times (142 people, representing 69.3%), 3-4 times (47 people, representing 22.9%), 5-6 times (9 people, representing 4.4%), more than 6 times (7 people representing 3.4%). The duration of using the badminton court service per time was 1 hour (80 people, representing 39%), 2 hours (97 people, representing 47.3%), 3 hours (21 people, representing 10.2%), more than 3 hours (7 people, representing 3.4%). The average service fee per time was less than 50 baht (30 people, representing 14.6%), 50-100 baht (48 people, representing 23.8%), 101-150 baht (26 people, representing 12.7%), more than 151 (100 people, representing 47.9%).

Part 3 The results of analyzing data on marketing mix attitudes of badminton court users in Chon Buri Province based on the analysis of respondents' data on marketing mix attitudes, it was found that (3.1) For attitude of marketing mix in product aspect, it was found that the respondents had overall attitude of marketing mix in product aspect at high level(Mean = 3.65, Standard deviation= 0.86). When considering each item, it was found that the respondents gave importance at a high and moderate level. The item with high level of importance included item 4: The badminton court you choose to use has the quality service you expect such as, the court is standardized, lighting system is ready to be used, staff is ready to provide,

expert and knowledgeable, clean bathrooms, etc (Mean = 3.78, Standard deviation = 1.03); item 1: The badminton court you choose to use is famous and well-known (Mean = 3.69, Standard deviation = 0.93); item 3.: The badminton courts that you choose to use, using new technologies such as lighting systems, modern court standards, etc.(Mean = 3.62, Standard deviation = 1.02); And the item with moderate level of importance included item 2: The badminton court that you choose to use is equipped with complete equipment such as badminton stringing, badminton equipment shops, etc (Mean = 3.49, Standard deviation = 1.11). (3.2) For attitude of marketing mix in price aspect, it was found that the respondents had overall attitude of marketing mix in product aspect at high level (Mean = 3.81, Standard deviation = 0.82). When considering each item, it was found that the respondents gave importance to it at a high level, such as item 1: The badminton court you choose to use has a reasonable price with the quality of badminton court services (Mean= 3.84, Standard deviation = 0.88); item 3: The badminton court you choose to use has a clear price detailing (Mean = 3.83, Standard deviation = 0.94); item 2: The badminton court that you choose to use has a reasonable price when compared to other badminton courts in the same level (Mean = 3.80, Standard deviation = 0.90); item 4: The badminton court you choose to use has badminton playing equipment with a variety of prices to choose from, such as badminton balls, etc (Mean = 3.76, Standard deviation = 0.97). (3.3) For attitude of marketing mix in product aspect, it was found that the respondents had overall attitude of marketing mix in product aspect at high level (Mean = 3.98, Standard deviation= 0.81). When considering each item, it was found that the respondents gave importance to it at a high level, such as Item 1: The badminton court you choose to use is located near the community and is convenient to use (Mean = 4.07, Standard deviation = 0.88); item 3: The badminton court you choose to use is located at a location that is convenient for traveling (Mean = 4.05, Standard deviation = 0.94); item 2: The badminton court you choose to use is easily accessible to the badminton court (Mean = 4.02, Standard deviation = 0.90); item 4: The badminton court you choose to use has a variety of inquiry channels such as Facebook, website, etc (Mean = 3.76, Standard deviation = 1.01). (3.4) For attitude of marketing mix in promotion aspect, it was found that the respondents had overall attitude of marketing mix in promotion aspect at high level (Mean = 3.51, Standard deviation= 0.99). When considering each item, it was found that the respondents gave importance at a high and moderate level. The item with high level of importance included item 1: The badminton court that you choose to use has a promotion, discount, free package that is worthwhile (Mean = 3.58, Standard deviation = 1.10); item 3: The badminton court you choose to use has discounts/privileges for members (Mean = 3.57, Standard deviation = 1.07) and the item with moderate level of importance included item 4: The badminton court that you choose to use is widely advertised on updated news through various media such as television, internet, etc. (Mean = 3.45, Standard deviation = 1.14); item 2: The badminton court you choose to use has interesting marketing promotions such as trial

use, membership referral fees, etc (Mean = 3.45, Standard deviation = 1.10). (3.5) For attitude of marketing mix in people aspect, it was found that the respondents had overall attitude of marketing mix in people aspect at high level (Mean = 3.72, Standard deviation = 0.92). When considering each item, it was found that the respondents gave importance to it at a high level, such as item 3: The badminton court you choose to use is staffed with good-natured, smiling, and cheerful (Mean = 3.74, Standard deviation = 1.01); item 4: The badminton court you choose to use has staff who have expertise in their work. (Mean = 3.72, Standard deviation = 1.04); item 1: The badminton court you choose to use have staff with attentiveness and enthusiasm for service. (Mean = 3.71, Standard deviation = 1.04); item 2: The badminton court you choose to use has enough staff to provide services (Mean = 3.71, Standard deviation = 0.98). (3.6) For attitude of marketing mix in physical evidence aspect, it was found that the respondents had overall attitude of marketing mix in physical evidence aspect at high level (Mean = 3.87, Standard deviation = 0.83) When considering each item, it was found that the respondents gave importance to it at a high level, such as item 2: The badminton court you choose to use is clean and tidy (Mean = 3.99, Standard deviation = 0.91); item 3: The badminton court that you choose to use is safely arranged (Mean = 3.93, Standard deviation = 0.94); item 4: The badminton court you choose to use is fully equipped with facilities such as accommodation for customers, bathrooms, beverages, etc (Mean = 3.91, Standard deviation = 0.95); Item 5: The badminton court you choose to use has various media to enjoy while waiting for service, such as television, Free Wi-Fi, etc. (Mean = 3.68, Standard deviation = 1.07). (3.7) For attitude of marketing mix in process aspect, it was found that the respondents had overall attitude of marketing mix in process aspect at high level (Mean = 3.81, Standard deviation = 0.87) When considering each item, it was found that the respondents gave importance to it at a high level, such as item 1: The badminton court that you choose to use can provide services accurately, according to your needs and quickly (Mean = 3.92, Standard deviation = 0.94); item 2: The badminton court you choose to use is convenient to use / uncomplicated, such as contact, payment, etc (Mean = 3.91, Standard deviation = 0.93); Item 3: The badminton court you choose to use has a clear price and always informs you in advance (There is a clear price tag) (Mean = 3.79, Standard deviation = 1.04); item 4: The badminton court you choose to use has continuous monitoring of service results (Mean = 3.61, Standard deviation = 1.08).

Part 4 The results of analyzing the loyalty data of badminton court service users in Chon Buri Province; Based on the analysis of respondents' loyalty to badminton court users in Chon Buri Province, it was found that (4.1) As for the behavioral loyalty attitudes expressed, it was found that the respondents had the overall level of the behavioral loyalty attitudes expressed at a high level (Mean = 3.75, Standard deviation = 0.84). When considering each item, it was found that the respondents gave importance at a high level including item 1: Even if the service rate has changed, you will continue to use the service (Mean = 3.79, Standard deviation = 0.94);

item 3: If you have the opportunity, you will recommend others to use the service with the service provider you use (Mean= 3.75, Standard deviation = 0.94); item 4: You will use the service with the service provider you use even if someone else recommends using the service with another service provider (Mean = 3.73, Standard deviation = 0.94); item 2: Although other service providers have cheaper service rates, you will still use the service (Mean = 3.71, Standard deviation = 0.95). (4.2) As for the loyalty attitude towards affective aspect, it was found that the respondents had an overall level of loyalty towards affective aspect at a high level (Mean = 3.79, Standard deviation = 0.90). When considering each item, it was found that the respondents gave importance at a high level including item 2: You feel good every time you use the service with the service provider you use (Mean = 3.83, Standard deviation = 0.94); item 1: You love using the service with your current service provider (Mean = 3.80, Standard deviation = 0.99); item 4: You like the service provider you use. (Mean = 3.77, Standard deviation = 0.94); item 3: You are proud to use the service with the service provider you use (Mean = 3.76, Standard deviation = 0.94). (4.3) As for the attitude of loyalty in terms of cognitive aspect, it was found that the respondents had an overall level of loyalty towards cognitive aspect at a high level (Mean = 3.78, Standard deviation = 0.84). When considering each item, it was found that the respondents gave importance at a high level including item 1: The service provider you use has a good image (Mean = 3.84, Standard deviation = 0.90); item 4: You have confidence in the service of the service provider you are using (Mean = 3.78, Standard deviation = 0.84); item 3: The service provider you are using has the quality that meets your expectations (Mean = 3.77, Standard deviation = 0.92); item 2: Other providers do not perform better than your current provider (Mean = 3.74, Standard deviation = 0.92).

Part 5 An analysis of the influence of marketing mix factors affecting loyalty in using badminton court services in Chon Buri province: Marketing mix factors affecting loyalty in using badminton court services in Chon Buri Province were analyzed as follows: (1.) The marketing mix in terms of people had the greatest effect on loyalty ($\beta = 0.002$) which could account for approximately 45.4% of the variation in loyalty scores (R^2 Change = 0.454) and had a regression coefficient equal to 0.610 (2.) The second most important factor in loyalty was the marketing mix in terms of process ($\beta = 0.547$) which could account for approximately 67.5% of the variation in loyalty scores(R^2 Change = 0.675) and had a regression coefficient equal to 0.511 (3.) The third most important factor in loyalty was the marketing mix in terms of product ($\beta = -0.034$) which could account for approximately 33.0% of the variation in loyalty scores (R^2 Change = 0.330) and had a regression coefficient equal to 0.302 (4.) The fourth most important factor in loyalty was the marketing mix in terms of price ($\beta = -0.296$) which could account for approximately 52.8% of the variation in loyalty scores (R^2 Change = 0.528) and had a regression coefficient equal to 0.293 (5.) The fifth most important factor in loyalty was the marketing mix in terms of promotion ($\beta = -0.029$) which could account for

approximately 35.6% of the variation in loyalty scores (R2 Change = 0.366) and had a regression coefficient equal to 0.240 (6.) The sixth most important factor in loyalty was the marketing mix in terms of physical evidence ($\beta = 0.206$) which could account for approximately 58.9% of the variation in loyalty scores (R2 Change = 0.589) and had a regression coefficient equal to 0.201 (7.) The seventh most important factor in loyalty was the marketing mix in terms of place ($\beta = -0.098$) which could account for approximately 52.8% of the variation in loyalty scores (R2 Change = 0.427) and had a regression coefficient equal to 0.192

Discussion

Discussion of the findings was divided into three parts:

1. To study the marketing mix factors of badminton court services in Muang District, Chon Buri Province. The study found that the overall attitude level of the marketing mix of badminton court services in Muang District, Chon Buri Province was at a high level. This is consistent with the research of (Wahabet al., 2015) stating that marketing mix is a marketing activity that can generate more revenue as a marketing strategy that can create satisfaction and loyalty.

2. To study the loyalty in choosing badminton court services in Muang District, Chon Buri Province. From the study, it was found that the attitude level of loyalty in choosing badminton court services in Muang District, Chon Buri Province overall was at a high level. This is consistent with the research of (Salem & Chaichi, 2018) stating that customer loyalty drives more repeat purchases and generates higher income. Thus, loyalty is the behavior of a customer who has repeated purchases after recognizing the value and feeling satisfied with the service.

3. To analyze the influence of marketing mix factors on loyalty in using badminton court services in Chon Buri Province. From the study, it was found that (3.1) Marketing mix in terms of products is related to customer loyalty because customers place high level of importance. Quality badminton courts such as standardized courts, modern service systems, complete equipment are all products that can make users satisfied when using the service at the same place. This is consistent with a study of (Wong, Foong Yee & Sidak Yahyah, 2008) who studied the influence of consumer loyalty towards sportswear brands. It was found that brand names showed a clear relationship with brand loyalty. (3.2) Marketing mix in terms of price is related to customer loyalty because customers place high level of importance. Users using badminton court services choose to use the service at a reasonable price, even if the service rates change, the users will still use the service. This is consistent with the research of (Auh and Johnson, 2005) which said that the price is very important to the user because the price that is set affects customer satisfaction and loyalty. (3.3) Marketing mix in terms of place is related to customer loyalty because customers place high level of importance. Users choose badminton courts that are convenient to travel, easy to access, located near the community, convenient

to use. This is in line with the research of (Oliver, 1999) which found that brand reach is important. Brand loyalty is what attracts customers to use the service. Brands are useful for repeat use and word of mouth. Therefore, access to the brand is very necessary. (3.4) Marketing mix in terms of promotion is related to customer loyalty because customers place high level of importance. Service users pay attention to promotions. Discounts for member privileges can satisfy the users. This is in line with the research of (Pearce, 1997) stating that marketing strategies should focus on building loyalty because loyal customers are of great value to the organization, so the aim should be to increase this group of customers for long term profit. (3.5) Marketing mix in terms of people is related to customer loyalty because customers place high level of importance. A badminton court should be readily available, staffed with enthusiastic, courteous and adequate service. This is consistent with the research of (Keller, 2003), which found that when employees provide clear and accurate information and provide courteous service, satisfying service, it will result in popularity among users. (3.6) Marketing mix in terms of Physical Evidence and Presentation is related to customer loyalty because customers place high level of importance. The use of badminton court services that are fully equipped, clean, safe, make the service users the highest satisfaction and will create loyalty to the service. This is in line with the research of (Lalilaporn Patamadilok, 2010) studying business strategies and marketing strategies of exercise business, a case study of ABC Fitness Center. It was found that entrepreneurs should choose a location that is on a road with convenient transportation, with sufficient parking space and safety for service users. (3.7) Marketing mix in terms of process is related to customer loyalty because customers place high level of importance. Users choose to use badminton court services that have uncomplicated service processes that are quick, convenient and accurate. This is consistent with the work of (Keller, 2003) stating that the work process that is fast and accurate will result in customers being convenient and satisfied in using the service. If a service provider focuses on process efficiency, it not only satisfies the customer, it also creates customer loyalty.

Suggestions for the next research

1. From the results of this research, the researchers saw the importance of marketing mix factors. Thus, further studies should consider other market variables that correlate with service loyalty in order to determine which other factors are most correlated with loyalty.
2. Subsequent studies should be conducted in other sports-related businesses to know the behavior of using different services that will benefit other sports-related businesses in the future.

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