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# **INFLUENCE OF MARKETING MIX FACTORS AFFECTING ON CUSTOMER LOYALTY VIA CUSTOMER SATISFACTION AND CUSTOMER ACCEPTANCE: A CASE STUDY MOTORCYCLE PARTS STORES MUEANG DISTRICT SAKON NAKHON PROVINCE THAILAND.**

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## **ABSTRACT**

The objectives of this research were (1) to study marketing mix factors affecting on customer satisfaction (2) to study marketing mix factors affecting on customer acceptance (3) to study customer satisfaction factors affecting on customer acceptance (4) to study customer satisfaction and customer acceptance factors affecting on customer loyalty a case study motorcycle parts stores Muang District Sakon Nakhon Province Thailand. The research was a quantitative research with the sample of 220 customer of motorcycle parts stores in Muang District Sakon Nakhon Province Thailand with convenience sampling method. Data were collected through 5-point Rating scale questionnaires. The statistics used in the data analysis were the frequency, percentage, mean, standard deviation, Cronbach's coefficient alpha, Pearson Product Moment Correlation and Multiple Regression Analysis.

The research results found that marketing mix such as product, promotion and people positive effect on customer satisfaction. Marketing mix such as promotion, process and physical environment positive effect on customer acceptance. Customer satisfaction positive effect on customer acceptance and customer loyalty. Customer acceptance positive effect on customer loyalty a case study motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

**Keywords :** Marketing Mix, Customer Loyalty, Customer Satisfaction and Customer Acceptance

## **INTRODUCTION**

Currently, motorcycles come to play a role in transportation, being a vehicle in everyday life of one type that has the benefit and necessity of transportation because it is a vehicle that has mobility in traveling and facilitates even in conditions of heavy traffic can be used on roads in all regions of the country, easy to find parking spaces, saving on fuel and maintenance costs. Parts of motorcycles is not expensive. The price of motorcycles is not high cost when compared to cars, especially in today's motorcycles that are easier to own, with less down payments, low installments, and can pay for long term, making motorcycles more popular among consumers.

Especially in Thailand, which is a country that faces the top traffic jams in the world, public transportation systems are not covered in all areas, not yet systematic, resulting in people popularizing their own vehicles for convenience in traveling. In Thailand, is a group of laborers and farmers with low incomes, so the purchasing power of motorcycles in Thailand is very high, combined with Thailand being a motorcycle production base the fifth

most important motor vehicle in the world after China, India, Indonesia and Vietnam. As a result, the price of motorcycles in the country is not high, some motorcycle models do not have the import taxes, reasonable prices, Thai people can easily and conveniently possession and the possession rate Thailand's top-ranked motorcycles in the world, with the number of households owning more than 80% the total number of motorcycles. (Wanna Yongpisanphob) [13]

**Table 1**

Number of motorcycles and public motorcycles which are registered throughout the country as of December 31, 2014-2018.

<b>Year</b>	<b>Numbers of Motorcycle</b>
2014	20,305,708
2015	20,497,563
2016	20,475,269
2017	20,695,832
2018	21,077,937

Source: Annual data report Transport Statistics Group [15]

As show in Table 1, that there are currently accumulated motorcycles registered nationwide as of December 31, 2018, total of motorcycle 21,077,937. From the statistics, the number of motorcycles is increasing every year. As a result, the motorcycle business has continuously expanded and grows up, therefore new entrepreneurs are entering the market in the motorcycle business, both stores that have the store and online store result in customers having more choices, prices of products and services being compared, causing fierce competition. Customers have more bargaining power, such as in Website and Application. Selling products online results in existing entrepreneurs need to find strategies to maintain their customer base, including finding new ways to expand their customer base, to adapt to the modern era of the society. Users will be able to make a sales increase.

Sakon Nakhon Province is in the upper north-eastern region, located in the Sakon Nakhon basin and is a group operations center in the upper northeast region 2, approximately 647 kilometers from Bangkok, with a total area of 9, 605 square kilometers. Is an 18-district geographical feature, generally a plateau above the average sea level of approximately 172 meters, currently has a population there were 1,152,282 registered personnel. (Official statistics registration systems) [14]

**Table 2**

Number of motorcycles and public motorcycles which are registered throughout In Sakon Nakhon Province as of December 31, 2014-2018.

<b>Year</b>	<b>Numbers of Motorcycle</b>
2014	303,300
2015	306,329
2016	306,805
2017	307,519
2018	315,498

Source: Annual data report Transport Statistics Group [15]

As show in Table 1, that there are currently accumulated motorcycles registered in Sakon Nakhon Province as of December 31, 2018, total of Motorcycle 315,498. From the statistics, there is an increase in the number of registered Sakon Nakhon motorcycles. Every year, there are more new motorcycle parts stores opening in Mueang District, Sakon Nakhon Province, Thailand there are store selling products and services for motorcycle parts. There are many stores in the automotive industry, each of which has different standards in trade, service, and standard in order to attract customers to buy products and use services, resulting in increased competition in the business.

From the reasons mentioned above, the researcher is interested to study about influence of marketing mix factors affecting on customer loyalty via customer satisfaction and customer acceptance: A case study motorcycle parts stores Muang District Sakon Nakhon Province, Thailand with the expectation that the information received will be used to improve business development so that it can better respond to customers' needs. The market share has increased creates business advantages for ways to grow the business of motorcycle parts in the future.

## **LITERATURE REVIEW**

### **1. Marketing Mix (7Ps)**

Kotler [3] said that marketing mix is a controlled marketing tool used to meet the satisfaction of target customers. The marketing mix is a concept that important in modern marketing. The marketing mix can be divided into 7 groups (7Ps), which are product, price, place, promotion, process, people, and physical environment.

#### **1.1 Product**

Kotler [3] said that a product is what a seller or organization gives to a customer, responding to their needs and customer satisfaction, in which customers receive the utility and values of that product. Can be divided into 2 types which are tangible products and intangible products such as idea service to customer satisfaction, needs or needs of customers may have products, services, locations, people. Products must have utility and value in the eyes of the customers in order to be able to make the products available for sale.

#### **1.2 Price**

Kotler [3] said that price is what customers use to exchange for goods or services in monetary form, determining the right price for a product to be offered for sale, which businesses should have a goal in setting prices, for example to profit or to increase market share or for other goals. Price fixing is important because customers usually compare the value between the value and the price of the product and service. If able to make the customers feel that the product and service are higher than the set price, the customer will make a purchase. Therefore, the pricing should be set appropriately. With the value of the product and service and must use pricing strategy that will be accepted by the target group and fight with the competitors in the competition.

#### **1.3 Place**

Kotler [3] said that place is a channel or activity that presents and moves products or services to customers, which in turn affects the perceived value of the products and services of customers, therefore must consider the location and channels of service. The activities can be divided into 2 parts: channel of distribution, which sells products to consumers directly or indirectly through intermediary institutions such wholesalers, retailers and agent middleman on the market is physical distribution.

#### **1.4 Promotion**

Kotler [3] said that promotion is a tool for marketing communication between sellers and customers with the objective of informing, persuading, creating positive attitudes, needs

and persuasion. To make the behavior of buying that product or service, tell customers that there are products in the market, to remind to customers and to create customer satisfaction. Promotion will need to be educated about the communication process to understand the relationship between the receiver and the sender. There are 4 important tools for promotion Mix include personal selling, advertising, sales promotion and publicity, public relation.

### **1.5 Process**

Kotler [3] said that process is a method of activities related to the methodology and operation of the service offered to the customer to deliver the service accurately and quickly and impress the customer such as having a good welcome, there are queues in the system, etc. The process is very important in the marketing strategy. Personnel must be efficient, and tools must be modern. Potential within the service which must be linked in each step. If the service is not impressive for customers service should be improved immediately, may have to issue a policy and action plan seriously. And need to have surveys from both employees and customers in order to improve.

### **1.6 People**

Kotler [3] said that people are personnel that pass the process of selection, training, and motivation and have the ability to solve immediate problems to be able to meet the needs of customers with quality which will be able to customer satisfaction this is the distinct difference between the competitors and the business advantage that people communicate directly with customers. Therefore, businesses need to have support promote personnel to have development, knowledge, ability and expertise in the field, with training and development, study, trips, etc. Personnel are important factors that influence the image of the business.

### **1.7 Physical Facilities**

Kotler [3] said that the physical environment is the physical nature and the concrete presentation of the customer. By trying to create total quality management including Physical thread and service model to create value for customers. Whether it is dress modestly, neat, polite and fast service or other benefits that customers should receive attractiveness to use the service the atmosphere inside the shop is perfect for shopping, the store decoration looks appropriate to the product, parking, venue decoration, store arrangement, and other physical characteristics that can attract service, including devices that are provided to facilitate the service.

## **2. Customer Satisfaction**

Kotler [7] said that satisfaction is the feeling of a person. The satisfaction level is achieved by comparing products and services with expectations. If received is lower than expected, will result in the dissatisfaction of the person, but if it meets the expectations, it will be Satisfaction, and if received is higher than expected, it will be a delight will affect the decision to buy repeatedly forward good products to others loyalty to that product or service.

How to measure customer satisfaction can be done by Kritsadakorn U-saprom and Chattawat Limpsurapong [12] customer and suggestion systems, customer satisfaction system, ghost shopping and lost customer analysis.

## **3. Customer Acceptance**

Foster [4] said that a person can accept services that must be exposed to that service, in order to be able to accept that product or service.

Caruana [6] said that that customer loyalty means the customer's satisfaction to consider encourage acceptance of vendors or service providers as first choice among competitors. Other options are inclined not to switch to products or services from competitors. Although there are better proposals.

Rogers [1] said that the characteristics of people that affect the duration of acceptance of innovation are 3 things as follows (1) socioeconomic status (2) personality (3) communication behavior.

Wiertz et al. [8] studied Cooperating for service excellence in multi-channel systems: An empirical assessment, found that the organization that provides excellent service can make the organization offer continuous and efficient service. There is a service that exceeds the expectations of customers. Make the customers satisfied and trust in the service of the organization. Resulting in that organization achieving customer satisfaction. When customers are satisfied, they become more acceptable and the operating results are more efficient.

#### **4. Customer Loyalty**

Kumar and Reinartz [10] said that customer loyalty are people with faith and trust in the products or services. Will be able to best satisfy the wishes of both the person's needs and wants both now and in the future. So that competitors are not considered in buying or using the service at all, even with better offers and customers are willing to choose to buy and use the service continuously in the future. There is a publicity inviting people close to acquaintances, including their close relatives to join as customers. This is the loyalty that comes from the positive attitude that customers have deep emotional attachment in the long term.

Oliver [5] said that customer loyalty is an emotional obligation to repeat purchases. Choose products or services that are consistently satisfied in the future. Which the nature of the purchase will buy repeatedly in the same product or the same service. This behavior change will be influenced by situations, events that have an impact and market potential.

Gamble, Stone and Woodcock [2] said that customer loyalty can be divided into 2 types which are (1) emotional loyalty is caused by the state of mind, attitude, beliefs and wishes of customers towards the product or service. Which is the feeling within the minds of customers which is considered that the company has benefited from this type of customer loyalty. Therefore, the company should reward and maintain customer loyalty by building good relationships in the long run, standardized service and (2) rational loyalty comes from acting with satisfaction, and willingness to receive good responses from products or services. Which will be a wall prevent customers from fleeing to be loyalty to other companies. Although one customer may have loyalty to more than one product or service.

### **CONCEPTUAL MODEL AND HYPOTHESES**

H1: Marketing mix) 7Ps) positive effect on customer satisfaction motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

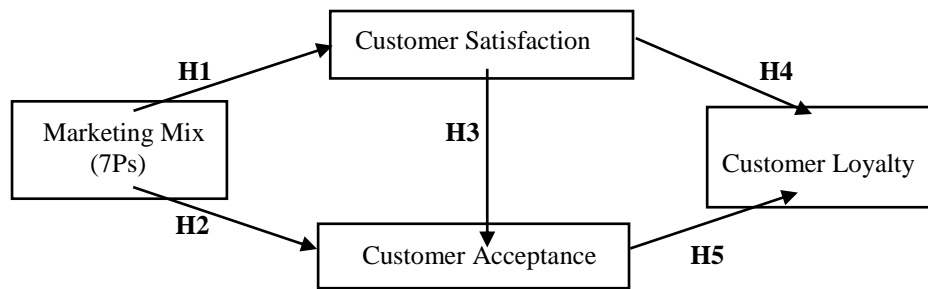
H2: Marketing mix) 7Ps) positive effect on customer acceptance motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

H3: Customer satisfaction positive effect on customer acceptance motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

H4: Customer satisfaction positive effect on customer loyalty motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

H5: Customer acceptance positive effect on customer loyalty motorcycle parts stores Muang District Sakon Nakhon Province Thailand.

**Figure 1**  
**Research Conceptual Framework**



## RESEARCH METHODOLOGY

The population of this research was customer of motorcycle parts stores in Muang District Sakon Nakhon Province Thailand that there are currently accumulated motorcycles registered in Sakon Nakhon Province as of December 31, 2018, totaling of Motorcycle 112,507. (Transport Statistics Group) [15] The sample of 220 customer of motorcycle parts stores in Muang District Sakon Nakhon Province, Thailand. Hair et al. ]9 [explain that more than 200sample that have been completed in the research can be used to represent the entire population to explain the phenomena.

The researcher chose to use the Non-probability Sampling Method by using Convenience Sampling, which the researcher will distribute the questionnaire by oneself. Simple random sampling was used by collecting questionnaires by selecting different days and times to distribute the questionnaires.

The 30 questionnaires were used to try out with the sample of customer of motorcycle parts stores in Muang District Sakon Nakhon Province Thailand in order to analyze the reliability of the query to calculate the statistical value by analyzing the confidence coefficient ( $\alpha$ ) according to the Cronbach's method (Cronbach's Coefficient Alpha), using an acceptable confidence threshold of not less than 0.60, it means that the questionnaire held is reliability (Hair et al.,) [11] can be used to test hypotheses and to be used in the research process. As shown in Table 3.

**Table 3**  
**Result of measure validation**

Items	Cronbach's Alpha
Marketing Mix (7Ps)	
Product	0.786
Price	0.850
Place	0.684
Promotion	0.735
Process	0.908
People	0.819
Physical Evidence	0.670
Customer Satisfaction	0.854
Customer Acceptance	0.837
Customer Loyalty	0.625

## RESULTS

**Table 4**  
**Description of the Respondents**

N = 220

Demographic Information		Numbers of Respondents (NR)	Percentage of NR to Number of TR*
<b>Gender</b>	Male	113	51.4
	Female	107	48.6
<b>Age</b>	Under 20 years	3	1.4
	20-35 years	189	85.9
	35-50 years	27	12.3
	50 years and over	1	0.5
<b>Education</b>	Below Bachelor's Degree	27	12.3
	Bachelor's Degree	142	64.5
	Above Bachelor's Degree	50	22.7
	other	1	0.5
<b>Occupation</b>	Employee	58	26.4
	Government official	57	25.9
	Self-employed	76	34.5
	other	29	13.2
<b>Monthly Income</b>	Below 15,000 Bath	44	20
	15,001 – 25,000 Bath	71	32.3
	25,001 – 35,000 Bath	51	23.2
	Above 35,001 Bath	54	24.5
<b>Marital Status</b>	single	171	77.7
	married	49	22.3

\*TR denotes total respondents.

As show in Table 4 for description of the respondents, the research finding revealed that the survey data of customer of motorcycle parts stores in Muang District Sakon Nakhon Province Thailand.

For the gender found that most of samples are male by 51.4% and the rest are female which 48.6%. For the age found that most of samples are 20-35 years old (85.9%) follow by 35-50 years old (12.3%), under 20 years old (1.4%) and 50 years and over (0.5%). For the education that most of samples are bachelor's degree (64.5%) follow by above bachelor's degree (22.7%), below bachelor's degree (12.3%) and other (0.5%). For the occupation found that most of samples are self-employed (34.5%) follow by government official (25.9%), employee (26.4%) and other (13.2%). For the monthly income found that that most of samples are 15,001 – 25,000 Bath (32.3%) follow by above 35,001 Bath (24.5%), 25,001 – 35,000 Bath (23.2%) and below 15,000 Bath (20%). For the marital status found that that most of samples are single 77.7% and the rest are married which 22.3%.



**Table 5**  
**Customer behavior**

N = 220

Information		Numbers of Respondents (NR)	Percentage of NR to Number of TR*
<b>Types (Can answer more than 1)</b>	Tire	159	35.41
	Engine oil	137	30.51
	Motorcycle Parts	151	33.63
	other	2	0.45
<b>How many times have you been to motorcycle parts stores in 1 year?</b>	1-3 times	4	1.8
	3-5 times	23	10.5
	5-7 times	96	43.6
	Above 7 times	97	44.1

\*TR denotes total respondents.

For Choose the types of purchase found that most of samples are tire (35.41%) follow by motorcycle parts (33.63%), engine oil (30.51) and other (0.45%). For how many times have you been to motorcycle parts stores in 1 year? found that most of samples are above 7 times (44.1%) follow by 5-7 times (43.6%), 3-5 times (10.5%) and 1-3 times (1.8%).

### Hypothesis testing

In this research, the researcher analyzed Correlation Analysis to find the relationship between variables and Simple regression analysis to test the hypothesis. Therefore, to make it easier to remember when testing hypotheses. The researcher defined abbreviations for the following variables.

- p1 - Product
- p2 - Price
- p3 - Place
- p4 - Promotion
- p5 - Process
- p6 - People
- p7 - Physical environment
- s1 - Customer Satisfaction
- a1 - Customer Acceptance
- L1 - Customer Loyalty

**Table 6**  
**Correlation Analysis between Independent variables**

	p1	p2	p3	p4	p5	p6	p7	s1	a1	L1
$\bar{x}$	4.14	4.12	4.07	4.07	4.33	4.32	4.14	4.31	4.18	4.27
S.D.	0.47	0.46	0.43	0.49	0.46	0.42	0.39	0.39	0.41	0.40
p1	1									
p2	.509**	1								
p3	.433**	.459**	1							
p4	.136*	.386**	.553**	1						
p5	.447**	.486**	.633**	.614**	1					
p6	.335**	.325**	.554**	.519**	.673**	1				
p7	.279**	.441**	.577**	.707**	.658**	.630**	1			
s1	.512**	.478**	.570**	.542**	.642**	.606**	.567**	1		
a1	.353**	.416**	.468**	.547**	.591**	.524**	.633**	.642**	1	
L1	.454**	.264**	.436**	.426**	.532**	.496**	.504**	.681**	.613**	1

\*P< 0.05, \*\*P<0.01

As show in Table 6 Correlation Analysis, which can explain the relationship between variables (Hair et al.,) [11], explains that the relationship between independent variables must be less than .80. If more than .80, it is assumed that was Multicollinearity. Therefore, from the research, it is found that the relationship between Independent variable has the highest value of .707 which is less than .80 is considered to not occur Multicollinearity. So, variables can be used in Multiple Regression Analysis to test hypotheses.

**Table 7**  
**Results of simple Regression Analysis**

Variable	Dependent Variable					
	S1 (Customer Satisfaction)		A1 (Customer Acceptance)		L1 (Customer Loyalty)	
	$\beta$	S.D.	$\beta$	S.D.	$\beta$	S.D.
<b>Product</b>	.269**	.049	.124	.056		
<b>Price</b>	.072	.049	.060	.057		
<b>Place</b>	.070	.058	-.036	.068		
<b>Promotion</b>	.210*	.056	.154*	.065		
<b>Process</b>	.133	.064	.163*	.074		
<b>People</b>	.231**	.061	.092	.071		
<b>Physical environment</b>	.038	.074	.319**	.086		
<b>S1 (Customer Satisfaction)</b>			.642**	.055	.681**	.050
<b>A1 (Customer Acceptance)</b>					.631**	.051

\*P< 0.05, \*\*P<0.01

As show in Table 7, found that marketing mix such as product ( $\beta = .269$ ), people ( $\beta = .231$ ) at the significance level of 0.01 and promotion ( $\beta = .210$ ) at the significance level of 0.05 positive effect on customer satisfaction (H1). Marketing mix such as promotion ( $\beta = .154$ ), process ( $\beta = .163$ ) at the significance level of 0.05 and physical environment ( $\beta = .319$ ) at the significance level of 0.01 positive effect on customer acceptance. (H2). Customer satisfaction positive effect on customer acceptance ( $\beta = .642$ ) (H3) at the significance level of 0.01. Customer satisfaction positive effect on customer loyalty ( $\beta = .681$ ) (H4) at the significance level of 0.01 and Customer acceptance positive effect on customer loyalty ( $\beta = .631$ ) (H5) at the significance level of 0.01.

**Table 8**  
**The hypotheses testing**

Hypotheses	Hypothesis test results
H1	Partial support
H2	Partial support
H3	Accepted
H4	Accepted
H5	Accepted

## CONCLUSIONS

From the study of Influence of marketing mix factors affecting on customer loyalty via customer satisfaction and customer acceptance: a case study motorcycle parts stores Muang District Sakon Nakhon Province, Thailand the research found that.

H1: Marketing mix) 7Ps) positive effect on customer satisfaction motorcycle parts stores Muang District Sakon Nakhon Province Thailand, the result of this hypothesis test showed that marketing mix such as product, promotion and people positive effect on customer satisfaction was partial support hypothesis 1. This corresponds to Kotler [3] said that product is what a seller or organization gives to a customer, responding to their needs and customer satisfaction, in which customers receive the utility and values of that product. For people are personnel that pass the process of selection, training, and motivation and have the ability to solve immediate problems to be able to meet the needs of customers with quality which will be able to customer satisfaction this is the distinct difference between the competitors and the business advantage that people communicate directly with customers. Therefore, businesses need to have support promote personnel to have development, knowledge, ability and expertise in the field, with training and development, study, trips, etc. Personnel are important factors that influence the image of the business and promotion is a tool for marketing communication between sellers and customers with the objective of informing, persuading, creating positive attitudes, needs and persuasion. To make the behavior of buying that product or service, tell customers that there are products in the market, to remind to customers and to create customer satisfaction. Promotion will need to be educated about the communication process to understand the relationship between the receiver and the sender.

H2: Marketing mix) 7Ps) positive effect on customer acceptance motorcycle parts stores Muang District Sakon Nakhon Province Thailand, the result of this hypothesis test showed that marketing mix such as promotion, process and physical environment positive effect on customer acceptance was partial support hypothesis 2.

H3: Customer satisfaction positive effect on customer acceptance motorcycle parts stores Muang District Sakon Nakhon Province Thailand, the result of this hypothesis test showed that Customer satisfaction positive effect on customer acceptance was accepted hypothesis 3. This corresponds to Wiertz et al. [8] studied Cooperating for service excellence in multi-channel systems: An empirical assessment, found that the organization that provides excellent service can make the organization offer continuous and efficient service. There is a service that exceeds the expectations of customers. Make the customers satisfied and trust in the service of the organization. Resulting in that organization achieving customer satisfaction. When customers are satisfied, they become more acceptable and the operating results are more efficient.

H4: Customer satisfaction positive effect on customer loyalty motorcycle parts stores Muang District Sakon Nakhon Province Thailand, the result of this hypothesis test showed that customer satisfaction positive effect on customer loyalty was accepted hypothesis 4. This corresponds to Oliver [5] customer loyalty is an emotional obligation to repeat purchases. Choose products or services that are consistently satisfied in the future. Which the nature of the purchase will buy repeatedly in the same product or the same service. This behavior change will be influenced by situations, events that have an impact and market potential. In addition, Gamble, Stone and Woodcock [2] said that rational loyalty comes from acting with satisfaction, and willingness to receive good responses from products or services. Which will be a wall prevent customers from fleeing to be loyalty to other companies. Although one customer may have loyalty to more than one product or service.

H5: Customer acceptance positive effect on customer loyalty motorcycle parts stores Muang District Sakon Nakhon Province Thailand, the result of this hypothesis test showed that customer acceptance positive effect on customer loyalty was accepted hypothesis 5. This corresponds to Caruana [6] said that that customer loyalty means the customer's satisfaction to consider encourage acceptance of vendors or service providers as first choice among competitors. Other options are inclined not to switch to products or services from competitors. Although there are better proposals.

To make this research be continuously advance for further useful, the researcher has some suggestion this research is quantitative research. In the future, the data should be collected by methods other than using the questionnaires only. May be used to interviews because each person may have different opinions from the given questionnaire. Which will result in clearer and more accurate data. There may be a study of factors affecting customer loyalty, motorcycle parts store aside from the sample and different areas to be analyzed and compared the differences, other variables may be studied that may affect customer loyalty, such as service quality, trust, etc. for finding conclusions and can be developed improve business or the decision to continue doing business.

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