Dissertation Title	Impact of Service Quality, Price and Fairness, Service Convenience, Digital Transformation and Pandemic Factor on Customer Satisfaction and Loyalty in the Retail Banking Industry in the Eastern Economic Corridor (EEC)
Keywords	Service Quality / Price and Fairness / Service Convenience / Customer Satisfaction / Customer Loyalty
Researcher	Akira Shibasaki
Research Advisor	Associate Professor Dr. Jiraporn Rahothan
Level of Study	Doctor of Business Administration
Faculty	Graduate College of Management, Sripatum University at Chonburi
Year	2024

ABSTRACT

This study aims to examine the extent to which service quality, price and fairness, service convenience, and digital transformation influence customer satisfaction and customer loyalty in the Thai retail banking industry in the Eastern Economic Corridor (EEC), Thailand. A total of 561 structured questionnaires were collected from bank customers living in three provinces, and 512 were used and analyzed for this research after the Covid-19 pandemic. In-depth interviews were conducted with 10 bank experts and 10 bank users based on the qualitative research results.

SEM analysis indicated that service convenience had the strongest impact on customer satisfaction (ß = 0.293, $p < 0.001$) and customer loyalty (ß = 0.242, p = 0.001), followed by service quality on customer satisfaction (ß = 0.293, $p < 0.001$) and customer loyalty (ß = 0.206, p = 0.006), price and fairness on customer satisfaction (ß = 0.215, p = 0.007) and customer loyalty (ß = 0.187, p = 0.025), and digital transformation on customer satisfaction (ß = 0.176, p = 0.001) and customer loyalty (ß = 0.086, p = 0.117) (After removing the regression path of pandemic factor to customer loyalty, the regression path to customer loyal indicated significant value (ß = 0.111, p = 0.009)). Nevertheless, pandemic factor did not show statistical significance to customer satisfaction (ß = -0.042, p = 0.432) or customer loyalty (ß = 0.057, p = 0.315).

SPU CHONBURI

The in-depth interviews supported the outcomes of the quantitative research and Thai bank users gave the highest rating to online banking due to its free charges, while they gave the lowest rating to price, including bank service charges and deposit and/or loan interest rates because some customers think banks can offer more attractive prices. The qualitative research also confirmed that the Covid-19 pandemic had accelerated digital transformation and made customers use online banking more frequently but visit branches less frequently. And it is anticipated that Thai people will use more online banking and the number of bank employees and branch offices will be reduced in the future.

SPU CHONBURI