Dissertation Title	Impacts of service quality and healthscape on customer loyalty through satisfaction in community pharmacies
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ABSTRACT

The objectives of this research were to 1) to study the level of service quality factors of community pharmacy 2) to study the level of healthscape factors of community pharmacy, and 3)to examine the influence of service quality factors and healthscape factors of community pharmacy customer loyalty on customer satisfaction. The sample of the study was customers/patients in a community pharmacy in Thailand. Questionnaires were pretested with thirty current customers/patients to review and revise the validity and reliability and used to collect the full-scale data. The statistics applied to analyze the data were descriptive and inferential statistics. Descriptive statistics include percentage, average mean, and standard deviation. The inferential statistics included structural equation modeling. The statistical data were analyzed by Statistical Package for Social Science (SPSS) and Analysis of a Moment Structures (AMOS).

This model shows that all paths are significant at the 0.1, 0.05 or the 0.01 level. The results of regression weights showed that 1) the customer/patient satisfaction is influenced by three dimensions of service quality, consisting of competence (β = 0.102), sincerity (β = 0.0.280), and personalization (β = 0.131), respectively, and the customer/patient satisfaction is influenced by three dimensions of healthscape, consisting of ambient condition (β = 0.197), signage (β = 0.159), and Hygiene/cleanliness (β = 0.237), respectively. 2) the customer/patient satisfaction have effects on word of mouth (β = 0.856), and repurchase (β = 0.691), respectively.

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