The Factors Influencing Customer Loyalty Toward Home Broadband Internet Provider in Bangkok

Thanawan Sa-ngiamnate[1]
Preecha Methavasaraphak[2]
Graduate School of Business
Assumption University of Thailand
Email: tsmamook1997@gmail.com[1]
Email: preechamth@au.edu[2]

ABSTRACT

This research aims to find out and investigate the factors influencing customer loyalty toward home broadband internet provider in Bangkok. From literature review, service quality, trust, brand image and customer satisfaction were selected to study. The questionnaires were created with Google forms and distributed to 400 respondents from the target population by using convenience sampling and snowball sampling. Then, the information was analyzed by statistics package program. Moreover, this study revealed descriptive analysis, correlation analysis and multiple regression analysis. Researcher found that all selected factors influence customer loyalty of home broadband internet provider in Bangkok which explained customer loyalty of home broadband internet provider at 61.7 percent ($R^2 = 0.617$). Besides, there were some recommendations in this study that would help home broadband internet providers to increase more customer loyalty as customer loyalty can be considered as one of the key factors to succeed in the business in the long term.

KEYWORDS: Service quality, Trust, Brand image, Customer satisfaction, Customer loyalty.

Introduction

Nowadays, people live in the globalization era that internet plays an important role in their lives. Also, lifestyle of people has changed to be more convenience and online because of internet. People use the internet for communication, work and so on. In 2020, the usage of internet from around the world increase 7 percent from last year (Kemp, 2020). Then, the internet usage of people including Thai people has increased continuously. Also, the internet usage of Thai people can estimate around 75 percent from total

population (Kemp, 2020). In Thailand, the internet usage can estimate around 75 percent from total population (Kemp, 2020).

For Home Broadband Internet, it is the internet that people use in their accommodation. This type of internet is more stable than mobile internet as it helps to transmit a lot of data at once. So, people are interested in Home Broadband more than the past and the percentage of using Broadband internet is higher in every year.

According to Marketeer (2020), the increasing demand of broadband come from three reasons which are increasing of more gadgets, watching video on demand on smart TV and new accommodations for people who wants to have their own space. In fact, the situation of Covid-19 is another factor that helps Broadband market to grow faster (Marketeer, 2020).

In this industry, there are 4 main players in the market which are True Online, 3BB, AWN (AIS) and TOT. True online is the biggest player in the market following by 3BB, TOT and AIS respectively (Thansettakij, 2019). The competition in this market is intense because of the increasing of demand.

Mostly, the price and internet speed were used in order to acquire new customers which can be from competitor's customers and maintain the existing customers (Marketeer, 2020). However, only price strategy and internet speed are not enough to attract and maintain customer in the long run.

In business, the cost of acquiring new customers is higher and have less beneficial than maintain existing the customers (Qian, Peiji& Quanfu, 2011). The more customer loyalty, the better business performance of company because of re-purchasing and give positive word of mouth, and also less price sensitivity which can get the higher profit in the long run. (Jahanzeb, Fatima &Khan, 2011; Wang & Wu, 2012). Thus, Home Broadband Internet providers have to pay a lot of attention to the customer loyalty as it is able to create and also is factors that help business to be successful as it has the better performance and maintain their market share and position in the market which considered as competitive advantage for the company in the long run.

This research studies about the factors that influence customer loyalty of Home Broadband Internet provider in Bangkok in order to benefit for home broadband internet provider in the future.

Research Objectives

1. To investigate the factors that related with customer loyalty of Home Broadband Internet provider in Bangkok.

2. To investigate the influencing factors customer loyalty of Home Broadband Internet provider in Bangkok.

Scope of Research

In this study, the target respondent is Home Broadband Internet users who live in Bangkok only. Moreover, the questionnaire was distributed by Google Form sending out to sample group by using the convenience and snowball sampling. In the questionnaire, the researcher used the Five Point Likert Scale which is one of quantitative analysis method.

Literature Review

Customer Loyalty

Turner and Wilson (2006) stated that customer loyalty is willingness of customers to re-purchase product or service from the organization and give positive word of mouth about the product or service to their friends. However, Bagdonienè & Jakštaitè (2007) said that only repurchasing is not enough to count as customer loyalty because they can repurchase because of convenience or preference of family which is not from their loyalty to cause repurchasing. Then, the customer loyalty should be comprised of two elements together which are behavior and attitudes (Kabir & Rafe 2012). Attitudinal loyalty refers to the attitude, preference of customers toward company's products or service. Behavioral loyalty refers to the repurchase of customers, provide favorable word of mouth and willingness to purchase more or the other product of the same brand (Kabir & Rafe 2012).

Oliver (1999) proposed the four stages of loyalty model which are cognitive loyalty, affective loyalty, conative loyalty and action loyalty. These four stages do not appear immediately but it will happen in sequence over time. The first stage was called cognitive loyalty which refers to knowledge or understanding of product's or service's quality, characteristic, or benefits. Next, affective loyalty is that customers feel satisfied or dissatisfied with the product or service through purchasing decisions or past experience with the company product or service. Thirdly, conative loyalty can be intention of repurchasing of customers from the same brand or willingness of customers to try the product or service from the company. The last stage is action loyalty which is led by the intention from the third stage. It is that customer keep repurchasing of the firm's product or services without hesitation even the competitors offer attractive offering or the firm up the price of product or service.

Service Quality

According to Lewis (1991), Service quality is defined as the firm's ability to offer the product or service that can meet customer expectation. Aaker (2004) stated that customer expectation can be separated

into two levels. The first one is desired service which refers to the service that customer expect to receive. It can be considered as the ideal of customer expectation. Even customers do not get what they expect in this level, the dissatisfaction will not happen because customers know that the firm cannot achieve the best all the time and the standard of desired service is very different from each other. So, customers know that it is hard to achieve their desired service. Then, they will reduce their expectation to adequate service which is the minimum of service expectation that customers can accept. The gap between desired service and adequate service which is the length of acceptance was called zone of tolerances. The firms have to reduce the gap of customer expectation and actual performance in order to maintain customers with them.

According to Parasuraman et al (1988), SERVQUAL consists of five dimensions which are reliability, assurance, empathy, responsiveness and tangibles for measuring service quality. Home Broadband Internet is the combination between product and service business because there is some part that staffs have to provide service to the customers.

Trust

According to Anderson & Narus (1990), researchers defined that trust is

customers believe in word or promise that company give to customers and the reason is that they perceive company as faithful and honest. So, the company certainly can keep the promise and will give positive thing to customers and the company can prevent the negatives to the customers. Moreover, Stern (1997) also supported that the company need to learn about the theory of how to build the close relationship and acquaintance in order to win customers' heart which comprise of communication, caring and giving, commitment, comfort of compatibility and conflict. Ciancutti & Steding (2001) emphasized that trust is one of important thing for the company to compete with the competitors in the market as trust is the thing that cannot imitate. Also, it can help the company to maintain the customers in the long term.

Brand Image

Romaniuk (2000) stated that brand image refers to customers' perceptions and knowledge about the brand which means that the brand image is come from customer perception toward what company does. According to Mayers-Levy (1989), brand image also can link to the brand name as it is based on attributes in customers' mind. Upamannyu & Mathur (2012) affirmed that brand image is the beliefs that customers have toward the brand and the image was developed from diverse sources. It means that brand name, reputation, functionality

and overall value was reflected the brand image (Khizindar, Al-Azzam, and Khanfar, 2015).

Customer Satisfaction

According to Kotler and Keller (2006 as cited in Dudovskiy,2012), "Customer Satisfaction is defined as person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations". Then, the Expectancy Disconfirmation Theory by Oliver (1977,1980) was supported the definition of Kotler and Keller as the theory is about the customer perception and the actual performance. There are four constructs which are expectation, perceived performance, disconfirmation and satisfaction. The expectation is that customer predict about the product and service that they will get. The perceived performance is that what actually performance that products or service give to customers. Next, disconfirmation is customer evaluation between the expectation and actual performance. If the perceived performance is greater than the expectation, the positive disconfirmation will happen. The perceived performance equals to expectation can considered as confirmation and the negative disconfirmation will happen if the perceived performance is less than expectation. The positive disconfirmation and disconfirmation can lead to satisfaction. For negative disconfirmation, it leads to dissatisfaction or feeling of disappointment. Fornell (1992) claimed that customer satisfaction is customer attitude toward the product or service after using or experiencing it.

Research Framework

The conceptual model was come from the previous and relevant study about the customer loyalty of home broadband internet. There were four independent variables that was chose to study in this research which was service quality, trust, brand image and customer satisfaction. For dependent variable, it was customer loyalty of home broadband internet provider in Bangkok.
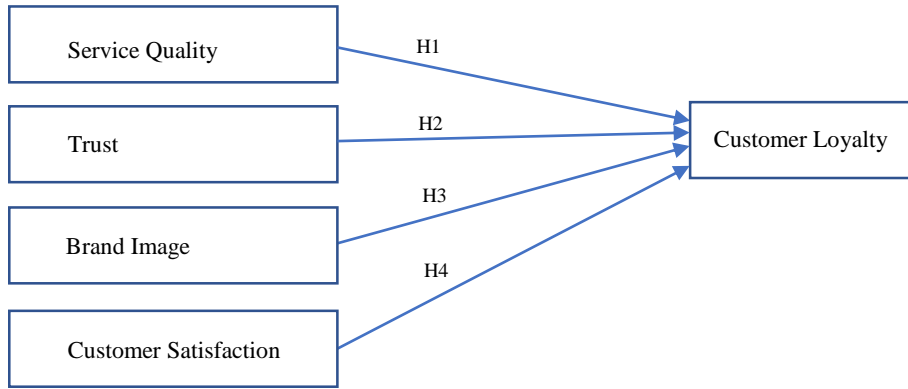
Figure 1 - The Research Conceptual Framework

Research Hypothesis

According to conceptual model, four hypotheses were formulated.

H1a: Service quality influence on the customer loyalty toward Home Broadband internet provider.

H2a: Trust influence on the customer loyalty toward Home Broadband internet provider.

H3a: Brand Image quality influence on the customer loyalty toward Home Broadband internet provider.

H4a: Customer Satisfaction quality influence on the customer loyalty toward Home Broadband internet provider.

Research Methodology

This study investigated the influencing factors on customer loyalty of home broadband internet provider in Bangkok. In the proposed conceptual model, there were four factors that researcher chose to focus on which are service quality, trust, brand image and customer satisfaction that influenced customer loyalty.

The researcher set the target respondents to be people who have home broadband internet and live in Bangkok. The sample size was 400 respondents. After that, the questionnaires were created via Google form and send the link to the respondents by applying convenience and snowball sampling as the researcher has limited time for the research. The questionnaire comprises of four part which are Screening, Demographic information, General information about home broadband internet provider and the opinion of respondents on home broadband internet provider. For the last part, it was separated into five parts. The questions in each part refers to each variable which are customer loyalty, service quality, trust, brand image and customer satisfaction. Thus, the total questions in this questionnaire is 33 questions. The

questions were created by the definition of each variables and also modified from Wanlika Chatupayul (2016), Saruta Tangjai, (2011), Orawan Kittisapkul, (2016).

After getting the first 30 respondents, the researcher run statistics program in order to check reliability. The reason is that the reliability can check the mistakes or errors in each question.

Table 1: Reliability Test (Cronbach's Alpha) N=30

Variables	Cronbach's Alpha	Reliability
Customer Loyalty	0.855	Good
Service Quality	0.932	Excellent
Trust	0.927	Excellent
Brand Image	0.862	Good
Customer Satisfaction	0.918	Excellent

Table 1 presented the result of Cronbach's alpha for each all variables in this research. According to the rules of thumb, overall was above 0.8 which was in the level of good and excellent for value interpretation. So, no questions were cut off in this questionnaire.

Results of the Study

From 400 respondents, A result showed that all respondents are people who have home broadband internet and live in Bangkok. For gender, there were 192 respondents who was female and the percentage of female is 48% out of 100. The rest was 208 respondents and they were male. The percentage was 52%. Next, the age in the range between 22 – 39 years old was the highest as 231 respondents aged in this range and the percent was 57.8 out of 100. The next group of respondents who aged less than 22 was the second and there were 107 people or 26.8 percent in this range. The third group was respondents who aged between 40 – 54 years old which had 49 respondents or 12.3 percent. The last group of age was above 55 years old which was 13 respondents or 3.3 percent. For educational level, there were four levels which was high school, bachelor degree, master degree and doctoral degree. The most educational level of respondents were bachelor degree as there were 269 respondents or 67.3 percent. Then, the second rank was high school which was 76 respondents or 19 percent out of 100. Next, there were 50 respondents who had master degree or 12.5 percent. Another group

which was doctoral degree had 5 respondents or 1.3 percent. The fourth topic in demographic part was occupation. Mostly, the respondents were employees which had 134 respondents from total 400 respondents or 33.5 percent. Next, students were the second highest as there were 113 respondents or 28.2 percent who were students. Business owner was third group that had 78 respondents or 19.5 percent. Fourthly, there were 48 respondents or 12 percent who were freelance and 18 respondents or 4.5 percent as the government officer. The rest which was 9 respondents or 2.3 who perform other jobs which was not in the choices in the questionnaires. The last topic in the demographic information was about the total family monthly income of the respondents. In the table 5.1, most respondents had total family monthly income in the range of 25,001 - 40,000 Baht as it had 155 respondents or 38.8 percent that selected this range. The second range that most respondents said that it was their total family monthly income was above 55,000 Baht as there were 111 respondents in this range and it equals to 27.8 percent out of 100. Thirdly, there were 80 respondents or 20 percent who had total family monthly income between 40,001 – 55,000 Baht. For less than 25,000 Baht, there were 54 respondents or 13.5 percent.

Another part that was counted as a part of the demographic information was the general information about respondents' home broadband internet provider in Bangkok which included the brand, time using home broadband internet and their main purposes of using it. Firstly, the table revealed that the brand that most respondents use was from TRUE which had 197 respondents or 49.3 percent. The second brand that most respondents choose was ANW (AIS Fiber) which had 123 respondents or 30.8 percent. Next, it was 3BB which had 51 respondents or 12.8 percent. TOT was the fourth that respondents choose and it had 28 respondents or 7 percent. There were only one respondents or 0.3 percent who choose other brand that it was not in the given choices.

The next item in the general information about respondents' home broadband internet provider was the time that they had been using the home broadband internet from their home broadband internet provider. Mostly, the respondent had been using their home internet around 1-4 years as it had 147 respondents or 36.8 percent from all respondents. The second group was respondents who used it above 8 years which had 119 respondents or 29.8 percent. There were also had 108 respondents or 27 percent who used the home broadband

internet for 5-8 years. The last group was the respondents who used home broadband internet less than 1 year which had 26 respondents or 6.5 percent.

The most reasons that respondents decided to used home broadband internet was for entertainment such as watch movie or listening to the music which had 336 respondents or 84.8 percent. Secondly, there were 316 respondents or 79 percent who said that they used home broadband

internet for searching for information. The third reasons that was supported by 289 respondent or 72.3 percent was using with the social media. The next reason was work from home which had 275 respondents or 68.8 percent. Moreover, there were 164 respondents or 41 percent that used the home internet for online learning. There were 7 respondents or 1.8 percent who used it for other purposes excluding the given alternatives.

Table 2: Summary of mean and standard deviation of all variables

Variables	N	Mean	Standard Deviation	Interpretation
Service Quality	400	4.01	0.786	High
Trust	400	4.05	0.848	High
Brand Image	400	4.15	0.796	High
Customer Satisfaction	400	4.06	0.860	High

According to Degang (2010), the mean score of all variables in this research were interpreted as high because the mean score of all variables were in the range 3.94

– 4.15. Their mean value was 4.01, 4.05, 4.15 and 4.06 respectively. For the standard deviation, the value of all variables was 0.786, 0.848, 0.796 and 0.860 respectively.

Table 3: Correlation Relationship between Independent Variables and Dependent Variable

	Significant Value at the 0.01 level (two-tailed)	Level of Correlation	Strength of Correlation
Service Quality	.000	0.698**	Positive Strong relationship
Trust	.000	0.750**	Positive Strong relationship
Brand Image	.000	0.665**	Positive Strong relationship
Customer Satisfaction	.000	0.736**	Positive Strong relationship

*** Correlation is significant at the 0.01 level (2-tailed).*

Correlation Analysis

According to Mukaka (2012), the Pearson's correlation coefficient is statistic method that had been using for testing the relationship between two variables. For the result, the overall of correlation value for all independents were positive strong relationship as all variables got the correlation value above 0.6 which was in the range 0.665 – 0.750. According to Evans (1996), it was interpreted that all independent variables including service quality, trust, brand image, and customer satisfaction had positive strong relationship with the dependent variable which was customer loyalty. The highest correlation value was the trust that had 0.750. So, it can conclude that trust had strongest relationship with customer loyalty but it still was in the range of strong relationship.

Table 4: Model Summary from Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.785ᵃ	0.617	0.612	0.544	0.617	126.885	5	394	0.000
a. Predictors: (Constant), Customer Satisfaction, Brand Image, Services Quality, Trust,									

According to table 4, Adjusted R square equals to 0.612 or 61.20%. This 61.20% indicated that the customer loyalty of home broadband internet provider in Bangkok can be described by the four independents variables in this study which were service quality, trust, brand image, and customer satisfaction. On the other hand, there were 38.8% explained that there was another independent variable that can be influenced customer loyalty of home broadband internet provider in Bangkok.

Table 5: The Summary Results of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Significant value	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Services quality	0.178	0.079	0.160	2.243	0.025	0.190	4.885
Trust	0.376	0.071	0.365	5.300	0.000	0.205	4.883
Brand Image	0.145	0.057	0.133	2.557	0.011	0.362	2.762
Customer Satisfaction	0.311	0.065	0.306	4.774	0.000	0.236	4.235
a. Dependent Variable: Customer Loyalty of Home Broadband Internet Providers in Bangkok							

Significant Value & Beta Coefficient Analysis

Table 4 presented significant Value & Beta Coefficient result for all hypothesis that was from the statistics program. In this study, the significant value or "p value" was used to investigate the influencing factors toward home broadband internet provider in Bangkok. If the significant value is less than 0.05, it means that the independent variables influence dependent variable. However, if the significant value is greater than 0.05, it means that the independent variables does not influence the dependent variable. So, service quality, trust, brand image, and customer satisfaction have statistically significant influence on the customer loyalty as the significant value of them were 0.025, 0.000, 0.011, and 0.000 respectively which was not exceed 0.05.

For the Beta Coefficient result, there were four factors that have statistically significant influence on the customer loyalty toward home broadband internet provider in Bangkok which were service quality, trust, brand image, and customer satisfaction. Firstly, the service quality had beta coefficient result at 0.160. It can be interpreted that every 1 unit rise in service quality, the customer loyalty of home broadband internet provider in Bangkok will increase by 16 percent. Next, trust had 0.365 for beta coefficient which mean that

every 1 unit rise in trust, the customer loyalty of home broadband internet provider in Bangkok will increase by 36.5 percent. Thirdly, the beta coefficient of brand image was 0.133. It referred that every 1 unit rise in brand image, the customer loyalty of home broadband internet provider in Bangkok will increase by 13.3 percent. Finally, the beta coefficient of customer satisfaction was 0.306. It means every 1 unit rise in customer satisfaction, then, the customer loyalty of home broadband internet provider in Bangkok will increase by 30.6 percent.

VIF-Variance Inflation Factor

Variance Inflation Factors or "VIF" was the statistical method that was applied to detect the multicollinearity. According to Kim (2019), the problem of multicollinearity occurred if the VIF value was greater than 5. Based on the table 5.4.3, it indicated the variance inflation factors of all independent variables which were service quality, trust, brand image, and customer satisfaction. The VIF of all variables were 4.885, 4.883, 2.762, and 4.235. It can be concluded that all of independent variables including service quality, trust, brand image, and customer satisfaction, there was no problem with multicollinearity as the VIF was below 5.

Recommendations

First of all, the home broadband internet provider should focus on creating the trust as it was the most influencing factor that showed in this study. Based on mean score, the questions that got the least mean value was "I think I am confident that my Home Broadband Internet Provider can keep their promise" which had 4.02 for the mean value. Even it was in the same range with other question, but it still the least. So, the home broadband internet provider should ensure the customers that they certainly can perform what they promise to do. They should focus on their staffs as their staffs are the person who have duty to keep companies promises. The companies have to find a way to encourage the employees to perform their job following to the promise that companies give to the customers. Also, the companies have to monitor on their work performance and maintain the standard. According to this recommendation, the companies will gain more trust from customers which can increase the mean score of the first question which was "I think I completely trust the Home Broadband Internet Provider that I used" as well.

The second thing that the home broadband internet provider should focus on customer satisfaction. The customer satisfaction is the important thing for creating the customer loyalty which is the pre step before reaching to the loyalty for customers. From the result, the customer satisfaction toward providing the information and news should be improve as it has the least mean score among other items. The companies should pay more attention to the content of information and news that are suitable for customers before providing to the customers. Also, the customer satisfaction toward the internet package should maintain as it has the highest mean score. So, it means that customers satisfy with their current package already. So, the companies have to maintain the quality of package in order to maintain the customer satisfaction.

Next, the third factors that home broadband internet provider should focus was brand image. According to the result, the mean score of three questions was close to each other. So, the companies have to pay attention to all questions which were leader, cover areas and widely accepted. The company should improve all these three items together by generating more brand awareness and find a way to lead customer to brand recognition in order to build the stronger brand image in the customer perception. The brand image has influence on customer loyalty of home broadband internet provider. Then, the stronger brand image will be able to help company to create more customer loyalty.

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