

กลยุทธ์ทางการตลาด และคุณภาพบริการที่ส่งผลต่อความภักดี
ในธุรกิจเต็นท์รถยนต์มือสองจังหวัดสุพรรณบุรี
Marketing Strategies and Service Quality affecting to Loyalty
of Used Car Tent Business in Suphanburi Province

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บทคัดย่อ

การวิจัยเรื่อง มีวัตถุประสงค์ เพื่อศึกษาอิทธิพลของกลยุทธ์ทางการตลาด และคุณภาพบริการที่ส่งผลต่อ ความภักดีในธุรกิจเต็นท์รถยนต์มือสองจังหวัดสุพรรณบุรี ผู้วิจัยเก็บข้อมูลจากกลุ่มตัวอย่าง จากลูกค้าที่เคยซื้อรถยนต์มือสองจากเต็นท์รถในพื้นที่จังหวัดสุพรรณบุรี จำนวน 300 ราย ด้วยวิธีการสุ่มตัวอย่างแบบสะดวก เครื่องมือที่ใช้ในการวิจัยได้แก่ แบบสอบถามที่ผ่านการตรวจสอบเชิงเนื้อหา สถิติที่ใช้ในการวิเคราะห์ข้อมูล ประกอบไปด้วย ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์เส้นทาง ด้วยการวิเคราะห์สมการเชิงโครงสร้าง

ผลการวิจัยพบว่า กลยุทธ์ทางการตลาด และคุณภาพบริการที่ส่งผลต่อ ความภักดีในธุรกิจเต็นท์รถยนต์มือสองจังหวัดสุพรรณบุรี ต่างก็มีอิทธิพลต่อความภักดีในธุรกิจเต็นท์รถยนต์มือสองจังหวัดสุพรรณบุรี โดยมีค่าสัมประสิทธิ์เท่ากับ 0.66 และ 0.56 ตามลำดับ โดยสมการมีอำนาจพยากรณ์ร้อยละ 67

คำสำคัญ: ความภักดี กลยุทธ์ทางการตลาด และคุณภาพบริการ

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ABSTRACT

This research of study aimed to investigate influence of marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province. Research collected data of 300 samples with conveniences sampling. Research instrument consisted of questionnaire to be approved by content analysis. The statistics analysis consisted of percentage, mean, standard deviation, and path analysis by Structural Equation Modeling.

Results of study revealed that marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province influenced to loyalty of used car tent business in Suphanburi province. Coefficient was at 0.66 and 0.56 respectively. It could be written equation power of prediction was 67 percent.

Keywords: Loyalty, Marketing Strategies and Service Quality

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1. Introduction

Nowadays, all of business seems slow down and due to household income reduces. Customers seriously plan their finance. However, a reason of inconvenient transportation, car is necessary basic need to all of households. Decision buying a used car is one of an alternative popularity and it will be given the best value way. The forecast said that a used car will be more popularity in Thailand. Decision buying a used car is directly contacted an owner and used car tent business (sell through broker). There are differences of advantages and disadvantages. Definition of used car means a pre-owned vehicle, or a secondhand car, is a vehicle that has previously had one or more retail owners. Used cars are sold through a variety of selling. It is sold by owner or used car tent business or used car tent business that is the most popular selling. (Kalupae and Lilkunupakarm, 2019)

The research of Deungdee (2014) said that the used car business is continuing growth and showed that entrepreneurs increase as well. This reason, consumers can focus on standard and service quality of used car tent business. To be good attitude for entrepreneurs in used car tent business, a good marketing strategy must be consisted of products, place, physical evidence, promotion, process, people, and price. Thus, entrepreneurs in used car tent business should focus on these important components for running business. Positive attitudes will affect to consumer's increased purchasing in this marketing business.

Nowadays, the used car tent business is higher competition and to be involved in policy of returning the first car tax payment in 2012 (Phetcharat, 2015: 855). Continued using car in 5 years affects to used car supply in aged 5 years, turnover rate will be good. (Yongpisanphob, 2017: 7) After 5 years of government policy project found that there is 40 percent of used cars for sales in marketing. This situation creates a trend to increased purchasing a new or modern car. (Thansettakij, 2016) On other hands, used car tent business met pressure due to car owners sold directly through social media. This crisis, distributors must develop sales technology through social media and decorated car's showroom, warranty, and services to make satisfaction to customers. Entrepreneurs' used car tent business should offer new alternatives to customers. It considers car's arrangement is agreeable with consumer's needs by individual. It should introduce advantage and disadvantage of used car. Outstanding of this business is not complicated documents and sometimes some popular cars are good price. Some good used cars can be sold with good price later. Disadvantage of them cannot know the real information when wants to buy it. (Thornsiripunnaroj, 2019; Duvan, and Ozturkcan, 2009)

According to survey of research team revealed that most of used car tent businesses in Suphanburi province are located near the main roads. Customers are easy to visit and ask information. It found that entrepreneurs offer service quality, friendly, polite, and good consulting with all details of used cars, developed various sales, bring technology, they are accepted by consumers. Obviously results of study title "Marketing strategies and service

quality affecting to loyalty of used car tent business in Suphanburi province” is occurred by expectation and be useful to entrepreneurs who run the used car tent business in Suphanburi province and including entrepreneurs who are interested in. They can bring these concepts to develop business and can adapt it in Covid-19 situation in new lifestyle. Marketing strategies and service quality will impact to purchase products (Rittiboonchai, 2021) and continually develop to loyalty that affecting to strength business run. (Themba, Razak, and Sjahrudin, 2019; Bootpo, and Rittiboonchai, 2018).

Research Objectives

To investigate influence of marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province.

2. Literature Review

Concept of entrepreneurs for used car business

Nonthapanthawad (2007) provides meaning of entrepreneur is owner business and see an opportunity to get profits by new products and it is presented in marketing process, and it is more efficiency than original ones. Entrepreneur seeks money and providing production factor and arrangement financial fund and production factor to get successes and target goal. Thus, entrepreneur must be energetic, creative to bring production getting successful.

Siam Commercial Research Center (1998) provides meaning of entrepreneur is sum of entrepreneur’s used cars. There are more than 1,000 people in Thailand. It can be divided by registered capital value, area, business, and circulation as follows:

1. Small entrepreneurs go to entrepreneur’s fund less than 100,000 baht to 1,000,000 baht, was at 40 percent of entrepreneur’s used cars. Most of them offers car center. There are 10-20 cars and doesn’t have service after sale services but offering car finance to customers without hire purchase business/ leasing used car that is low price.
2. Medium entrepreneurs go to entrepreneur’s fund at 1,000,000 baht, was at 40 percent of entrepreneur’s used cars. Most of them offers car center. There are 50 cars and complete after sale services and finance to customers.
3. Large entrepreneurs go to entrepreneur’s fund more than 1,000,000 baht, was at 20 percent of entrepreneur’s used cars. Most of them offers car center. There are 100 cars and business run not lower than 10 years and complete after sale services and finance. There is warranty for fixing car in set time. The used car is more expensive than type 1 and 2 above.

Concept and theory of marketing strategies

Wanwanit (2008) provides meaning of marketing strategies is an original marketing to develop products and service that are different products and services. Besides, service doesn’t provide privilege card that being warranty service quality. It cannot control it. Popular

marketing model is called 4P. It consists of products, place, promotion, and price (Kotler, 2012, 92). There is cooperative improvement and added marketing strategies for appropriated service business. This new model is developed and consisted of as follows:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Physical Evidence
7. Process
8. Productivity

There is research revealed that influence of marketing strategies to customer loyalty significantly such as products of Themba, Razak, and Sjahruddin (2019) found that service quality and customer's satisfaction presented that research of loyalty of customer in Wuleng'scar at sale office, PTT, SGMW Motor Indonesia occurred by marketing strategies and service quality significantly. Another research in Thailand Saetang and Pathomsirikul (2016) found that components of marking strategies ordering from high to less, it goes to strategies of product, place, marketing communication, customer service, and price. It is also combined marketing strategies affecting to customers loyalty.

Concept of service quality

Service quality is a concept of Parasuraman, Zeithaml and Berry (1994) presented that provider can provide services and it is agreeable with customer's needs or offer high premier service more than customer's expectations. It affected to high service quality and satisfaction customers. There is research confirmed that when customers see product's royalty or organization offers continually products in long term and customer purchases continually. (Gerpott, Rams and Schindler, 2001 : 249-269)

The success of marketing products and services is determined by quality. Quality is the highest appreciation of the act of service. There are five considerations of a company implementing service quality (Marcel, 2003: 192), namely: (a) Maintaining the existence of the company from customers; (b) Ensuring continuity of marketing activities; (c) Realizing customer satisfaction; (d) Growing customer trust and image; (e) Growing customer loyalty. The expected quality of service is determined by the quality of service. Measurement of service quality consists of responsiveness, assurance, physical evidence, empathy, and reliability (Parasuraman and Colby, 2001: 162)

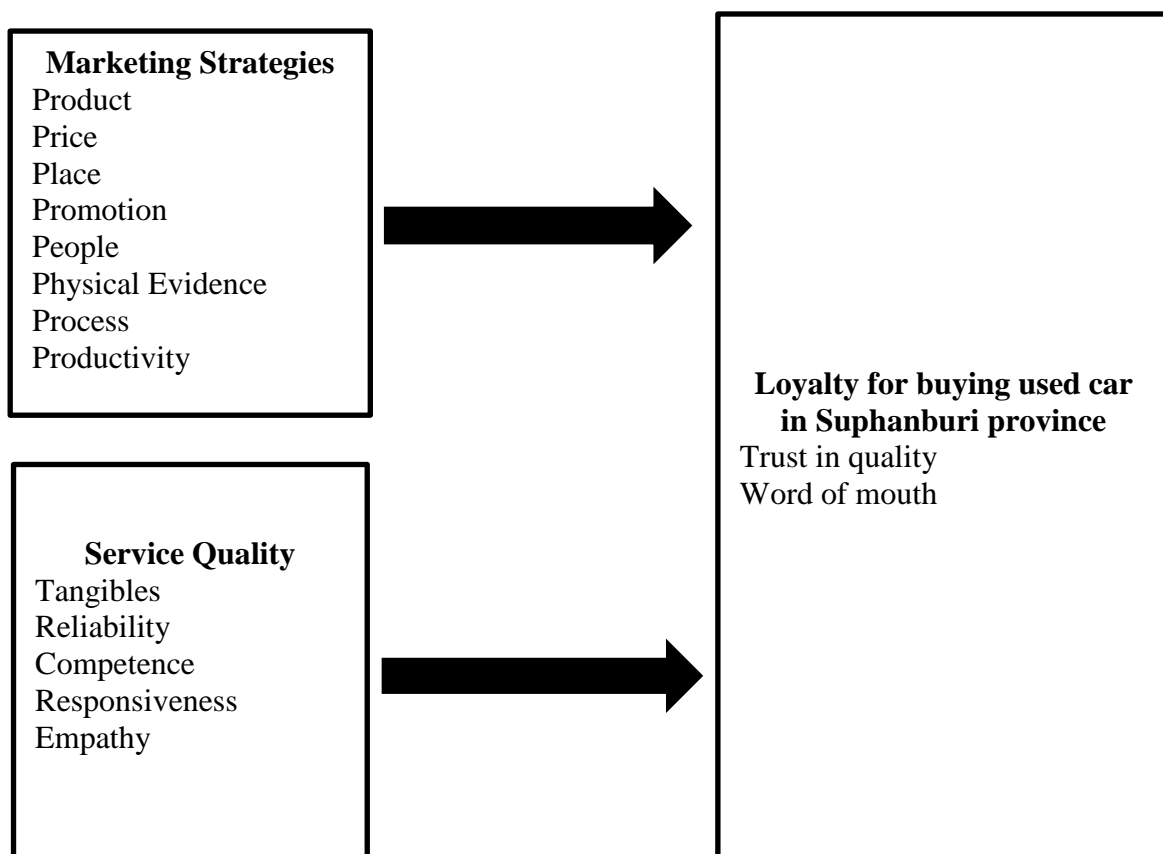
Results of research in Thailand of Bussaban and Saraphat (2021) revealed that service quality is concrete perception and trust for customers, and they can respond and affect to customers' loyalty in car's industry, statistically significant level of 0.05. Foreign research found

that service quality was tool for competition and went to main concept of service to respond and value of customer's needs. It can keep relationship with customers by presentation "loyalty in service". It presents organizational determination and keep promise. Conclusion, service quality will affect to customer loyalty. (Kandampully, 1998)

Concept of customer loyalty

Customer loyalty is always extremely determined purchasing or repeated producing or servicing and extend to the future. This influence situation and determination in marketing that affecting to changing product behavior and another service. (Oliver, 2010; Dick and Basu 1994) Customer loyalty is strength relationship between relative attitude and repeat patronage. It affected relationship to cognitive affective, conative, and loyalty by related with social norms and situational factors and be extraneous variable. Customer loyalty affected to confidential quality and can be a search motivation. However, consumers loyalty will be price sensitive in decision making less than consumers are unloyalty. (Krishnamurthi, and Raj, 1991)

Review literature can present the concept framework as follows:



Picture 1: Concept Framework of Research

3. Research Methodology

Population and Sample is people who use a used car tent business in Suphanburi province and unknown real population. Research uses criteria of Hair et al. (2010) that suggested size of appropriate population should be between 10-20 times of sum observed variable. It is sum of observed variable amount of 15. Data were collected of 300 samples by convenience sampling. Main information provider is three entrepreneurs of used car tent business and this research selected information provider by selecting purposive sampling.

Research instrument is questionnaire and creating for collecting data and there are procedures as follows:

1. Study papers, concepts, theories of marketing strategies, service quality, customer quality and related research. In-depth interview to main information provider for development framework and terminology.
2. Create a questionnaire is to be covered and determined variables and merge with literature review and in-depth interview.
3. Questionnaire is consulted by five experts, and it will be approved by content validity and considering consistency between the questions and variable measurement. It is measured content validity as needed. Consistency Index of Item-Objective Congruence to measure questions.

Collecting data. Researcher collects data by sending online questionnaire to people who used to use a used car tent business in Suphanburi province and part of fieldwork. Respondents are 300 people.

Data analyzing. There are procedures as follows:

1. Collecting questionnaire, accuracy checking, and completed answering by criteria and weight standard.
2. Data is descriptive statistics analysis and path analysis with structure equation model.

4. Results

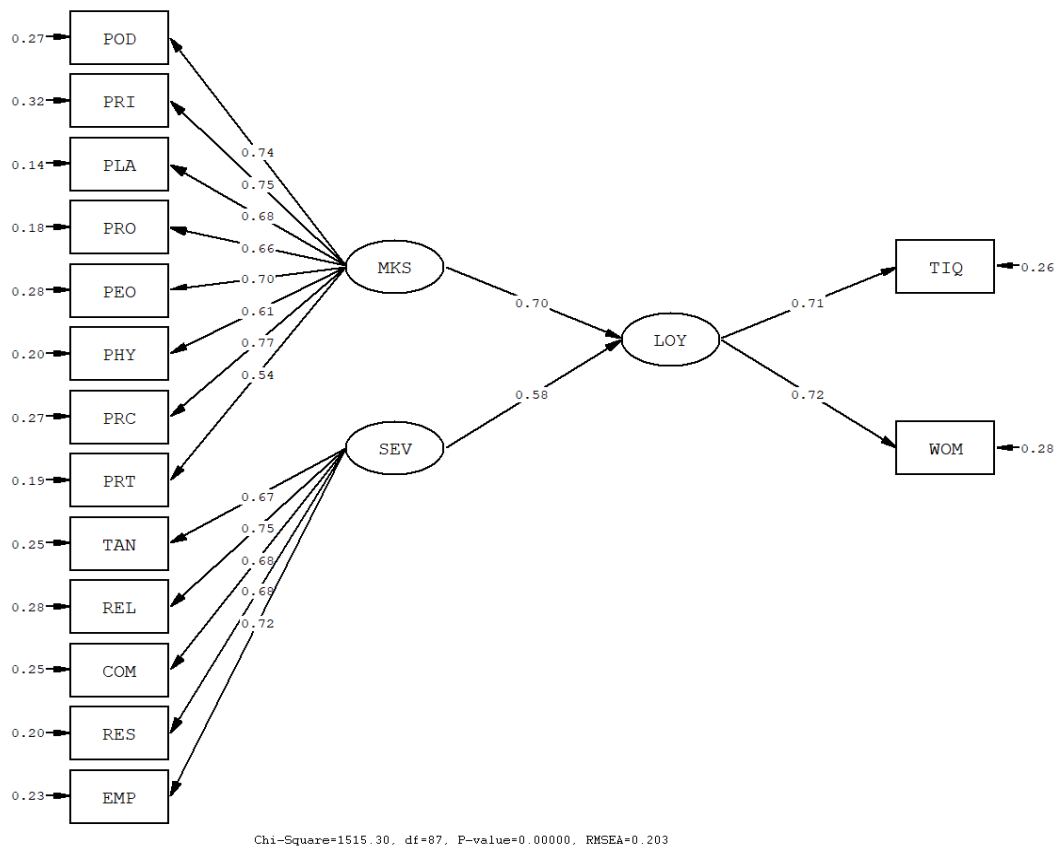
1. Results of study revealed that most of respondents were male (50.40 percent), aged 25-30 years (28.70 percent), occupation was company's staff (29.40 percent), income per month was 10,000-14,000 baht (47.40), status was married (48.40 percent).

2. Results of study analysis revealed that marketing strategies factor in overall was highest (\bar{x} =4.53). Consideration in the first three of evaluation goes to product (\bar{x} =4.80), place (\bar{x} =4.67), and physical evidence (\bar{x} =4.22).

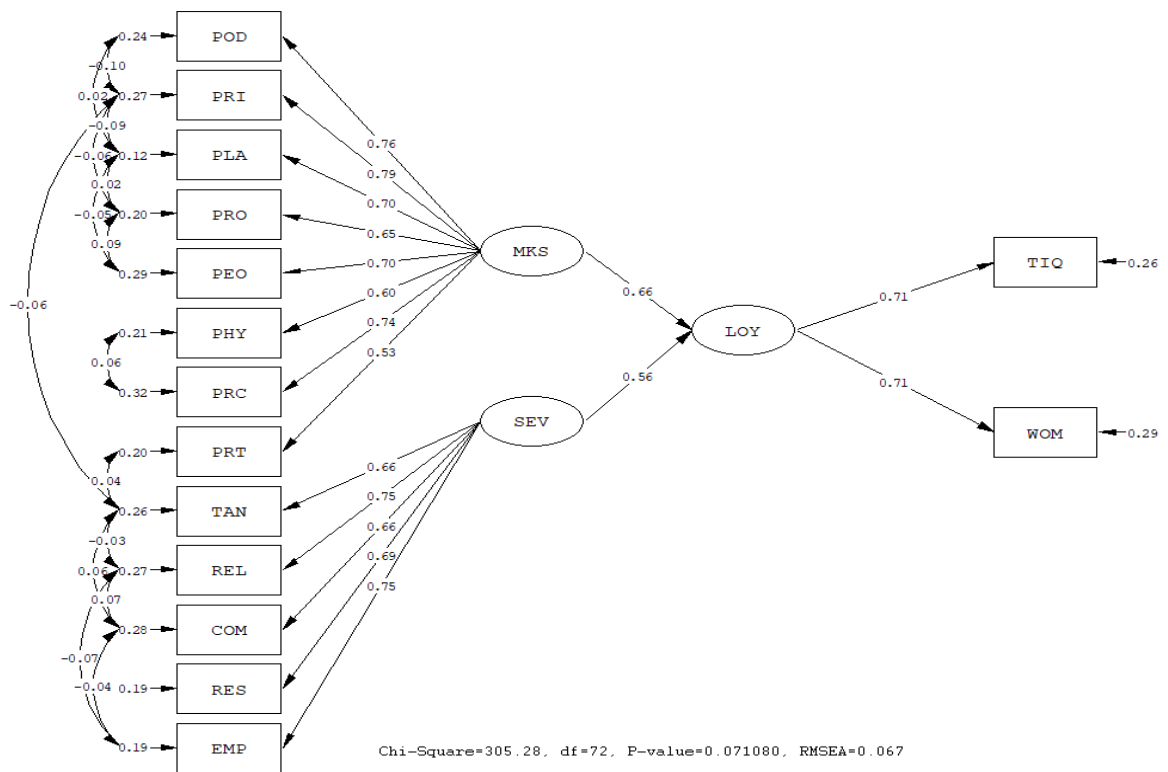
3. Results of analysis revealed that service quality factor in overall was high (\bar{x} =4.13). Consideration in the first three of evaluation goes to reliability (\bar{x} =4.20), responsiveness (\bar{x} =4.18), and empathy (\bar{x} =4.08).

4. Results of loyalty for buying used car in Suphanburi province in overall was high. Consideration in each aspect goes to trust in quality, was at highest (\bar{X} =4.30) and word of mouth, was at high (\bar{X} =4.10).

Results of hypothesis. To investigate influence of marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province. The results are as follows:



Picture 2: Marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province. (Model before adjustment)



Picture 3: Picture 2 Marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province. (Model after adjustment)

Table 1: Proof of conformity with empirical data.

Value	Criteria	Value before adjustment	Result consideration	Value after adjustment	Result consideration
χ^2/df	Less than 5	17.42	×	4.24	✓
RMSEA	0.03-0.08	0.203	×	0.067	✓
NFI	0.9 up	0.82	×	0.90	✓
CFI	0.9 up	0.81	×	0.91	✓
GFI	0.9 up	0.81	×	0.91	✓
SRMR	Less than .05	0.08	×	0.04	✓

Note: ✓ means passed of criteria and index to be used and approved conformity and harmony of model with empirical data.

Results analysis of index to be used and approved conformity and harmony of model with empirical data. Component analysis evaluated harmony of model $\chi^2 = 305.28$, $df = 72$, $\chi^2/df = 4.24$, RMSEA = 0.067, NFI = 0.90, CFI = 0.91, GFI = 0.91, SRMR = 0.04. According to this index showed that this model was conformity with empirical data and be better. Due to it was conformity with empirical data. It could be analyzed and explained internal latent variable and went to observation external variable.

Table 2: Path analysis

	Loyalty of used car tent business in Suphanburi province (LOY) $R^2 = 0.67$		
	DE	IE	TE
Marketing strategies MKS	0.66 (0.03) 24.62	- - -	0.66 (0.03) 24.62
Service quality SEV	0.56 (0.04) 19.33	- - -	0.56 (0.04) 19.33

Value for presentation EP = Estimation Parameter, SE = Standard Error, t-value

DE=Direct Effect / IE = Indirect Effect/ TE = Total Effect

Results of this study revealed that factor of marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi coefficient was equal at 0.66 and 0.56 respectively. The predictive power was at 67 percent. When component was weight analysis and confirmation revealed that factor of marketing strategies gained weighted factor of price ($\lambda_{x_2}=0.79$), it was the highest. Factor of productivity ($\lambda_{x_8}=0.53$) was the least. However, service quality gained weighted factor of reliability ($\lambda_{x_{10}}=0.75$) and empathy ($\lambda_{x_{13}}=0.75$) was the highest and factor of tangibles ($\lambda_{x_9}=0.66$) and factor of competence ($\lambda_{x_{11}}=0.66$) was the least.

5. Discussion and Suggestions

5.1 Discussion

1. Results of this study revealed that factor of marketing strategies and service quality affecting to loyalty of used car tent business in Suphanburi province was related with factors of trust in quality and word of mouth. The research was agreeable with Themba, Razak, and Sjahrudin (2019) Saetang and Pathomsirikul (2016). Consideration by factor of marketing strategies service quality. s and the research were agreeable with Kandampully (1998) and Bussaban and Saraphat (2021) and could be considered by service quality.

2. Marketing strategies gained weighted factor of price. Due to price could be satisfaction and reduced decision processing and it was easy to make decision. Marketing strategies of used car tent business would be opposite with car's quality. Entrepreneur should pay interested in unnecessary cost reduction, such as using technology replaced customer service and providing basic information and continued following customers. It was agreeable with research of Kalupae and Lilkunupakarm (2019) Strategies Management of Used Car Tent Business in Yala Province. It emphasized value product and value propositions, such good condition car that was agreeable with reasonable price and condition.

3. Service quality gained weighted factor of reliability and empathy from sale people and become to loyalty in service quality. It was agreeable with research of Bootpo and Rittiboonchai (2018) revealed that reliability, fast service, and empathy. These ones affected to loyalty of service users.

5.2 Policy's Suggestions

1. Results of study revealed that factor of marketing strategies and service quality of used car tent business in Suphanburi province affecting to loyalty. Thus, entrepreneur is always necessary to adjust marketing strategies and service quality. It is reliability to customers who are interested in used car tent business and become loyalty later.

2. Used car tent business is extremely competition and necessary to be loyalty of customers. It will support and help entrepreneurs for public relation to everyone around them. Reliability is an important for consideration used car tent later.

3. Analyzing marketing strategies is necessary continued because of conditions in societies is rapidly changing. Creating loyalty will reduce the risk of customers and security. It will be made a customer's satisfaction and it is an important for used car tent business and to be positive responding.

5.3 Suggestion for the future research

1. This research is focused on entrepreneurs and to be developed some part of questionnaire and collecting quantitative data from customers of used car tent business in Suphanburi province. Qualitative data and focus group will be done and got success in the next opportunity, because it will be reliability of research model as quantitative data.

2. Those who are interested in this research can extend scoop of study used car tent business in the different provinces and causal comparative research will be done.

3. Researcher is necessary to random sampling without probability principle. Due to, collecting data was in Covid-19 situation and online questionnaire was done. But, the next opportunity, random sampling will be in fieldwork and focused on probability principle because of data will be the least error.

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