THE IMPACT OF SERVICE QUALITY ON CUSTOMER'S SATISFACTION AND CONSUMER PURCHASING DECISIONS OF CONDOMINIUM IN BANGKOK

BY

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ABSTRACT

This study investigated how service quality affects customer satisfaction and consumer purchasing decisions of condominium in Bangkok. It used quantitative analysis of data from 400 samples who have either bought or participated in the purchase of condominium in Bangkok. The analysis showed that most respondents were women, single, aged 30-44, with bachelor's degrees. Over half were employed, earning 80,001-100,000 baht monthly. Most preferred living with a maximum of 2 people, and South Bangkok was the most popular location. Condominiums of 31-35 square meters priced under 4 million baht were most desired. Overall, the respondents were delighted with the service quality provided by their developers. Testing showed that, except for tangibles, all service aspects had a statistically significant positive impact on customer satisfaction. The strongest influences were reliability, assurance, and responsiveness. The result of this study shows that better overall service quality leads to higher customer satisfaction. Importantly, customers who satisfied with their developer were more likely to purchase a condominium.

Keywords: Service Quality, Customer Satisfaction, Consumer Purchasing Decisions

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CHAPTER 1
INTRODUCTION

1.1 Introduction

Real estate is considered real property including land, and its attached ments or built ons, whether natural or man-made (James, 2022). Real Estate categories consist of both residential such as detached house, condominium etc. and non-residential, such as commercial centers, industrial factories etc. Andreas Pgnur & Benjamin Wagner (2020) stated that generally, real estate industry including its business models are encountering with a transformation due to fundamental changes in society, technology, and economy. Andreas Pfnur & Benjamin Wagner (2020) also mentioned about mega trends such as digitalization, urbanization, globalization, sustainability and even socio-demographic change. Moreover, Nipapun (2023) also mentioned about mega trend is a global macro-economic development driver that impact society, culture, business and livelihood of human kind. There are five mega trends mentioned by Nipapun as following.

Firstly, urbanization, the author stated about the expansion of urbanization occurred due to the growth of middle-class population and the demand for smaller housing space such as condominium, apartment and townhouse. From the above statement, it is aligned with the information of Thailand National Statistical Office (NSO) that Thai households' growth rate on the Bangkok is 4.1% between 2018 to 2022 compared to the whole kingdom's growth rate which was only 1.8 % due to the expansion of urbanization. Secondly, digital lifestyle, technology accelerate the rapid change of consumer behavior. Consumers spending time online with their electronic devices. All the transaction interacts with wireless network. Thirdly, Aging society, by 2025 Thailand will become complete aging society. Thus, there is an opportunity for a new product and service to offer to this segment. By the way businesses should do an extensive analysis in order to fulfill their demand through marketing strategy including reliable quality of service. Well-being and nursing home in premium segment are the

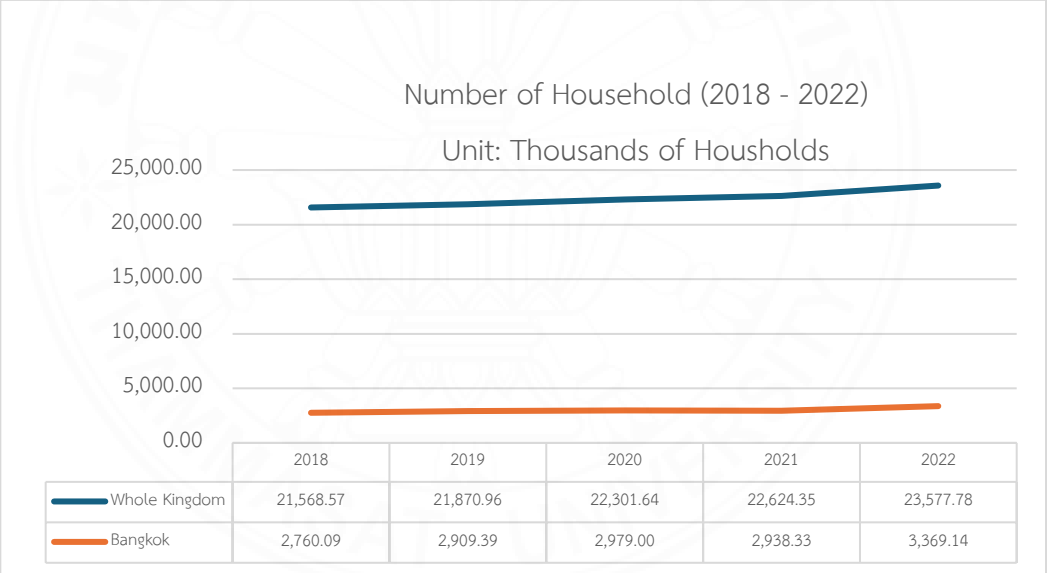
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trend for the aging society. Next, she-conomy, with higher education and employment level, women are an important part of economy, they have higher spending power.

Thus, when designing product and service, businesses should craft things that specifically for women. Finally, growing sustainability, environmentally friendly are one of the key success factors for an organization rather than profit. Nowadays, consumers carefully consider products and service that are from legal business and do care for all stakeholders and environments.

Figure 1.1

Number of Thailand Household (2018- 2022, the whole kingdom of Thailand and Bangkok. Thailand National Statistical Office (NSO)



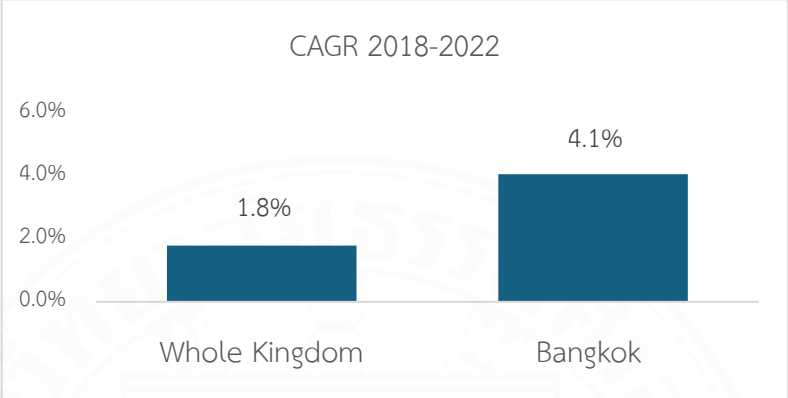
	2018	2019	2020	2021	2022
Whole Kingdom	21,568.57	21,870.96	22,301.64	22,624.35	23,577.78
Bangkok	2,760.09	2,909.39	2,979.00	2,938.33	3,369.14

Note. From *Number of Thailand Household (2018-2022),* by Thailand National Statistical Office (NSO), 2022, (https://www.nso.go.th/nsoweb/index?set_lang=en)

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Figure 1.2

Compound Annual Growth Rate (CAGR) of the whole kingdom of Thailand and Bangkok, 2022



Note. From *Number of Thailand Household (2018-2022),* by Thailand National Statistical Office (NSO), 2022, (https://www.nso.go.th/nsoweb/index?set_lang=en)

Growing of urbanization causes the development of real estate projects such as housing developments, condominiums, townhouses, and townhomes. Anyway, the purchasing power of consumers is limited. Thus, real estate developer, must be taken into account the various factors that affects consumers' decision to purchase housing such as aging society, technology disruption or the trend of growing sustainability and environmentally friendly. To emphasize on service quality to customers is the way to survive in global market (Cristea & Mocuta, 2018). There are several research mentioned about service quality that could reach to the success of the company. For Instance, the growth of the companies depend largely on how they keep their customer satisfiied through their services, consequently reflecting in the service quality and customer satisfaction level.

Good service efficiency will help improve customer interrelationship and engagement in which resulted in better customer satisfaction (Chang et al., 2017). Customer satisfaction also have positive relation with high service quality that can improve competitiveness in the industry (González et al., 2007). The company can

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distinguish itself from competitors by providing high levels of service quality to recognize and meet customer expectations. (Dominic et al., 2010).

Adani (2023) stated that real estate developer should take into the consideration of customers' need by understanding their background, personality, preferences, dislikes, attitude, motivation, and behavior and use this data to anticipate their needs and design your services based on those needs. Loyal customers are attract by high and unique quality (Wieslaw, 2009). When customers are happy with the products and services, they tend to be more loyal (Yang & Peterson, 2004). Several studies implementing SERVQUAL model to measure quality of service and found the positive relationship between service quality towards customer satisfaction such as Didik, Kwanda & Sulis (2018) studied about the after-sales service quality impacts on customer loyalty and satisfaction about housings by using this model. The SERVQUAL model's five dimiension are tangibles, reliability, responsiveness, assurance, and empathy.

The researcher is therefore interested in studying service quality impact on customer's satisfaction and consumer purchasing decisions of condominium in Bangkok. To provide guidelines for real estate developers to use in designing products and services to correctly meet the consumer needs which will have a positive effect on the image and long-term brand reputation.

1.2 Objectives

1. To study the influences of service quality on customer satisfaction for condominium in Bangkok.

2. To study the influences of customer satisfaction towards consumer purchasing decisions for condominium in Bangkok.

3. To allow real estate developers to prioritize areas for improvement and potentially attract more buyers through better service quality.

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1.3 Scope of the study

The scope of this research aims to investigate how service quality characteristics influence condominium purchase decisions in Bangkok. The target population includes individuals who have either bought or participated in the purchase of condominium in Bangkok and the population sample, the study uses Taro Yamane's formula to select 400 participants with a 95% confidence level and an error level of 5 percent.

1.4 Contributions

1. Entrepreneurs in real estate industry could use the research results to design products and services to fulfill the needs of consumers and enhance their brand image.

2. Entrepreneurs in the real estate industry could use the research results as a source of comparative information and references to implement service quality strategy in real estate business.

3. Interested parties who could benefit by applying the research results or use it as future study.

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CHAPTER 2
REVIEW OF LITERATURE

This study explored the impact of service quality towards customer satisfaction and consumer purchasing decision. Researcher has reviews related international journals, articles, electronic media, and in order to define hypotheses and the scope of the literature reviews are following:

2.1 Market Overview and Opportunities of Real Estate Developer

2.2 Service Quality

2.2.1 Service Quality Measurement

2.2.2 SERVQUAL Model

2.3 The Effect of overall service quality on customer satisfaction

2.4 The Effect of customer satisfaction on consumer purchasing decisions

2.5 Demographic

2.1 Market Overview and Opportunities of Real Estate Developer

Since there are several global mega trends as the researcher mentioned about in the introduction part liked growing of urbanization, the trend of digital lifestyle, upcoming aging society, era of the women and sustainability. The developer in real estate industry should realize the challenge and opportunity from those mega trends and do an extensive market research to understand the demand of customers. The one who stay close and listen to the voice of customers the most will be gain the market share and could keep the existing customers and also penetrate the new market and climbing to be the leader in the industry. The Real Estate Global Market Report (2023) stated that the global real estate market grew from 3,694.77 billion US Dollar in 2022 to 3,976.18 billion US dollar in 2023 and states to grow to 5,209.84 billion US dollar in 2027. From the above statement, there is a room for developer to expand their new

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projects and grow their business. Furthermore, in Thailand, the real estate industry has a major effect in the Thai economy as it contributed to 10% of Thailand's GDP in 2022. The above statement is aligned with the previous study that stated that the real estate industry has great influences on the country's ability to increase income, job creation and poverty reduction (Elile et al., 2019).

Kurby (2023) mentioned about the evolution of real estate market in Thailand as following topic. Firstly, the luxury living in the city such as high-end condominiums and the development of lifestyle such as private gyms, rooftop swimming pools, and smart living technology. Secondly, developers embrace the project with green space and concern more about sustainable living standard by developing energy-saving designs, gardens, and water recycling systems. Finally, Bangkok's real estate market technology advancement through the implementation of blockchain transactions based and AI assistance for property management systems. From the previous chapter that mentioned about higher household growth rate on the Bangkok area compared to the whole kingdom's growth rate due to the expansion of urbanization. Researcher would like to focus on the study in the Bangkok area as it has an opportunity for developers to penetrate the market and generate their profit in this area.

From the above overview, even there will be an opportunity for real estate developers to compete and gain competitive advantage over competitors but to gain market share in the real estate industry is not that easy because nowadays, customers are overwhelming with many choices. Thus, it is time to reconsider company strategy by emphasizing more on customer relationship management by provide seamless experience along their journey and differentiate themselves to stand out over competitors and one of the effective ways that developers should take into consideration is the quality of service you offer to customers. According to previous studies, Customer retention and acquisition are affected by high level of after-sales service quality (Anderson et al. 1994).

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2.2 Service Quality

Service quality is a consequence of how well an organization realizes customers' needs and able to fulfills them (Navin Khadka & Nikhil). In 2007, Chakrabarty et al. stated that service quality was the way to understand customer demands and response to those specific demands of each customers. Putro and Rachmat (2019) and Santouridis and Trivellas (2010) stated that service quality was a predictor and have an impact to customer satisfaction. According to the above statements, entrepreneurs in any field should take consideration of service quality for company growth in order to gain a competitive advantage over competitors in the market.

2.2.1 Service Quality Measurement

There are several methods that use to evaluate service quality standard in order to gain the feedbacks from customers and improve services, refer to Linkedin (2024) the way to collect feedback are following: surveys, interviews, focus groups, reviews, ratings etc. All of the above methods can be used to assess customer satisfaction, loyalty, and advocacy. In the meantime, they are also help identifying strengths and weaknesses of services.

In the previous research in various industry usually used survey question and a 5-point scale to rate service quality and satisfaction liked Didik et al. (2018) in real estate industry and Ganatra et al. (2022) in IT industry. The benefit of likert scale is to reduce the chance of respondents feeling overwhelmed by too many options and avoiding the pressure of picking an extreme option they don't fully agree with. In addition, Sachdev & Verma, (2004) implemented a rating scale where participants indicate their level of agreement by using five options from 'strongly disagree' to 'strongly agree' to elevate response rate and response quality of patient. Moreover, surveys con be done by asking questions from a group of individual. Surveys can be conducted through offline forms, online forms, telephone, or even face-to-face or group interviews. In addition surveys are cost-efficient method for gathering in-depth information from large groups of people. This capability makes them a valuable asset for researchers and individuals making decisions in diverse fields.

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2.2.2 SERVQUAL scale for measuring service quality

The SERVQUAL model stands for service quality which was developed by Parasuraman et al. (1991). The model uses a multi scale and employs to evaluate customer expectations and perceptions of service quality and the discrepancy between them by asking customers to judge how well the service met which their expectations. (Pascal, 2021). While originally this model developed for service industries, SERVQUAL's adaptability has seen it successfully applied in various sectors like real estate, banking, and retail. Many studies use SERVQUAL model to hilight the difference between customer expectations and what they actually received and found the positive relationship between service quality as shown in table 2.1. Thus, researchers decided to use this theory to conduct the study in order to prove the hypothesis.

Table 2.1

Research that implement SERVQUAL model

No.	Topic	Studies	Service Quality Measurement
1	"The impact of after-sales service quality on customer satisfaction and customer loyalty of middle-upper class landed housings."	Didik et al. (2018)	SERVQUAL Model
2	"Analysis of product quality, sales promotion, brand images, and after-sales service towards samsung gadget purchase decisions."	Safitrianil et al. (2019)	
3	"Internet banking service quality, customer satisfaction and loyalty: the modified e-SERVQUAL model."	Raza et al. (2020)	

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The five key components of service quality are as followed: tangibles, reliability, responsiveness, assurance, and empathy.

2.2.2.1 Tangibles

Tangibles are the visual elements that is able to be touched or experienced. Setiono and Hidayat (2022), the physical attributes of real estate, such as the appearance of high technology equipment, beautiful facilities and equipment, well-dressed and professional looking employees. All of these attributes could reach to company image and reputation and finally affects customer satisfaction. As shown in the table 2.2, the following aspects are used for measurement

Table 2.2

Service Quality Measurement: Tangibles

No.	Studies	Tangible	No. of Measurement
1	Didik et al. (2018)	- Developer has a great security system. - Developer maintain level of high standard security. - Developer takes good cares of plants at living area.	3
2	Parasuraman et al. (1991)	- Modern equipment. - Beautiful facilities. - Neat, professional appearance of staff - Physically alluring materials	4

2.2.2.2 Reliability

Reliability is the quality of being trustworthy, responsible, and consistent to deliver the promised service. Setiono and Hidayat (2022) the attributes of reliability are: deliver correctly service as commit to customer on a timely basis and

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proper storage of documents to minimize the error that may occur. As shown in the table 2.3, the following aspects are used for measurement.

Table 2.3

Service Quality Measurement: Reliability

No.	Studies	Reliability	No. of Measurement
1	Didik et al. (2018)	- Developer performs repair & maintenance on time - Developer performs repair & maintenance as promised. - Developer performs repair & maintenance before due date - Developer reacts to the problem with sympathy and quickness - Realiable developer when repair & maintenance problem occurs	5
2	Parasuraman et al. (1991)	- Performing services as commited. - Addressing customer issues reliably and effectively. - Performing services accurately to avoid errors. - Delivering services as the commited due. - Ensuring faultless customer record.	5

2.2.2.3 Responsiveness

Responsiveness is a willingness of developer to assist and react quickly to customers' requests through reliable service by informing them the exact delivery time of service. If the developer listens to customers' request and acts

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promptly, customers could realize this responsive intention and will be satisfied with the action. As shown in the table 2.4, the following aspects are used for measurement

Table 2.4

Service Quality Measurement: Responsiveness

No.	Studies	Responsiveness	No. of Measurement
1	Didik et al. (2018)	- Developer precisely indicates services procedures before performing them. - Developer performs services in timely manner. - Developer addresses to your complaint promptly. - Developer resolves claims easily and promptly. - Developer's staff are willing to assist quickly.	5
2	Parasuraman et al. (1991)	- Keeping you Informed - Prompt attention to you. - Eagerness to assist you. - Eagerness to address to your inquiries	4

2.2.2.4 Assurance

Assurance is the certainty and confidence that employees give to customers to create trust. If employees keep their word about what they promise to consumers, and also having a knowledge in their work context and being polite, it could create trust and confidence toward consumers. As shown in the table 2.5, the following aspects are used for measurement.

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Table 2.5

Service Quality Measurement: Assurance

No.	Studies	Assurance	No. of Measurement
1	Didik et al. (2018)	- The service standard of developer is alluring. - The developer's staff person are knowledgeable - The developer's staff person is professional in performing their role of responsibility.	3
2	Parasuraman et al., (1991)	- Staff person who provide confidence towards customers. - Making customers feel secured - Staff person who are constantly well-mannered. - Staff person who have the knowledge to answer customer accurately.	4

2.2.2.5 Empathy

Empathy is the way to understand customers' expectations and pay individual attention to them. Setiono and Hidayat (2022) mention that the empathy focused on the service providers' attention to customers by pampering customers with care, prioritizing their interests, and understanding their needs. Kaizo stated that customers are people, with feelings, emotions, and a personality, they need someone to listen to them without being judgmental or hostile. They want to feel they're being heard and understood for both what they say and not say in order to identify their problems. Customer empathy could establish strong relationships with

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customers and better manage the conflict that may occur and finally, it could reach to increase customer satisfaction and their loyalty.

In the real estate context, if developers could customize a product or service for each consumer depending on their needs and preferences, it would satisfy consumers and could achieve customer loyalty. As shown in the table 2.6, the following aspects are used for measurement.

Table 2.6

Service Quality Measurement: Empathy

No.	Studies	Empathy	No. of Measurement
1	Didik et al. (2018)	- Developer's concern for the overall condition and functionality of your space. - Developer expresses a willingness to assist your issue. - Developer offers flexible work schedule. - Developer's staffs excel you requirement.	4
2	Parasuraman et al. (1991)	- Developer who providing individual attention to you. - Staff person offers service with care. - Staff person who acts for the best interest of customers. - Staff person who being customer-centric. - Good availibility of operation hours.	5

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2.3 The Effect of overall service quality on customer satisfaction

From previous study of Anwar, (2016) “satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance or outcome in relation to his or her expectation”. Didik et al. (2018) stated that after-sales service quality has positive correlaton with customer satisfaction and they also mentioned the crucial of service quality because it could make customers satisfy and be loyal to the company. Goeth and Davis mentioned about service quality in which can measure of how well a service provided is able to meet consumer expectations. In addition, Shanka (2012), revealed a strong connection between exceptional service quality and customer satisfaction in the banking industry. This highlights the dependence and positive association customers have with their bank. Above mentioned depicted about the important of service quality that plays an important role towards customer satisfaction in many industries liked real estate and banking sector.

SERVQUAL Model or the overall service quality will be used to define the customer satisfaction level.

2.4 The Effect of customer satisfaction on consumer purchasing decisions

2.4.1 Customer satisfaction

Company can gain benefit from customer satisfaction by consistently providing and mataining satisfaction for customers. Customers tend to repurchase the goods and services they have consumed (Nasib, 2019). According to a previous study, it can indicate that customer satisfaction is one of the determinants that consumers use when making a purchase decision on products or service. Thus, entrepreneurs should emphasis more on customer satisfaction to be top of the minds of customers. Customer satisfaction will be used to measure consumer purchasing decisions.

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2.4.2 Consumer purchasing decision

Consumer purchasing decisions play an vital role in company well-being and growth. Supported by the previous study, the progress of the company rely heavily on consumer purchasing decision (Nasib, 2019). Moreover, the purchasing decision is a method that consumers use to determine alternative choices and make decisions (Peter and Olson, 2013). Ther are five stages of consumer purchasing decision;

1. Problem Recognition: Identifying a need or gap between the desired and current state.
2. Information Search: gathering information about potential solutions (products) if needed.
3. Alternative Evaluation: assessing and comparing available options.
4. Buying Decision: making the final purchase choice.
5. Post-Purchase Behavior: evaluating the satisfaction with the chosen product.

Moreover, there are additional factors: personal characteristics like age, income, and education influence buying decisions. Consumers have individual motivations, preferences, and perceptionsaffecting their choices.

2.5 Demography

Demography is the study of sampling population how it distributed such as income, age, education, gender, occupation (Adam Hayes, 2024). In addition, Mark Anthony (2017) stated that demographic segmentation breaks down the market into distinct groups based on their characteristics. The demographic variables could be income, age, occupation, marital status, household size, religion, and nationality. Major shifts in the demographics of a nation can influenced the real estate trends and specify the price and types of properties in demand. Thus, in order to implement a successful marketing strategy, company need to uncover the pattern among different audiences. The researcher realized the importance of demographic principles along with studying additional information to apply in this research.

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2.5.1 Gender

Gender plays vital role in consumer behaviors differentiation. According to Mitchell and Walsh (2004), Men and women often have different preferences and ways of getting things. Moreover, beyond preferences, fundamental differences in what people expect, desire, and require, along with how they live, all contribute to how men and women approach consumption. (Akturan, 2009). In the real estate angle, gender have a great effect on the financial feature of the house (Sengul et al., 2010). Thus, the real estate developer realized that gender become one of the main factors for segmenting and targeting the customers.

2.5.2 Age

According to Hossein Alemohamed (2023), one of the key determinants of purchasing decisions is a customer's age group. For younger consumer, friend and social influenced their decision making while older consumers, the quality and reliability are vital to them. Kate Williams (2024) stated that different age groups have varied motivations and needs that affect their decision-making. Younger people looking for starter homes and prioritize convenience locations near major cities and other trendy features like smart appliances. In contrast, retire person prefer more luxurious amenities, and the location near places where they can participate in activities such as golfing or tennis. In conclusion, to understand age-related trends are crucial for developer to tailor the marketing messages to maximize the effectiveness of their campaigns and launch suitable products and services to serve each segment of customers.

2.5.3 Educational Level

Education plays a role in shaping housing preferences. People with varying educational backgrounds tend to seek out different types of homes. (Hurtubia et al., 2010). A person's education level impacts their lifestyle, which in turn shapes their decisions about home buying. Highly educated individuals tend to be more discerning about their housing choices. Education influences factors like the type of house someone wants and ultimately whether they choose to pursue homeownership.

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2.5.4 Occupation

Job market conditions can influence the real estate market. (Edelstein & Tsang, 2007). Having a job plays a vital role for households in the housing market. Increased employment translates to lower unemployment and directly impacts individuals' financial strength. Studies have shown that good employment encourages people to seek new housing, while job loss can negatively impact property ownership. This cycle applies not only to short-term but also long-term demand within the property market. Moreover, income plays a significant role in homeownership, those with higher salaries are more likely to become homeowners because they have more financial security and can save more money.

2.5.5 Income Level

People's income significantly impacts their ability and desire to purchase a home. Income and purchasing power, higher income translates to increased purchasing power for buyers (Trevor, 2022).

2.5.6 Marital Status

Married couples have a higher likelihood of homeownership than single people because they can combine their incomes and better qualify for loans. Additionally, owning a property together allows them to share the financial responsibilty of the property (Peter, 2023).

From the literature review of concept related to demography, the demographic characteristics suitable for use in this study include gender, age, and educational background, occupation and income, these factors will reflect the behavior of consumers in each group.

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CHAPTER 3
RESEARCH METHODOLOGY

The researcher has reviewed related international journals, articles, electronic media, in order to apply in this research on the impact of service quality towards customer satisfaction and consumer purchasing decision of condominium in Bangkok Metropolitan Area. The main topics are as follows.

3.1 Population and Sampling
3.2 Conceptual Framework and Research Hypothesis
3.3 Research Tools and Research questions
3.4 Data Collection Methods
3.5 Data Analysis and Model
3.6 Questionnaire

3.1 Population and Sampling

3.1.1 Population

The population in this study is people who have purchased or participated in the decision to purchase a condominium in Bangkok.

3.1.2 Sampling

For this research, it is a quantitative study. The sample size is deternined from Taro Yamane's formula with 95 percent confident level and 5 percent of error level so the respondents of this study are 400 people as showed in figure 3.1.

Ref. code: 25666633145393YKT

Figure 3.1

Sample size-Yamane (University of Florida)

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

Note. From Sample size-Yamane by University of Florida, (https://www.tarleton.edu/academicassessment/wpcontent/uploads/sites/119/2022/05/Samplesize.pdf)

3.2 Conceptual Framework and Research Hypothesis

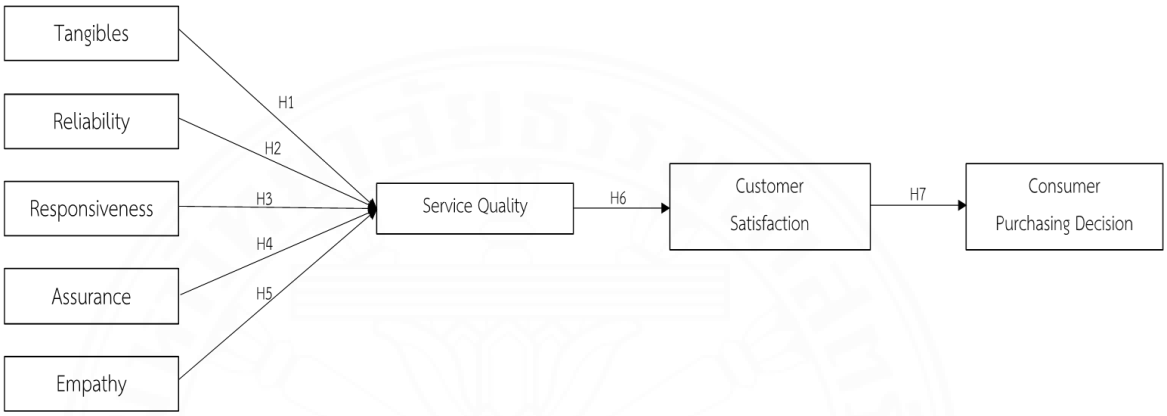
Researchers will conduct Cronbach's alpha to check the validity of five aspects of service quality, customer satisfaction, and consumer purchasing decision and then implement three measurement models: service quality, customer satisfaction, and consumer purchasing decision by using multiple linear regression and single linear

Ref. code: 25666633145393YKT

regression in order to explore the positive correlation among those constructs. Figure 3.2 displays the conceptual framework of this study.

Figure 3.2

Conceptual Framework



Researcher has reviews related international journals, articles, electronic media in chapter 2, and define hypotheses based on five dimensions of service quality, customer satisfaction, and consumer purchasing decision are as following:

Hypothesis 1: There is a positive relationship between tangibles and customer satisfaction in Bangkok condominium.

Hypothesis 2: There is a positive relationship between reliability and customer satisfaction in Bangkok condominium.

Hypothesis 3: There is a positive relationship between responsiveness and customer satisfaction in Bangkok condominium.

Hypothesis 4: There is a positive relationship between assurance and customer satisfaction in Bangkok condominium.

Hypothesis 5: There is a positive relationship between empathy and customer satisfaction in Bangkok condominium.

Hypothesis 6: There is a positive relationship between overall service quality and customer satisfaction in Bangkok condominium.

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Hypothesis 7: There is a positive relationship between customer satisfaction and consumer purchasing decision in Bangkok condominium.

3.3 Research Tools and Research Questions

As evidenced by a review of relevant studies, researcher will use quantitative method and develop a questionnaire based on the study and test its validity and reliability to ensure it accurately gain the information needed from our participants and researcher will distribute online questionnaire through Google Form. After collecting data from questionnaire and check its completeness, researcher will then analyse and test hypothesis by using statistical methods.

3.3.1 Descriptive Statistic

Descriptive statistics use to determine sample group's charateristics. The analysis methods vary depending on the type of variable, which can be divided into two categories:

1. Categorical variables

These include variables like respondents' demographic (age, income, gender occupation, educational level) that are analyzed using percentages and frequencies.

2. Numerical variables

These include variables like factors influencing decision-making. These are analyzed using means and standard deviations.

3.3.2 Inferential Statistic

Inferential Statistic studies sampling data and test hypothesizes by implementing SPSS Program as following

1. Multiple linear regression will be used to analyze the relationship between a dependent variable and two or more independent variables. It attempts to explain and predict how changes in the independent variables might influence the dependent variable.

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2. Simple linear regression is a statistical method used to explain the relationship between one independent variable and one dependent variable. The details of the calculation formula are as follows.

3. Cronbach's Alpha Coefficient is used as reliability test. From previous research of Aree, Shivan & Aveen 2022 that studied about service quality dimensions impact on customer satisfaction by using SERVQUAL model using Cronbach's Alpha to check the reliability of dataset. Each construct shows Cronbach alpha results are exceeding 0.6 (Cronbach, 1951).

Screening Question, the researcher will implement the criteria for those who have purchased or participated in the decision to purchase a condominium in Bangkok to select only related respondents to ensure that respondents have experience in condominium buying process.

Table 3.1

Screening Question

No.	Question	Choice
1	Have you ever purchased or participated in the decision to purchase condominiums in Bangkok?	- Yes - No
2	Which developer did you buy condominium recently?	- Sansiri - Land & Houses - Major Development - AP - Ananda Development - SC Asset - Noble Development - Supalai - MQDC - Other (Please Specify)

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Table 3.1

Screening Question (cont.)

No.	Question	Choice
3	What is the area (district) of your condominium in Bangkok?	- Phra Nakhon - Dusit - Nong Chok - Bang Rak - Bang Khen - Bang Kapi - Pathum Wan - Pom Prap Sattru Phai - Phra Khanong - Min Buri - Lat Krabang - Yan Nawa - Samphanthawong - Phaya Thai - Thon Buri - Bangkok Yai - Huai Khwang - Khlong San - Taling Chan - Watthana - Bang Khun Thian - Bang Khae - Nong Khaem - Rat Burana - Bang Phlat - Din Daeng - Bueng Kum - Sathon

Ref. code: 25666633145393YKT

Table 3.1

Screening Question (cont.)

No.	Question	Choice
		- Bang Sue - Chatuchak - Bang Kho Laem - Prawet - Khlong Toei - Suan Luang - Chom Thong - Don Mueang - Ratchathewi - Bang Kho Laem - Bang Khun Thian - Lak Si - Sai Mai - Khan Na Yao - Saphan Sung - Wang Thonglang - Khong Sam Wa - Bang Na - Thawi Watthana - Thung Kru - Bang Bon
4	What is the type of condominium you have purchased?	- Studio - One bedroom - Two bedroom - Other (Please Specify)_____

Ref. code: 25666633145393YKT

Table 3.1

Screening Question (cont.)

No.	Question	Choice
5	What is the size of your condominium?	- 20-25 square meters - 26-30 square meters - 31-35 square meters - 36-40 square meters - 41 square meters and above
6	What is the price of your condominium?	- Under 4,000,000 Baht - 4,000,000 – 8,000,000 Baht - Over 8,000,000 Baht

Questions about demographic factors consisting of factors such as age, educational level, gender, occupation, and average monthly income of respondents. To analyze statistics described with frequency distribution tables and percentage values. The demographic question shown in Table 3.2

Table 3.2

Demographic Question

No.	Question	Choice	Research tools
1	Gender	- Male - Female - Other	Percentage, Frequency
2	Age Range	- 18-29 years old - 30-44 years old - 45-59 years old - 60 years old & above	Percentage, Frequency
3	Educational Level	- Undergraduate - Bachelor's Degree - Master's Degree - Higher than Master's Degree	Percentage, Frequency

Ref. code: 25666633145393YKT

Table 3.2

Demographic Question (cont.)

No.	Question	Choice	Research tools
4	Occupation	- Unemployed - Entrepreneurs - Employees - Housewives - Retired - Others (Please Specify)	Percentage, Frequency
5	Marital Status	- Married - Single - Divorced	Percentage, Frequency
6	Income Level	- Below 20,000 Baht - 20,000-40,000 Baht - 40,001-60,000 Baht - 60,001-80,000 Baht - 80,001-100,000 Baht - 100,001 Baht and above	Percentage, Frequency
7	How many people live in your household (including yourself)?	- 1 person - 2 person - 3 person - 4 person - 5 person - 6 person and above	Percentage, Frequency
8	What is your average household income per month?	- Below 30,000 Baht - 30,000-50,000 Baht - 50,001-70,000 Baht - 70,001-90,000 Baht - 90,001-110,000 Baht - 110,001 Baht and above	Percentage, Frequency

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Questions about overall service quality consists of tangibles, reliability, responsiveness, assurance, and empathy. Researcher will use the results of the questionnaire to test the hypothesis of the overall service quality that influences the customer satisfaction of the respondents by implementing multiple linear regression. The overall service quality question shown in Table 3.3

Table 3.3

Overall Service Quality Question

Factors	Question	Research tools
Tangibles	1. The developer consists of high technology equipment in the building.	Multiple Linear Regression
	2. The developer's facilities and equipment are beautiful and visually appealing.	
	3. The developer's staff are well-dressed and professional appearance.	
Reliability	1. The developer delivers correctly service as commit to you on a timely basis.	Multiple Linear Regression
	2. The developer provides services as promised.	
	3. The developer performs service right the first time	
Responsiveness	1. The developer willing to assist.	Multiple Linear Regression
	2. The developer listens to your request.	
	3. The developer reacts quickly to your request.	
Assurance	1. The developer keeps their word about what they promise to you.	Multiple Linear Regression

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Table 3.3

Overall Service Quality Question (cont.)

Factors	Question	Research tools
	2. The developer' staff having a knowledge in their work context.	
	3. The developer' staff being polite and courtesies.	
Empathy	1. The developer prioritizing your interests.	Multiple Linear Regression
	2. The developer understanding your needs.	
	3. The developer' staff pampering you with great care.	

Questions about customer satisfaction and consumer purchasing decision, researcher will use the results from this part to test the hypothesis whether customer satisfaction affects consumer purchasing decision or not by using simple linear regression. customer satisfaction and consumer purchasing decision question shown in Table 3.4.

Table 3.4

Customer Satisfaction and Consumer Purchasing Decision Question

Factors	Question	Research tools
Customer Satisfaction	1. The service quality of the condominium aligns with the amount you pay.	Simple Linear Regression
	2. You are satisfied with developer's service because it aligns with your expectation.	

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Table 3.4

Customer Satisfaction and Consumer Purchasing Decision Question (cont.)

Factors	Question	Research tools
	3. You satisfy will the overall services quality provided by your developer.	
Consumer Purchasing Decision	1. You consider to buy the condominium which quality aligns with the amount you pay.	Simple Linear Regression
	2. You consider to buy the condominium that service quality meets your expectations.	
	3. You consider to buy the condominium you satisfy will the overall services quality provided by your developer.	

3.4 Data collection methods

For this research, data was collected directly from the subjects, making it a primary data source. The data analysis carried out was quantitative analysis. Researcher uses simple random sampling technique to select a representative group as a basis of questionnaire distribution because we do not have access to all people who purchase a condominium in Bangkok Metropolitan area.

The respondents participate were requested to compete the questionnaire by responding to question in seven dimensions using a five point likert scale. This research uses a scale to assess the variables outlined in hypotheses where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree. Surveysensum (2021) stated that the likert scale can be used for measuring likelyhood and frequency. The seven constructs derived from tangibles, reliability, responsiveness, assurance, empathy, customer satisfaction, and consumer purchasing decision.

Ref. code: 25666633145393YKT

3.5 Data Analysis

For the data analysis, researcher set the criteria to analyze and interpret as following:

3.5.1. Descriptive Statistic

1. screening question will be used to select the respondents that truly related to the research.

2. demographics of the respondents (gender, age, income, occupation, educational level). It is the closed - end questions, will use frequency and percentage to measure in order to understand characteristics of the respondents.

Frequency tables provide a visual representation of how data from the questionaire is distributed, allowing you to identify the most and least common values.

Percentage. measures the proportion each data point holds compared to the total number of data points. The details of the calculation formula are as follows.

$$P = \frac{F\ x\ 100}{n}$$

Where

P = Percentage

F = Sample Size

n = Number of populations

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3.5.2. Inferential Statistic

Inferential Statistic studies sampling data and test hypothesizes by implementing SPSS Program as following

1. Multiple linear regression will be used to test the relationship of the service quality dimensions. To explore the relationship between dependent variable and two or more independent variables, researcher use a tool called “multiple linear regression”. It attempts to explain and predict how changes of independent variables might influence the dependent variable. Additionally, the specific details of the calculation formula can vary rely on the context and complication of the analysis. The details of the calculation formula are as follows.

$$\gamma = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \ldots\ldots + \beta_q x_q + \varepsilon$$

Where

Y = outcome value

β_0 = intercept

$\beta_{1..q}$ = slope coefficient

$\mathbf{X}_{1..q}$ = value of predictor variable

ε = error aka residual

2. Customer Satisfaction and Consumer Purchasing Decision, simple linear regression will be employed to test the relation among them. This study, researcher uses simple linear regression to analyze the connection between a single independent variable and a single dependent variable. The formula for this calculation is

$$\gamma = \beta_0 + \beta_1 x + \varepsilon$$

Where

Y = Outcome value

β_0 = Intercept

β_1 = Slope coefficient

x = Value of predictor variable

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3. To ensure the reliability of our data, researcher conducted a test using Cronbach's Alpha Coefficient. This involved distributing a pilot questionnaire to 30 target respondents. The results were positive, with all the independent variables showing a Cronbach's Alpha Coefficient above 0.6 (Cronbach, 1951), which indicates a reliable measure.

3.6 Questionnaire

The questionnaire was designed into English version that derived from the theory, concept, and literature review in the context of service quality in the form of online questionnaire using google form. The questionnaires have been distributed using convenience sampling and snowball methods. The questionnaire consist of 5 sections as follows:

Section 1 Screening Question, the researcher will implement the criteria for those who have purchased or participated in the decision to purchase a condominium in Bangkok Metropolitan.

Section 2 Questions about demographic factors consisting of factors such as educational level, gender, age, occupation and average monthly income of respondents. To analyze statistics described with frequency distribution tables and percentage values.

Section 3 Questions about overall service quality consists of tangibles, reliability, responsiveness, assurance, and empathy. Researcher will use the results of the questionnaire to test the hypothesis of the overall service quality that influences the customer satisfaction of the respondents by implementing multiple linear regression.

Section 4 Questions about customer satisfaction and consumer purchasing decision, researcher will use the results from this part to test the hypothesis whether customer satisfaction affects consumer purchasing decision or not by using simple linear regression.

Ref. code: 25666633145393YKT

CHAPTER 4
ANALYSIS AND RESULTS

This study investigated how service quality influences customer satisfaction and ultimately impacts buying decisions for condominiums in Bangkok. The research involved an online survey conducted between March and April 2024. A total of 400 participants were chosen using a simple random sampling method. The topic in this chapter are as follows:

4.1 Data Screening and Reliability Test

4.2 General Characteristics of the respondents

4.2.1 Demographic Characteristics of Respondents

4.2.2 Condominium Preferences

4.3 Geographic Distribution and Income of the Respondent in Bangkok

4.4 Service Quality Dimersion Analysis

4.5 Customer Satisfaction and Consumer Purchasing Decision Analysis

4.6 Hypothesis Testing

4.6.1 Hypothesis Testing of each service quality dimension

4.6.2 Hypothesis Testing of overall service quality dimension towards customer satisfaction

4.6.3 Hypothesis Testing of customer satisfaction towards consumer purchasing decisions

4.1 Data Screening and Reliability Test

Researchers determined the number of participants needed in the study using a formula developed by Taro Yamane (Yamane, 1967). This formula considers the total population of Bangkok province, which was 5.49 million in (Thailand National Statistical Office, 2022) and aimed for a 95% confidence level in the results. Thus, a total of 400 participants were chosen using a simple random sampling method to ensure participants were selected randomly from across the entire province and

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represent the final sample size of this study. The data collection conducted between March and April 2024 by online survey. In addition, researcher conduct data screening by using SPSS Program revealed no missing data. Moreover, to ensure the consistency of the survey questions, researcher tested reliability using Cronbach's Alpha by distributing a pilot questionnaire to 30 respondents. The results of all variable questions exceeding the 0.6 threshold recommended by Cronbach's Alpha (1951) as shown in table 4.1. This indicates that the questions reliably measure the intended concepts.

Table 4.1

Reliability Test (Cronbach's Alpha)

Variable	No of items	Cronbach's Alpha	Level of Reliablility
Tangible	3	0.696	Reliable
Reliability	3	0.916	Reliable
Responsiveness	3	0.856	Reliable
Assurance	3	0.820	Reliable
Empathy	3	0.854	Reliable
Customer Satisfaction	3	0.854	Reliable
Consumer Purchasing	3	0.783	Reliable

4.2 General Characteristics of the respondents

4.2.1 Demographic Characteristics of Respondents

Based on Table 4.2, a study of 400 people revealed that women made up the larger portion of the sample (63.2%), with the remainder are men (36.0%). The most prevalent age group was 30-44 years old (50%). In terms of education, a bachelor's degree was the most common qualification, held by 62.0% of the respondents. The majority (68.0%) were employees, and more than half (58.5%) were single. The income range of 80,001-100,000 baht was reported by 21.8% of the participants, and the average

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household income was 110,001 baht and above. 70.0% of the respondents preferred condominium living with no more than 2 people.

Table 4.2

Demographic Characteristics of Respondents

Main aspect	Aspects	Frequency	Percentages
Gender	Male	144	36.0%
	Female	253	63.2%
Age	18-29 years old	113	28.2%
	30-44 years old	253	63.2%
	45-59 years old	3	0.8%
	60 years old and above	18	4.5%
Educational Level	Undergraduate	3	0.8%
	Bachelor's Degree	248	62.0%
	Master's Degree	143	35.8%
	Higher than Master's Degree	6	1.5%
Marital Status	Married	152	38.0%
	Single	234	58.5%
	Divorced	14	3.5%
Occupation	Umemployed	8	2.0%
	Entrepreneurs	91	22.8%
	Employees	272	68.0%
	Housewives	7	1.8%
	Retired	9	2.3%
	Other	13	3.3%

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Table 4.2

Demographic Characteristics of Respondents (cont.)

Main aspect	Aspects	Frequency	Percentages
Income (THB)	Below 20,000	15	3.8%
	20,000-40,000	65	16.3%
	40,001-60,000	68	17.0%
	60,001-80,000	79	19.8%
	80,001-100,000	87	21.8%
	100,001 and above	86	21.5%
Household Number (Person)	1	163	40.8%
	2	117	29.3%
	3	80	20.0%
	4	29	7.2%
	5	7	1.8%
	6 and above	4	1.0%
Average Household Income (THB)	Below 30,000	2	.5%
	30,000-50,000	34	8.5%
	50,001-70,000	45	11.3%
	70,001-90,000	37	9.3%
	90,001-110,000	76	19.0%
	110,001 and above	206	51.5%

4.2.2 Condominium Preferences

Refer to Office of Parks and Environment, Bangkok Metropolitan Administration, there are 6 main areas of Bangkok: Central Bangkok, East Bangkok, North Bangkok, North Thonburi, South Bangkok, and South Thonburi and the area of condominium of the 400 respondents are as follows:

1. Central Bangkok: Pom Prap Sattru Phai, Ratchathewi, Phaya Thai, Huai Khwang, Phra Nakhon, Dusit, Din Daeng

2. East Bangkok: Bang Kapi, Lat Krabang, Prawet, Khan Na Yao

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3. North Bangkok: Bang Khen, Bang Sue, Chatuchak, Don Mueang, Lat Phrao, Lak Si, Sai Mai

4. North Thonburi: Thon Buri, Bangkok Yai, Khlong San, Taling Chan, Bangkok Noi, Bang Phlat, Chom Thong

5. South Bangkok: Bang Rak, Pathum Wan, Phra Khanong, Yan Nawa, Sathon, Bang Kho Laem, Khlong Toei, Suan Luang, Watthana, Bang Na

6. South Thonburi: Phase Charoen, Rat Burana, Bang Khae, Thung Kru, Bang Bon, Bang khun Tian

The survey results in Table 4.3 show that concerning condominium areas, 35.8.% of the respondents reside in South Bangkok, followed by Central Bangkok (25.5%), North Thonburi (8.8%), East Bangkok (6.0%), and South Thonburi (2.5%). The survey also explored condominium preferences. Among the respondents, 15.3% preferred one-bedroom room type, and 34.3% owned condominiums sized between 31-35 square meters and most of the respondents (45.5%) preferred condominiums priced under 4 million Thai baht.

Table 4.3

Condominium Attributes

Condominium Attributes	Frequency	Percentages
Area		
Central Bangkok	102	25.5%
North Bangkok	86	21.5%
East Bangkok	24	6%
South Bangkok	143	35.7%
North Thonburi	35	8.75%
South Thonburi	10	2.5%
Type of Condominium		
Studio	105	26.3%
One Bedroom	232	58.0%
Two Bedroom	61	15.3%

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Table 4.3

Condominium Attributes (cont.)

Condominium Attributes	Frequency	Percentages
Other	2	0.5%
Size of Condominium (square meters)		
20-25	61	15.3%
26-30	103	25.8%
31-35	137	34.3%
36-40	39	9.8%
41 and above	60	15.0%
Price of Condominium (Million Thai Baht)		
Under 4	182	45.5%
4 - 8	164	41.0%
Over 8	54	13.5%

4.3 Geographic Distribution and Income of the Respondent in Bangkok

Table 4.4

The location of respondents' residences and their income in Bangkok

	Bangkok Area													
	Central Bangkok		North Bangkok		East Bangkok		South Bangkok		North Thonburi		South Thonburi		Total	
Income (THB)	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Below 20,000	4	1.0%	2	0.5%	2	0.5%	4	1.0%	2	0.5%	1	0.3%	15	3.8%
20,000 - 40,000	12	3.0%	14	3.5%	7	1.8%	23	5.8%	6	1.5%	3	0.8%	65	16.3%
40,001 - 60,000	16	4.0%	18	4.5%	6	1.5%	14	3.5%	11	2.8%	3	0.8%	68	17.0%
60,001 - 80,000	18	4.5%	21	5.3%	5	1.3%	26	6.5%	8	2.0%	1	0.3%	79	19.8%
80,001 - 100,000	23	5.8%	20	5.0%	2	0.5%	38	9.5%	3	0.8%	1	0.3%	87	21.8%
100,001 and above	29	7.3%	11	2.8%	2	0.5%	38	9.5%	5	1.3%	1	0.3%	86	21.5%
Subtotal	102	25.5%	86	21.5%	24	6.0%	143	35.8%	35	8.8%	10	2.5%	400	100.0%

Ref. code: 25666633145393YKT

From table 4.4, most of the survey participants live in South Bangkok (over a third, at 35.8%). Central Bangkok comes in second (a quarter, at 25.5%), followed by North Bangkok (slightly less than a quarter, at 21.5%). Interestingly, people in South and Central Bangkok tend to have higher incomes. In these areas, a significant portion of respondents make more than 80,000 baht per month. In contrast, residents of North Bangkok tend to fall into a middle-income bracket, with most earning between 60,000 and 100,000 baht monthly.

4.4 Service Quality Dimension Analysis

The results from 400 questionnaires can be analyzed using descriptive statistics, with the average (mean) and standard deviation of each service quality dimensions that affect customer satisfaction and consumer purchase decisions of condominium in Bangkok. There are a total of 6 aspects, which are as follows:

Table 4.5

Summary of Service Quality Dimension

Service Quality Dimension	N = 400		Rating Scale	Order
	Mean	S.D.		
1.Tangible	4.32	0.478	Agree	3
2. Reliability	4.34	0.570	Agree	2
3. Responsiveness	4.32	0.554	Agree	3
4. Assurance	4.38	0.520	Agree	1
5. Empathy	4.30	0.570	Agree	4
Total	4.33	0.469	Agree	

According to table 4.5, the overall rating for the service quality dimensions provided by developers is 4.33. This suggests that most participants were satisfied with each aspect of service quality. Breaking down the sub-factors by their average score (highest to lowest), we find that assurance ranked highest at 4.38, reliability followed

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closely behind at 4.34, responsiveness and tangibles were rated equally at 4.32, while empathy received a score of 4.30.

Table 4.6

Service Quality Dimension (Tangible)

Tangible	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer consists of high technology equipment in the building.	1 (0.2)	3 (0.8)	37 (9.3)	189 (47.3)	170 (42.5)	4.31	0.689	Agree	3
The developer's facilities and equipment are beautiful and visually appealing.	2 (0.5)	1 (0.3)	24 (6.0)	210 (52.5)	163 (40.8)	4.33	0.645	Agree	1
The developer's staff are well-dressed and professional appearance.	1 (0.3)	4 (1.0)	27 (6.8)	204 (51.0)	164 (41.0)	4.32	0.665	Agree	2
Total						4.32		Agree	

According to table 4.6 service quality dimension (tangible), average rating of this dimension is 4.32. If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated the developer's facilities and equipment (beautiful and visually appealing) the highest, at 4.33, The developer's staff are well-dressed and professional appearance followed closely at 4.32, and finally, the

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developer consists of high technology equipment in the building with an average rating of 4.31

Table 4.7

Service Quality Dimension (Reliability)

Reliability	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer delivers correctly service as commit to you on a timely basis.	2 (0.5)	5 (1.3)	34 (8.5)	202 (50.5)	157 (39.3)	4.27	0.709	Agree	3
The developer provides services as promised.	3 (0.8)	3 (0.8)	28 (7.0)	184 (46.0)	182 (45.5)	4.35	.709	Agree	2
The developer performs service right the first time	2 (0.5)	3 (0.8)	26 (6.5)	150 (37.5)	219 (54.8)	4.45	0.696	Agree	1
Total						4.34		Agree	

According to table 4.7 service quality dimension (reliability), average rating of this dimension is 4.34. If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated the developer performs service right the first time the highest, at 4.45, The developer provides services as promised followed closely at 4.35. and finally, the developer delivers correctly service as commit to you on a timely basis with an average rating of 4.27.

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Table 4.8

Service Quality Dimension (Responsiveness)

Responsiveness	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer willing to assist.	2 (0.5)	3 (0.8)	34 (8.5)	197 (49.3)	164 (41.0)	4.29	0.696	Agree	3
The developer listens to your request.	1 (0.3)	5 (1.3)	28 (7.0)	193 (48.3)	173 (43.3)	4.33	0.684	Agree	2
The developer reacts quickly to your request.	2 (0.5)	6 (1.5)	32 (8.0)	169 (42.3)	191 (47.8)	4.35	0.735	Agree	1
Total						4.32		Agree	

According to table 4.8 Service quality dimension (responsiveness), average rating of this dimension is 4.32. If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated the developer reacts quickly to your request at 4.35, the developer listens to your request followed closely at 4.33, and finally, the developer willing to assist with an average rating of 4.29.

Table 4.9

Service Quality Dimension (Assurance)

Assurance	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer keeps their word about what they promise to you.	2 (0.5)	4 (1.0)	26 (6.5)	194 (48.5)	174 (43.5)	4.34	0.688	Agree	2

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Table 4.9

Service Quality Dimension (Assurance) (cont.)

Assurance	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer' staff having a knowledge in their work context.	3 (0.8)	3 (0.8)	20 (5.0)	209 (52.3)	165 (41.3)	4.33	0.675	Agree	3
The developer' staff being polite and courtesies.	2 (0.5)	1 (0.3)	27 (6.8)	149 (37.3)	221 (55.3)	4.47	0.678	Agree	1
Total						4.38		Agree	

According to table 4.9 Service quality dimension (assurance), average rating of this dimension is 4.38. If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated the developer' staff being polite and courtesies the highest at 4.47, followed by the developer keeps their word about what they promise to you at 4.34, and finally, the developer' staff having a knowledge in their work context with an average rating of 4.33.

Table 4.10

Service Quality Dimension (Empathy)

Empathy	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer prioritizing your interests.	2 (0.;5)	6 (1.5)	37 (9.3)	208 (52.0)	147 (36.8)	4.23	0.717	Agree	3

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Table 4.10

Service Quality Dimension (Empathy) (cont.)

Empathy	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The developer understanding your needs.	2 (0.5)	4 (1.0)	27 (6.8)	183 (45.8)	184 (46.0)	4.36	0.697	Agree	1
The developer' staff pampering you with great care.	2 (0.5)	6 (1.5)	40 (10.0)	170 (42.5)	182 (45.5)	4.31	0.752	Agree	2
Total						4.32		Agree	

According to table 4.10 service quality dimension (empathy), average rating of this dimension is 4.30 If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated the developer understanding their needs the highest at 4.36, The developer' staff pampering with great care followed closely at 4.31, and finally, the developer prioritizing their interests with an average rating of 4.23.

4.4.1 Service Quality Dimension of each condominium price range

This study divided condominiums into three price ranges: under 4 million baht, 4-8 million baht, and over 8 million baht. Based on Table 4.11, respondents across all price ranges gave high ratings to the reliability, responsiveness, and assurance aspects of service quality. However, there were some variations in scores across price ranges. Condominiums under 4 million baht received lower ratings for the tangible aspects and condominiums priced over 4 million baht (both ranges) received lower ratings for empathy. This suggests that developers might not be effectively understanding the needs and concerns of buyers in these segments.

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Table 4.11

Summary of Service Quality Dimension of each condominium price range

Variable	Under 4 Million THB N = 400		4 - 8 Million THB N = 400		Over 8 Million THB N = 400	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Tangible	4.170	0.015	4.421	0.070	4.500	0.130
Reliability	4.249	0.098	4.445	0.142	4.444	0.056
Responsiveness	4.205	0.011	4.439	4.439	4.389	0.145
Assurance	4.267	0.116	4.467	0.057	4.457	0.060
Empathy	4.187	0.031	4.400	0.087	4.370	0.116

4.5 Customer Satisfaction and Consumer Purchasing Decision Analysis

The results from questionnaires can be analyzed using descriptive statistics, with the mean and standard deviation of customer satisfaction and consumer purchasing decision of condominium in Bangkok which are as follows:

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Table 4.12

Customer Satisfaction Dimension

Customer Satisfaction	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
The service quality of the condominium aligns with the amount you pay.	2 (0.5)	3 (0.8)	35 (8.8)	218 (54.5)	142 (35.5)	4.24	0.680	Agree	3
You are satified with developer's service because it aligns with your expectation.	2 (0.5)	6 (1.5)	34 (8.5)	204 (51.0)	154 (38.5)	4.26	0.715	Agree	2
You satisfy with the overall services quality provided by your developer.	2 (0.5)	5 (1.3)	34 (8.5)	170 (42.5)	189 (47.3)	4.35	0.730	Agree	1
Total						4.28		Agree	

According to table 4.12 Customer Satisfaction dimension, average rating of this dimension is 4.28. If we consider the subfactors, ranked by their average score from highest to lowest, we find that customers rated that they satisfy with the overall services quality provided by their developer. the highest, at 4.35. Next, they are satified with developer's service because it aligns with their expectation followed at 4.26 and finally, the service quality of the condominium aligns with the amount they pay with an average rating of 4.24

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Table 4.13

Consumer Purchasing Decision Dimension

Consumer Purchasing Decision	Likert-type scale					N = 400		Rating Scale	Order
	1	2	3	4	5	Mean	S.D.		
You consider to buy the condominium which quality aligns with the amount you pay.	2 (0.5)	1 (0.3)	15 (3.8)	207 (51.7)	175 (43.8)	4.27	0.709	Agree	3
You consider to buy the condominium that service quality meets your expectations.	2 (0.5)	1 (0.3)	16 (4.0)	171 (42.8)	210 (52.5)	4.35	0.709	Agree	2
You consider to buy the condominium you satisfy will the overall services quality provided by your developer.	2 (0.5)	2 (0.5)	24 (6.0)	163 (40.8)	209 (52.3)	4.45	0.696	Agree	1
Total						4.36		Agree	

According to table 4.13, Consumer Purchasing Decision, average rating of this aspects is 4.36. If we consider the subfactors, ranked by their average score from highest to lowest, we find that the respondents consider to buy the condominium they satisfy will the overall services quality provided by their developer the highest, at 4.45, they consider to buy the condominium that service quality meets their expectations followed closely at 4.35 , and consider to buy the condominium which quality aligns with the amount they pay with an average rating of 4.27.

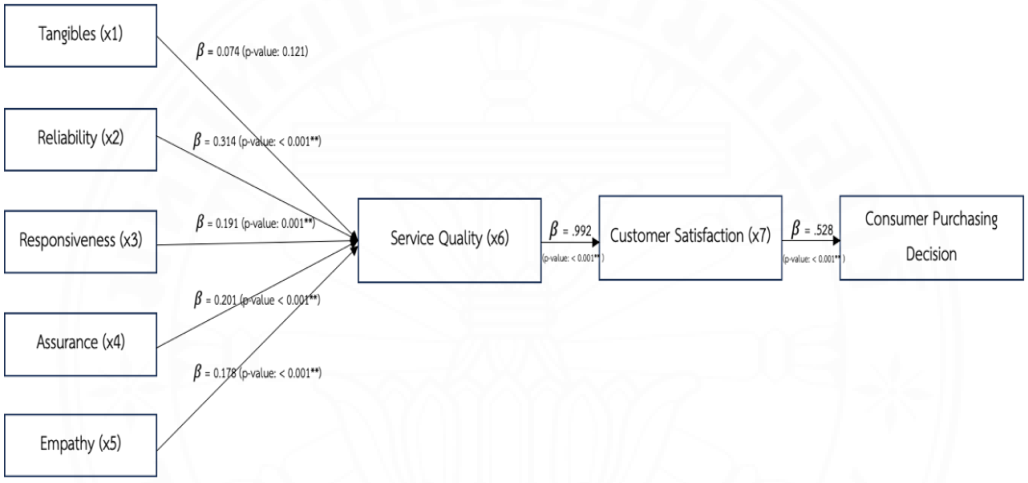
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4.6 Hypothesis Testing

Researchers examined eight factors (H1-H8) to see if they directly influence customer satisfaction and consumer purchasing decision.

Figure 4.1

Conceptual Framework



4.6.1 Hypothesis Testing of each service quality dimension

The results of multiple regression analysis at 95% confident interval in table 4.14 indicated that the service quality dimensions considered have a significant impact on customer satisfaction for condominiums in Bangkok. The analysis suggests that these service quality dimensions can explain about 66% of the differences observed in customer satisfaction.

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Table 4.14

Regression Analysis of Independent Variables with Customer Satisfaction

Independent Variables	β	VIF	P-value
Tangible (x1)	0.074	1.835	0.121
Reliability (x2)	0.314	2.997	< 0.001**
Responsiveness (x3)	0.191	3.620	0.001**
Assurance (x4)	0.201	3.491	< 0.001**
Empathy (x5)	0.178	2.799	< 0.001**
R square	0.661		
Adjusted R square	0.657		

** Denotes significance at 0.01 level

Hypothesis 1: There is a positive relationship between tangibles and customer satisfaction in Bangkok condominiums.

From table 4.13, tangible (x1), β equals to 0.074 and the significance level (p-value = 0.121) is above 0.05, indicating that there is no statistically significant relationship between tangible and customer satisfaction. Refer to previous study tangible were seen as a measure of good service, but now they are considered a fundamental expectation (Didik et al. 2018). In this study, since the most the respondents are middle income or above, the aesthetics of the building or the appearance of the staff did not impress them. These aspects seem to be standard features that developers should provide for this demographic.

Hypothesis 2: There is a positive relationship between reliability and customer satisfaction in Bangkok condominiums.

From table 4.13, reliability (x2), β equals to 0.314 and the significance level (p-value < 0.001), indicates a strong positive relationship of reliability towards customer satisfaction.

Hypothesis 3: There is a positive relationship between responsiveness and customer satisfaction in Bangkok condominiums.

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From table 4.13, responsiveness (x3), β equals to 0.191, the significance level (p-value = 0.001), this is also statistically significant, highlighting the importance of responsiveness for customer satisfaction.

Hypothesis 4: There is a positive relationship between assurance and customer satisfaction in Bangkok condominiums.

From table 4.13, assurance (x4), β equals to 0.201 and the significance level (p-value < 0.001), this relationship is statistically significant, indicating assurance plays an important role towards customer satisfaction.

Hypothesis 5: There is a positive relationship between empathy and customer satisfaction in Bangkok condominiums.

From table 4.13, empathy (x5), β equals to 0.178 and the significance level (p-value <.001), this is statistically significant, suggesting empathy is also a vital factor influencing customer satisfaction.

In conclusion, a significance level below 0.05 indicates a statistically significant relationship. From the above result, all service quality dimensions except tangibles have statistically significant positive relationships with customer satisfaction. From the above information, suggests that if condominium developer focusing on improving their reliability, responsiveness, assurance, and empathy in condominium services would likely lead to higher customer satisfaction and reach to consumer purchasing decisions.

4.6.2 Hypothesis Testing of overall service quality dimension towards customer satisfaction

From table 4.15 illustrated how overall service quality impacts customer satisfaction in Bangkok's condominium market as following: Unstandardized Coefficient (B) value 0.992 imply to a strong positive relationship between overall service quality and customer satisfaction. These indicate a statistically significant relationship between overall service quality and customer satisfaction. The result of the analysis confirms that higher overall service quality is positively associated with higher customer satisfaction in the Bangkok condominium market.

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This finding aligns with the previous correlation analysis that showed positive relationships between individual service dimensions and customer satisfaction. Focusing on improving overall service quality can be an effective strategy for condominium developers to enhance customer satisfaction.

Table 4.15

Regression Analysis of Independent Variables with Customer Satisfaction

Independent Variables	β	VIF	P-value
Overall Service Quality (X6)	.992	1.000	< 0.001**
R square	0.652		
Adjusted R square	0.651		

** Denotes significance at 0.01 level

Hypothesis 6: There is a positive relationship between overall service quality and customer satisfaction.

From table 4.6, the results of hypothesis 6 showed that there is a positive relationship between overall service quality (x6) and customer satisfaction. (B = 0.992, P value < .001).

4.6.3 Hypothesis Testing of customer satisfaction towards consumer purchasing decisions

From table 4.16, this analysis examines the influence of customer satisfaction on condominium purchasing decisions in Bangkok. The key findings are the R-squared value of .390.

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Table 4.16

Regression Analysis of Independent Variables with Consumer Purchasing Decision

Independent Variables	β	VIF	P-value
Customer satisfaction (x7)	.528	1.000	< 0.001**
R square	.390		
Adjusted R square	.389		

** Denotes significance at 0.01 level

Hypothesis 7: There is a positive relationship between customer satisfaction and consumer purchasing decision.

From table 4.15, Customer satisfaction (x7) β = 0.528, P value < 0.001) highlights a moderately strong positive association between these two variables. From the above results, condominiums with higher customer satisfaction are more likely to experience increased purchasing decisions from buyers. Anyway, customer satisfaction is just one part that influencing purchasing decisions. Other variables might also need to take into the consideration. This study demonstrates a significant positive correlation between customer satisfaction and condominium purchasing decisions in Bangkok. Focusing on customer satisfaction can be an effective strategy for condominium developers to enhance their income.

In conclusion, researcher suggests that better overall service quality leads to higher customer satisfaction. More importantly, satisfied customers were more likely to make purchases. From Table 4.13 -4.15, Variance inflation factor (VIF) value range between 1.000 – 3.620 that are less than 5. Thus, the results can be concluded that the multicollinearity is not a concern in this research. (Hair, Anderson, Tatham & Black, 1995)

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CHAPTER 5
DISCUSSION AND CONCLUSIONS

This study investigated how service quality influences customer satisfaction and ultimately impacts buying decisions for condominiums in Bangkok. It involved 400 respondents who purchased or considered purchasing a condominium in Bangkok. The research employed multiple linear regression to analyze how different aspects of service quality affect customer satisfaction. Additionally, it examined the overall impact of service quality on customer satisfaction and how satisfaction influences buying decisions using simple linear regression. The topic in this chapter are as follows:

5.1 Discussion

5.1.1 Demographic Characteristics and Condominium Preferences

A survey of 400 Bangkok residents explored demographics and condominium preferences. The majority were women (63.2%) aged 30-44 with bachelor's degrees (62%). Most were employed (68%) and single (58.5%). Over half earned 80,001-100,000 baht monthly, with an average household income exceeding 110,001 baht. In terms of condominiums, 70% preferred living with no more than 2 people. South Bangkok was the most popular location (35.8%), followed by Central Bangkok (25.5%). The most desired size was 31-35 square meters (34.3%), priced under 4 million baht (45.5%).

5.1.2 Geographic Distribution and Income of the Respondent in Bangkok

Interestingly, residents in South and Central Bangkok tended to have higher incomes compared to other area in Bangkok. The survey revealed a geographic trend in income. A large portion of respondents (over a third, or 35.8%) lived in South Bangkok. Central Bangkok was the second most popular choice (25.5%), followed by North Bangkok (slightly less than a quarter, at 21.5%). Interestingly, this geographic trend seemed to correlate with income. People in South and Central Bangkok tended to have

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higher incomes, with many earning more than 80,000 baht per month. In contrast, residents of North Bangkok fell into a more moderate-income bracket, typically earning between 60,000 and 100,000 baht monthly.

5.1.3 Analysis of Each Service Quality Dimension and Overall Service Quality Dimension

Refer to table 4.5, the average rating from all service quality dimensions is 4.33, with "Agree" on the rating scale. This suggests that, overall, the respondents have favorable experience with the developer's service quality. Among all service quality dimensions, assurance received the highest average rating, followed by reliability, responsiveness, tangibles, and empathy, at 4.38, 4.34, 4.32, 4.32, and 4.30, respectively. Anyway, refer to table 4.6 - 4.10, when researcher drill down into sub-topic of each service quality dimension. The first three topic that received highest mean score are as followed “assurance”, the developer’ staff being polite and courtesies (mean: 4.47), “Empathy”, The developer understanding your needs (mean: 4.36), Responsiveness: The developer reacts quickly to your request (mean: 4.35).

5.1.4 Inferential Research Results

This study examined the impact of service quality on customer satisfaction and consumer purchasing decisions for condominiums in Bangkok. The detail of each hypothesis are as followed: Hypothesis 1: Tangible and Customer Satisfaction. There is a positive relationship between tangible service quality and customer satisfaction of condominiums in Bangkok. The results did not reveal a statistically significant relationship between tangibles and customer satisfaction (B = 0.074, p-value = 0.121). While the initial hypothesis suggested a positive relationship, the findings indicate otherwise due to several reasons. Refer to previous studied tangible aspects such as aestetic of common area, might become basic expectation for customer, not an aspects that differentiate condominiums. Thus, resercher suggests further study in order to explore each tangible aspects specifically that finally might link to customer satisfaction that may lead to diffirent results.

Hypothesis 2-5: Each Service Quality Dimensions and Customer Satisfaction Hypotheses 2 through 5 predict positive relationships between reliability, responsiveness, assurance, and empathy on customer satisfaction.

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All four hypotheses (H2-H5) were supported by the analysis. Reliability (B = 0.314, p-value < 0.001), Responsiveness (B = 0.191, p-value < 0.001), Assurance (B = 0.201, p-value < 0.001), and Empathy (B = 0.178, p-value < 0.001). These findings align with researcher hypothesises and suggest that customers who buy condominium in Bangkok value developers who are reliable (consistent in delivering promised services and resolving issues promptly), responsive (able to address customer inquiries and concerns quickly and efficiently), assuring: (providing a sense of security and trust through clear communication and effective problem-solving) and empathy (demonstrating understanding and consideration for customer needs and concerns). Focusing on these four dimensions can enhance customer satisfaction and potentially lead to increased sales.

Hypothesis 6: Overall Service Quality and Customer Satisfaction. There is a positive relationship between overall service quality and customer satisfaction. The analysis strongly supported this hypothesis (B = 0.992, p-value < 0.001) This finding emphasizes the importance of service quality. By addressing all five dimensions (excluding tangibles), condominium developers and management companies can create a more comprehensive service experience that leads to higher customer satisfaction. Hypothesis 7: Customer Satisfaction and Purchasing Decisions. There is a positive relationship between customer satisfaction and purchasing decisions for condominiums. The analysis confirmed a significant positive correlation (B = 0.528, p-value < 0.001). This finding hilights the vital role of customer satisfaction in driving sales. Satisfied customers are more likely to consider purchasing a condominium and recommend it to others. All of hypotheses provided valuable insights into the relationship between service quality, customer satisfaction, and purchasing decisions of condominium in bangkok. While tangibles require further investigation, focusing on reliability, responsiveness, assurance, and empathy can significantly enhance customer satisfaction and ultimately lead to increased sales.

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5.2 Conclusion

The analysis revealed a statistically significant positive link between four out of five service quality dimensions (reliability, responsiveness, assurance, and empathy) and customer satisfaction and the strongest relationships were between reliability and customer satisfaction.This indicates that condominiums focusing on providing reliable, responsive, secure, and empathetic services are more likely to have satisfied customers. Tangible aspects of the condominium (e.g., aestatic of building, common areas) did not show a positive correlation with customer satisfaction in this study. The authors suggest further investigation into specific aspects of tangibles that might be important to customers. Furthermore, the study found a strong positive relationship between overall service quality and customer satisfaction. This result reinforces that service quality, encompassing all five dimensions, is crucial for enhancing customer satisfaction in the Bangkok condominium market. The analysis demonstrated a significant positive correlation between customer satisfaction and purchasing decisions. This highlights the importance of customer satisfaction as a driver of sales for condominium developers. Moreover, from all of the demographic characteristics of respondents, the analysis showed that only demographic factors of income have a statistically significant effect on both customer satisfaction and consumer purchasing decision of condominium in Bangkok so condominium developer should take into consideration of income aspects before implementing any service quality strategy. This study provides valuable insights for condominium developers in Bangkok. By prioritizing all five service quality dimensions (excluding tangibles which require further investigation), and concerning about income of customers, they can develop strategies to enhance customer satisfaction, ultimately leading to increased purchasing decisions.

5.3 Theoretical Contributions

For the theoretical contributions, the findings from this study explained that four service quality dimensions (reliability, responsiveness, assurance, empathy) along with an overall service quality dimension influences customer satisfaction in the Bangkok

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condominium market. Plus, demonstrates a link between customer satisfaction and purchasing decisions. Moreover, the findings of this research could be a foundation for future studies to explore additional factors rather than service quality dimensions factors that might influence customer satisfaction and customer purchasing decisions.

5.4 Practical Contributions

The result of the analysis offers valuable insights for condominium developers. By prioritizing five key dimensions that define quality service (tangibles, reliability, assurance, responsiveness, and empathy), they can implement strategies to elevate customer satisfaction, and leading to increased purchasing decisions.

From table 4.3, the results of regression analysis, the first three variable of service quality dimension that showed a strong influence towards customer satisfaction are as followed. Firstly, “reliability”, developer should focus on performs service right at the first time and provides services as promised to customers. Secondly, “assurance”, the next highest mean score, developer should continue build trust and credibility with customers such as keeps their word about what they promise to customers, moreover, having a knowledge in their work context and staff being polite and courtesies by investing in staff training to deliver service with high quality. Thirdly, “responsiveness”, since customers would like the developer to reacts quickly to their request, developers should invest in centralized database, maintain efficient communication in each service touchpoint. Moreover, from table 4.11 also reveals opportunities for improvement for developers in each price category. While all segments received high marks, some dimensions scored lower. For instance, condominiums under 4 million baht received lower ratings for the physical aspects (tangibles), while those priced over 4 million baht (both ranges) scored lower in empathy. This suggests that developers may not be fully understanding the needs and concerns of buyers in these specific price segments.

In conclusion, this research contributes to a more comprehensive understanding of customer satisfaction and its link to purchasing decisions in the Bangkok condominium market. The insights gained can be useful for both academic researchers and

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entrepreneurs in real estate industry aiming to improve customer experiences and sales revenues.

5.5 Limitations

Due to time constraint to collect data, making it difficult for researcher to reach wider group of target respondents and might restrict researcher' s ability to gather in-depth information.

5.6 Future Research Directions

This research focused on service quality dimensions, but researchers who prefer to conduct further study could explore other factors beyond service quality that might affect customer purchasing decisions, such as location, price, place, and market trends. Additionally, researchers could delve deeper into the reasons behind the correlation between tangible (service quality), customer satisfaction, and purchasing decisions. This could involve investigating specific physical attributes of tangible that are most vital to customers. Moreover, researchers could conduct further studies on additional factors, beyond customer satisfaction, that could influence purchasing decisions. Lastly, for more in-depth information researchers could combine focus group or in depth interviews with survey to gain more comprehensive information.

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APPENDICES

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ONLINE QUESTIONNAIRE

Dear participant,

Thank you for being part of this research survey. The survey will ask questions about your level of satisfaction with the services provided by developers and how that satisfaction might influence your decision to buy a condominium in Bangkok.

The questionnaire consists of 4 sections as following:

Section 1: Screening Questions

Section 2: Demographic

Section 3: Service Quality

Section 4: Customer Satisfaction and Consumer Purchasing Decision

This survey is part of the MBA TUXSA Program at Thammasat University. Confidentiality is assured, all information collected will be used exclusively for this research. We will only report on combined results, not individual responses. You can choose to stop answering at any point, even if you've already answered some questions. Once the research is done, all surveys will be stored securely. Therefore, we kindly ask for your cooperation in selecting the choices that most closely match your answers and opinions to benefit this research project.

☐ I agree to allow my data to be used for research purposes.

☐ I do not agree to allow my data to be used for research purposes.

This research will be conducted through a brief online questionnaire hosted on Google Forms. You can complete it on any internet-connected computer without needing any additional materials. The survey should only take about 10 minutes of your time. If you have any questions or want to know more, feel free to contact siraprapa.pro@dome.tu.ac.th.

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Section 1: Screening Questions

Instructions: Please consider the options that best match your answers and mark √ in the comment box that best matches you.

1.1 Have you ever purchased or participated in the decision to purchase condominiums in Bangkok?

[ ] Yes

[ ] No

1.2 Which developer did you purchase condominium recently?

[ ] Sansiri

[ ] Land & Houses

[ ] Major Development

[ ] AP

[ ] Ananda Development

[ ] SC Asset

[ ] Noble Development

[ ] Supalai

[ ] MQDC

[ ] Other (Please Specify)_____

1.3 What is the area (district) of your condominium in Bangkok?

[ ] Phra Nakhon

[ ] Dusit

[ ] Nong Chok

[ ] Bang Rak

[ ] Bang Khen

[ ] Bang Kapi

[ ] Pathum Wan

[ ] Pom Prap Sattru Phai

[ ] Phra Khanong

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[ ] Min Buri

[ ] Lat Krabang

[ ] Yan Nawa

[ ] Samphanthawong

[ ] Phaya Thai

[ ] Thon Buri

[ ] Bangkok Yai

[ ] Huai Khwang

[ ] Khlong San

[ ] Taling Chan

[ ] Watthana

[ ] Bang Khun Thian

[ ] Bang Khae

[ ] Nong Khaem

[ ] Rat Burana

[ ] Bang Phlat

[ ] Din Daeng

[ ] Bueng Kum

[ ] Sathon

[ ] Bang Sue

[ ] Chatuchak

[ ] Bang Kho Laem

[ ] Prawet

[ ] Khlong Toei

[ ] Suan Luang

[ ] Chom Thong

[ ] Don Mueang

[ ] Ratchathewi

[ ] Lat Phrao

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[ ] Bang Kho Laem

[ ] Bang Khun Thian

[ ] Lak Si

[ ] Sai Mai

[ ] Khan Na Yao

[ ] Saphan Sung

[ ] Wang Thonglang

[ ] Khong Sam Wa

[ ] Bang Na

[ ] Thawi Watthana

[ ] Thung Kru

[ ] Bang Bon

1.4 What is the type of condominium you have purchased?

[ ] Studio

[ ] One bedroom

[ ] Two bedroom

[ ] Other (Please Specify)_____

1.5 What is the size of your condominium?

[ ] 20-25 square meters

[ ] 26-30 square meters

[ ] 31-35 square meters

[ ] 36-40 square meters

[ ] 41 square meters and above

1.6 What is the price of your condominium?

[ ] Under 4,000,000 Baht

[ ] 4,000,000 – 8,000,000 Baht

[ ] Over 8,000,000 Baht

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Section 2: Demographic

Instructions: Please consider the options that best match your answers and mark √ in the comment box that best matches you.

2.1 What is your gender?

[ ] Male

[ ] Female

[ ] Other

2.2 How old are you?

[ ] 18-29 years old

[ ] 30-44 years old

[ ] 45-59 years old

[ ] 60 years old & above

2.3 What is the highest degree you have earned?

[ ] Undergraduate

[ ] Bachelor's Degree

[ ] Master's Degree

[ ] Higher than Master's Degree

2.4 What is your occupation?

[ ] Unemployed

[ ] Entrepreneurs

[ ] Employees

[ ] Housewives

[ ] Retired

[ ] Others (Please Specify)_____

2.5 What is your marital status?

[ ] Married

[ ] Single

[ ] Divorced

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2.6 What is your income per month?

[ ] Below 20,000 Baht

[ ] 20,000 - 40,000 Baht

[ ] 40,001 - 60,000 Baht

[ ] 60,001 - 80,000 Baht

[ ] 80,001 – 100,000 Baht

[ ] 100,001 Baht and above

2.7 How many people live in your household (including yourself)?

[ ] 1 person

[ ] 2 person

[ ] 3 person

[ ] 4 person

[ ] 5 person

[ ] 6 person and above

2.8 What is your average **household** income per month?

[ ] Below 30,000 Baht

[ ] 30,000 - 50,000 Baht

[ ] 50,001 - 70,000 Baht

[ ] 70,001 - 90,000 Baht

[ ] 90,001 - 110,000 Baht

[ ] 110,001 Baht and above

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Section 3: Service Quality: the opinion toward service quality of condominium developer Please Indicate how much you agree with the five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy of condominium developer and mark √ in the comment box that best matches you.

Note: 5 = Strongly agree: This means that you completely agree with the statement.

4 = Agree: This means that you agree with the statement, but not as strongly as you would if you chose "strongly agree."

3 = Neutral: This means that you neither agree nor disagree with the statement.

2 = Disagree: This means that you disagree with the statement, but not as strongly as you would if you chose "strongly disagree."

1 = Strongly disagree: This means that you completely disagree with the statement.

Question	Level of agreement				
	1	2	3	4	5
3.1 Tangibles					
3.1.1 The developer consists of high technology equipment in the building					
3.1.2 The developer's facilities and equipment are beautiful and visually appealing.					
3.1.3 The developer's staff are well-dressed and professional appearance.					
3.2 Reliability					
3.2.1 The developer delivers correctly service as commit to you on a timely basis.					
3.2.2 The developer provides services as promised.					
3.2.3 All of the developer touchpoints deliver consistent service.					

Ref. code: 25666633145393YKT

Question	Level of areement				
	1	2	3	4	5
3.3 Responsiveness					
3.3.1 The developer willing to assist.					
3.3.2 The developer listens to your request.					
3.3.3 The developer reacts quickly to your request.					
3.4 Assurance					
3.4.1 The developer keeps their word about what they promise to you.					
3.4.2 The developer' staff having a knowledge in their work context.					
3.4.3 The developer' staff being polite and courtesies.					
3.5 Empathy					
3.5.1 The developer prioritizing your interests.					
3.5.2 The developer understanding your needs.					
3.5.3 The developer' staff pampering you with great care.					

Ref. code: 25666633145393YKT

Section 4: Service quality of condominium developer that generally influence your satisfaction and purchasing decision of condominium in Bangkok.

Please Indicate how much you agree with the following statement and mark √ in the comment box that best matches you.

Note: 5 = Strongly agree: This means that you completely agree with the statement.

4 = Agree: This means that you agree with the statement, but not as strongly as you would if you chose "strongly agree."

3 = Neutral: This means that you neither agree nor disagree with the statement.

2 = Disagree: This means that you disagree with the statement, but not as strongly as you would if you chose "strongly disagree."

1 = Strongly disagree: This means that you completely disagree with the statement.

Question	Level of areement				
	1	2	3	4	5
4.1 Customer Satisfaction					
4.1.1 The service quality of the condominium aligns with the amount you pay.					
4.1.2 You are satified with developer's service because it aligns with your expectation.					
4.1.3 You satisfy will the overall services quality provided by your developer.					
4.2 Consumer Purchasing Decision					
4.2.1 You consider to buy the condominium which service quality aligns with the amount you pay.					
4.2.2 You consider to buy the condominium that service quality meets your expectations.					

Ref. code: 25666633145393YKT

Question	Level of areement				
	1	2	3	4	5
4.2.3 You consider to buy the condominium you satisfy will the overall services quality provided by your developer.					

Ref. code: 25666633145393YKT