

[DOI: 10.20472/EFC.2024.020.005](https://doi.org/10.20472/EFC.2024.020.005)

**PICHYADA PHEUNPHA**

Faculty of Management Science, Ubon Ratchathani University, Thailand

## **THE INFLUENCE OF MARKETING MIX FACTORS SERVICE QUALITY AND THE CORPORATE IMAGE ON THE LOYALTY OF PICKUP TRUCK CUSTOMERS**

### **Abstract:**

The research aimed to study the influence of marketing mix, service quality, and corporate image on customer loyalty of Pickup trucks in Ubon Ratchathani province, Thailand.

A questionnaire with a reliability coefficient (0.97) at a very high level was used in this study. Cluster sampling was collected from 400 customers from 5 careers in Ubon Ratchathani province: university students, entrepreneurs, company employees, workers, and civil servants. The statistics were descriptive, ANOVA, and multiple regression analysis. The results showed that different types of jobs did not differ in customer loyalty to Pickup Trucks ( $F = 1.51$ ,  $\text{sig} = 0.19 > 0.05$ ). The marketing mix, service quality, and corporate image can explain customer loyalty of Pickup Truck 74.5%. Ten sub-variables affect the loyalty of customers, which are the regression coefficient of trust ( $\beta = 0.32^{**}$ ), place ( $\beta = -0.22^{**}$ ), after-sale service ( $\beta = 0.18^{**}$ ), suggestions ( $\beta = 0.17^{**}$ ), promotion ( $\beta = 0.16^{**}$ ), access ( $\beta = 0.13^{*}$ ), satisfaction ( $\beta = 0.12^{*}$ ), and communication ( $\beta = 0.07^{*}$ ), respectively.

### **Keywords:**

Corporate Image, Service Quality, Marketing Mix, Customer Loyalty, Pickup Truck

**JEL Classification:** F23, L17, D40

## 1. INTRODUCTION

Thailand boasts one of Southeast Asia's most prominent automotive industries, ranking as the world's tenth-largest as of 2019 (Wikipedia, 2024). Many critical points about the car industry in Thailand are as follows: 1) Passenger cars are the primary vehicle type manufactured in Thailand, with over 637 thousand units produced in 2023 (Statistica Research Department, 2024a). 2) Production Volume: Thailand witnessed a significant increase in vehicle manufacturing volume in 2022, with nearly 200 thousand more units produced than the previous year (Statistica Research Department, 2024b). 3) Japanese Influence: Japanese automakers heavily influence the market, particularly in producing one-ton pickup trucks (Rastogi, 2018).

Thailand's automotive market is prominently characterized by the pickup truck segment, with Japanese automakers like Toyota, Honda, and Isuzu, establishing the country as a significant production base for one-ton pickup trucks (Rastogi, 2018). Moreover, the economic impact of the pickup truck industry plays a vital role in Thailand's economy, driving employment and economic growth through manufacturing and related industries (Statistica Research Department, 2024b).

Summary of total vehicles in circulation, Thailand has approximately 42 million cars as of 2021. Due to factors like practical and affordability, 51.2% (around 21 million) of Thai people buy motorcycles. Thai people buy passenger cars at 26.7% (at ~11.3 million) and then purchase pickup trucks at around 16.5% (approximately 7 million), respectively. Recent statistics reveal that Thailand averages 2.5 to 3 million newly registered cars yearly, 5-6 % of the total vehicles in movement. The trend shows a volume development opportunity for expanding market customers in the country (see Figure 1).

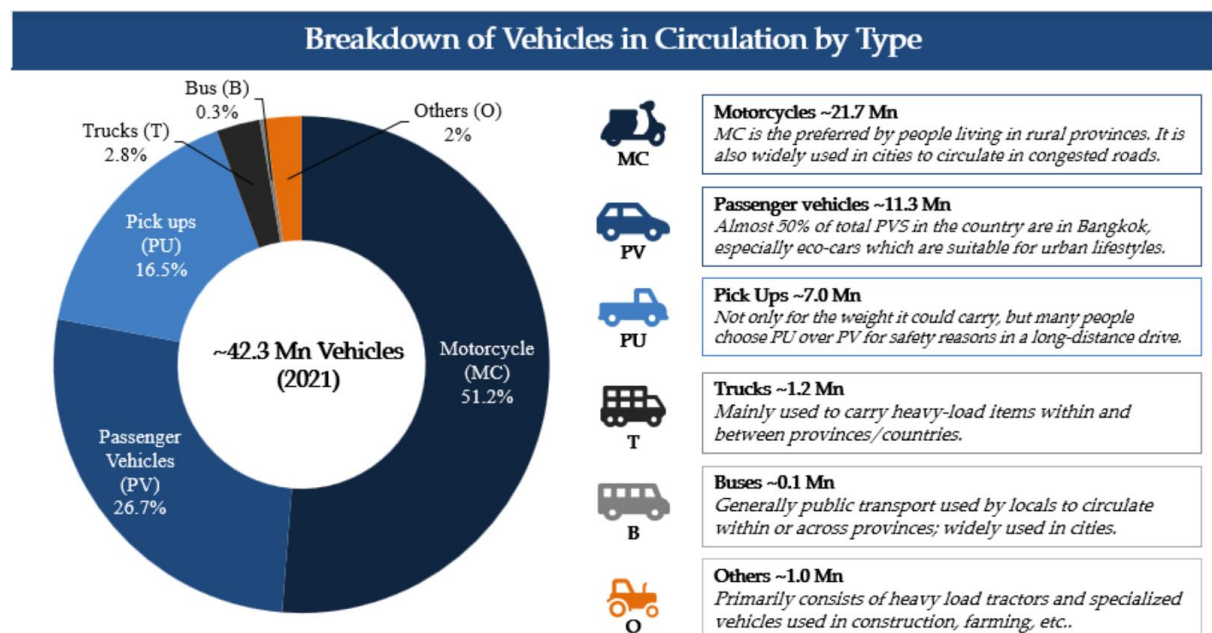


Figure 1 : Vehicles in Circulation by Type

Source: Department of Land Transport YCP Solidiance Research and Analysis (2023)

Manufacturers of passenger vehicles and 1-tonne pickup sales will benefit from ongoing growth in the domestic economy, continuing expansion in the online retail sector (which will add

to the demand for pickups), and government measures to support demand for battery electric vehicles (BEVs) that will run from 2022 to 2025. Sales will also succeed by releasing new models, especially of (electric vehicles) EVs. Although sluggish consumer spending power in overseas markets means that only weak export growth is expected for 2023, this should improve in 2024-2025 (Yongpisanphob, 2023). So, car manufacturers must increase customer satisfaction and loyalty to buying cars and expand the market to new clients.

Customer loyalty is paramount in the automotive industry due to its multifaceted benefits, as evidenced by research and industry insights repeat business, many studies stated that industry analysts highlight the significance of customer retention in the automotive sector, emphasizing the financial impact of repeat purchases on manufacturers and dealerships (Deloitte, 2024; LinkedIn, 2022; Rivergate Muffler, 2022). For example, research by Lakshman and Faiz (2021), Zhao et al. (2023), and Fatma and Kumar (2024) indicate that loyal customers are more likely to advocate for the brand, with positive word-of-mouth referrals playing a crucial role in influencing purchasing decisions in the business market. Automotive industry reports underscore the stability that loyal customers bring to sales figures, particularly during economic downturns, providing resilience against market fluctuations. Insights from market research firms highlight the cost-effectiveness of retaining existing customers compared to acquiring new ones, underscoring the importance of fostering loyalty to reduce marketing expenditures (Automotive Trends, 2019). Academic studies and industry reports corroborate the competitive advantage gained through solid customer loyalty, citing it as a critical differentiator in a crowded automotive market (Graeff, 2003). Research articles and industry publications emphasize the role of customer loyalty in driving long-term growth and sustainability for automotive businesses, attributing it to the steady revenue stream and brand resilience it offers (Wahyuni et al., 2023). In summary, customer loyalty is foundational to the automotive industry's success, as supported by empirical research, industry reports, and academic literature.

Nowadays, many researchers are interested in customer loyalty and have studied factors affecting customer loyalty. The factors include the marketing mix for example, Sridevi and Manjunath (2022); Ansori (2022); Clavadetscher (2017); Ellitan (2023); Rowland(2024), and some research found that corporate image on customer loyalty, for instance, Kato (2021); Sa'adah, Christi. and Susilowati (2023); or Sharma, et al. (2018). Some articles stated that service quality increases customer loyalty and satisfaction, such as Zygiaris et al. (2022), LinkedIn (2022), Lupo (2022), Alshurideh et al. (2022), and so forth. However, the research studied all of the independent factors on customer loyalty is limited. In Thailand, articles like these are sporadic for pickup trucks. These studies underscore the importance of the marketing mix elements, corporate image, and service quality in influencing customer loyalty in the automotive industry. By effectively managing product quality, pricing strategies, promotional activities, distribution channels, service quality, and brand image, automotive companies can enhance customer satisfaction and loyalty, increasing retention and profitability.

### **RESEARCH OBJECTIVES**

- 1) to study the opinion level of customers to marketing mix, service quality, corporate image, and loyalty of pickup truck customers in Ubon Ratchathani province, Thailand.
- 2) to compare loyalty of pickup truck customers between personal traits.
- 3) to study the influence of marketing mix, service quality, corporate image, and loyalty of pickup truck customers in Ubon Ratchathani province, Thailand.

## **2. LITERATURE REVIEWS AND DEVELOPMENT OF HYPOTHESES**

### **2.1 The Concept of The Loyalty of Customers**

The concept of customer loyalty has been developed and studied by various researchers and scholars many decades for example Cunningham (1956) studied brand loyalty - What, Where, How Much of brand loyalty. Jacoby and Kyner (1973) studied brand loyalty vs. repeat purchasing behavior. Oliver (1999) studied when customer loyalty? While it's challenging to attribute its origin to a single individual, several seminal works have contributed to our understanding of customer loyalty. Hence, customer loyalty is crucial for businesses due to several key reasons: 1) Repeat Purchases: Loyal customers are more likely to make repeat purchases, which can boost revenue and profitability (Abmatic AI, 2023). 2) Higher Spending: They tend to spend more per transaction compared to new customers (Abmatic AI, 2023). 3) Word-of-Mouth Marketing: Loyal customers are more likely to recommend the company to others, leading to positive word-of-mouth marketing (Freeman, 2024). 4) Brand Reputation: A loyal customer base enhances the brand's reputation, leading to higher customer satisfaction scores and positive reviews (Loyaltylion, 2024). 5) Cost Savings: It costs less to retain existing customers than to acquire new ones, making customer loyalty a cost-effective strategy (Forsta, 2022). And 6) Competitive Advantage: A loyal customer base can provide a competitive advantage by reducing the likelihood of customers switching to competitors (Nicereply, 2024).

Customer loyalty is also essential for the car industry as it drives repeat business which can significantly contribute to a company's revenue. They are more likely to buy a new car from the same brand and recommend it to others that means they repeat business (LinkedIn, 2022; Rivergate Muffler, 2022). Reduces costs because acquiring new customers can be expensive, while retaining existing ones is more cost-effective. Loyal customers require less marketing effort and are more forgiving of occasional shortcomings. Promotes brand advocacy, loyal customers become brand advocates, promoting the brand through word-of-mouth and social media (AutoAwards, 2024). Positive reviews and recommendations can significantly enhance a brand's reputation and attract new customers. Provides a competitive advantage, a loyal customer base can provide a competitive edge. It can differentiate a brand from competitors and create barriers to entry for new players in the market and enables. And data-driven marketing strategies, loyalty programs enable companies to collect valuable customer data, which can be used to personalize marketing efforts and improve customer experiences (White Label Loyalty, 2024).

Customer loyalty is not just about repeat purchases; it's about creating a bond with customers that goes beyond transactions. This bond can lead to higher customer lifetime value, positive word-of-mouth marketing, and a competitive edge in the market.

### **2.2 The Marketing Mix in the Vehicles**

The marketing mix is a foundational framework in the automotive industry, consisting of four key elements: 1) Product: This includes the design, features, quality, brand, and services associated with a car model. Manufacturers must create cars that meet customer needs and stand out in the market (Sridevi & Manjunath, 2022). 2) Price: Pricing strategies are critical in the car industry, where various factors such as production costs, competition, and perceived value influence pricing decisions. Companies must set competitive yet profitable prices (Rowland, 2024). 3) Place refers to the distribution channels through which cars are sold and delivered to customers. It involves decisions about dealership locations, online sales platforms, and logistics (Rowland, 2024). 4) Promotion: Promotion includes the marketing and advertising strategies to

create awareness and generate interest in a car model. Promotion can include traditional advertising, social media campaigns, and promotional events (Clavadetscher, 2017).

Several research papers have explored the relationship between the marketing mix and customer loyalty, particularly in the automotive industry context. These studies emphasize the importance of various marketing mix elements in influencing customer loyalty. For example, Ellitan (2023) suggested that product quality and features significantly enhance customer satisfaction, which in turn affects loyalty. A study found that the product has a positive impact on customer satisfaction. Pricing strategies can impact customer satisfaction and loyalty. Price sensitivity, perceived value, and price fairness are vital factors. Price has been shown to impact customer satisfaction. Place: Distribution channels and availability are crucial. Studies indicate that the place (distribution) impacts customer satisfaction. Pourdehghan (2015) found that marketing and promotional activities influence customer perceptions and loyalty. Effective promotion can create awareness and influence purchase decisions. Sridevi and Manjunath (2022) studied the impact of the marketing mix in the automobile sector with particular reference to the passenger car segment. This study compares market position and profitability among foreign brands and domestic brands in India. Research results stated the relevance of the marketing mix in increasing sales and profits and retaining existing customers in the automobile sector. The showcasing blend 4p's (item, value, place, advancement) assumes a significant job in the vehicle industry, their promoting technique, publicizing methodology, piece of the pie, PAT (benefit after duty), brand situating, deals, and it helps in settling CAGR (compound yearly development rate).

In summary, the marketing mix is not just a theoretical framework but a practical tool for success in the automotive industry. It encompasses product, price, place, and promotion, each of which plays a crucial role. Manufacturers must carefully design their products to meet customer needs and differentiate them from competitors. Pricing strategies must balance competitiveness with profitability. Distribution channels need to be optimized to ensure efficient delivery to customers. Finally, effective promotion is essential to create awareness and drive sales. By strategically managing these elements, automotive companies can enhance their market position and profitability, a key takeaway from our research (Sridevi & Manjunath, 2022; Rowland, 2024; Clavadetscher, 2017).

### **2.3 Service Quality**

The conceptualization of service quality, a topic of profound depth and breadth, has its roots in the expectancy-disconfirmation paradigm. It suggests that a business with high service quality will meet or exceed customer expectations (Oliver et al., 1994). Development Since the Late 1970s: The concepts of service quality have been evolving since the late 1970s, driven by numerous studies and practical approaches proposed by practitioners (Abdul et al., 2017). Introduction of SERVQUAL: SERVQUAL, introduced in 1985 by Berry, Zeithaml, and Parasuraman (1985), has been a significant model in identifying service quality gaps and improving customer satisfaction. Parasuraman et al. (1988) stated that service quality refers to the assessment of how well a delivered service matches the expectations of the customer. Service quality is crucial because it directly affects customer satisfaction, loyalty, and overall business success. High service quality often leads to customer retention, positive word-of-mouth, and a competitive advantage in the market. To measure and manage service quality, businesses commonly use models such as SERVQUAL, which assesses the gap between customer expectations and perceptions across the five dimensions: 1) Reliability: The ability to

perform the promised service dependably and accurately. 2) Responsiveness: The willingness to help customers and provide prompt service. 3) Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence. 4) Empathy: The provision of caring, individualized attention to customers. And, 5) tangibles: The physical facilities, equipment, and appearance of personnel.

Service quality is vital to businesses for several reasons: 1) Customer Satisfaction: High service quality leads to greater customer satisfaction. Satisfied customers are more likely to become repeat customers and recommend the business to others (Service Alliance Group, 2022; Alshurideh et al., 2022). 2) Customer Loyalty: Quality service builds customer loyalty. Loyal customers are likelier to continue buying from the business, reducing customer churn and increasing revenue (Service Alliance Group, 2022). 3) Competitive Advantage: Offering high-quality service can differentiate a business from its competitors. Customers are often willing to pay more for better service (Service Alliance Group, 2022). 4) Reputation: Service quality directly impacts a business's reputation. A positive reputation can attract new customers and retain existing ones (Service Alliance Group, 2022). 5) Financial Performance: Improved service quality can increase sales and profitability. Businesses prioritizing service quality tend to outperform their competitors (Alshurideh et al., 2022). 6) Employee Satisfaction: Providing high-quality service can increase employee satisfaction. Satisfied employees are more likely to deliver better service, creating a positive cycle (Indeed Editorial Team, 2023). Moreover, 7) Reduced Costs: High service quality can lead to fewer complaints and returns, reducing costs associated with customer dissatisfaction (Alshurideh et al., 2022).

Service quality is crucial in the automotive industry, impacting customer satisfaction, loyalty, and overall business success. Here is how: 1) Customer Satisfaction: High service quality increases customer satisfaction. Customers expect reliable, efficient, and timely service when dealing with their vehicles (Hong & Kim, 2020). 2) Customer Loyalty: Satisfied customers are more likely to be loyal to a brand. They are more likely to return for service and recommend the brand to others, leading to increased revenue and market share (Lupo, 2022). 3) Competitive Advantage: High service quality can differentiate a brand from competitors. Customers are willing to pay more for superior service, giving businesses a competitive edge (Lupo, 2022). 4) Digital Transformation: Quality management is crucial for the digital transformation of the automotive industry. It helps meet challenges and improve overall efficiency (MESbook, 2023).

## **2.4 The Corporate Image**

The concept of corporate image in business has a rich history of evolution. It first emerged in the 1950s, coined by Boulding as an organizational construct with emotional and functional aspects (Furman, 2010). In the 1960s-1970s, it took a significant step forward with the development of logos and clear brand identities, becoming an essential part of businesses (Wikipedia, 2024). By the 1980s, it had transformed from a mere advertising term to a broader concept encompassing a company's reputation and public perception (Inc.com, 2021). Today, corporate image remains a crucial factor for businesses, shaping consumer perceptions, loyalty, and overall success (Trazada, 2023). A strong corporate image is crucial for building and maintaining customer loyalty in the car business. Here is why: 1) Brand Perception: A positive corporate image enhances the brand's reputation, making customers more likely to trust and remain loyal (Yazid et al., 2020). 2) Customer Satisfaction: A good corporate image often leads to higher customer satisfaction, a crucial driver of loyalty (Sa'adah et al., 2023). 3) Competitive Advantage: A positive corporate image can differentiate a brand from its competitors, attracting

and retaining customers who value its image (Kato, 2021). 4) Long-Term Relationships: A solid corporate image fosters trust and credibility, encouraging customers to establish long-term relationships with the brand (Chavan, 2017). 5) Reputation Management: In a crisis, a positive corporate image can help mitigate adverse effects on customer loyalty, as customers are more likely to give the brand the benefit of the doubt (Sharma et al., 2018).

A strong corporate image is crucial for building and maintaining customer loyalty in the car business. It enhances the brand's reputation, fostering trust and loyalty. Corporate builds customer satisfaction. Higher satisfaction levels lead to increased loyalty and competitive advantage, which differentiates the brand from competitors, attracts and retains customers, and builds long-term relationships. It fosters trust and credibility, encouraging repeat business. Moreover, reputation management helps mitigate adverse effects during crises, preserving customer loyalty.

Based on the above-mentioned discussion on the important factors that have influences on customer loyalty, several hypotheses and conceptual framework were formulated as follows:

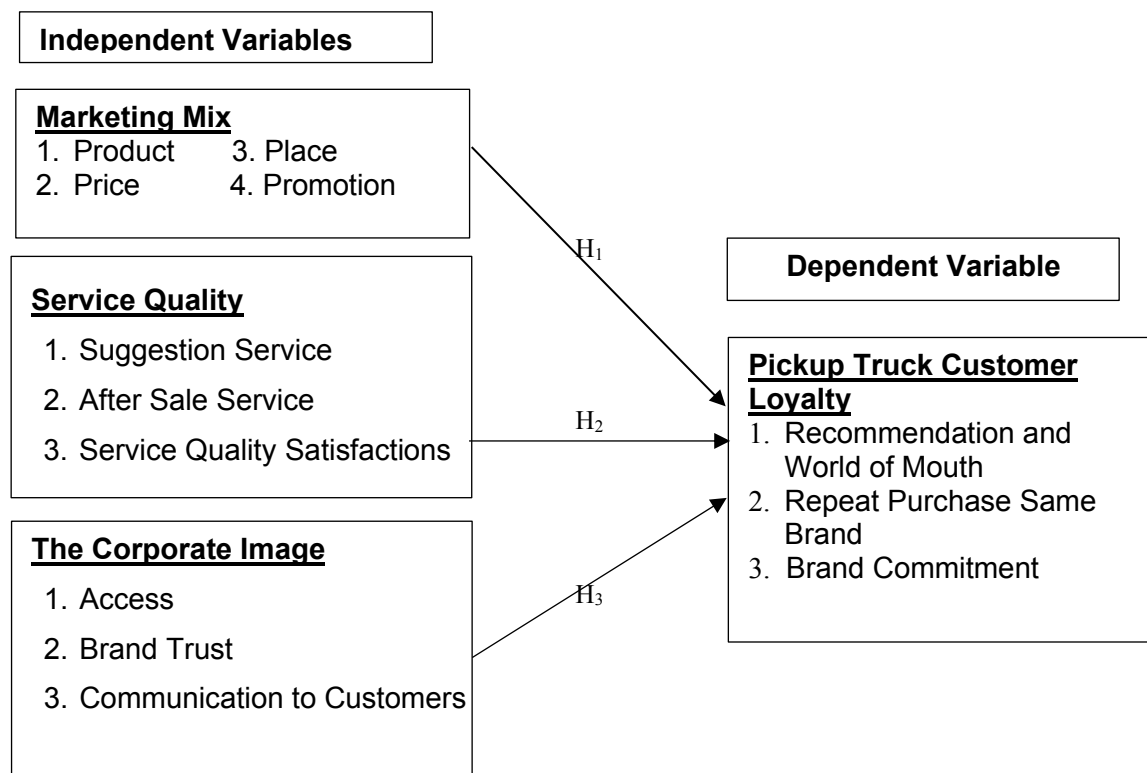
### Hypotheses:

H<sub>1</sub>: There is a significant influence marketing mix on pickup truck customer loyalty.

H<sub>2</sub>: There is a significant influence service quality on pickup truck customer loyalty.

H<sub>3</sub>: There is a significant influence corporate image on pickup truck customer loyalty.

### Conceptual Framework:



**Figure 2: Research Conceptual Framework**

### 3. RESEARCH METHODOLOGY

This research employed a quantitative research methodology, with the population being customers older than 20. They have jobs or certain positions such as staff in the universities, schools, companies, or some organizations located in Ubon Ratchathani and Warin Chamrap cities, the biggest in Ubon Ratchathani province. The area sampling technique was used to select two districts, and the staff or employees of 2 districts, the author, were collected from the sample group between August and November 2023. The population of pickup truck customers was more than 100,000, and the sample size of 400 staff was calculated by the formula of Kanchanawasee et al. (2008) by determining the 95% confidence level and the 10% tolerance level of the standard deviation to be the sample group. Area sampling was used in this study, as shown in Table 1.

**Table1:** Sample sizes of each organization in Ubon Ratchathani Province

<b>Housing Customers in Ubon Ratchathani Province, Thailand</b>	
<b>Areas/ Organizations</b>	<b>Sample Sizes</b>
1. Ubon Ratchathani University	200
2. Central Ubon Ratchathani	100
3. Bic C Super Market Ubon Ratchathani	50
4. Jarearnsri Market, Warin Chamrap,Ubon Ratchathani	50
<b>Total</b>	<b>400</b>

### 4. VALIDITY AND RELIABILITY TESTS

For the questionnaire's validity, three experts in marketing, business administration, and research methods and statistics had to verify the structural content of each variable, so that the index of item-objective congruence (IOC) value of every item was between 0.67-1.00, which pass the criteria which are higher than 0.50 (Rovinelli and Hambleton, 1977). The results of the pilot study with 30 customers who had a job and an effort to buy a car in Det-Udom District, which is near Ubon Ratchathani city was, similar to the sample, are shown in Table 2, where the overall value of Cronbach's alpha equal 0.97 that higher than 0.70 indicates the very high internal consistency in the questionnaire's set of data. Based on Gliem and Gliem (2003), the reliability level is excellent if the Cronbach's alpha value is more than 0.90. Therefore, data from the pilot study indicates that it is reliable to be tested, and the set question of marketing mix, service quality, corporate image, and customer loyalty of pickup truck will be suited and retained in continuing this study.

**Table 2:** Cronbach's Alpha Coefficient Results

<b>Variables</b>	<b>Cronbach's Alpha</b>
The Marketing Mix 4ps (15 items)	0.91
Service Quality (14 items)	0.94
Corporate Image (6 items)	0.77
Customer Loyalty of Pickup Truck (14 items)	0.93
<b>Total</b>	<b>0.97</b>



## 5. RESULTS

**Objective 1: To study the opinion level of customers to marketing mix, service quality, corporate image, and loyalty of pickup truck customers in Ubon Ratchathani province, Thailand, with the following research results:**

There were 400 questionnaire respondents: 166 males (41.5%), 189 females (47.25%) and 45 LGBTQs (11.25%). Most of the sample was 21-30 (58.50%) and 41 – 50 (18.5%). Single status 64%, under graduated students (41.75%), entrepreneurs (20.25%), official governments (civil servants, teachers, lecturers, nurses, doctors and so forth (17.25%), company employees (10%) and agriculturists (6%). Their average monthly income was less than 10,000 baht (30.5%), income between 10,001 – 20,000 baht (28%) and income between 20,001 to 30,000 baht (24.75%). The pickup truck brand that customers are interested in are TOYOTA (32.5%), ISUZU (26.25%), FORD (17.75%) NISSAN (11.25%), MAZDA (8%), HONDA (2%), MITSUBISHI (1.5%), CHEVROLET (0.5%) and SUBARU (0.25%), respectively.

The marketing mix opinion results revealed a high level, with the overall opinion level averaging at 4.11 out of a possible score of 5 and a standard deviation (SD) of 0.56. This number indicates a pickup truck positive opinion of the marketing mix of customers. The analysis found that every aspect is essential to a high level of customer opinion. In descending order, the opinion level of the marketing mix was as follows: product average was 4.22, and the SD was 0.69. The next was price with the average of 4.18, and the SD was 0.62. Promotion, with the average of 4.06, and the SD was 0.60. Finally, the place had an average of 4.00 and a SD 0.73, respectively; see Table 3.

**Table 3:** The results of the marketing mix opinion level of respondents

Marketing Mix	N	Mean	SD	The Opinion Level
Product	400	4.22	0.69	high
Price	400	4.18	0.62	high
Place	400	4.00	0.73	high
Promotion	400	4.06	0.60	high
<b>Total</b>	<b>400</b>	<b>4.11</b>	<b>0.56</b>	<b>high</b>

The results of the service quality of respondents' opinion level revealed a high level, with an overall averaging 4.06 out of 5 and an SD of 0.66. This number indicates a strong positive sentiment toward service quality. The analysis found that every aspect is also essential at a high level of respondents' opinion. The descending order was as follows: suggestion service average was 4.11, and the SD was 0.69. The service quality satisfaction average of 4.06; the SD was 0.75. Finally, after sale service had an average of 4.00 and a SD of 0.70 (see Table 4).

**Table 4:** The results of the service quality opinion level of respondents

Service Quality	N	Mean	SD	The Opinion Level
1. Suggestion Service	400	4.11	0.69	high
2. After Sale Service	400	4.00	0.70	high
3. Service Quality Satisfactions	400	4.06	0.75	high
<b>Total</b>	<b>400</b>	<b>4.06</b>	<b>0.66</b>	<b>high</b>

The results of the corporate image of respondents' opinion level revealed a high level, with the overall opinion level averaging 4.08 out of 5 and a standard deviation (SD) of 0.58. This robust number underscores the strong positive sentiment towards corporate image in pickup truck, a factor of significant importance for customer loyalty. The analysis of every aspect is also perceived at a high level. In descending order, the opinion level of the corporate image was as follows: the access average was 4.11, and the SD was 0.75. The following indicator was brand trust, with the same average of 4.10; the SD was 0.75. Finally, communication to customers average was 4.03, and the SD was 0.64, respectively; see Table 5.

**Table 5:** The results of the corporate image opinion level of respondents

Corporate Image	N	Mean	SD	The Opinion Level
1. Access	400	4.11	0.65	high
2. Brand Trust	400	4.10	0.75	high
3. Communication to Customers	400	4.03	0.64	high
Total	400	4.08	0.58	high

The results of the customer loyalty opinion level revealed a high level, with an overall averaging 4.06 out of 5 and an SD of 0.64. This number indicates a strong positive sentiment towards customer loyalty. The analysis found that every aspect is also essential at a high level. In descending order, the opinion level of the customer loyalty was as follows: the recommendation and word of mouth to others average was 4.12, and the SD was 0.71. The following indicator was brand commitment, with the same average of 4.06; the SD was 0.73. Finally, repeat purchase same brand had an average of 4.00 and an SD of 0.73, respectively, see Table 6.

**Table 6:** The results of the customer loyalty opinion level of respondents

Customer Loyalty	N	Mean	SD	The Opinion Level
1. Recommendation and Word of Mouth	400	4.12	0.71	high
2. Repeat Purchase Same Brand	400	4.00	0.73	high
3. Brand Commitment	400	4.06	0.73	high
Total	400	4.06	0.64	high

## Objective 2: To compare loyalty of pickup truck customers between personal traits.

From Table 7, the test of variance analysis (ANOVA) with the value of  $F = 1.51$ ,  $p = 0.19 > 0.05$ , different job cannot be explained by the different variances of customer pickup truck loyalty.

**Table 7:** Results of variance analysis of customer pickup truck loyalty between job or career.

The ANOVA for testing customer pickup truck loyalty between jobs					
Source of Variances	Sum of Squares	d.f.	Mean Square	F	Sig.
Between Groups	3.03	5.00	0.61	1.51	0.19
Within Groups	158.67	394.00	0.40		
Total	161.70	399.00			

**From Table 8**, the test of variance analysis with the value of  $F = 2.94$ ,  $p = 0.01 < 0.05$ , different pickup truck brand can explained differ the variance of customer loyalty with statistical significance at the level of 0.05.

**Table 8:** Results of ANOVA of loyalty of customers between pickup truck brands

<b>The ANOVA for testing customer loyalty between pickup truck brand</b>					
<b>Source of Variances</b>	<b>Sum of Squares</b>	<b>d.f.</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Between Groups	5.81	5.00	1.16	2.94	0.01*
Within Groups	155.89	394.00	0.40		
<b>Total</b>	<b>161.70</b>	<b>399.00</b>			

\*  $P < 0.05$

**When look at Table 9**, LSD paired comparison (equal variances assumed) between customer loyalty and pickup truck brand found that 1) customer loyalty of pickup truck ISUZU higher than pickup truck NISSAN with statistical significance at the level of 0.01. 2) Customer loyalty of pickup truck ISUZU higher than pickup truck MAZDA with statistical significance at the level of 0.05. 3) Customer loyalty of pickup truck TOYOTA higher than pickup truck NISSAN with statistical significance at the level of 0.05. 4) Customer loyalty of pickup truck FORD higher than pickup truck NISSAN with statistical significance at the level of 0.01. Finally, 5) Customer loyalty of pickup truck NISSAN lower than pickup truck others (MISHUBISHI, CHEVROLET, HONDA and et al with statistical significance at the level of 0.05. Other pickup brand pairs were not differed of customer pickup truck loyalty.

**Table 10:** Paired comparison between customer pickup truck loyalty and brand

<b>(I)</b>		<b>Pickup Truck brand</b>	<b>Mean Difference (I-J)</b>	<b>S.E.</b>	<b>Sig.</b>
LSD	<b>ISUZU</b>	TOYOTA	.09	.08	.28
		FORD	.02	.10	.85
		<b>NISSAN</b>	<b>.37*</b>	<b>.11</b>	<b>.00**</b>
		<b>MAZDA</b>	<b>.26*</b>	<b>.13</b>	<b>.04*</b>
		OTHER	.02	.15	.91
	<b>TOYOTA</b>	FORD	-.07	.09	.45
		<b>NISSAN</b>	<b>.28*</b>	<b>.11</b>	<b>.01*</b>
		MAZDA	.17	.12	.17
		OTHER	-.07	.15	.64
	<b>FORD</b>	<b>NISSAN</b>	<b>.35*</b>	<b>.12</b>	<b>.00**</b>
		MAZDA	.24	.13	.07
		OTHER	.00	.16	.99
	<b>NISSAN</b>	MAZDA	-.11	.15	.44
		<b>OTHER</b>	<b>-.36*</b>	<b>.17</b>	<b>.04*</b>

\*  $P < 0.05$ , \*\*  $p < 0.01$

For compare loyalty of pickup truck customers between others personal traits, gender, income, range age, and marital status were not made customer loyalty difference.

**Objective 3: to study the influence of marketing mix, service quality, and corporate image on customers of pickup truck loyalty in Ubon Ratchathani province, Thailand.**

The multiple linear regression analysis results revealed that the various linear regression analyses resulted in multiple  $R = 0.87$ ; the independent variables were related to the at a very high level. (Salkind, 2013) An  $R^2$  (Adjusted) = 0.745 found that the independent variables could account for 74.5 percent of the variance of change in customers of pickup truck loyalty. In contrast, the other 25.5 percent were influenced by the different variables not included in the model.

**Table 13:** Results of the multiple correlation analysis of the predictor variables and customers of pickup truck loyalty

Model	R	$R^2$	Adjusted $R^2$
1	0.87 <sup>a</sup>	0.75	0.745

From Table 14, the results found that nine variables (out of 10) had a statistically significant effect on customers of pickup truck loyalty. All variables had the tolerance and the VIF values were pass the criteria, i.e., Tolerance > 0 and VIF < 5.53 (Pheunpha, 2023), so there was no problem with a very high level of correlation between independent variables. All predictors were suitable for analysis in the multiple regression model in descending order of influence size as follows:

- Brand trust of corporate image influences the customers of pickup truck loyalty statistically significant at 0.01 level. Beta regression coefficient = 0.32; that is, if pickup truck company was an increase in brand trust by 1 unit, it resulted in the customers of pickup truck loyalty increased by 0.32 standard units, with the other independent variables being constant.

- Our analysis also found that place of the marketing mix variable significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.22, a 1 unit increase in place of the marketing mix led to a substantial 0.22 standard unit increase in customers of pickup truck loyalty, with other variables remaining constant. This underscores the importance of considering place of the marketing mix in strategies aimed at influencing customers of pickup truck loyalty.

- After sale service of service quality significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.18, a 1 unit increase in after sale service led to a substantial 0.18 standard unit increase in customers of pickup truck loyalty, with other variables remaining constant. This underscores the importance of considering after sale service aimed at influencing customers of pickup truck loyalty.

- Suggestion service of service quality significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.17, a 1 unit increase in suggestion service led to a substantial 0.17 standard unit increase in customers of pickup truck loyalty, with other variables

remaining constant. This underscores the importance of considering suggestion service aimed at influencing customers of pickup truck loyalty.

- Promotion of the marketing mix variable significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.16, a 1 unit increase in promotion of the marketing mix led to a substantial 0.16 standard unit increase in customers of pickup truck loyalty, with other variables remaining constant. This underscores the importance of considering promotion of the marketing mix in strategies aimed at influencing customers of pickup truck loyalty.

- Price of the marketing mix variable significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.13, a 1 unit increase in price of the marketing mix led to a substantial 0.13 standard unit increase in customers of pickup truck loyalty, with other variables remaining constant. This underscores the importance of considering price of the marketing mix in strategies aimed at influencing customers of pickup truck loyalty.

- Access of corporate image significantly influences customers of pickup truck loyalty. With a Beta regression coefficient of 0.16, a 1 unit increase in access led to a substantial 0.16 standard unit increase in customers of pickup truck loyalty, with other variables remaining constant. This underscores the importance of considering access of corporate image in strategies aimed at influencing customers of pickup truck loyalty.

- Customer satisfaction of corporate image influences the customers of pickup truck loyalty statistically significant at 0.05 level. Beta regression coefficient = 0.12; that is, if pickup truck company was an increase in customer satisfaction by 1 unit, it resulted in the customers of pickup truck loyalty increased by 0.12 standard units, with the other independent variables being constant.

- Communication of corporate image influences the customers of pickup truck loyalty statistically significant at 0.05 level. Beta regression coefficient = 0.07; that is, if pickup truck company was an increase in communication by 1 unit, it resulted in the customers of pickup truck loyalty increased by 0.07 standard units, with the other independent variables being constant.

Other independent variables did not influence the customers of pickup truck loyalty, as shown in Table 14.

**Table 14:** Results of the multiple linear regression analysis of customers of pickup truck loyalty

Model		Unstandardized Coefficients		Standard Coeffi.	t	Sig.	Collinearity Statistics	
		B	S.E.	Beta			Toler.	VIF
Variables (Constant)		0.07	0.14			0.60		
The Marketing Mix	Product	-0.03	0.04	-0.03	0.52	0.44	.42	2.39
	Price	0.14	0.04	<b>0.13</b>	0.77	<b>0.00**</b>	.36	2.76
	Place	0.19	0.04	<b>0.22</b>	3.13	<b>0.00**</b>	.30	3.38

	<b>Promotion</b>	0.17	0.04	<b>0.16</b>	4.78	<b>0.00**</b>	.45	2.20
<b>Service Quality</b>	<b>Suggestion service</b>	0.15	0.04	<b>0.17</b>	4.35	<b>0.00**</b>	.28	3.53
	<b>After sale service</b>	0.17	0.04	<b>0.18</b>	3.50	<b>0.00**</b>	.29	3.40
	<b>Satisfaction</b>	0.10	0.05	<b>0.12</b>	3.89	<b>0.04*</b>	.18	5.50
<b>Corporate Image</b>	<b>Access</b>	0.13	0.05	<b>0.13</b>	1.98	<b>0.01*</b>	.24	4.20
	<b>Brand trust</b>	0.27	0.03	<b>0.32</b>	2.51	<b>0.00**</b>	.45	2.21
	<b>communication</b>	0.07	0.03	<b>0.07</b>	8.50	<b>0.04*</b>	.57	1.75

(Note \* p<0.05, \*\* p<0.01)

From the table 14 of multiple regression analysis, an equation for predicting the loyalty of pickup truck customers can create as follows

**The equation to predict the loyalty of pickup truck customers in the standard score terms.**

$$\begin{aligned} \text{The Customer Loyalty} = & 0.32^{**} (\text{Brand Trust}) + 0.22^{**} (\text{Place}) + 0.18^{**} (\text{After Sale Service}) \\ & + 0.17^{**} (\text{Suggestion Service}) + 0.16^{**} (\text{Promotion}) + 0.13^{**} (\text{Price}) \\ & + 0.13^* (\text{Access}) + 0.12^* (\text{Satisfaction}) + 0.07^* (\text{Communication}) \end{aligned}$$

## 6. CONCLUSIONS

Based on the results of hypothesis testing in this study, the research results found that all hypotheses were accepted or had significant effects. The three independent variables, marketing mix, service quality, and corporate image, substantially affect customers of pickup truck loyalty, a crucial insight for decision-makers in the pickup truck industry, as shown in Table 15.

**Table15:** Conclusion of hypotheses testing results

<b>Hypothesis</b>	<b>Beta Coef.</b>	<b>P-value</b>	<b>Decision</b>
H <sub>1</sub> : There is a significant influence marketing mix on pickup truck customer loyalty. - Price - Place - Promotion	0.13 0.22 0.16	0.00** 0.00** 0.00**	Accepted
H <sub>2</sub> : There is a significant influence service quality on pickup truck customer loyalty. - Suggestion service - After sale service - Satisfaction service	0.17 0.18 0.12	0.00** 0.00** 0.04*	Accepted
H <sub>3</sub> : There is a significant influence corporate image on pickup truck customer loyalty. - Access - Brand trust - Communication	0.13 0.32 0.07	0.01* 0.00** 0.04*	Accepted

The marketing mix opinion results revealed a high level, with the overall opinion level. The analysis found that every aspect is essential to a high level of customer opinion. In descending order, the opinion level of the marketing mix was as follows: product, price, promotion, and place, respectively. The results of the service quality revealed a high level. The analysis found that every aspect is also essential at a high level. The descending order was as follows: suggestion service, service quality satisfaction, and after sale service. The results of the corporate image revealed a high level. This robust number underscores the strong positive sentiment towards corporate image in pickup truck. The analysis of every aspect is also perceived at a high level. In descending order of the corporate image was as follows the access, brand trust, and communication. The results of the customer loyalty opinion level revealed a high level. In descending order was as follows the recommendation and word of mouth, brand commitment, and, repeat purchase.

A compare loyalty of pickup truck customers between personal traits found that job, gender, income, range age, and marital status were not made customer loyalty difference. However, different pickup truck brand can explained differ the variance of customer loyalty in Ubon Ratchathai province, Thailand with statistical significance. LSD paired comparison between customer loyalty and pickup truck brand found that 1) customer loyalty of pickup truck ISUZU higher than pickup truck NISSAN. 2) Customer loyalty of pickup truck ISUZU higher than pickup truck MAZDA. 3) Customer loyalty of pickup truck TOYOTA higher than pickup truck NISSAN. 4) Customer loyalty of pickup truck FORD higher than pickup truck NISSAN.

The influence of marketing mix, service quality, and corporate image on customers of pickup truck loyalty in Ubon Ratchathani province, Thailand. The multiple linear regression analysis results the multiple  $R = 0.87$ ; the independent variables were related to the at a very high level. An  $R^2$  (Adjusted) = 0.745 found that the independent variables could account for 74.5 percent of the variance of change in customers of pickup truck loyalty. The multiple regression model in descending order of influence size as follows brand trust, place, after sale service of service quality, suggestion service, promotion, price, access, customer satisfaction, and communication of corporate image, respectively.

## 7. DISCUSSIONS

The role of brand trust in the pickup truck industry in Ubon Ratchathani Province, Thailand, is of utmost importance. It is a critical variable that has a positive influence on customer loyalty. This influence is significant, ranking brand trust perception, access, and communication as sub-indicators in this study. The findings of the ANOVAs and multiple regression analysis in this study confirmed people's trust in the brand names of pickup trucks. Based on the empirical data, the ISUZU and TOYOTA pickup truck brands in Ubon Ratchathani are renowned. This confirms that brand trust is the feeling consumers have due to their interaction with a brand, based on the perception that the brand is reliable and responsible for consumers' pickup truck quality and honesty. The research results are in line with Rastogi (2018), who stated that Thailand's automotive market is prominently characterized by the pickup truck segment, with Japanese automakers establishing the country as a significant production base for one-ton pickup trucks. Key points about pickup trucks in Thailand include Japanese automakers holding substantial influence in the pickup truck market and leveraging Thailand's manufacturing capabilities for production. The Statistica Research Department (2024b) reported pickup trucks contribute significantly to Thailand's overall vehicle production, with one-ton models particularly prevalent.

Furthermore, the economic impact of the pickup truck industry plays a vital role in Thailand's economy, driving employment and economic growth through manufacturing and related industries. Policymakers or pickup truck entrepreneurs must concentrate on the pickup truck corporate because a solid corporate image is crucial in the car business for building and maintaining customer loyalty. It can increase customer satisfaction and the brand's reputation and drive loyalty, competitive advantage, and long-term relationships. Corporate image is crucial for pickup car businesses in Thailand, influencing consumer perceptions, loyalty, and overall success (Trazada, 2023).

The marketing mix plays a crucial role in influencing customer loyalty in the pickup truck industry, particularly in Ubon Ratchathani Province. The study's multiple regression results revealed that the marketing mix's importance ranking of distribution channels, promotion, and price were significant factors in customer loyalty for pickup trucks in the Ubon Ratchathani Province. The results demonstrated the distribution channels through which cars are sold and delivered to customers. It involves decisions about dealership locations, online sales platforms, and logistics (Meethong & Imson, 2022). Promotion includes the marketing and advertising strategies used to create awareness and generate interest in a car model. Promotion can include traditional advertising, social media campaigns, and promotional events (Wikipedia, 2024). Pricing strategies are critical in the car industry, where various factors such as production costs, competition, and perceived value influence pricing decisions. Companies must set prices that are competitive yet profitable. The report of the Statistica Research Department (2024a) supports the hypotheses.

Meanwhile, service quality is crucial in influencing customer loyalty in the pickup truck industry, particularly in Ubon Ratchathani Province. The study's multiple regression results revealed that the service quality's importance ranking of after-sale service, suggestion service, and satisfaction service were significant factors in customer loyalty for pickup trucks in the Ubon Ratchathani Province. The results demonstrated that service quality directly impacts customer satisfaction. When customers receive high-quality service such as good suggestion and after sale services, they are more likely to be satisfied with their experience (Service Alliance Group, 2022). High service quality can lead to improved customer retention. Satisfied customers are more likely to return to a business for future purchases (Zygiaris et al., 2022). Good service quality can enhance corporate reputation. A positive reputation can attract new customers and retain existing ones (Hadi & Indradewa, 2019). Service quality can impact business performance. High-quality service can increase customer loyalty, sales, and profitability (Kankam, 2023). So, based on the findings that service quality significantly influences customer loyalty in the pickup truck industry in Ubon Ratchathani Province, car businesses in the region should consider the following suggestions: 1) Prioritize After-Sale Service 2) Enhance Suggestion Services 3) Focus on Satisfaction Services 4) Promote Customer Retention 5) Build Corporate Reputation and 5) Monitor and Improve Business Performance

By taking action on these recommendations, car businesses in Ubon Ratchathani Province to enhance brand trust, transform their marketing strategies, and service quality offerings especially pickup truck brand. This will lead to improved customer trust, satisfaction, enhanced corporate image, and, ultimately, increased customer loyalty, sales, and profitability. The potential for positive change is within reach, inspiring businesses to strive for operational excellence.



## ACKNOWLEDGMENTS

This research was supported by the Faculty of Management Science, Ubon Ratchathani University. Thanks also go to Associate Professor Dr. Ian Smith, lecturers of University of Sydney for editing and sharing his insights and knowledge for this paper.

## References

- Abdul Khader D., and Dr. C. Madhavi. (2017). Progression of Service Quality Concepts. *Global Journal of Management and Business Research*, 17(A6), 17–27. Retrieved from <https://journalofbusiness.org/index.php/GJMBR/article/view/2288> Horizons, pp. 44-52.
- Abmatic AI. (2023). The role of customer loyalty in growth. Book a Demo. Retrieved from <https://abmatic.ai/blog/role-of-customer-loyalty-in-growth>
- Alshurideh, M. T., Wasfi, A., & Al Kurdi, B. (2022). The impact of service quality and service transparency on customer satisfaction. *International Journal of Theory of Organization and Practice (IJTOP)*, 1(1), 137-154.
- Ansori, P. B. (2022). The effect of relationship marketing on customer loyalty: A case study. *Adpebi International Journal of Multidisciplinary Sciences*, 1(1).
- AutoAwards. (2024). The importance of customer loyalty in the automotive industry. *Loyalty & Marketing Solutions*. Retrieved from <https://www.autoawards.com/the-importance-of-customer-loyalty->
- Automotive trends. (2019). The case for collaborative CASE. Part of PwC's 22nd CEO Survey trend series. Retrieved from <https://www.pwc.com/gx/en/ceo-survey/2019/Theme-assets/reports/automotive-trends-report.pdf>
- Balmer, J.M.T., & Gray, E.R., (2000). Corporate identity and corporate communications: creating a competitive advantage. *Industrial and Commercial Training*, 32 (7), pp. 256–262.
- Berry, L.L., Parasuraman, A. and Zeithaml, V.A. (1985) Quality counts in services, too. *Business Horizons*, 5, 44-52. [https://doi.org/10.1016/0007-6813\(85\)90008-4](https://doi.org/10.1016/0007-6813(85)90008-4)
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality." *Journal of Retailing*, 64(1), 12-40.
- Chavan, V. V. (2017). Corporate image attributes and its impact on customer loyalty. *International Journal of Research in Management, Economics and Commerce*, 7(12), 223-228.
- Clavadetscher, J. (2017). Introducing the new four ps of automotive marketing. *CARS.COM*. Retrieved from <https://www.growwithcars.com/dealeradvantage/2017/08/24/introducing-the-new-four-ps-of-marketing/>
- Cunningham, R. M. (1956). Brand Loyalty - What, Where, How Much?. *Harvard Business Review*, 34 (1): 116–128.
- Deloitte. (2024). 2024 state of automotive software development. Retrieved from [https://www.perforce.com/p/resources/sca/2024-state-automotive-software-development-report?utm\\_source=googleadwords&utm\\_medium=cpc&utm\\_campaign=QAC-Automotive-Report-2024-NAEMEA&utm\\_adgroup=QAC-Automotive-Report-2024-NAEMEA-Search&gad\\_source=1&gclid=CjwKCAjw4yyBhAgEiwADSEjeMhrku2YEozStRf4A7MFvHsQHhJxayvbuVOwwtJWipW-8atI0pKaThoCiVkJQAvD\\_BwE](https://www.perforce.com/p/resources/sca/2024-state-automotive-software-development-report?utm_source=googleadwords&utm_medium=cpc&utm_campaign=QAC-Automotive-Report-2024-NAEMEA&utm_adgroup=QAC-Automotive-Report-2024-NAEMEA-Search&gad_source=1&gclid=CjwKCAjw4yyBhAgEiwADSEjeMhrku2YEozStRf4A7MFvHsQHhJxayvbuVOwwtJWipW-8atI0pKaThoCiVkJQAvD_BwE)
- Department of Land Transport YCP Solidiance Research and Analysis. (2023). Automotive industry in Thailand: 2023 market trends. Retrieved from <https://ycpsolidiance.com/article/thailand-automotive-industry-trend-2022>
- Ellitan, J. (2023). The impact of marketing mix on customer loyalty with customer satisfaction

- as mediating variable. *World Journal of Advanced Research and Reviews*, 2023, 19(02), 162–177. Retrieved from <https://doi.org/10.30574/wjarr.2023.19.2.1535>
- Fatma, M. and Kumar, M. (2024). Exploring the Correlation Between Service Quality and Customer Satisfaction in the Hospitality Industry. Volume 12. 1400-1410. 10.25215/1201.131.
- Forsta. (2022). Customer experience: Nine benefits of customer loyalty for your business. Forsta.Com. <https://www.forsta.com/blog/benefits-of-customer-loyalty/>
- Freeman, M. (2024). Your best asset: the power of customer loyalty and its significance. *The Ultimate Playbook for Growing Business*. Retrieved from <https://www.business.com/articles/what-makes-customer-loyalty-so-important/>
- Furman, D. M. (2010). The development of corporate image: A historiographic approach to a marketing concept. *Corporate Reputation Review*, 13(1), 63–75. <https://doi.org/10.1057/crr.2010.3>
- Gliem, J. A., and Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales.
- Graeff, R. T. (2003). Exploring consumers' answers to survey questions: Are uninformed responses truly uninformed? *Psychology & Marketing*, 20(7).
- Hadi, D. and Indradewa, R. (2019). The service quality effect on corporate reputation, customers satisfaction, and loyalty. *Science, Engineering and Social Science Series*, 3(3), 51-56.
- Hong, J., and Kim, B. (2020). Service quality, relationship benefit and experience value in the auto repair services sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(2), 1-15.
- Inc.com. (2021). Corporate Image. Retrieved from <https://www.inc.com/encyclopedia/corporate-image.html>
- Indeed Editorial Team. (2023). Service quality: Definition, importance, and implementation. Retrieved from <https://ca.indeed.com/career-advice/career-development/service-quality>
- Jacoby, J., and D. B. Kyner. 1973. "Brand Loyalty Vs. Repeat Purchasing Behaviour." *Journal of Marketing Research* 10 (1): 1–9. <https://doi.org/10.1177/002224377301000101>.
- Kanchanawasee, S., Pitayanon, T., and Srisuko, D. (2008). Selection of appropriate statistics for research (5th ed.). Bangkok: Chulalongkorn University Printing.
- Kankam, G. (2023). Service quality and business performance: the mediating role of innovation. *Discover Analytics*, 1, 6 (2023). Retrieved from <https://doi.org/10.1007/s44257-023-00006-7>
- Kato, T. (2021). Factors of loyalty across corporate brand images, products, dealers, sales staff, and after-sales services in the automotive industry. 25th International Conference on Knowledge-Based and Intelligent Information & Engineering Systems. *Procedia Computer Science* 192 (2021) 1411–1421.
- Lakshman, D. and Faiz, F. (2021). The impact of customer loyalty programs on customer retention in the retail Industry. *Journal of Management Research*, 21(1), 35-48.
- LinkedIn. (2022). 3 reasons why customer Loyalty is important for auto service businesses. Retrieved from <https://www.linkedin.com/pulse/3-reasons-why-customer-loyalty-important-auto-service-businesses-/in-the-automotive-industry/>
- Loyaltylion. (2024). The importance of customer loyalty: a guide for ecommerce brands. Retrieved from <https://loyaltylion.com/blog/the-importance-of-customer-loyalty>
- Lupo, V. (2022). The importance of quality management in the automotive industry. SIEMENS.COM. <https://blogs.sw.siemens.com/opcenter/achieve-the-digital-transformation-in-quality-management-for-automotive-industry/>
- Meethong, N. and Imson, N. (2022). Automotive industry in Thailand: 2023 market trends. Retrieved from <https://ycpsolidiance.com/article/thailand-automotive-industry-trend-2022>
- MESbook. (2023). How to improve quality in the automotive industry. Retrieved from

- <https://mesbook.com/en/calidad-industria-automotriz/>
- Nicereply. (2024). The importance of customer loyalty. Customer Experience Platform. Retrieved from <https://www.nicereply.com/blog/the-importance-of-customer-loyalty/>
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(4\_suppl1), 33-44. Retrieved from <https://doi.org/10.1177/00222429990634s105>
- Oliver, R.L., Balakrishnan, P.V. S. and Barry, B. (1994). Outcome satisfaction in negotiation: A test of expectancy disconfirmation. *Organizational Behavior and Human Decision Processes*, 60(2), 252-275.
- Rastogi. V. (2018). Thailand's automotive industry: Opportunities and incentives. Asian Briefing. Retrieved from <https://www.aseanbriefing.com/news/thailands-automotive-industry-opportunities-incentives/>
- Rivergate Muffler. (2022). The importance of customer loyalty in the automotive industry. Blog. Retrieved from <https://rivergatemuffler.com/2022/02/the-importance-of-customer-loyalty-in-the-automotive-industry/>
- Rovinelli, R. J., and Hambleton, R. K. (1977). On the use of content specialists in the assessment of criterion-referenced test item validity. *Dutch Journal of Educational Research*, 2, 49-60.
- Rowland, C. (2024). Toyota's marketing mix (4p) analysis. Panmore Institute. Retrieved from <https://panmore.com/toyota-marketing-mix-4ps-analysis>
- Sa'adah, V. U., Christi. and Susilowati, C. (2023). The impact of corporate image and relationship marketing on customer loyalty in mediated customer satisfaction at SMEs. *International Journal of Research in Business and Social Science*, 12(7), 126- 135.
- Service Alliance Group. (2022). Why is service quality important in business. Retrieved from <https://servicealliancegroup.coMugionom/blog/why-is-service-quality-important-in-business/>
- Sharma, B., Kumari, N., & Chaturvedi, S. (2018). Impact of Corporate image on customer loyalty. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 5(6), 1-9.
- Sridevi, M., and Manjunath, H. (2022). The impact of marketing mix in the auto mobile sector with special reference to passenger car segment: A comparative study among foreign brands and domestic brands. *International Journal of Research (IJR)*, 9(2): 184 – 200.
- Statistica Research Department. (2024a). Automotive industry in Thailand - statistics & facts. Price & Access. Retrieved from <https://www.statista.com/topics/6485/automotive-industry-in-thailand/#topicOverview>
- Statistica Research Department. (2024b). Vehicle production in Thailand from 2012 to 2023. Price & Access. Retrieved from <https://www.statista.com/statistics/1026953/thailand-annual-vehicle-production/>
- Trazada. (2023). What is corporate image and why is it important for your company?. Retrieved from <https://trazada.com/en/what-is-corporate-image-and-why-is-it-important-for-your-company/>
- Wahyuni, A. & Dewayana, T. & Fitriana, R. (2023). Factor analysis of increasing customer loyalty in the automotive industry. *Journal Syntax Transformation*. 4. 122-134.
- Wallström, S., Hjelm Lidholm, S., & Sundström, M. (2023). Retailers view on customer loyalty – a social resource theory perspective. *The International Review of Retail, Distribution and Consumer Research*, 1 – 18 . Retrieved from <https://doi.org/10.1080/09593969.2023.2287998>
- White Label Loyalty. (2024). Complete guild to loyalty in the automotive industry. <https://whitelabel-loyalty.com/blog/loyalty-industry-insight/guide-to-loyalty-in-the-automotive-industry>
- Wikipedia. (2024). Automotive industry in Thailand. Retrieved from

- [https://en.wikipedia.org/wiki/Automotive\\_industry\\_in\\_Thailand](https://en.wikipedia.org/wiki/Automotive_industry_in_Thailand).  
Wikipedia. (2024). Corporate identity. Retrieved from [https://en.wikipedia.org/wiki/Corporate\\_identity](https://en.wikipedia.org/wiki/Corporate_identity).
- Yazid, A. S., Mkheimer, I., & Mahmud, M. S. (2020). The effect of corporate image on customer loyalty: The mediating effect of customer satisfaction. *The Journal of Research on the Lepidoptera*, 51(2), 124-138.
- Yongpisanphob, W. (2023). Industry outlook 2023-2025: Automobile industry. Retrieved from <https://www.krungsri.com/en/research/industry/industry-outlook/hi-tech-industries/automobiles/io/io-automobile-2023-2025>
- Zhao, S. & Jiang, Z. & Li, Y. & Meng, J. (2023). How does word-of-mouth marketing affect customer loyalty. *Advances in Economics, Management and Political Sciences*. 10. 51-57. 10.54254/2754-1169/10/20230427.
- Zygiaris S., Hameed, Z., Ayidh Alsubaie, M. and Ur Rehman, S. (2022). Service quality and customer satisfaction in the post pandemic world: A study of Saudi Auto Care Industry. *Frontier Psychology*, 13. Retrieved from <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.842141/full>