

**The Relationship between Perceived Value, Perceived Service Quality, Customer Satisfaction and Behavioral Intention on Lazada Application Users in Bangkok**

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*Received: 01/12/2022*

*Revised: 22/05/2023*

*Accepted: 29/05/2023*

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**Abstract**

The objectives of this research were to 1) investigate the level of perceived value, service quality, satisfaction, and behavioral intention among customers of Lazada Bangkok in Thailand, and 2) examine the relationship among perceived value, service quality, customer satisfaction, and behavioral intention. The sample groups were people living in Bangkok who experienced buying products from Lazada application. The data were collected by purposive random technic for 456 samples. The research tool was an online questionnaire through a google form, and data analysis was descriptive and inference statistics such as Pearson's Correlation Coefficient and Multiple Regression Analysis. The results of the research showed that the perceived value and service quality of buying products on Lazada has a direct positive effect on behavioral intention toward buying a product online. In addition, the perceived value and service quality of buying products on Lazada have an indirect positive effect on behavioral intention toward buying a product online through customer satisfaction.

**Key words:** perceived value; service quality; customer satisfaction; behavioral intention, Lazada

## **Introduction**

The Internet dramatically affects how people feel, how happy they are, and how they plan to act worldwide. Due to this privilege, Internet shopping has developed, changing ordinary people's lives. The primary goal of online businesses such as Lazada is to provide products and services that best meet the needs of their customers. A business that always gives customers what they want will do better than its competitors since happy customers are more likely to buy from that business again. However, it is also true that Thai people are generally conservative in their shopping habits, and as modernity and fast-paced life continue, reliance on Internet shopping will grow (Chan, 2016). Therefore this study is aimed to understand better consumer behavioral intention regarding online buying, including their preferences, dislikes, and level of satisfaction.

One company that uses the online business model in e-commerce retail is Lazada Thailand. It sells a wide range of goods and items for kids and adults. The Lazada Group, which has grown all over Southeast Asia since it started in Thailand in March 2012. According to a review by IlmuOneData, Lazada Thailand was the best place for web shoppers to buy goods, with 21.35% of the market. It was also the top customer product online business, with a 60% increase in visits from January to June 2021, or 39.3 million visits every month. According to these insights, Lazada faces more challenges than other companies in building their businesses in different countries (Statista, 2021).

This study is a controlled experiment to determine how consumer behaviors affect what they buy next. This study looks at how Lazada shoppers judge the value of products and services, how satisfied they are, and what they plan to do in the future. Another thing that needs to be looked into is the link between how customers see the value, how satisfied they are with the service, how good the service is, and what they plan to do. This study aims to answer: “How can customers’ satisfaction be made more effective and influence their repurchase behavior?”

## **Research Objective**

This examination has two principal purposes.

1. To examine the level of perceived value, service quality, satisfaction, and behavioral intention among customers of Lazada Bangkok in Thailand.
2. To investigate the relationship among perceived value, service quality, customer satisfaction, and behavioral intention.

## **Research Questions**

The research questions are as follows.

1. To what extent are perceived value and service quality correlated with behavioral intention to buy products online among Lazada customers in Bangkok?
2. How does customer satisfaction influence the relationships among perceived value, service quality, and behavioral intention toward buying products online among Lazada customers in Bangkok?

## **Literature Review**

### **1. Perceived Value**

Customers' perceived shopping value and repurchase behavior have a favorable association, according to research (Sweeney & Soutar, 2001). According to the researchers, the higher a customer's perceived value from buying at a store, the more likely he or she is to return to buy products and services from that store. Based on these reasons, it is acceptable to assume that greater repurchase rates are a consequence of improved consumer satisfaction. Customers' perceived shopping values, according to this research, should better reflect the link between consumer contentment and repurchase behavior.

### **2. Service Quality**

The word "quality" is a combination of the words "service" and "quality," with a focus on giving customers excellent support. The word "quality" describes a supplier's promised level of service. It is impossible to draw strict boundaries between good and evil. There are no limits to what an excellent new generation may do. Developments in technology and science allow for better goods to be manufactured. The rate of innovation directly correlates to the quality assurance rate. Like how important it is for companies that make goods to support research and develop something new that makes their services and plans stand out and give them profitable market opportunities, the same can be said for companies that make services. Therefore, the conditions for innovation are more favorable in industrialized nations (Murphy, 2019).

### **3. Customer Satisfaction**

The preceding goal of every business is to please its customers. (Kemapanmanas et al., 2016). This is true for manufacturing, retail, wholesale, government agencies, service businesses, nonprofits, and every part of a company. Satisfaction is an overall measure of how customers feel about a service or product based on what they say, how it compares to pass standards, and how well they think it works. Customer pleasure may improve customer loyalty,

company image, customer repurchase, and advertising expenditure reduction (Leecharoen, 2019).

#### **4. Behavioral Intention**

The numbers show much interest from prospective buyers (LaMorte, 2019). This research is helpful for both consumers and academics since it provides insight into Lazada shoppers' opinions on the site's value, the quality of customer care they get, the level of satisfaction they report, and their intentions for the future. So this will help make better explanations and algorithms for classifying customer satisfaction and future behavior. Also, Lazada merchants, especially those in Thailand, could use the results of this study to make early decisions about what steps to take to improve customer satisfaction, performance expectations, and sales (Mardiana, 2015).

#### **5. Lazada**

Rocket Internet established the Lazada Group in 2012 to offer Southeast Asia a high-quality online shopping experience. In 2012, Lazada launched its e-commerce platforms in five ASEAN nations, including Thailand. By 2016, Lazada's South Asian marketplaces had earned a cumulative gross merchandise value of US\$1.3 billion per year. With the Board of Investment's assistance, Lazada established a local subsidiary in Thailand, Lazada IHQ. Ltd, in 2015 (Lazada, 2021).

Thailand was chosen as a marketplace because its 46 million monthly users, who make up 67% of the age group, have fully embraced the digital age. With 47 million Facebook and 33 million Line users, Thailand has one of the world's largest social media populations. Thailand has a large market and many delivery services, such as the Kingdom Postal System, Lala Move, Kerry Express, UPS, FedEx, and others (Kustiwi & Isnalita, 2018).

#### **Hypotheses Established on the Literature Review**

H1: The perceived value of buying products on Lazada positively affects customer satisfaction with buying products online.

H2: The service quality of Lazada positively affects behavioral intentions toward buying products online.

H3: The value people attach to products on Lazada has positively affected their plans to buy things online.

H4: The service quality of Lazada positively affects customer satisfaction with buying products online.

H5: Customer satisfaction with Lazada positively affects behavioral intentions toward buying products online.

### Conceptual Framework

This study examines the causes and focuses on the concept of online shopping, namely Lazada Thailand. Perceived value is related to customer satisfaction with a product bought from the Lazada platform; another significant element in customer satisfaction is service quality. We are combining all the variables mentioned above resulting in good behavioral intention for the product with the online retail platform of Lazada.

Figure 1 Conceptual Framework



### Research Methodology

#### 1. Methodology

This Research was a survey study to examine the direct and indirect effects of the factors affecting customer satisfaction and behavioral intentions especially focusing on Lazada. The independent factors that are mainly involved are perceived value and service quality. The researchers examined the relationships according to the following steps.

#### 2. Population and Sample Size

Participants in this analysis were Bangkok residents who have used the Lazada mobile app to make purchases. The demographics of Bangkok are projected to reach 10.7 million by the year 2022, according to data compiled by Statista. Since the number of Bangkok Lazada app users/customers is unknown, the researcher used "Yamane's Formula" to estimate the population size at 10.7 million.

$$n = N/(1+N(e)^2) = 10,700,000/((1+(10,700,000 (.05)^2)) = 400$$

n = Sample

N = Population size

e = Level of Precision or Margin of Error

Every individual taking part was contacted through email, Facebook Messenger, Instagram, Line, Zoom, and Teams. In total, the sample size is 400 candidates. The sample size of 400 individuals was intended to provide a 95% confidence level. The margin of error of 5% accuracy in the findings with the help of 'Yamane's Formula' indicates the level of certainty about the margin of error. It is given as a percentage and indicates how often the genuine proportion of people who would choose a particular response fall within the margin of error.

### **3. Sample Technique**

Purposive sampling was used in this study. Those who had never purchased via the Internet were excluded from participating in the study. Purposive sampling is widely used because of how efficient it is, both in terms of time and money.

### **4. Data Collection**

The researcher asked individuals from Bangkok to spend about ten minutes participating in this study by completing a survey questionnaire sent via various social media platforms or by Email. (Due to the COVID-19 pandemic, it was recommended to maintain social distancing, which is why it was best to distribute and collect surveys online). Five hundred (500) copies of the survey questionnaire (the link) were distributed online to individuals from Bangkok in August 2022, however, 456 surveys were returned and usable for the study.

### **5. Data Analysis**

Data from the surveys were put through a battery of statistical tests, including descriptive statistics, Pearson's correlation coefficient, simple regression analysis, and multiple regression analysis.

### **6. Research Instrument**

There were two parts to the survey itself. In the introduction, we talked about age, gender, place of residence, and level of education. The second part of the survey was a set of Likert-scale comments to determine how people felt about different things that affected their actions and purchases. The research used a 5-point Likert scale, with 1 representing strongly disagreeing and five representing strongly agreeing. Three professionals in the field checked out the questionnaire. One question out of twenty earned an IOC rating of 0.67, two had an IOC value of 0.833, and the remaining 17 received an IOC score of 1.00. Cronbach's alpha was used to figure out the reliability coefficient, which was used to ensure the components were all the same. Twenty items were looked at to see how well they fit together. Cronbach's alpha showed that all of the items in this study had reliability coefficients of over 0.70.

## Results

### 1. Descriptive Analysis

In this section, summaries are provided of the frequencies of the study participants and means and standard deviations of the predictor and criterion variables.

### 2. Demographic Information

The personal information from the sample comprised 456 individuals from Bangkok including their gender, ages, education qualifications, occupation, and how frequently they buy products from Lazada. This information is shown in Table 1.

**Table 1 Demographic Information (N = 456)**

Demographic	Frequency	Percentage
Gender		
Male	256	56.1
Female	200	43.9
Age		
≤ 20 years old	88	19.3
21-30 years old	230	50.4
31-40 years old	86	18.9
41-50 years old	52	11.4
Education Qualification		
Secondary school	58	12.7
High school	87	19.1
Technical college	83	18.2
Bachelor's degree	169	37.1
Master's degree and higher	59	12.9
Occupation		
Student	146	32.0
Self-employment/Business	110	24.1
Private employee	139	30.5
Public employee	60	13.2
Other professions	1	0.2
Purchasing Pattern		
1-5 times a month	148	32.5
6-10 times a month	187	41.0
11-15 times a month	92	20.2
More than 16 times a month	29	6.4

Table 1 shows that a majority of participants were 21-30 years old (50.4%), male (56.1%), had finished a bachelor’s degree (37.1%), students and private employees (32.0% and 30.5% respectively), and buy products from Lazada 6-10 times a month (41.0%).

**3. Level of Perceived Value, Service Quality, Customer Satisfaction, and Behavioral Intentions**

The mean and standard deviation values were adopted to assess the level of perceived value, service quality, customer satisfaction, and behavioral intentions toward service of Lazada. Table 2 shows the descriptive analysis of these factors.

**Table 2 Mean and Standard Deviation of Distinctive Competencies (N = 456)**

Variable	Mean	SD	Level
<b>Perceived Value</b>			
Lazada provides good value for the money.	4.63	0.61	Very High
The products from Lazada are always in good condition	4.45	0.62	Very High
Lazada provides good quality for the money	4.51	0.63	Very High
Lazada has a good selection of products that I like.	4.54	0.62	Very High
I like the convenience of shopping on Lazada which saves me time	4.55	0.62	Very High
<b>Total Average of Perceived Value</b>	<b>4.54</b>	<b>0.43</b>	<b>Very High</b>
<b>Service Quality</b>			
Lazada's website is attractive and easy to use.	4.49	0.66	Very High
Products displayed on Lazada are visually appealing.	4.47	0.63	Very High
Lazada has an ability to deliver their product with speed.	4.47	0.67	Very High
Lazada’s customer service is reliable and provides help as fast as possible.	4.45	0.67	Very High
Lazada’s order fulfillment accurately delivering what I order.	4.46	0.70	Very High
<b>Total Average of Service Quality</b>	<b>4.47</b>	<b>0.46</b>	<b>Very High</b>
<b>Customer Satisfaction</b>			
How satisfied are you with your Lazada purchase experience?	4.55	0.61	Very High
If I bought a product on Lazada at (selling price), I feel I would be getting my money’s worth.	4.48	0.65	Very High
How likely are you to recommend (product or service) to others?	4.45	0.68	Very High
Does Perceived Value of buying products on Lazada have a positive effect on purchaser with buying products online?	4.45	0.66	Very High



Variable	Mean	SD	Level
I am very likely to save money with Lazada purchases	4.50	0.64	Very High
<b>Total Average of Customer Satisfaction</b>	<b>4.49</b>	<b>0.46</b>	<b>Very High</b>
<b>Behavior Intentions</b>			
The Perceived Value of Purchasing Products on Lazada has a Positive Influence on Behavioral Intention to Purchase Products Online.	4.54	0.62	Very High
I will recommend Lazada to my relatives and friends	4.45	0.67	Very High
I prefer Lazada over other online selling platforms	4.47	0.66	Very High
Those with a higher level of education will have a higher purchasing intention from Lazada than those with lower level of education	4.49	0.65	Very High
Due to the convenience the consumer tends to buy more on Lazada.	4.52	0.62	Very High
<b>Total Average of Behavior Intentions</b>	<b>4.50</b>	<b>0.46</b>	<b>Very High</b>

The analysis showed that all studied variables related to the service of Lazada were at high levels. The perceived value of Lazada service was the highest score, followed by behavior intentions and customer satisfaction. Service quality had the lowest scores, although they were only slightly lower than the scores for the remaining variables.

#### 4. Hypothesis Testing: Analysis of Factors Affecting Customer Satisfaction and Behavioral Intentions

The first model examined the direct effects of the factors affecting customer satisfaction. The researcher regressed customer satisfaction with perceived value and service quality. Table 3 shows the multiple regression analysis of this relationship.

**Table 3 Regression Results of Perceived Value and Service Quality as Predictors of Customer Satisfaction**

Independent Variable	DV: Customer Satisfaction
Constant	0.411*
Perceived Value	0.500*
Service Quality	0.405*
R <sup>2</sup>	0.650
Adjusted R <sup>2</sup>	0.648
F	420.604*

Note: \*  $p < .01$

The multiple regression analysis (Table 3) showed that the perceived value and service quality of Lazada positively affected customer satisfaction toward buying products online.

The second model examined the direct effects of the factors affecting behavioral intentions. The researcher regressed behavioral intentions with customer satisfaction, perceived value, and service quality. Table 4 shows the multiple regression analysis of this relationship.

**Table 4 Regression Results of Perceived Value, Service Quality, and Customer Satisfaction as Predictors of Behavioral Intentions**

Independent Variable	DV: Behavioral Intentions			
	Model 2.1	Model 2.2	Model 2.3	Model 2.4
Constant	0.982*	0.943*	0.947*	0.264*
Perceived Value	0.774*			0.150*
Service Quality		0.796*		0.407*
Customer Satisfaction			0.791*	0.386*
R <sup>2</sup>	0.522	0.623	0.624	0.725
Adjusted R <sup>2</sup>	0.521	0.623	0.623	0.723
F	495.148*	751.560*	753.283*	397.018*

*Note: \* p < .01*

The results of the multiple regression analysis in Table 4 showed that customer satisfaction, perceived value, and service quality toward Lazada positively influenced behavioral intention toward buying products online. Both individual variables (Model 2.1 – Model 2.3) and combined variables (Model 2.4) showed the same results.

The results in Tables 3 and 4 also showed that the perceived value and service quality of Lazada has both direct effects and indirect effects through customer satisfaction with Lazada on behavioral intention toward buying products online.

**Discussion**

**1. Perceived Value of buying products on Lazada has a positive effect on Customer Satisfaction toward buying a product online. (Hypothesis 1)**

This study's findings have included customer satisfaction in online purchasing while examining the critical drivers of customers' perceived value concerning online shopping (Al Karim, 2013). The results (H1) showed that customers were happier when they thought the products they bought on Lazada were worth more. According to (Mascarenhas, 2018), online shopping allows Lazada to ensure better customer happiness in the organizational context.

Most respondents point to this when an organization's position in the market is at stake. Lazada can provide its customers with high-quality goods and services, help businesses find new customers, and help customers get what they want and need.

The researcher found that customer satisfaction came from various factors such as timely product delivery, product authenticity, and product quality. The factors mentioned lead to a relationship and trust between the online seller and the buyer, which contributes to perceived value having a positive effect on customer satisfaction (Mascarenhas, 2018). Perceived value having a positive impact on customer satisfaction is not a surprise because Lazada is excellently understanding customers' needs and fulfilling them diligently. The above explanation and justifications from the research results clearly show that the research outcome has met the research objectives. The perceived value of buying products on Lazada positively affects customer satisfaction.

**2. Service Quality of Lazada has a positive effect on Behavioral Intention toward buying products online. (Hypothesis 2)**

The result of (H2) showed that the service quality of Lazada had a positive effect on behavioral intention toward buying products online. According to the findings, the mean score (4.47) of service quality was at a high level. This study revealed that similarity and relevance between service qualities was one of the key factors to determine holistic behavioral intention. Service quality plays a massive role in making the customer repurchase goods from the Lazada online store. This had a positive effect on behavioral intention when buying from Lazada. The life of the typical customer is getting busier every day. People are looking for methods to make their lives simpler, and online services like Lazada have been filling a massive gap for purchasers (Zhang, 2019).

**3. Perceived Value of buying products on Lazada has a positive effect on Behavioral Intention toward buying products online. (Hypothesis 3)**

This study investigated the direct relationship between perceived value and behavioral intention when it comes to buying products online. The result (H3) reveals that the perceived value of buying products on Lazada had a positive effect on behavioral intention toward buying products online. It has been stated that purchasers' judgments of value indicate a form of trade-off between the perceived quality or advantages of the goods and the perceived commitment to paying the price. The analysis of this research has shown that the perceived value of Lazada service was the highest (mean = 4.54), followed by behavior intention (mean = 4.50). Therefore, we understand that customers have perceived positive value when buying products

on Lazada, showing that there is a positive effect on behavioral intention toward buying products online.

**4. Service Quality of Lazada has a positive effect on Customer Satisfaction toward buying products online. (Hypothesis 4)**

This study can help the marketer gain better knowledge about customers' thoughts and preferences in regard to related factors. The result (H4) reveals that customer satisfaction is directly related to service quality. Each has a positive effect on the other. The multiple regression analysis also showed that Lazada's perceived value and service quality positively affected customer satisfaction with buying products online.

**5. Customer Satisfaction toward Lazada has a positive effect on Behavioral Intention toward buying products online. (Hypothesis 5)**

Behavioral Intention may simply be described as how hard someone is willing to try and how much determination they intend to put into carrying out an action. The purpose of this hypothesis (H5) was to predict consumers' behavior in regard to customer satisfaction with online shopping on Lazada. These predictions were based on consumers' attitudes, subjective norms, perceptions of behavioral control, demographic, and personal characteristics (Kumar, 2013). The results (H5) for customer satisfaction were directly related to the behavioral intention when it comes to buying products on Lazada. The researcher found that the multiple regression analysis results in Table 4 showed customer satisfaction, perceived value, and service quality from Lazada positively influenced behavioral intention toward buying products online. The analysis of the mean and standard deviation of distinctive competencies has also shown that the perceived value of Lazada's service was the highest score. It was followed by behavioral intention and customer satisfaction. Customer satisfaction with Lazada had a positive effect on Behavioral Intention toward buying products online.

**Conclusion**

This study examined the perceived value, service quality, satisfaction, and behavioral intention among customers of Lazada Bangkok in Thailand. Further, it investigated the relationships among perceived value, service quality, customer satisfaction, and behavioral intention. The results show that the perceived value of buying products on Lazada positively affected customer satisfaction toward buying a product online. The service quality of Lazada had a positive effect on behavioral intention toward buying products online. The perceived value of buying products on Lazada positively affected behavioral intention toward buying products online. The service quality of Lazada had a positive effect on customer satisfaction

toward buying products online. Customer satisfaction with Lazada also positively affected behavioral intentions toward buying products online. The management implications of the research include a suggestion that managers and marketers pay attention to perceived value, service quality, customer satisfaction, and behavioral intention. All of the variables mentioned are linked in some way. Marketers would profit from providing online and offline help and support for using the apps, tutorials, and Frequently Asked Questions. This facilitates the usage of the apps and the website. Also, to keep people interested, managers could add features to the online shopping website and apps that make shopping fun and interesting (Oliver, 1997).

### **Recommendations for Future Research**

A suggestion for online sellers, based on the findings, is to keep the product quality top-notch. Customers cannot see or touch the things they are purchasing online; thus, they cannot test the quality of the products. Some dishonest merchants trick customers out of their money by lying about the quality of low-quality items and dressing them up with beautiful photos and tempting text. Another recommendation is that customer service be more internationally oriented on the Lazada website. That is mainly used as the preferred language, but many international customers, like the researcher, also need attention. When an issue arises, it is usually connected to service quality. This can directly affect customers' behavioral intentions when purchasing in the future on Lazada Thailand.

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