

Factors of Service Image and Service Quality Affecting Purchasing Decisions at 20-Baht Stores in Nonthaburi Province

Wiriya Boonmalert^{1*} and Bunyaporn Phoothong²

¹⁻² College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Thailand

*Corresponding author

E-mail: ¹ wiriya.bo@ssru.ac.th and ² bunyaporn.ph@ssru.ac.th

Abstract

This research aims to investigate consumer behaviors and opinions regarding service quality and service image within the retail sector. Furthermore, it examines the causal relationships and influences of these factors on purchasing decisions amidst the intense competition currently facing small-scale retail businesses.

This study employed a quantitative research methodology. Data were collected from a sample group of 400 consumers who had utilized services at 20-Baht stores (single-price retailers) in Nonthaburi Province. The research instrument was a questionnaire covering two main independent variables: 1) Service Quality, based on the SERVQUAL model, comprising Tangibles, Reliability, Responsiveness, Assurance, and Empathy; and 2) Service Image, comprising Product, Service, Management, Personnel, and Corporate Social Responsibility (CSR). The statistics utilized for data analysis included frequency, percentage, mean, standard deviation, and Multiple Regression Analysis.

The results indicated that respondents perceived both the service image and service quality of the 20-Baht stores at a high level. Crucially, the Multiple Regression Analysis revealed that Service Image and Reliability were the two significant factors positively influencing purchasing decisions at the 0.05 level of significance ($p < 0.05$). Conversely, other dimensions of service quality did not show a statistically significant relationship with purchasing decisions in this context. These findings suggest that to enhance competitiveness, business operators should prioritize building a strong brand reputation and ensuring operational consistency.

Keywords: Service Image, Service Quality, Purchasing Decisions, 20-Baht Stores, Nonthaburi Province

1. Introduction

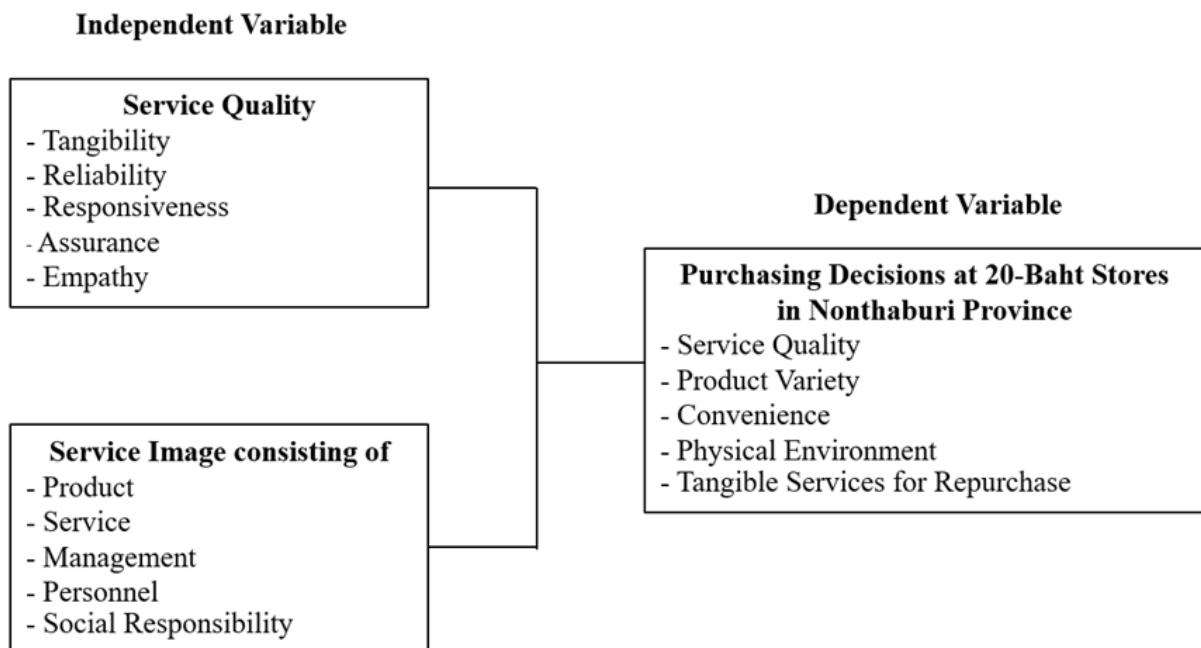
In the contemporary landscape, the economic and social environments are undergoing rapid transformation, leading to a shift in consumer behavior. Consumers increasingly prioritize cost-effectiveness and convenience in their purchasing decisions. This phenomenon has catalyzed the widespread popularity of single-price retail businesses, specifically "20-Baht shops." The

implementation of a Single Price Strategy simplifies the consumer decision-making process, thereby enhancing perceived value and accessibility.

Beyond the appeal of the pricing strategy, the current economic climate, characterized by rising living costs, serves as a crucial catalyst driving consumers to opt for consumer goods from these retailers to alleviate household financial burdens. Consequently, the 20-Baht shop business model has experienced rapid expansion into various communities, particularly in Nonthaburi Province, a high-density area accommodating the urbanization of the capital city. However, this exponential growth has engendered intense competition, not only among direct competitors but also from convenience stores and large-scale retail department stores.

Sustaining a long-term customer base can no longer rely solely on the price advantage. Entrepreneurs must establish a competitive differentiation superior to that of their rivals, as modern consumers possess increasingly sophisticated expectations. They seek more than merely low-priced products; they demand a superior purchasing experience, store cleanliness, and impressive service from personnel. These elements reflect the service image and service quality, which are fundamental factors in converting transient customers into loyal patrons. Therefore, investigating the factors of service image and service quality is imperative to enable entrepreneurs to align their strategies effectively with actual consumer demands.

Figure 1: Conceptual Framework



1.1 Research Objective

- 1.1.1 To investigate the level of consumer opinions regarding the service quality and image of 20-Baht shops in Nonthaburi Province.
- 1.1.2 To examine the relationship and influence of service quality and image factors on purchasing decisions.

2. Literature review

Based on a review of related literature and research, the researcher has synthesized concepts, theories, and prior studies to establish the conceptual framework for this study. The key findings are summarized as follows:

2.1 Concepts and Theories of Service Quality

Service quality is a fundamental element of business that significantly influences customer satisfaction and the decision to repurchase. A review of the literature reveals various definitions provided by scholars. Kotler and Keller (2010) describes service as any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Meanwhile, Parasuraman et al. (1988) define service quality as the result of the comparison between "Expectation" and "Perception" of the service received. If the perceived service matches the expectation, it results in customer satisfaction.

To measure service quality, the SERVQUAL model, developed by Zeithaml, Parasuraman and Berry (1993), is widely recognized. This model categorizes service quality into five main dimensions:

- 1) Tangibles: Physical facilities, equipment, and appearance of personnel.
- 2) Reliability: The ability to perform the promised service dependably and accurately.
- 3) Responsiveness: The willingness to help customers and provide prompt service.
- 4) Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence.
- 5) Empathy: The caring, individualized attention the firm provides its customers.

Furthermore, Gronroos (1990) proposed that service quality consists of two distinct components: Technical Quality (what the customer receives) and Functional Quality (how the service is provided).

2.2 Concepts of Service Image

Image is a psychological factor that influences consumer behavior. Kotler (2000) defines image as "the set of beliefs, ideas, and impressions a person holds regarding an object." A positive service image serves as a reflection of an organization's quality and reliability, directly affecting consumer confidence in their purchasing decisions. Particularly in highly competitive markets, a distinct image helps create differentiation over competitors.

2.3 Related Research

A synthesis of research conducted within the Thai context reveals consistent findings regarding the factors influencing purchasing decisions and service usage. Highlighted the critical role of brand image in the digital marketplace, specifically regarding the Lazada Thailand application, finding that a strong reputation and suitability for a diverse consumer base were the most significant drivers of purchasing decisions. This emphasizes that positive brand perception is a key attraction for consumers. Extending this perspective to the logistics sector, Kammanee, P. and Sriyothin, S. (2023) observed that the decision to utilize services, such as those of Kerry Express, relies on a combination of factors. Their findings suggest that consumers do not evaluate services in isolation; rather, they consider service

quality, brand image, and trust simultaneously. Collectively, these studies confirm that both operational performance and brand perception are integral to understanding consumer choices.

3. Methodology

This study, titled "Factors of Service Image and Service Quality Affecting Purchasing Decisions at 20-Baht Stores in Nonthaburi Province," employed a quantitative research approach utilizing a survey research design. The study was conducted as a cross-sectional study, collecting data at a single point in time. The details of the methodology are as follows:

3.1 Population and Sample The population for this study consisted of customers who utilized the services of 20-Baht stores (single-price retailers) in Nonthaburi Province. Since the exact population size was unknown, the sample size was determined using W.G. Cochran's (1977) formula for unknown populations. The calculation was based on a confidence level of 95% and an acceptable error level of 5%, with the population proportion estimated at 0.5 to ensure statistical reliability.

3.2 Research Instrument The instrument used for data collection was a questionnaire developed by the researcher. The structure of the questionnaire was divided into four parts:

Part 1: Personal Factors. This section collected demographic information from the respondents, including gender, age, marital status, education level, occupation, and average monthly income. The items were designed as a checklist and closed-ended questions.

Part 2: Service Image. This section assessed the service image of 20-Baht stores across five dimensions: product, service, management, personnel, and social responsibility. The items were measured using a 5-point Likert scale.

Part 3: Service Quality. This section evaluated service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The items were measured using a 5-point Likert scale.

Part 4: Purchasing Decisions. This section examined purchasing decisions regarding 20-Baht stores across five dimensions: service quality, product variety, convenience, physical environment, and tangible services for repurchase. The items were measured using a 5-point Likert scale.

4. Results

This chapter summarizes the findings, discusses the results, and provides recommendations based on the study of factors regarding service image and service quality affecting purchasing decisions at 20-Baht stores (single-price retailers) in Nonthaburi Province.

The study concludes that while consumers rate the overall service quality and image of 20-Baht stores at high levels, Service Image and Reliability are the distinct factors that significantly influence purchasing decisions ($p < 0.05$). Other dimensions of service quality did not show a statistically significant impact. Therefore, to enhance competitiveness, business operators should prioritize building a strong brand reputation and ensuring operational consistency. It is also recommended that future research investigate the role of digital marketing and changing consumer behaviors to further support business adaptation.

4.1 Conclusion The study, conducted with a sample of 400 respondents, aimed to investigate the influence of service image and service quality on purchasing decisions. The key findings are as follows:

4.1.1 Demographic Profile: The majority of respondents were female, aged between 31 and 40 years, held a bachelor's degree, and were employed in the private sector.

4.1.2 Descriptive Findings:

1) Service Image: Respondents rated the store's image at a high level. Key attributes included product arrangement, cleanliness, modern atmosphere, and reputation.

2) Service Quality: Overall service quality was rated at a high level across all dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). The "Tangibles" dimension received the highest score, reflecting the importance of physical facilities and cleanliness.

3) Purchasing Decisions: Purchasing behavior was rated at a high level, particularly regarding purchase frequency and intention to return, indicating a strong degree of customer loyalty.

4.1.3 Hypothesis Testing: Multiple Regression Analysis revealed that Service Image and Reliability were the two significant factors positively affecting purchasing decisions at the 0.05 level of significance ($p < 0.05$). Conversely, other service quality dimensions did not show a statistically significant influence in this context.

5. Conclusion

The study's finding that the image of 20-baht stores is a significant variable influencing customers' purchasing decisions reflects consumers' positive feelings and attitudes towards the stores, which directly impacts their buying behavior. This aligns with Jutiporn Rachamontien (2023), who emphasized that current consumers prioritize image over price. Therefore, marketing strategies for this era should focus on quality, including reviews. Consumers should choose credible reviewers, and even if a product is expensive, if it's trendy or popular among those around them, consumers won't hesitate to buy it. For health and beauty products, consumer purchasing decisions require considerable thought. The prominent visual attributes highlighted in this research are cleanliness, merchandise arrangement, and modern store decor. These physical elements are used by customers as initial quality indicators before making a purchase decision. This aligns with Kulkan Cholwasin's (2021) research, which found that consumers place the most importance on interior color schemes, as color creates the most prominent overall atmosphere. This is followed by lighting, an open storefront, well-defined zones, and attractive merchandise displays, all contributing to positive customer emotions. Regarding reliability, its impact on purchase decisions aligns with Yada Thavisak (2022) research, which found that the influence of five aspects of celebrity—attraction, trust, expertise, respect, and similarity to the target group—has a statistically significant relationship with consumers' purchasing decisions for the EP brand clothing at the .05.

However, other service quality factors, including assurance, responsiveness, and empathy, did not significantly influence purchasing decisions in this study. This may be because the nature of 20-baht shops as a retail business that emphasizes speed and accessibility leads customers to prioritize the overall store image and service reliability over personalized service nuances. This

aligns with Kanyapat Utapao (2022), who found that consumer decision-makers should focus on needs, expectations, attitudes, values, uses, as well as individual experiences and habits.

Acknowledgment

This paper would not have been possible without the contribution, the supporting, the kindness help and the encouragement of Associate Professor Dr.Luedech Girdwichai, The Chancellor and Associate Professor Dr. Chutikarn Sriviboon, The President of Suan Sunandha Rajabhat University, Bangkok, Thailand.

References

- Chonwasin, K. (2021). *The influence of store atmosphere on consumer purchase intention: Case of MUJI flagship store in Bangkok district* [Master's thematic paper, Mahidol University]. College of Management, Mahidol University.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.
- Grönroos, C. (1990). *Service management and marketing: Managing the moments of truth in service competition* (2nd ed.). Lexington Books.
- Kammanee, P., & Sriyothin, S. (2023). Factors influencing decision making in transportation system of Kerry Express. *Journal of Educational Management and Research Innovation*, 5(1), 101–114.
- Kotler, P. (2000). *Marketing management* (10th ed.). Prentice Hall.
- Kotler, P., & Keller, K. L. (2010). *Marketing management* (12th ed.). Dorling Kindersley.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). A conceptual model of service quality and its implications for future research (SERVQUAL). *Journal of Marketing*, 49(4), 41–50.
- Ratchamontien, J. (2023). *Affecting factors and consumer's attitude toward private brands of Watsons* [Master's thematic paper, Mahidol University]. College of Management, Mahidol University.
- Ratchawong, S. (2021). *Brand image affecting purchase decisions on Lazada Thailand application in Bangkok*. [Master's thematic paper, Ramkhamhaeng University].
- Taweesak, Y. (2022). *The influence of famous people affects the clothing purchasing decision behavior of EP brand consumers* [Independent study, Bangkok University]. Bangkok University.
- Utapao, K. (2022). The factors of affecting purchasing decisions in New Normal society. *Journal of Buddhist Education and Research (JBER)*, 8(2), 221–227.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1993). The nature and determinants of customer expectations of service. *Journal of the Academy of Marketing Science*, 21(1), 1–12.