

## Understanding the Service Quality and Brand Creditability: A Case Study of Laundry Service with Challenging the Behavioral Loyalty in Bangkok Area

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### Abstract

The most achieved business today are said to have strong customer loyalty. However, how challenged to create behavioral loyalty into brand. This research paper studies about behavioral loyalty is committed to repeat purchasing, make recurring income and provide sustainable business. To explore three underlying concepts: service quality, brand creditability, and consumer loyalty in the context of laundry service in Bangkok area. The mediating effect of service quality, brand credibility and consumer loyalty were also tested. A total of 240 valid questionnaires was collected via purposive sampling method and analyzed using confirmatory factor analysis (CFA) and structural equation modeling (SEM). This research employed the Analysis of Moment Structures (AMOS) version 21.0. Results indicate that service quality has a positive influence on brand credibility, while brand credibility and service quality do not strengthen behavioral loyalty. The results for practical implications also indicate that service quality has a positive influence on brand credibility, while brand credibility and service quality do not directly strengthen behavioral loyalty. However, service quality have strengthened through brand creditability have influenced to behavioral loyalty. Its originality or value, this research utilizing the value of service quality and brand credibility which combine the brand image, brand identity, including behavioral loyalty. The examination of consumer behavior provides valuable insights for marketing strategies in terms of word of mouth spreading, frequency of App, website visiting, and influencer or reviewer sharing in digital society.

**Keywords:** Brand Creditability, Behavioral Loyalty, Consumer Loyalty, Laundry Service, Service Quality

## Introduction

Recently, the market share of the laundry service industry in Asia has increased the chances of prosperous growth, especially in CLMV and Malaysia. In Malaysia, there were 3,000 laundry stores (over 10 brands) for 30 -32 million people, with a value market of about 10,000 million baht, while in Thailand, there were about 300-400 laundry stores for 60-62 million people in 2019 (The Marketeer, 2019; Thunkhaotoday.com, 2021). Later, Marketeer (2022) published 2,400 laundry stores with a market valued at about 7,000 million baht and 3,000–3,500 laundry stores with markets valued at about 10,000 million baht in 2021, and 2022 respectively. It is also anticipated that the number of laundry stores will increase to 7,000 by 2029 (Bangkokbiznews, 2022).

The business context is highly competitive, and a number of brands concentrate on service quality to gain a competitive advantage and consumer loyalty. Sheeraz et al. (2016) cited that many researchers have studied organizations with diversified products, not only acquiring new consumers but also retaining existing consumers. Consequently, consumer loyalty is the most valuable and challenging task for entrepreneurs, and brand loyalty is customer attractiveness and loyalty in the expectation of a reputable brand (Garbinsky et al., 2014).

Nevertheless, several scholars describe that 54% complaining customers are not loyal to any brand, and 10% customers are switching from one brand to another brand annually (Scioletti et al., 2017). Entrepreneurs ought to spend six times the budget to attract new consumers compared to existing consumers, therefore, it is the huge cost for investment with new consumer acquisition. Furthermore, the company increases profits up to 60% by decreasing these transferring of consumers up to 5% (Roslan et al., 2018; Mbama & Ezepue, 2018). According to these data, consumer loyalty retention is so challenging for strategic marketing in the 21st century.

## Research Objectives

Primarily, this paper has been purposed to examine the service quality, brand credibility and behavioral loyalty toward the laundry service in Bangkok area with the specific objectives:

1. To assess service quality factor influences brand creditability for laundry services in the Bangkok area.
2. To assess brand creditability factor influences brand creditability for laundry services in the Bangkok area.
3. To assess service quality factor influences brand creditability for laundry services in the Bangkok area.
4. To assess service quality factor influences behavioral loyalty through brand creditability for laundry services in the Bangkok area.

## Literature Review

This study examines the influence of service quality and brand credibility on consumer loyalty. Service quality is an important element for any business achievement of both products in the service industry, and it can create its brand identity, and it seems quite difficult to imitate the original one, meaning brand identity. Brand credibility is related to the loyalty concept (Alam & Noor, 2020), and also brand credibility is considered to be an accelerator for consumer connection and to develop better relationships with a specific brand (An et al., 2019). In addition, the positive link between brand credibility and customer loyalty has been widely studied (Sweeney & Swait, 2004; Alam & Noor, 2020; Ahmad et al., 2014; Azadi et al., 2015; Thanh et al., 2020).

## Service Quality

Service quality has been widespread analysed in branding orientation because the higher the level of service quality the service providing, the better its unfair advantage (Ladhari, 2008). Service quality is an elusive concept (Parasuraman et al., 1985), ambiguous consensus about the measurement of service quality exists (Brady & Cronin, 2001). Parasuraman et al. initiated the SERVQUAL model to assess consumers' perceived quality in consumer experiences about brand credibility.

The service quality model can be classified into two main perspectives are functional quality and technical quality (Grönroos, 1984).

1. Functional quality is the service quality that customers assess the process of service performances and service providing.

2. Technical quality is the outcome of service quality when customers obtain the service providing (McDougall & Levesque, 2000). The fulfilment of core services in meeting customers' expectations, determined in the final stage of the service providing procedure, influences customers' overall perceptions of the valued service.

The SERVQUAL-based model focuses solely on service processes and functional quality perspectives regardless of the importance of technical quality (Ladhari, 2008; Zaibaf et al., 2013; Chan & Gao, 2021).

On the other hand, in service contexts, several studies, including this study, have studied the process and feedback of the customer expectation - perception equation through the gap analysis before and after service receiving (Hapsari et al., 2017; Hellier et al., 2003; Kuo et al., 2009; Wang & Wang, 2010). Moreover, Zeithaml (1988) recognized service value as the gap between received benefit and perceived cost that consumer has judgement. High perceived service value is evaluated by superior functional service quality that customer experiences during the transfer service procedures (Bernardo et al., 2012; Zaibaf et al., 2013).

Certainly, its relationship between service quality and customer loyalty based on the framework of information system such as technology acceptance model, innovation resistance theory, and expectation-confirmation theory (Zhao & Bacao, 2020; Troise et al., 2020; Al Amin et al., 2020; Lee & Lin, 2005). While as, Zhao and Bacao (2020) asserted that both performance expectancy and perceived task-technology fit, which are perspectives of service quality, and also affect behavioral loyalty as well.

Furthermore, there are other factors such as perceived ease of use, usage barrier, effort and performance expectancy, information quality, design, convenience, and perceived innovativeness. These factors are also validated as determinants of customer loyalty online (Alalwan, 2020; Al Amin et al., 2020).

By concentrated on the attributes of the laundry service as the following

1. **Reliability:** cleaning
2. **Responsiveness:** speedy, convenient, and token exchange (dependent and consistent service)
3. **Assurance:** Certified service, brand guarantee
4. **Physical evident:** facilities, washing machine, instant detergent, fabric softener, available car park, waiting area.
5. **Empathy of service provider:** politeness, washing and drying assistance, appearance, manner, problem-solving (friendly and helpful)

It is expected that consumers will be satisfied, which leads to loyal consumers whenever the service quality is high (Saad Andaleeb & Conway, 2006; Al-Tit, 2015; Ha & Jang, 2010; Namin, 2017), and service quality is strongly influenced both customer satisfaction and loyalty, respectively (Saad Andaleeb & Conway, 2006).

### Five Dimensions of SERVQUAL

Parasuraman et al. (1994) cited that consumer satisfaction is identified by comparing the trading between consumer expectations and consumer perceptions, which leads to consumer needs fulfillment, namely, innovated product or service development. Consumer satisfaction and loyalty can be complimented by understanding the criteria terms of five perspectives' service quality as specified are (Fitzsimmons & Fitzsimmons, 2008).

1. **Reliability:** it defines as the ability of the server to serve customers in the repeatability and consistency of service providing under the same circumstances and standard quality. In addition, the server can promise to serve by the time that has been agreed upon for all customers. Shortly, the reliable service performance reflects the brand credibility.

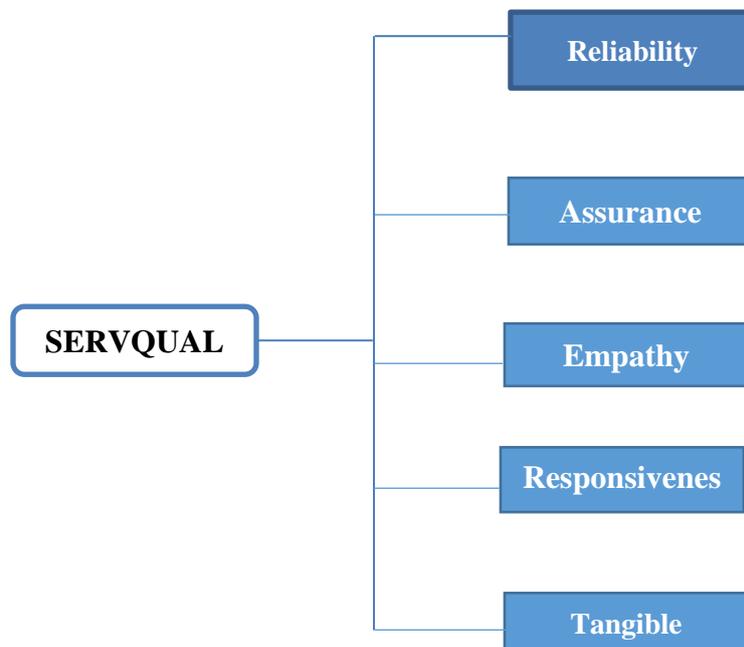
2. **Responsiveness:** it defines as the ability of the server to customers in the appropriated time and channel. Service provider responds to customer request at prompt service.

3. **Assurance:** it defines as the ability of the server to serve customers in the suited manner with courtesy and impressed experiences.

4. **Empathy:** it defines as the ability of the server to serve customers through good caring with service mind, and approaches to the right solution(s).

5. **Tangible:** it defines as the ability of the server to serve customers in cleaned appearance, with safe, hygiene surrounding including the comfortable facilities and equipment.

Traditionally, customer uses all five perspectives for service quality -valued assessment by comparing what, why, and how he expect and perceive it. Nevertheless, SERVQUAL is a model to benchmark service quality for his repurchase decision making. This model is based on all five attributed determinants and measurement of customers' expectations of how the service should be acted and customer experiences of how the service is real received (Fitzsimmons & Fitzsimmons, 2008).



Source Adapted from Parasuraman et al. (1998)

**Figure 1** Five dimension of service quality

Concisely, understanding consumers' needs is an important element in building better service quality, as there will be a right to serve impressively with consistent decision making.

## Brand Creditability

Erdem and Swait (2004) and Del Barrio-García and Prados-Peña (2019) stated that brand creditability is about the capacity and willingness of a brand to consistently deliver what the brand commits and is provided through consumer experiences. Erdem and Swait (2004) stated that brand creditability facilitated and generated toward brand loyalty that consumers will select a credited brand of product or service, including word-of-mouth (WOM) for brand communication. If a brand fulfills consumer needs, then it is meaningful in terms of brand creditability (Thusyanthy, 2018). While as, Alam and Noor (2020) and Sweeney and Swait (2004) stated that brand creditability has the big impact toward positive influence on consumer and brand loyalty.

Brand creditability regarding to the capacity of product or service performance to serve in the stable, standard, and same promising in any touchpoint of brand in consistency through consumer experiences. Brand creditability can create differentiation in competitive advantage, although the product or service still has the same attributes or qualifications in the marketplace. Similarly, Drton and Maathuis (2017) and Spry et al. (2011) mentioned that creditability is a significant attribute of a brand.

## Customer Loyalty

Generally, consumer loyalty can be classified into two perspectives: loyal attitudes and loyal behavior toward a particular brand. This study examined behavioral indicators. Consumer loyalty covers the repatronaged behavior of the tendency to repeat purchases of a product or service of the same brand or store (Hellier et al., 2003). Behavioral loyalty refers to overt behavior, which is an observable and measurable response from consumers; it is external and can be observed directly, rather than being an internal psychological process (Peter & Olson, 2008) in most cases, the marketer viewed loyal purchasing behavior as its sales volume, or profit margins increased as the following are the frequency of consumption, the existing consumer retention, the word of mouth for loyalty consumer spreading, the consumers' comments or sharing in service journey experiences in a positive way, the transaction of service provision, including reordering, revisiting, or repurchasing, both existing and new consumers are increasing dramatically.

Overall, consumers' decision making about their purchasing and repurchasing. Consumers engage in the process of evaluation, namely, consumer expectation and consumer perception comparison. Over-expectation of consumer perception will lead to customer delight. If consumer perception meets with expectation, it will lead to customer satisfaction, on the other hand, if consumer perception is lower than expectation, it will lead to consumer dissatisfaction consequently.

If consumers are satisfied with a particular brand, they tend to repeat their impressed experiences (Suhaily & Soelasih, 2017; Anderson & Sullivan, 1993), and sometimes are recognized as regular customers, revisiting the store as their first choice, insisting that consumer satisfaction positively affects loyalty, including commitment (Bridson et al., 2008)

whiles, while Bloemer and de Ruyter (1998) stated that “the pledging or binding of an individual to his/her store choice.” This represents consumers’ willingness to buy, pay, and continue brand engagement. Moreover, consumer retention is positively linked to business relationships (Kotler et al., 2007; Zeithaml et al., 1996)

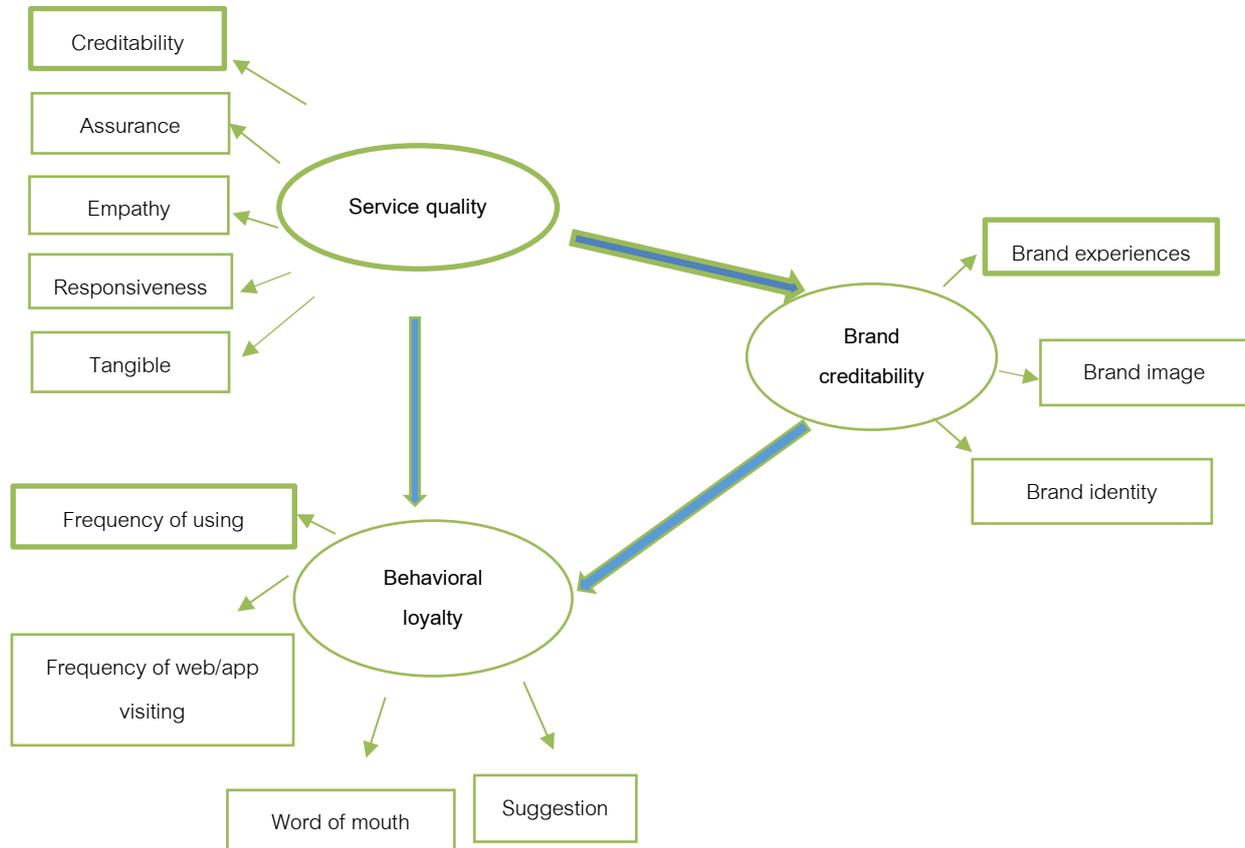


Figure 2 Conceptual framework

From figure 2 Indicate the purposes to conduct a study about determinants of service quality and brand credibility are influencing the consumer loyalty for laundry service in Bangkok area.

The research hypotheses are as follows:

*H1:* Service quality factor influences brand credibility for laundry services in the Bangkok area.

*H2:* Brand credibility factor influences behavioral loyalty for laundry services in the Bangkok area.

*H3:* Service quality factor influences behavioral loyalty for laundry services in the Bangkok area.

*H4:* Service quality factor influences behavioral consumer loyalty through brand credibility for laundry services in the Bangkok area.

The following section addresses the literature review, research methodology, research results, implications, and conclusions of this study.

Aforementioned above, loyalty is defined as continuous product or service purchasing and unchanged purchase decision making for consumers, despite why any reason due to any dynamics contextual environment (Kwong & Candinegara, 2014). Bi (2019) viewed loyal consumers as the utmost valued group in the business. Satisfied customer tends to portray behaviors such as information searching, resistance to changing, repurchase, and the spread of positive word-of-mouth (WoM) (Bolton, 1998; Dick & Basu, 1994; Kotler et al., 2007; Parasuraman et al., 1988; Suhaily & Soelasih, 2017).

An essential element of loyalty is the intention to spread positive WoM, especially when other buyers provide comments or reviews. This group would be influenced by existing or potential customers to trust their purchase decisions (Cheung et al., 2009; Keaveney and Parthasarathy, 2001; Sivadas and Jindal, 2017; Wu et al., 2014). Additionally, the significant impact of WoM is more significant surrounding brand image and brand concept than strictly in a service-oriented context because of its intangibility and higher perceived risk (Murray & Schlacter, 1990; Zeithaml, 1981).

## Research Methodology

For the data analysis method, these models were tested using a two-stage structural equation model. First, it uses confirmatory factor analysis (CFA) to analyze the construct validity with convergent and discriminant validity. Then, the validity of each construct was set, the items of each construct were tested empirically, and the research hypotheses in the second stage were empirically tested using a structural equation model (SEM) (Chaudhuri & Holbrook, 2001).

## Instrumentation/Respondents

This data was taken from questionnaires, and 240 respondents who received laundry services in the Bangkok area were studied. There were study customers who completed questionnaires in all three dimensions.

1. **Service quality** is evident in the following five elements: reliability, assurance, responsiveness, empathy, and physical evidence.
2. **Brand credibility** in three dimensions: brand image, brand experience, and brand identity.
3. **Behavioral loyalty** has four dimensions: word-of-mouth spreading, suggestions, frequency of visiting, and frequency of website or application visits.

All three perspectives comprised the instrument measurement checklist. The questionnaires consisted of four parts: demographic background details and three dimensions: service quality perspectives, brand credibility, and behavioral loyalty. Demographic was collected from 240 respondents as part of data collection. Among all respondents, approximately 71.7 percent of the respondents were female and 28.3 percent of the respondents

were male. The data collected revealed a lack of racial diversity for people because they are usually of Thai nationality; thus, it is not a matter for consideration in race. Large groups of respondents were strong representations from Generation Y: the 20 - 38 years' age group (85%). Only 11.3 % respondents were Generation Z, aged 18 -19 years. The education profile of this survey respondents' sample was bachelor's degree (85.4%) with the profile of the population of respondents.

#### **Data collection process**

This data collection worked in accommodation area by using **probability sampling with systematic random sampling** with consumers' laundry service in Bangkok area. Their behavior accords with urban lifestyle.

#### **Model Testing**

Summarizes the critical results. This research utilized the Analysis of Moment Structures (AMOS) version 21.0, to test the causal relationships among the variables. AMOS is considered easy to use and user-friendly compared to other software, such as SPSS. AMOS can also anticipate and depict a model.

#### **Analysis of Measurement Model**

This study undertakes a CFA to examine the relationships among the different constructs within the conceptual model. To assess the measurement model in CFA, the researcher first considered the measurement model fit and then evaluated the validity of the measurement model for a hypothesis-testing type of research, the following data processes and analyses are involved:

##### **Confirmatory Factor Analysis (CFA)**

1. Goodness of Fits
2. Construct Validity
  - Factor Loading ( $> 0.3$ ,  $> 0.4$ ,  $> 0.5$ )
3. Critical Ratio (C.R.) (t-value  $> 1.98$ ,  $p < 0.05$ )

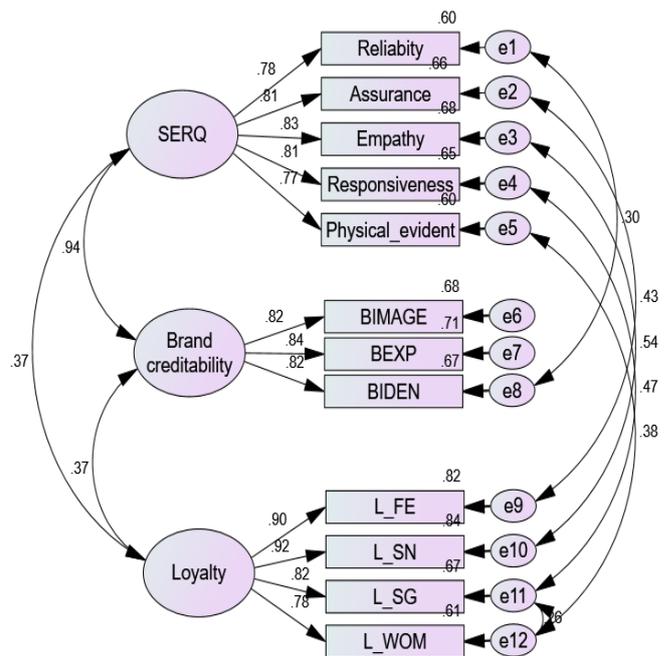
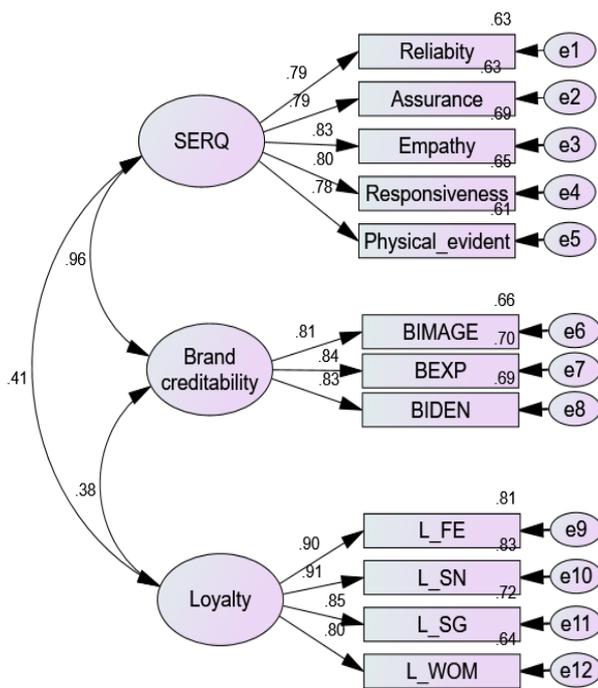
##### **Confirmatory Factor Analysis (CFA)**

It adopts the maximum-likelihood method to estimate the model's parameters, where all analyses are conducted on variance-covariance matrices (Hair et al., 2011). Some fit indices should be considered to assess a model's goodness – of - fit (Kline, 2005). First, it was determined by using a  $\chi^2$ . However,  $\chi^2$  was found to be too sensitive to the sample size; in this case, it is more likely that the model will reject something true, and very small differences between the observed model and the good model fit might be found significant (Hair et al., 2010). Therefore, other fit measures were used to overcome this problem. First, the ratio of the  $\chi^2$  statistic to its degree of

freedom ( $\chi^2/df$ ) was used, with a value less than 3 indicating an acceptable fit. Hair et al. (2010) also recommended the following indices to indicate acceptable fit: Goodness of Fit Index (GFI), Root Mean Square residual (RMSEA), Comparative Fit Index (CFI), Adjusted Goodness-of-Fit Index (AGFI), and Root Mean Square Error of Approximation (RMSEA). Table 1 presents the level of acceptance fit obtained from the survey data.

Research Findings

CFA and Goodness of Fit



Note. Empirical data Analysis Result

Figure 3 Initial model

Figure 4 Revised model

$\chi^2= 54.226$ ,  $DF=45$   $\chi^2/df= 1.205$ ,  $GFI= 0.965$ ,  $RMSEA= .029$ ,  $RMR= 0.018$ ,  $CFI= 0.996$ ,  $AGFI= 0.939$

From figure 3 and 4, with table 1 in detail, three core domains are indices that correspond with these measurements: (1) **service quality**; reliability (0.77), empathy (0.82), assurance (0.81), responsiveness (0.80), and physical evidence (0.77); (2) **brand creditability**; brand image (0.82), brand identity (0.82), and brand experiences (0.84); and (3) **consumer loyalty**; word of mouth (0.78), frequency of using (0.91), app or website visiting (0.92), including suggestions (0.82).

Table 1 CFA and goodness of fit indices

Construct Validity	Factor Loading		SMC	AVE	CR
	Initial	Revised			
<b>Service quality</b>					
Reliability (Reliability)	0.792	0.777	0.604	0.638	0.680
Assurance (Assurance)	0.794	0.810	0.656		
Empathy (Empathy)	0.830	0.826	0.682		
Responsiveness (Responsiveness)	0.803	0.808	0.653		
Physical evident (Physical evident)	0.778	0.773	0.598		
<b>Brand credibility</b>					
brand image (BIMAGE)	0.814	0.822	0.676	0.684	0.840
brand experience (BEXP)	0.835	0.843	0.711		
brand identity (BIDEN)	0.828	0.816	0.666		
<b>Behavioral loyalty</b>					
Frequency of using (L_FE)	0.898	0.905	0.819	0.736	0.834
Frequency to app, or website (L_SN)	0.910	0.919	0.845		
Suggestion (L_SG)	0.846	0.821	0.674		
WOM (L_WOM)	0.802	0.779	0.607		
Goodness of fit indices	$\chi^2= 54.226$ , $DF=45$ $\chi^2/df= 1.205$ , $GFI= 0.965$ , $RMSEA= .029$ , $RMR= 0.018$ , $CFI= 0.996$ , $AGFI= 0.939$				
Measurement	<ul style="list-style-type: none"> <li>- <math>\chi^2/d&lt;3</math>, <math>GFI&gt;0.9</math>, <math>RMSEA&lt;0.05</math>, <math>RMR&lt;0.05</math>, <math>CFI&gt;0.9</math>, <math>AGFI&gt;0.9</math></li> <li>- Factor Loading (<math>&gt;0.3</math>, <math>&gt;0.4</math>, <math>&gt;0.5</math>), Critical Ratio (C.R.) (t-Value<math>&gt;1.98</math>, p-value <math>&lt;0.05</math>), Composite of Construct Reliability, Average Variance Extracted (AVE, <math>&gt; 0.5</math>)</li> </ul>				

Table 1 presents the results of five internal consistency reliability indicators: factor loading, square multiple regression, average variance C.R., and Cronbach's alpha. Hair et al. (2010) suggested that the values should exceed 0.4 for the factor loading should exceed 0.5, the average variance and 0.7 for Cronbach' alpha. The results of the pilot study exceeded the cutoff value for all constructs used in the questionnaire. After examining each item, the results are shown in Table 2.

The first run of the model revealed the following results for sample  $\chi^2: 54.226$ ,  $DF=45$   $\chi^2/df= 1.205$ ,  $GFI= 0.965$ ,  $RMSEA= 0.029$ ,  $RMR= 0.018$ ,  $CFI= 0.996$ ,  $AGFI= 0.939$ ] for these samples. These results indicate a further study for improvement to indicate a good measurement model fit of the data. The results are presented in Figure 5 and table 2.

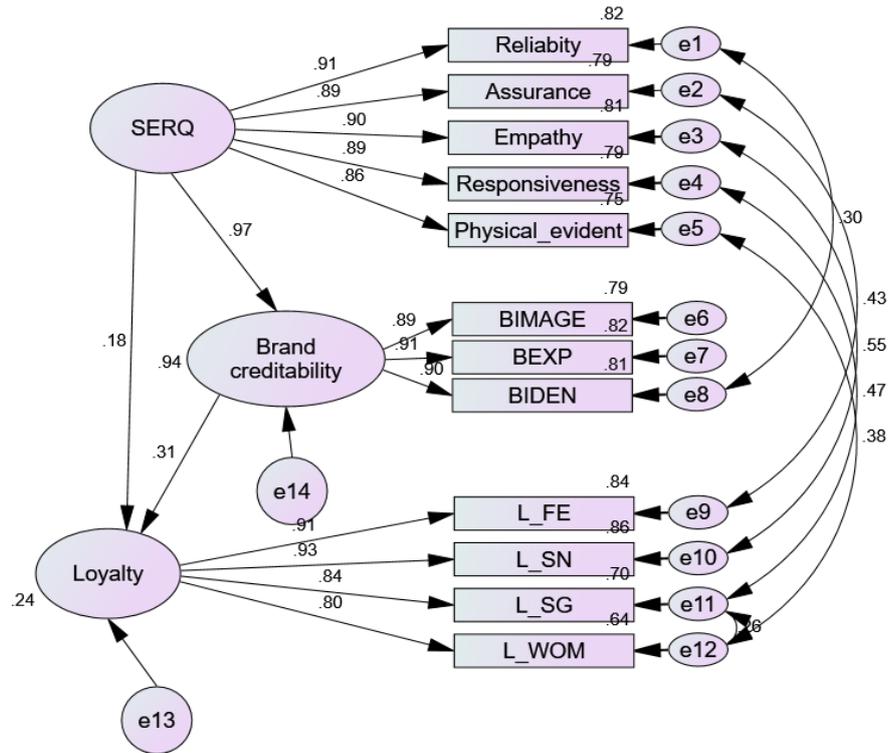


Figure 5 Completed model

From figure 5 and table 2, service quality is the strongest and has an influence on brand creditability for laundry services in the Bangkok area with the significance p value is less than 0.05, while both brand creditability and service quality do not influence consumer loyalty to a specific brand or store in Bangkok with laundry service.

Table 2 Predictive result in model

Relationship		Estimate	S.E.	C.R.	P	Hypothesis results
Service quality	→ Brand creditability	.971	.035	21.780	***	Accepted (H1)
Brand creditability	→ Loyalty	.313	.419	.731	465	Rejected (H2)
Service quality	→ Loyalty	.182	.330	.429	668	Rejected (H3)
Service quality	→ Loyalty	.304	0.011	15.921	***	Accepted (H4)

Note. \* P-value is less than 0.05

## Discussion

The results of this paper asserted that quality of service is so important with brand creditability, especially laundry service, which is focused on the cleanliness of washing machines, available detergents or soft liquids, money exchange (token) machines, speedy, responsiveness, consistency of service performances, physical evidence, including available car parks, assistance of employees (maids), and Wi-Fi surrounding in that area. Furthermore, technology is one of the key success factors for this industry that is explicitly expressed through a smart laundry store, 24/7 call center, mobile application development, user-friendly system, or website of store that its feature covers in available washing machine, waiting-finishing time, advance reservation, nearest location or branch, order by voice via smart phone, including variety of payment options (e.g., wallet, prompt pay, credit card, mobile banking, and Google play).

However, this study found that not only service quality is asserted to build their customer loyalty, but also brand creditability covers in brand image, consumer experiences with brand identity is able to create behavioral loyal. With repeated purchasing in any particular brand, and it does not consider only the cognitive aspects (Lyong Ha, 1998). The author agreed with many scholars that loyalty can derive in two important perspective are both attitude and behavior aspects (Day, 1969). Wilkie (1994) and Jacoby and Chestnut (1978) defined brand loyalty covers biased, behavior response, express over time, decision making, and evaluations process. Sheth (1968) mentioned operational brand loyalty as a brand's relative purchase frequency in time-independent and time-dependent situations. Reynolds et al. (1975) stated that brand loyalty is the tendency to continue to show similar attitudes in situations similar to those previously encountered.

## Managerial Implications for Executives

With modern competition in business, in particular, the service industry has become increasingly important for brand sustainability that seeks to succeed and ensure their growth (Lei et al., 2004; Spiggle et al., 2012). Building a brand means building a total experience, which allows the service industry to leverage the service quality of its established brand, while adding brand creditability and value to various markets. Kotler and Keller (2016) agree that consumers searching for low-cost products or services are considered riskier than credible brands. Erdem and Swait (2004) and Del Barrio-García and Prados-Peña (2019) mentioned that brand creditability is the capacity and willingness of brands to deliver what is committed and formed through reliability and consumer experiences.

Referring from table 2, hypothesis 2 and 3 indicate that brand creditability and service quality have not influence toward behavioral loyalty directly, hence, service quality factor ought to be managed through brand building in order to satisfied customer experiences consistently for behavioral loyalty in hypothesis 4. Although

many entrepreneurs attempt to create many attractive marketing strategies in order to increase the frequency of repurchasing, design innovated customer relationship management campaigns, develop membership privileged, or even utilize variety of hard sales and promotions every seasons, it can not guarantee to commit their regular customers would not change their minds with new brands testing.

This phenomenon is called "*spurious loyalty*" when consumer has low relative attitudes after repeated patronage (Dick & Basu, 1994), it showed that subjective influence leads to spurious loyalty. Furthermore, the influence of the external context leads to disloyal behavior such as the COVID -19 pandemic outbreak, new emerging brands, lower cost of service, various services: delivery, drive thru, pick up service, or even appealing promotion strategies; free for first use, or collected points for members, including lifestyles of consumer behavior, varies. These factors are the reasons that existing consumers' retention is a challenging task for entrepreneurs to cope with the forces of complicated cognitive dissonance in a dramatically disruptive digital economy.

Based on this data, it was exposed to a proliferation of blue ocean market competition, which would have more opportunities to earn profits. The blue ocean market is described by an untapped market space, demand creation, and the opportunity for profitable growth. The Blue Ocean strategy does not measure benchmarks with competitors. Instead, a different competitive advantage is the strategy for competition—that is, value innovation creation. Value innovation is the cornerstone of the blue ocean market and is distinguished from the existing marketplace by creating a remarkable value for consumers, which leaves competitors behind (Kim & Mauborgne, 2005). It is so challenging for behavioral loyalty of customers in competitive context, thus brand creditability about service quality is the significant task for entrepreneurs in doing business.

### Suggestions

Branding is an essential core and fundamental marketing management with purchased decision making. Brand building per se covers the entire consumer journey through product/service quality, customer expectation – customer perception, brand experiences, brand equity, brand value, brand trust that it leads to behavioral loyalty. Especially, service industry with behavioral loyalty must have highly stable quality in service providing consistently. It could develop its own brand strategies to foster longevity and sustainability.

### Conclusions

This research describes the service quality and brand creditability toward consumer loyalty, and clarifies that these variables are addressed propel 1 hypothesis for service quality strengthens brand creditability, but the two hypotheses for service quality and brand creditability do not influence consumer loyalty in laundry services in the Bangkok area. The results indicate that loyalty behavior is complicated for consumer decision-making and

actions in purchasing continuously for any particular brand. More importantly, entrepreneurs for laundry businesses ought to create innovation, add value to their services, and generate new technology. Not only can it be an outstanding competitive advantage strategy, but it can also maintain consumer loyalty and retention, which served as the principal finding of this current study.

### Limitations and Directions of Future Research

This research studied in Bangkok area only, and it is focusing on the service quality, brand credibility and behavioral loyalty with laundry industry. Relevant industries should be applied the concept of service quality in five dimensions in different contextual service providing with background of each customer segmentation and diversified consumer behavior. In the future, it will be better to concentrate on how to increase behavioral loyalty among many arduous competitors both local and global brands in Thailand. These research results should not be limited to laundry services only because other service industries also consider the concept of service quality of all five domains (assurance, reliability, responsiveness, empathy, and physical evidence) in descending order, nevertheless it is also depending on each type of service performances. Absolutely, brand credibility building is imperative for consumer impression and repurchasing. In particular, the remarkable competitive advantage created in its brand is better than imitating or benchmarking with others. Finally, innovative service provision and creative service design ought to be blended with the current cored value of the service industry indefinitely.

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