



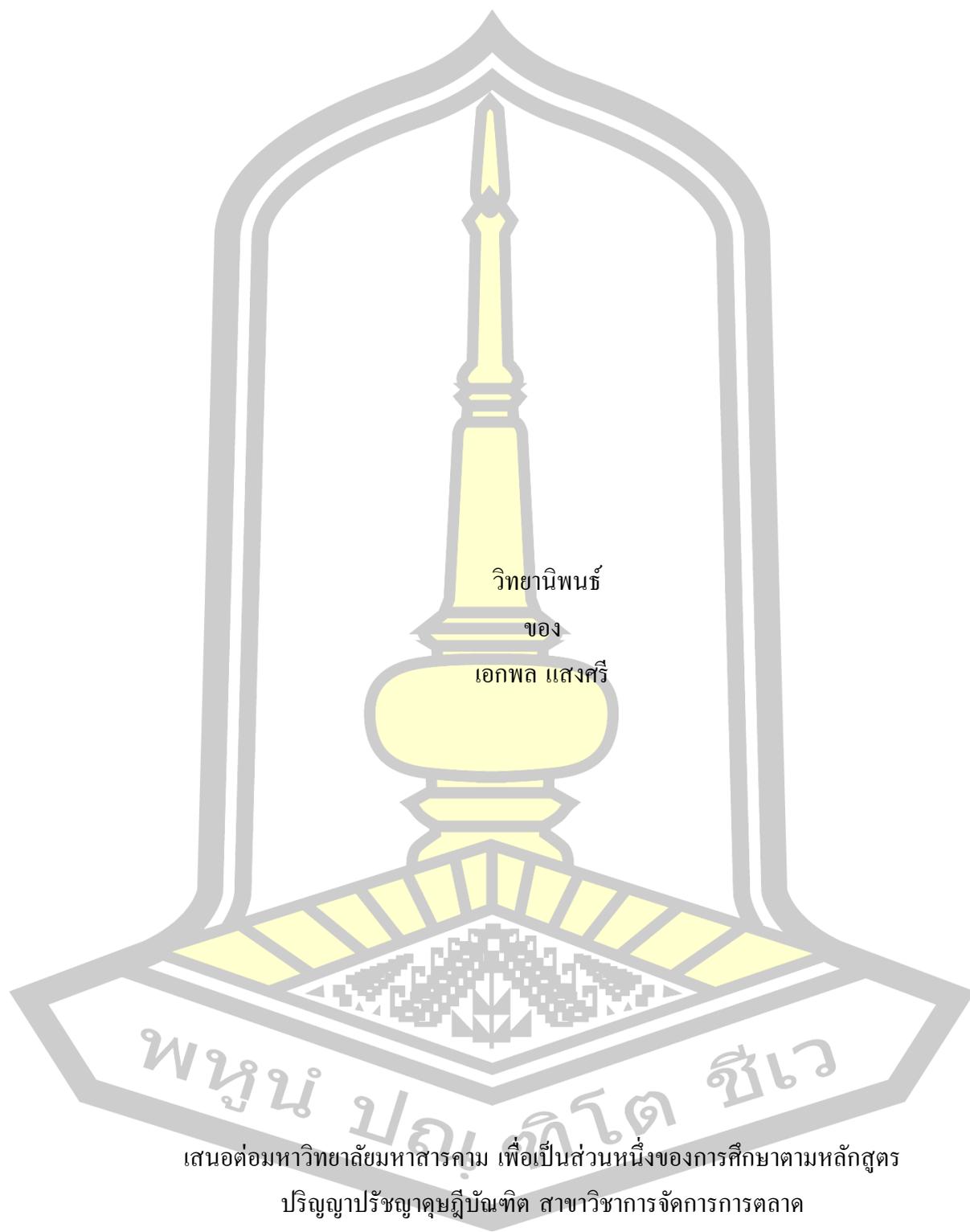
Assessments Service Quality of The Thai Sappaya Spa Customer: An Empirical
Analysis

Ekapon Sawgsri

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Marketing Management
September 2021

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พหุบัณฑิต ชีวะ

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ABSTRACT

The purpose of this research is to examine how service quality of Thai Sappaya spa, which includes spa climate and physical environment, relax and wellness mental mind, excellence spa service supporters and providers, and spa flexible program, has an effect on wellness value and customer satisfaction. Thus, wellness value and customer satisfaction has an effect on the intention to revisit. In addition, this research tests the impact of three antecedents (self-focused attention in spa, stress, and balance of health problems, and spa brand image) on the service quality of Thai Sappaya Spa. The model is empirically tested using data collected from an online survey of Thai Sappaya Spa customers located throughout Thailand, and using a questionnaire as an instrument. The statistics used for analyzing data were correlation analysis and Structural equation modeling.

The results of the study are described as follows. First, the result found that relaxed and wellness mental mind has a positive effect on wellness values and customer satisfaction. Moreover, excellent spa service supporters and providers have a positive effect on wellness values and customer satisfaction. Second, the findings show that customer satisfaction impacts intention to revisit. Third, the results indicate that self-focused attention in spa, stress, and balance of health problems, and spa brand image force partially antecedent the interaction between spa climate and physical environment, relax and wellness mental mind, excellent spa service supporter and provider, and spa flexible program. In addition, the study outcome shows that the model of the study fits and is consistent with the empirical results. The findings uniquely contribute to the research on service quality of Thai Sappaya Spa by providing the relationships among service quality of Thai Sappaya Spa, consequences, and its antecedents. Furthermore, the findings can help managers, particularly in the Thai Sappaya Spa business to understand how their business can increase wellness value, customer satisfaction over their intention to revisit.

Keyword : Service Quality, Thai Sappaya Spa, Wellness Value, Customer Satisfaction, Intention to revisit

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Ekapon Sangsri

พหุบัณฑิต ชีวะ

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CHAPTER I

INTRODUCTION

Overview

The service sector in several countries makes the most of the underlying economy. It is the road to economic growth and strong (“WHO | Service Temporarily Down,” 2018). The most important for the service sector is service quality. Service quality is very important in the business. Therefore, in a recent study on global spa sector’s shows the quality of service is critical to survival and profitability. Service quality refer to the customer’s perceptions about quality based on long-term and overall evaluation of performance (Parasuraman et al., 2005). Therefore, the definitions of service quality have many studiers give a definition. Thus, for this study spa service quality refers to the difference between expectations in the spa service process and the perceived service effectiveness. The spa service quality dimension is applied from several concepts. Thus, should identified specific quality dimensions in specific contexts (Al-Neyadi et al., 2018; Shafieisabet et al., 2017). Therefore, Service quality measurement is one of the significant measurement tools for a service business to understand consumers ‘needs and wants to analyze the experience of consumers and customer ‘satisfaction with the services provided (Ali & Raza, 2017) In the previous study, most of service industry interesting study the assessment of service quality in different types business such as spa wellness and traditional spa ((Shafieisabet et al., 2017).

A study in the Thai spa industry has been carried out. This is an industry expanding in most parts of the world. Still, a few kinds of research have been carried in the Thai Sappaya Spa, even though it is an important industry for the holistic health of many people. Thus, for this study the Thai Sappaya Spa refer to it is a place that focus on providing holistic such as body, mind, and mood using water, Thai herb and Thai massage, integrated with the five-method consisting of substantial, tastes, smell, sound and touches to relaxation and balance. Thus, they are may contribute to the general health status in society. The Thai Sappaya Spa constitute rather interesting

combinations of holistic health and hospitality. The spa segment is a highly significant part of the hospitality industry, but in the hospitality literature, its uniqueness is rather overlooked and there is very few research. Similarly, the empirical study Swedish SPA hotels. On the other hand, although quality in health is widely studied, the Thai Sappaya Spa are largely absent also from the health literature, although spa visits have been shown to have the possibility to improve several health conditions such as fibromyalgia syndrome (Kouthouris & Alexandris, 2005) osteoarthritis and chronic back pain (Bagozzi & Heatherton, 1994).

Thus, Thai Sappaya Spa service quality in this sector should merit further scientific study. This study takes the Thai customer perspective of Thai Sappaya Spa. It is part of a larger research project in the spa industry where different aspects of health, management and marketing in the spa industry are examined. This specific section concerns assessment customer' perception of quality to understand the nature of quality in Thai Sappaya Spa. This is a widespread approach, especially in the service literature (Baker et al., 1994) According to several authors in that field, what accounts is quality, as it is perceived by the customer (Parasuraman et al., 1994). The study is to identify specific dimensions of the assessment customer perceptions of factors important for a quality experience in the Thai Sappaya Spa industry and to assess service quality implications for these dimensions. Thai Sappaya Spa industry have some special characteristics like intangibility, heterogeneous, and inseparable from consumption that makes them more difficult to be evaluated (Angelova & Zekiri, 2011). Notwithstanding their usefulness for the conceptual understanding of service quality, they may be inadequate for a literature of quality in a specific context Thai Sappaya Spa. Therefore, specific quality dimensions should be useful for the operations of practitioners and for scientific understanding of specific on Thai Sappaya Spa empirical areas.

This study provides both theoretical and managerial contributions for theoretical contribution. The theory of planned behavior contribution associates with conceptualizing assessment of customer' perception of quality to understand the nature of quality in Thai Sappaya Spa as a multi-dimension construct, which is a new perspective of developed dimensions. It is specific and different from prior spa

service quality literature. As a result, it clarifies the nature of Thai Sappaya Spa service quality for future research. Expectancy The disconfirmation theory uses to predicts that customer make in the advance of consumption act as a standard against which customer measure the firm's performance (Rust & Oliver, 2012)

Therefore, from the above in this dimension can help explain the practical development of the Thai Sappaya Spa service quality. For these reasons, this study develops the Thai Sappaya Spa service quality along these four dimensions: 1) spa climate and physical environment, 2) relax and wellness mental mind, 3) excellence spa service supporters and providers, and 4) spa flexible program. Moreover, in this study investigates its three consequents include: wellness values, customer satisfaction, and intention to revisit. Therefore, in this study investigates its three antecedents: self-focused attention in spa, stress and balance of heal problem, and spa brand image. In this study attempts to investigate its antecedents and the consequents of by utilizing two theories.

Thus, in this study also attempts to incorporate two theories to propose logical connections in a conceptual model, including the theory of planned behavior (Lam, 1997) and the disconfirmation theory (Rust & Oliver, 2012). Specifically, this study aims to fulfill a gap in the Thai Sappaya Spa literature; and this empirical study indicates the consequences and antecedents' effects of the Thai Sappaya Spa in the context of Thai customer in Thailand. Furthermore, the results of this study contribute to managerial practices focusing the assessment service quality of the Thai Sappaya Spa customer: an empirical analysis. Accordingly, these variables are observed by the purposes of the study and study questions as follows.

Purpose of the Research

The main purpose of this study is to examine the relationship among the dimension of Thai Sappaya Spa service quality consisting of four dimensions, spa climate, and physical environment, relax and wellness mental mind, spa service supporter and provider, and spa flexible program. Similarly, the antecedent constructs of spa service quality consist of self-focused attention in spa, stress and balance of health problems, and spa brand image. Additionally, wellness values, customer

satisfaction, and intention to revisit are also investigated. The specific objectives are as follows:

1. To investigate the relationships between spa service quality on wellness value, and customer satisfaction,
2. To investigate the relationships among wellness value, customer satisfaction, and intention to revisit.
3. To determine the relationships among self-focused attention in spa, stress and balance of health problems, spa brand image, and each dimension of spa service quality.

Research Questions

The key research question of this research is how spa service quality consisting of spa climate, and physical environment, relax and wellness mental mind, spa service supporter and provider, and spa flexible program has an influence on wellness value, customer satisfaction, and intention to revisit. Also, specific research questions are presented as follows:

1. How does each of the four dimensions of spa service quality effect on wellness values and customer satisfaction?
2. How do wellness values and customer satisfaction effect on intention to revisit?
3. How do self-focused attention in the spa, stress and balance of health problems, and spa brand image have an have an influence on spa service quality?

Scope of the Research

There are two theories explaining the marketing phenomena in this study draws a base on namely, expectancy disconfirmation theory or (EDT) and theory of planned behavior. Both theorizations have illustrated the relationships among dimensions of spa service quality and its antecedents and its consequences constructs. This study proposes theory interaction to explain the relationship of each variable that concentrates on examination and to answer the study questions and objectives.

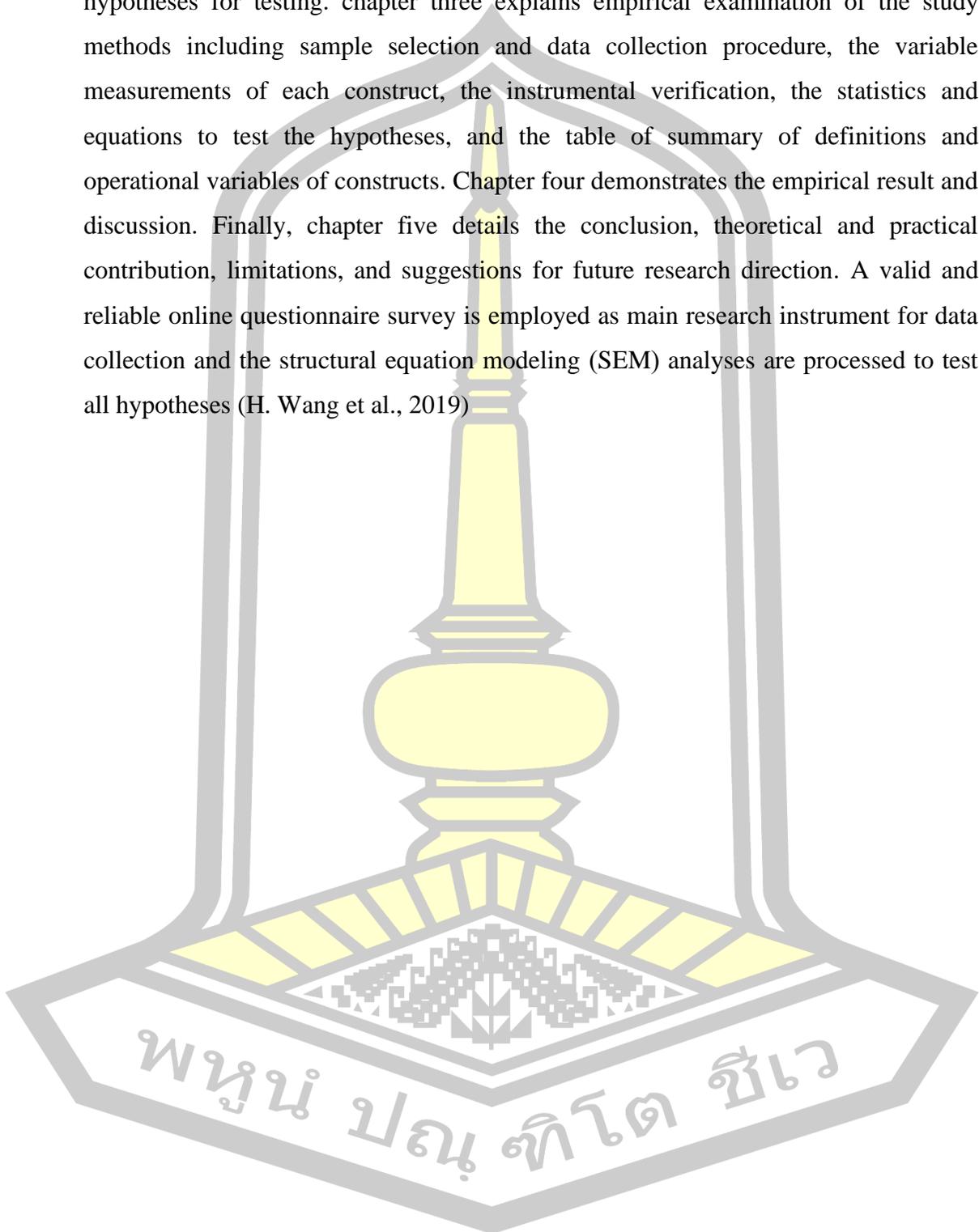
In addition, spa service quality composes four dimensions, namely 1) spa climate and physical environment, 2) relax and wellness mental mind, 3) excellence spa service supporters and providers, and 4) spa flexible program. 1). refer to the physical elements, facility, comfortable, and security system on the overall of the spa area that affects to physical body, mind, and emotions. Meanwhile, 2). Relax and Wellness Mental Mind refers to the reflection of the spa service treatment process during and after spa service that the customer's receiving on physical body, mind, and emotions. Likewise, 3). Excellence spa service supporters and providers refer to the performance of receptionists and spa therapists that outstanding, with spa service excellence and skillfulness in the specific to serve the spa. Lastly, 4). Spa Flexible Program refers to the technical and managerial system for spa service information to coordinate with the spa customer and help the customer with the decision. Meanwhile, the consequences of spa service quality are composed of wellness values, customer satisfaction and intention to revisit. The definition of wellness values refers to the outcome of spa service treatment process on health benefit that the spa customer overall assessment to the physical body, mind and emotional. Moreover, customer satisfaction refers to the spa customer overall assessment of spa service treatment process on expectation and perception.

Spa service quality is an independent variable which means that the difference between expectations in the spa service process and the perceived service effectiveness. Hence, spa service quality is measured by four dimensions including, 1) spa climate and physical environment, 2) relax and wellness mental mind, 3) excellence spa service supporters and providers, and 4) spa flexible program. Moreover, in this study investigates its three consequents include: wellness values, customer satisfaction, and intention to revisit. Therefore, in this study investigates its three antecedents: self-focused attention in spa, stress and balance of heal problem, and spa brand image. It is hypothesized to be positively associated.

Organization of the Dissertation

This study is organized into five chapters. Chapter one presents an overview of the study, purposes of the study, study questions, scope of the dissertation, and organization of the dissertation. Then, Chapter two reviews the relevant literature on spa service quality, explains the theoretical framework to describe the conceptual

model and the relationships among the different variables, and develops the related hypotheses for testing. chapter three explains empirical examination of the study methods including sample selection and data collection procedure, the variable measurements of each construct, the instrumental verification, the statistics and equations to test the hypotheses, and the table of summary of definitions and operational variables of constructs. Chapter four demonstrates the empirical result and discussion. Finally, chapter five details the conclusion, theoretical and practical contribution, limitations, and suggestions for future research direction. A valid and reliable online questionnaire survey is employed as main research instrument for data collection and the structural equation modeling (SEM) analyses are processed to test all hypotheses (H. Wang et al., 2019)



CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter elaborates to understand better the assessment service quality of the Thai Sappaya Spa customer: an empirical analysis, consisting of the theoretical foundation, literature review, conceptual framework, and hypotheses development. Therefore, these hypotheses are proposed to answer the research objectives and research questions. The service quality becomes a power to create a competitive advantage. Therefore, considered to have profound effects on customer likely to consider making the decision to return to the service provider and future behavior intention (Wickramasinghe & Mathusinghe, 2016a)

This research provides empirical evidence regarding factors that allow the assessment service quality of the Thai Sappaya Spa customer an empirical analysis. The theoretical foundation in this research includes the expectancy disconfirmation theory and the theory of planned behavior. The overview of the Thai Sappaya Spa service quality dimension overall four dimensions including, spa climate and physical environment, relax and wellness mental mind, excellence spa service supporters and providers, and spa flexible program. Next to the three-consequent including, wellness values, customer satisfaction, and intention to revisit. Finally, the literature on the relationship role of the three antecedents as, self-focused attention in spa, stress, and balance of heal problems, and spa brand image. The literature review aims to provide an understanding of the established field on the proposed conceptual framework. This chapter is organized into three main sections. The first introduces the theory that supports the conceptual framework in this research. The second provides literature reviews of all constructs of the conceptual framework, definition, and previous studies on the subject of the assessment service quality of the Thai Sappaya Spa customer an empirical analysis. Finally, the section shows the conceptual framework, and the details of the hypothesis's development are discussed below.

Theoretical Foundations

The theoretical foundation of the study includes the expectancy disconfirmation theory and the theory of planned behavior which are implemented to

describe the above-mentioned relationships. This research has illustrated the assessment service quality of the Thai Sappaya Spa customer and both theories can link together with empirical evidence to explain the research phenomenon. These theories are integrated to describe, explain, predict, and connect all constructs and variables. The two theoretical frameworks emphasis is to create valuable instruction about possible sources of the assessment service quality of the Thai Sappaya Spa customer as follows.

Expectancy Disconfirmation Theory

Expectancy disconfirmation theory (EDT) is a theory for measuring customer satisfaction from the perceived quality of products or services (Rust & Oliver, 2012) This study user expectancy disconfirmation theory for measuring customer satisfaction. The heart of the satisfaction process is the comparison of what was expected with the product or service's performance. The applying expectancy disconfirmation theory to the hospitality industry have been numerous studies that examine attributes that travelers may find important regarding customer satisfaction (Gumina et al., 2001a). Service quality and customer satisfaction are distinct concepts, although they are closely related (Vryoni et al., 2017). Moreover, the expectancy disconfirmation theory has gained general acceptance between marketing scholars, as an advancement of thinking in service management, customer measure service performance (Rust & Oliver, 2012) Expectancy disconfirmation theory is to predict that customer make in advance of consumption act as a standard against which customer measure the firm's performance. The disconfirmation theory, in marketing literature, was the primary foundation of the customer satisfaction model (Rust & Oliver, 2012) This theory reveals that satisfaction is determined by the discrepancy between perceived performance and cognitive stands such as expectations and desires.

Expectancy disconfirmation theory was applied by many studies in different fields for a better understanding of the customer's expectations and requirements for attracting their satisfaction, such as tourism (Mahmoud et al., 2018), information repurchase behavior and retention (Picazo, 2009) airline industry and hotel spa (Danileț et al., 2012). Therefore, this study used expectancy disconfirmation theory to

predict and describe the assessment service quality of the Thai Sappaya Spa customer in Thailand.

The Theory of Planned Behavior

The theory of planned behavior (TPB) started as the theory of reasoned action in the 1980s, use to predict an individual's intention to engage in a behavior at a specific time and place (Ajzen, 2011)The theory is intended to explain all behaviors over which people have the ability to exert self-control. The theory of planned behavior has three key constructs that explain and predict consumer behavior: attitude toward, subjective norms and perceived control. The utility the theory of planned behavior is predicting intentions useful in predicting actual behavior (Ajzen, 2011). The theory of planned behavior concept, help to understanding consumer evaluation of attributes of a spa service quality is necessary (Sparks, 2007). Thus, the theory of planned behavior important to understand consumers evaluate various spa benefits in the spa service treatment process. Attitude toward refers to behavior has been explained as the degree to which individuals have a favorable or negative assessment when he or she performs a particular behavior (Xu et al., 2009). Similarly, with, tourists' attitude towards the environment is affected by green hotel practices implemented by hotels (Liu et al., 2012a). However, the distinguished from previous studies in hotel spa attitude favorably influence their intention to visit and even pay a premium for a hotel spa (Gottinger, 2013; Hu et al., 2010a, 2010b; Kruja, 2019; Xu et al., 2009). This study attitude as a summary evaluation to spa service quality distinguishes it from the evaluation which is implicit in beliefs, feelings, behaviors, another components and expressions of attitudes.

Another element of behavioral the intention in the theory of planned behavior model is the subjective norm which is defined as the viewpoints of other people who are important to an individual and have the ability to influence his or her decision-making; family and relatives, colleagues, associates, or business partners, friends. Previous studies suggest that subjective norms were significantly found affecting an individual's attitude towards a green hotel and behavioral intention (Yadav et al., 2016). This study focuses on the antecedent include, self-focused attention in spa, stress, and balance of health problems, and spa brand image. The finally element of an

individual's behavioral intention is perceived behavioral control the theory of planned behavior defined as the perceived ease or difficulty of performing the behavior (Ajzen, 2011). Precisely, perceived behavioral control evaluates an individual's perception that efficiently he or she can control factors that may enable or bound the actions required to deal with a specific situation. However, in this study focus on attitude for wellness values, and intention to revisit. Most study has applied the theory of planned behavior to predictive behavioral intention past experience, and spiritual wellness appeared to be significant predictors to behavioral intention to spa visiting (Bae et al., 2010). Consequently, this study will apply the theory of planned behavior as a theoretical to describe and predict the spa customer's attitude between spa service qualities, perceive wellness values, spa customer satisfaction, and behavioral intention to spa visiting. Thus, it is important to understand how to reveal an individual's intention to engage in a behavior at a specific time and place spa benefits available to the assessment service quality of the Thai Sappaya Spa. All in the two theories in this study describes marketing phenomena, namely, expectancy disconfirmation theory and the theory of planned behavior. Moreover, these theories illustrate the relationship of spa service quality and its antecedent and consequence which shown in Figure 1 as follows. The next section mentions literature reviews and hypotheses of brand equity strategy as discussed below.

Relevant Literature Review and Research Hypotheses

The previous literature, this research attempts to conceptually link the relationships among the antecedents and the consequents of service quality of the Thai Sappaya Spa through two theories, namely, expectancy disconfirmation theory and the theory of planned behavior. The relationship model is separated into three parts as follows.

Firstly, this study focuses on the main effect of service quality of the Thai Sappaya Spa including spa climate and physical environment, relax and wellness mental mind, excellence spa service supporters and providers, and spa flexible program with a positive effect on wellness values, customer satisfactions. To examines the essential behaviors including wellness values and customer satisfaction with transmitted their impact intentions to revisit.

Second, this study examines the antecedent variables of the service quality of the Thai Sappaya Spa that correlate with an effect on the assessment service quality including self-focused attention in spa, stress and balance of health problems, and spa brand image. Besides, one main construct, namely service quality of the Thai Sappaya Spa there are consisting of four variables spa climate and physical environment, relax and wellness mental mind, excellence spa service supporters and providers, and spa flexible program. These, are examined and expected to have a positive relationship with the four dimension of service quality of the Thai Sappaya Spa.

Finally, the full conceptual model is illustrated in Figure 1. Therefore, the next section details the literature reviews and the hypotheses service quality of the Thai Sappaya Spa to be discussed and proposed.

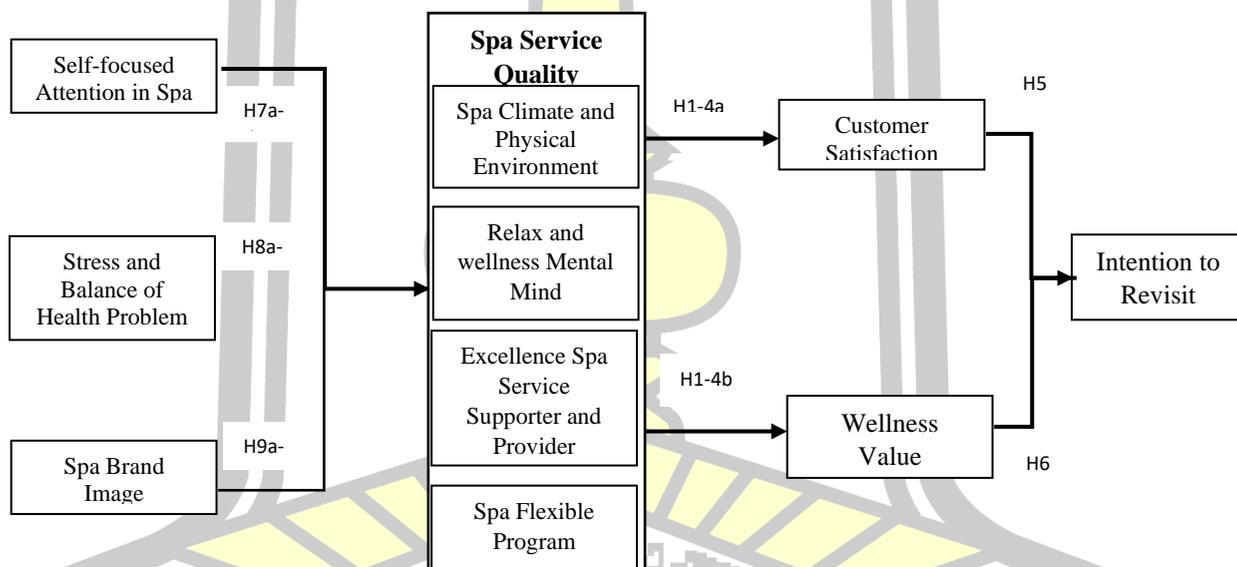


Figure 1 The Assessment Service Quality of The Thai Sappaya Spa Customer: An Empirical Analysis

Spa Service Quality

The field of marketing service is very broad in the world of business. The beginning of service quality initiated over the earlier two decades, implementation of service quality has been widely recognized as a critical success factor for retaining existing customers, attracting new customers, increasing satisfaction of shareholders, succeeding business strategies, enhancing the critical learning experience and

increasing competitiveness and profitability in a global economy (Ali & Raza, 2017). Service quality is defined as the customer's perceptions about quality based on long-term and overall evaluation of performance (Baker et al., 1994)

Service quality concept development has two major views. 1) The Nordic or European school of thought overlooks the importance of the physical environment of the service encounter (Gronroos, 1984). The Nordic view explains service quality with two dimensions: Functional quality and technical quality (Parasuraman et al., 1994). Technical quality can be defined on the basis of technical accurateness of the medical procedures and diagnoses whereas functional quality refers to the manner in which the service is delivered to the patients (Donabedian, 1980). And 2) the American view developed by (Baker et al., 1994). American school of thoughts considers service quality as the difference between the overall gap in the perception and expectation of service delivery or SERVQUAL Model (Baker et al., 1994; Parasuraman et al., 1994).

Service quality on overall service business very important concept that businesses must understand. It is very important for service businesses to know how to measure these constructs from the customers' perspective so as to understand their needs and satisfy them (Asyraf et al., 2019). Service quality is considered to be very critical to any service business because it contributes to higher customer satisfaction, profitability, reduced cost, improved customer loyalty, and retention (Temba et al., 2018).

The development of service quality is an instrument for competitors in the spa business, to understand the problems related to service quality issues from the perspective of customers who experienced it for success in delivering impressive service and improve the services to more efficiency and effectiveness. Moreover, the business owner can use the valuable information from this study as a guideline for developing the business strategy of best serving toward for customers' needs (Parasuraman et al., 1994). Spa service quality is derived from two concepts, service quality development, and spa service. The service quality can measure the performance of various dimension of a service (Baker et al., 1994; Bolton & Drew, 1991; Boulding et al., 1993; Parasuraman et al., 1994)

Spa services quality, the elements of services include conception of customer profit is balanced state of body, spirit and mind (Behdioğlu et al., 2019; Lam, 1997). However, spa services quality conception is the capability of supplier to provide a service that is demanded by customer. Also possessing of necessary resources for supplement (financial, knowledge, experience and assortment of services provided by supplier: baths, sauna, pools, massage and son on. Pricing, promoting of services, and staff, customer, physical equipment, technologies, know-how and other elements (Al-Neyadi et al., 2018; Kouthouris & Alexandris, 2005; Lam, 1997).

Spa service quality in this study spa service quality definition refers to the customer overall assessment of how well a spa deliver service and confirm with the perceived on the spa wellness value and satisfaction to spa service performance. The spa service quality is a key of this study. These previous study in spa service quality dimension most popular is interrelationships between the five high - order marketing constructs such as, service quality, customer satisfaction, perceived value, perceived switching costs, and behavioral intentions, based on the definition of service quality (Al-Neyadi et al., 2018; Pakdil & Harwood, 2005). Therefore, the consonance between service business and service quality can lead to benefits in terms of understanding the consumer perceptions towards service quality. The development of service quality is instrument for competitors in the spa business, to understand the problems related to service quality issues from the perspective of customers who experienced it for success in delivery impressive service and improve the services to more efficiency and effectiveness. Moreover, the business owner can use the valuable information from this study as a guideline for development the business strategy of best serving toward for customers' needs (Ali & Raza, 2017; Zhou & Luo, 2018). However, (E. Mbowe & S. Oreku, 2014). argued that SERVQUAL needed to be customized to the specific service setting. Therefore, adequate empirical information on spa service quality dimensions and attributes is still needed to create an appropriate instrument for measuring spa service quality. Most spa studies focus on consumers' motivation, expectations of service quality, satisfaction, preferences, and revisit intentions (Kruja, 2019) In this competitive arena, service quality has become a critical success factor(H. Wang et al., 2019).

Thus, it is imperative that spa managers get ongoing feedback from their customers about the quality of their services so they can continuously enhance them (Kelley & Davis, 1994; Teas, 1993). Researchers continue to focus on measuring service quality in spa (Baker et al., 1994; Cronin & Taylor, 1992). Most recent studies employ a modification of SERVQUAL to address criticisms that the original SERVQUAL's five dimensions (tangibles, reliability, empathy, assurance and responsiveness) do not fit the accommodation sector well (Bagozzi & Heatherton, 1994; McCombs, M., & Reynolds, 2002). Previous study, the criticality of spa quality dimensions are tangibility, assurance, and empathy in eliciting pleasure contributed to improving satisfaction and desire, both of which led to behavioral intention (Shafieisabet et al., 2017). Moreover, the modifications have changed the number of dimensions of service quality in spa where each model has similar but not identical dimensions. All the modifications include tangibles, reliability, empathy, assurance and responsiveness. It is clear that there is still no consensus on the number of dimensions of the spa service quality construct (Poon, 2014).

Therefore, this study basically assumes that each spa service quality. Although these dimensions are conceptual, they help to explain the practical development of spa service quality. Therefore, the dimensions and the importance of the various linkages between them vary across specific context service quality of Thai Sappaya Spa. For these reasons, spa service quality is along with these four dimensions, namely, spa climate and physical environment, relax and wellness mental mind, excellent spa service supporter and provider, and spa flexible program. In this study, spa service quality is defined as a place that focuses on providing holistic spa services such as body, mind, and mood, using water, Thai herbs, and Thai massage, integrated with the five methods consisting of substantial, tastes, smells, sounds, touch to relaxation and balance of holistic health.

Base on a review of relevant and theories, there are four dimensions of spa service quality including, spa climate and physical environment, relaxation and wellness mental mind, excellent spa service supporter and provider, and spa flexible program. The following Table 1 summarizes the definition of spa service quality.

Table 1 Summary of Definitions of Spa Service Quality

Author(s)	Definitions of spa service quality
(Bagdoniene & Jakstaite, n.d.; Bagozzi & Heatherton, 1994)	The capability of supplier to provide a service that is demanded by customer. Also possessing of necessary resources for supplement, financial, knowledge, experience, services supply, system of services supplying.
(Zeithaml, 1988a)	An overall judgment of a customer towards difference between expectations of service and perceived service.
(Parasuraman et al., 1994)	Customer comparisons of expectation with service performance in which if the previous service provision falls short of the latter the customers have unfavorable service experiences”.
(Bitner et al., 1993a)	The customer’s perceptions about quality based on long-term and overall evaluation of performance.
(Asyraf et al., 2019a)	The individual consuming, oriented to the final customer, trying to provide possibilities to sport, to threat, to improve health, to spend excellent free time using water procedures and water entertainment equipment.
(Mosadeghrad et al., 2011)	A delighting the customers by providing efficacious, effective and efficient healthcare services according to the latest clinical guidelines and standards, which meet the customers’ needs and satisfies providers.
(Gumina et al., 2001b)	The customer’s perceptions of quality during and after using service or post-sale services.

Table 2 Summary of Key Literature Reviews on Spa Service Quality

Authors	Title	Key Issue Examine	Major Finding
(Bae et al., 2010b)	Some new thoughts on conceptualizing perceived service quality: a hierarchical approach.	The issue examines of this study through qualitative and empirical research.	The result find that the service quality construct conforms to the structure of a third-order factor model that ties service quality perceptions to distinct and actionable dimensions: outcome, interaction, and environmental quality.
(Chieochankitkan & Sukpatch, 2014)	The customers' perception of service quality for spa establishments in the active beach tourism Cluster, Thailand.	The issue examines of this study to assess the level of customers' perception in: service quality, perceived value, service encounter, and customer satisfaction of spa customers.	The result indicated that the level of actual service was higher than the level the customer expected, producing positive gap scores.

Table 2 Summary of Key Literature Reviews on Spa Service Quality (Continued)

Authors	Title	Key Issue Examine	Major Finding
(Amin et al., 2015a, 2015b)	An empirical study of the impact of service quality on patient satisfaction in private hospitals, Iran.	The issue examines of this study was to investigate the impact of the service quality on the overall satisfaction of patients in private hospitals of Tehran, Iran.	This study found a strong relationship between service quality and patient satisfaction. The cost of services, the quality of the process and the quality of interaction had the greatest effects on the overall satisfaction of patients, but not found a significant effect on the quality of the physical environment on patient satisfaction.
(Suresh et al., n.d.)	The measurement of service quality in healthcare: a study in a selected hospital.	The issue examines of this study how patients perceive their quality of care.	The results found the patients were satisfied with the facilities provided in the hospital.
(Tsai & Lo, 2015a)	The impact of service quality on positive consumption emotions in resort and hotel spa experiences.	The issue examines of this study to determinant factor in explaining	The results of spa service quality in enhancing the attainment of positive emotions by spa customers.

Table 2: Summary of Key Literature Reviews on Spa Service Quality (Continued)

Authors	Title	Key Issue Examine	Major Finding
(Vryoni et al., 2017)	Customers' satisfaction and service quality of spa centers in Greece.	The issue examines of this study s to investigate the impact of service quality on customers' satisfaction in SPA centers in Greece.	Results indicated dimensions of SERVQUAL model responsiveness, assurance, tangibles, assurance, employees' commitment to the comfort of their customers (empathy) and honest and empathic treatment of customers empathy.
(Brady & Cronin, 2001a)	Modelling the behavioral intentions of day spa customers.	The issue examines of this study. First, to determinant behavioral. Secondly, to discuss service quality and perceived value. lastly, to partial mediating role on the relationship between service quality.	The results customer satisfaction is determinant behavioral intentions. Service quality and perceived value are important descriptors of customer satisfaction. Service quality determinant of customer satisfaction, and customer satisfaction.

Table 2: Summary of Key Literature Reviews on Spa Service Quality (Continued)

Authors	Title	Key Issue Examine	Major Finding
(Amin et al., 2015)	Assessment of service quality and consumer satisfaction in a Hungarian spa.	The issue examines of this study. First, to compare the difference between the guests and the patients of service quality. Secondly, to compare the tendency of different ranking of the importance factors and the service quality factors.	The results of the survey. The difference between the guests and the patients in the valuation of the importance of various quality factors was not proven, there is a tendency of different ranking of the importance factors and the service quality factors (reliability, assurance, empathy, responsiveness, tangibles).
(Asyraf et al., 2019)	Customer satisfaction and service quality of spa in Penang.	The issue examines of this study is to find a relationship between the service quality of staff and ambiance towards customer.	The relationship between service quality of staff and also ambiance towards customer satisfaction in the spa.

The Relationships Among Spa Service Quality and Its Consequences

This section shows the investigation of the relationships among spa service quality, which consists of four purposed dimensions: spa climate, and physical environment, relax and wellness mental mind, spa service supporter and provider, and spa flexible program, and three critical consequences which are wellness value, customer satisfaction, and intention to revisit. These relationships are presented as below:

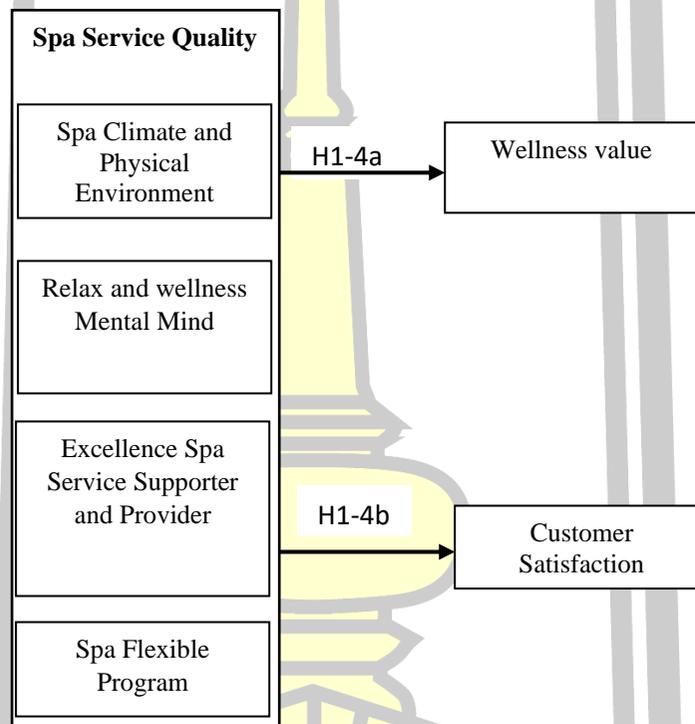


Figure 2 The Relationships Among Spa Service Quality, Wellness Value, Customer Satisfaction.

Spa climate and physical environment

The first dimension of spa service quality is spa climate and physical environment. The climate condition is indicated the role nature plays in improving our general mental health conditions including stress. However, the previous research shows the natural surroundings may improve health and wellness (Godbey, 2003). A number of scholars have suggested that spas are experiences for customers (Bitner et al., 1993). As already noted, (Bodeker & Cohen, 2008). argued that the sound of running water or ambient music, and the sight of beautiful spaces and decoration,

including the use of natural materials and environments, all contribute to creating this experience on health value (Bodeker & Cohen, 2008). Therefore, in this study, spa climate and physical environment is defined as the physical elements, facility, comfortable and security system on the overall of the spa area that affects to physical body, mind and emotions (Reid et al., 2005).

Prior research focus on the understanding of interior premises throughout the dimension of service environment in retail and restaurant contexts (Machleit et al., 2000). Therefore, the theoretical support of positive correlation between the service environment and consumption emotion (Cáceres & Bigné, 2014). Environment has a positive influence on customer emotions in spectator sporting matches, performing arts, concert events (Lin & Mattila, 2010). The functional environment includes layout, level of comfort and security. Alternatively, aesthetic factors contain tastes, colors, materials and styles (Akroush et al., 2019). Spa climate and physical environment overall architectural design and decor of a facility are the key environmental elements in generating excitement, positive on health value are basically to satisfaction to customers.

Therefore, spa climate and physical environment can increase wellness value, and customer satisfaction. From the arguments discussed above on spa climate and physical environment. Thus, the hypotheses are proposed as follows:

Hypothesis 1a: Spa climate and physical environment is positively related to wellness value.

Hypothesis 1b Spa climate and physical environment is positively related to customer satisfaction.

Relax and Wellness Mental Mind

The second dimension of spa service quality is relax and wellness mental mind. Relax and wellness are most important for spa customer. Spa is a very personal service and the customers' experience is greatly influenced by the interaction with the method on spa process. Furthermore, spa service should be well-designed to anticipate the right moment to provide the right service to the customers. Customers should not feel unattended or being waiting too long (Yakubov et al.,2016). The

service should be subtle that whenever customers need something, there is someone there to attend to the customer (Tsai & Lo, 2015). However, relax and wellness mental mind dimension is not outcome but it is service treatment process. Therefore, treatments provided by professional therapists are highly personalized according to the customers' sensory inclination, body condition.

Relax is offering from treatments practiced by qualified personnel in a professional, relaxing and healing environment (Bodeker & Cohen, 2008). The relax it is devoted to improving the overall well-being of individuals through a variety of personal services that encourage the renewal of mind, body, and spirit International Spa Association.

Wellness mental mind is similarly with relax and wellness mental mind is not just bound within the physical service location; spa-goers engage in a mental process that shapes their feelings and attitude toward the spa experience (Hu et al., 2010).

Hence, spa customer need to responsive to reduce stress and health problem. Healing pursuers visit spas to ease emotional stress and spiritual fatigue. Relaxation pursuers tend to use spa treatments as a relief from daily routines (Hu et al., 2010c). In this study relax and wellness mental mind is defined as spa service treatment process during and after spa service that the customer's receiving on physical body, mind and emotions (Tsai & Lo, 2015b)

The prior research spa maintaining an optimal level of wellness is absolutely crucial to live a higher quality life (Lin & Mattila, 2010). Therefore, it is important for everyone to achieve optimal wellness in order to subdue stress, reduce the risk of illness ("WHO | Service Temporarily Down," 2018). However, people visited spas for improve health and wellness conditions (Bodeker & Cohen, 2008). The earlier studies found the decrease a stress is positive to spa customer's satisfaction (Gumina et al., 2001c). In an American spa-goers revealed quality of outcome benefits consist of relaxing, healthy and rejuvenating are dimension for creating a healthy and wellness (Wickramasinghe & Mathusinghe, 2016).

Therefore, relax and wellness mental mind is likely to have a positive influence on wellness value and customer satisfaction. From the arguments discussed above on relax and wellness mental mind. Thus, the hypotheses are proposed as follows:

Hypothesis 2a: Relax and wellness mental mind is positively related to wellness value.

Hypothesis 2b, Relax and wellness mental mind is positively related to customer satisfaction.

Excellence Spa Service Supporter and Provider

The third dimension of spa service quality is excellence spa service supporter and provider. Over the past decade, the relationship between service quality and consumption emotion has been widely accepted. Few research argued that an emotional response is triggered by the individual's cognitive process and that cognitive response is an antecedent of the affective evaluation (Brady & Cronin, 2001). Emotions occur as a result of cognitive appraisal of the person-environment situation (Brady & Cronin, 2001).

Form the concept of the five dimensions of service quality model (Baker et al., 1994). Similarly with service quality on supporter and provider behavior patterns are defined as human wellbeing as a multi-dimensional process that involves intellectual, social, emotional and physical health and concluded that the key dimensions in life central to positive mental health (Brady & Cronin, 2001). It is a concept under dimension reliability and responsiveness (Parasuraman et al., 1994). Spa service quality can hold on excellence spa service supporter and provider. This view is also consistent with the holistic model of health, which posits six dimensions of wellness, namely emotional, intellectual, spiritual, occupational, social and physical (Poon, 2014). Therefore, the maintaining an optimal level of wellness is absolutely crucial to live a higher quality life (Lin & Mattila, 2010). In this study, excellence spa service supporter and provider refer to the performance of receptionists and spa therapists that outstanding, with spa service excellence and skillfulness in the specific to serve the spa. In addition, the willingness to help customers and the pro-vision of prompt service (Parasuraman et al., 1994). Spa is a very personal service and the customers' experience is greatly influenced by the inter-action with the employees. Particularly for infrequent spa-goers, they may not exactly know the etiquette and process of spa

treatments and they rely very much on the therapists to explain and inform them (Tsai & Lo, 2015). These actions are a reflection of the important of the caring and individualized attention that the employees provide to the customers. Treatments provided by professional therapists are highly personalized according to the customers' sensory inclination, body condition, and the season. Well-trained and highly skilled therapists are required to deliver these personalized services to the customers. Being sensitive to the customers' concerns and needs is also important so that customers can wholeheartedly enjoy their spa treatments (Tsai & Lo, 2015b)

The prior research found the decrease a stress is positive to spa customer's satisfaction. In an American spa-goers revealed quality of outcome benefits consist of social, relaxing, healthy and rejuvenating are dimension for creating a healthy and wellness (Chieochankitkan & Sukpatch, 2014b). The prior research has found a significant employees' knowledge of the spa service, their professionalism, and their ability to provide accurate information related to the treatments demonstrate the reliability of the staff ((Zeithaml et al., 1993). Although previous studies have investigated the impact of excellence spa service supporter and provider for spa users could also influence their emotions and satisfaction (Ursinus et al., 2009). In addition to the spa-goers consider that the skills of the therapists and service attitudes are particularly important in affecting their spa experience (Tsai & Lo, 2015b)

However, the spa service release of stress and relaxation to spa experience, being pampered and escaping from daily life as well as valuing health and rejuvenation. (Akroush et al., 2019). At present, the study of service quality, give importance to first impression, build service providers trust friendly relationship create comfort and attention and a safe feeling. The quality aspect of efficiency means how efficiently the excellence spa service supporters and providers makes efforts to utilize spa resources when delivering customer care services, the best efforts of staff on care service processes and the customers improve their own stress and depress. Therefore, prior research show that relax and wellness mental mind effect customers expect in spa effective treatments process after their visit at the spa.

Moreover, the spa service business that has focused on excellence spa service supporter and provider may be a wellness value, customer satisfaction. Therefore, these likely to have a positive influence on wellness value and customer satisfaction.

From the arguments discussed above on excellence spa service supporter and provider concentration. Thus, the hypotheses are proposed as follows:

Hypothesis 3a: Excellence spa service supporter and provider is positively related to wellness value.

Hypothesis 3b: Excellence spa service supporter and provider is positively related to customer satisfaction.

Spa Flexible Program

The fourth dimension of spa service quality is spa flexible program. In this study, spa flexible program refers to the technical and managerial system for spa service information to coordinate with the spa customer and help the customer with the decision. In underlying service quality, the key element is technical and managerial system support.

Spa flexible program refers to the technical and managerial system for spa service information to coordinate with the spa customer and help the customer with the decision (Shitara et al., 2018). found the impact of flexible on job satisfaction. Spa flexible program is an integrated model to measure healthcare service quality based on the customers view. Healthcare service decisions are driven by inputs resources systems, smoothness and flexibility are sub-dimension to sustain high quality, flexibility is necessary the customers have freedom to choose treatments in place without pre-booking, long queue waiting, absence of hassle, limited travelling time and reasonable price. Also, as efficiency is positively and strongly correlated to the utilization of resources, it may impact the improvement of care service as the most valuable item for the customers. This is the main point; organizations are nowadays a clear example of the changes in the preferences and interests of customers. They need a better specification in the requirements of service from their customers; they need a higher expectation in the provision of services and a constant pressure to reduce the costs of products and services (J. Kim & Chan, 2010). As reviewed on measurement items for healthcare service quality have been proposed and modified based on the study viewpoints. Thus, healthcare service quality can be measured according to the

study viewpoints on customers and providers, the type of medical treatment, and medical equipment and systems used.

The previous studies in the service sector, for example, logistics flexibility is vital to react to the demands of clients by changing the structure and levels of systems because the changes in the structure includes the processes, material resources and relations whereas the changes in systems involve the use of information decision making Likewise, the literature has considered logistics flexibility as a variable that allows a measurement of time in which organizations have changed, modified or adapted different components or processes such as products or services offered to their clients, their profile, advantages and space requirements in an effort to increase significantly the satisfaction of consumers (Wright & Snell, 1998). (Atschekzei et al., 2016) found the effect of flexible learning schedule on online effect to satisfactions. However, in the spa service business consistent of spa treatment program, booking systems, spa customers service (Atschekzei et al., 2016). Therefore, spa flexible program is similarity with the healthcare service quality can be measured according to the type and variety of medical treatment, and systems used (Atschekzei et al., 2016)

However, the relation between the spa flexible program that service business have currently and the one needed, by the constant change in the market environment had not been analyzed or discussed in the literature as an explanatory variable of the of spa service business, except in the investigations of (Verdú & Gómez-Gras, 2009). At the beginning of this century, this problem has been analyzed and discussed. As aforementioned, this study can conclude the theoretical linkage between spa flexible programs is positive effect to wellness values and customer satisfaction lead to the hypotheses proposed as follows:

This research predicts that spa service quality depends on the spa flexible program, which in turn may affect wellness value and customer satisfaction. Thus, the hypotheses are proposed as follows:

Hypothesis 4a: Spa flexible program is positively related to wellness value.

Hypothesis 4b, Spa flexible program is positively related to customer satisfaction.

The Relationships Among the Consequences of Spa Service Quality

This section examines the relationships among the consequences of spa service quality consisting of wellness value, customer satisfaction, and intention to revisit. The literature review on the definition of each construct and proposed hypotheses are discussed below.

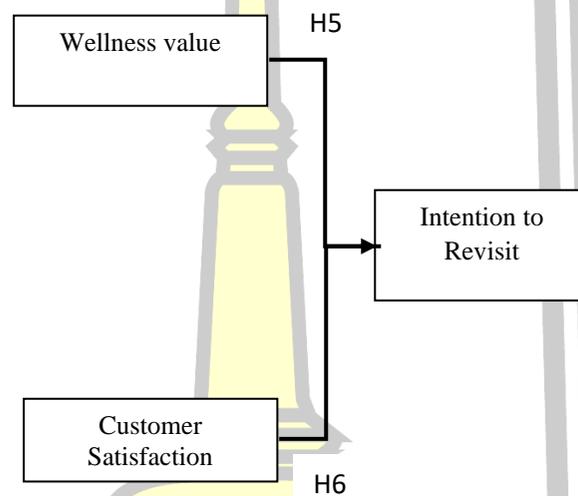


Figure 3 The Relationships among Wellness Value, Customer Satisfaction, And Intention to Revisit

Wellness Value

Wellness values refers to the outcome of spa service treatment process on health benefit that the spa customer overall assessment to the physical body, mind and emotional. (Amin et al., 2015a; Zeithaml, 1988). conceptualized perceived value within a utilitarian perspective and defined it as the consumer's overall assessment of the utility of a service based on perceptions of what is received and what is given.

More recently, have suggested that perceived value encompasses more than just a monetary value; social, emotional, reputational, and non-monetary values have been conceptualized in various tourism settings (Gronroos, 1984). The most importantly, the current of spa service sector is closely related with the growing interest in the values of health and wellness. Therefore, this study articulate wellness value as one dimension of perceived value in a sense that spa visitors and health tourists are health-conscious consumers to the extent that they expect to achieve health benefits from their touristic experiences (Beer et al., 2002; Huang et al., 2007).

In the case of (Bitner et al., 1993a; Boulding et al., 1993; Mark et al., 1996) found that visitors' experiences in health tourism were somewhat different from other touristic experiences based on their expectation for wellness components in touristic experiences. Thus, given the unique characteristics of health tourism, it is critical to consider not merely functional, but also wellness aspects of perceived value among spa users. As wellness is regarded as an active process of achieving well-being and an integrated entity of body, mind, and spirit (Sweeney et al., 2015), wellness value is closely related to an individual's responses to the experience of mental and physical health. Considering the expectation of Thai Sappaya Spa service consuming products and services in spa service quality, the improvement of physical, emotional, and cognitive well-being is a substantial outcome of health tourism. The empirical studies have supported that perceived value mediates the effect of quality on both satisfaction and behavioral (Chen & Tsai, 2007a; Huang et al., 2007; Liu et al., 2012b; C. C. Wang et al., 2013). Various service settings, consistently found that there was a substantial direct effect of perceived value behavioral intention. In particular, tourism studiers have proposed that multiple dimensions of perceived value are strongly associated with behavioral intention. Intended to examine the role of dimensions of perceived value functional and wellness values in spa visitors' decision-making process for future behavior.

Based on the framework of quality perceived value satisfaction behavioral intention. The findings provide further information to explain the underlying for increasing spa visitors' behavioral intention to revisit and recommend (Bae et al., 2010c). investigated the relation of emotional values with satisfaction and behavioral intention in a nature-based festival. They found that although both had a significant effect, emotional value was more strongly related to visitors' satisfaction than functional value. Also, in terms of behavioral intention, only emotional value had a

significant direct effect. Considering the consistent findings in previous studies, this study hypothesizes positive relationships of wellness values in spa experiences.

In this study, wellness value was operationalized to reflect an individual's subjective and perceptual evaluation agrees with achieving physical and mental health benefits from Thai Sappaya Spa service experiences with customers' behavioral intention.

Hypothesis 5a: Wellness value is positively related to intention to revisit.

Customer satisfaction

Customer satisfaction refers to the spa customer overall assessment of spa service treatment process on expectation and perception (Breckwoldt et al., 2014). Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future (Atschekzei et al., 2016). This satisfaction evaluation process is termed disconfirmation and is commonly used for assessing satisfaction Rust & Oliver, (2012), specified that satisfaction was the result of a comparison process between two attitudinal components: expectation and performance. To elaborate further, the disconfirmation describes that it is the discrepancies between the perceived expectation and actual performance of a product or service that dictates a consumer is satisfied or dissatisfied about the purchase (Baker et al., 1994).

In the hospitality industry and spa industry, a number of researchers have applied satisfaction related theories and methods as one of the most frequently examined topics, and many empirical studies showed that customer satisfaction is a strong indicator of revisit intentions and recommend the destination to other people (Javalgi et al., 1994). Rust & Oliver, (2012), suggested that when tourists' holiday expectations are met or exceeded, they are more likely to return in the future. Therefore, the generic factors explain a tourist would like to use spa someplace they would go to satisfy this need. Regarding revisit intention, it is shown in the framework as a part of satisfaction. Indeed, satisfaction can lead to revisit intention and likelihood to recommend the visited destination. According to the expectation disconfirmation theory (Rust & Oliver, 2012), customer satisfaction is believed to result

from a process of a customer comparing his/her expectations and perceptions of performance; the confirmation or disconfirmation of those expectations then predicts satisfaction. This theory is the most extensively accepted theory and has been applied by many researchers and marketers. More recent satisfaction definitions concede an emotional response in modeling satisfaction evaluations (Tsai & Lo, 2015), and satisfaction is defined as consumers' evaluative judgments based on both cognitive and affective responses as an emotional response (Tsai & Lo, 2015). In the hospitality industry and spa industry, a number of researchers have applied satisfaction related theories and methods as one of the most frequently examined topics, and many empirical studies showed that customer satisfaction is a strong indicator of revisit intentions and recommend the destination to other people (Chabbi et al., 2017).

Based on the literature reviewed above, customer satisfaction is likely to affect increasing, which leads to intention to revisit. As a consequence, the research hypothesis is proposed as follows:

Hypothesis 6: Customer satisfaction is positively related to intention to revisit.

Intentions to revisit

Intentions to revisit refers to the planning of spa customers will return to this spa again in the future after the spa treatment service process are positive wellness values and customer satisfaction (Chabbi et al., 2017). Therefore, an important outcome for a service provider is a satisfied customer who intends to return to the destination. One of the most important factors to influence revisit intentions of customers may be satisfaction. Satisfaction is a defining component in determining if a customer will revisit a destination or repeat a purchase (Moser & Martin, 2012) It is also a central variable in consumer behavior study because of its strong influence on customer loyalty and intention to revisit a location (D. E. Kim et al., 2008).

Intentions to revisit intentions have been considered as one of the most important subjects in contemporary marketing (Liu et al., 2012a; Zhou & Luo, 2018) noted that customer satisfaction increases customers' revisit intentions, cross-buying, and positive word-of-mouth. (Chen & Tsai, 2007a; Huang et al., 2007; Liu et al., 2012b; C.

C. Wang et al., 2013). indicated that service quality positively influences customer satisfaction in the hot spring literature. (Aydin & Özer, 2005). indicated that perceived service quality directly determines the perception of corporate image. Since customer satisfaction is described as a judgment made on the basis of a specific service (Brady & Cronin, 2001b). satisfaction levels derived from each service encounter are viewed as having an effect on image assessments. According to (Chen & Tsai, 2007b; Roggman et al., 2016; C. C. Wang et al., 2013). corporate image affects customers' revisit intentions. (Bagozzi et al., 1999; Bagozzi & Heatherton, 1994) suggest that emotions influence information processing, mediate outcome responses, and enact goals and influence customer satisfaction and intentions. (Chabbi et al., 2017) have found that the levels of emotional pleasure and arousal experiences in a service encounter are an increasing function of the perceived service quality. However, few studies examine revisit intentions for the Sappaya Spa industry, including diverse psychological and physical aspects, and the simultaneous links among customer satisfaction, corporate image, emotions, and service quality (Jiang et al., 2013)

Revisit intention is a critical study topic in spa destinations which has been mentioned as a significant factor of behavioral intention. Customer's behaviors compose of destination choice, post assessment and future behavioral intentions (Beer et al., 2002; Chen & Tsai, 2007a; Huang et al., 2007; Liu et al., 2012b; Shitara et al., 2018; C. C. Wang et al., 2013). The subsequent evaluations are regarded as visitors' perceptions and satisfaction. However, the future behavioral intentions indicate the willingness to revisit the same destination and recommend it to others (Azman et al., 2010)

In the previous service-related marketing study, repurchase, revisit intention and willingness to recommend others are usually utilized as the measurements also pointed out that revisiting destination and positive personal and electric word of mouth results to a crucial source of profitability (Breckwoldt et al., 2014; Verdú & Gómez-Gras, 2009)

In this study, intention to revisit is defined as firm's outcomes of marketing strategy with regards to financial and non-financial performance (Azman et al., 2010; Chandler & Graham, 2010; J. Kim & Chan, 2010). Hence, marketing success implies the output of implementing service quality of Thai Sappaya Spa and its consequences.

The Relationships Among Spa Service Quality and Its Antecedent

This section presents the influence of purpose antecedents of spa service quality. With regard to the expectancy disconfirmation theory, this research purposes self-focused attention in spa, stress and balance of health problems, and spa brand image as the significant antecedents of spa service quality dimensions: spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. Therefore, the aforementioned relationships are illustrated in Figure 4.

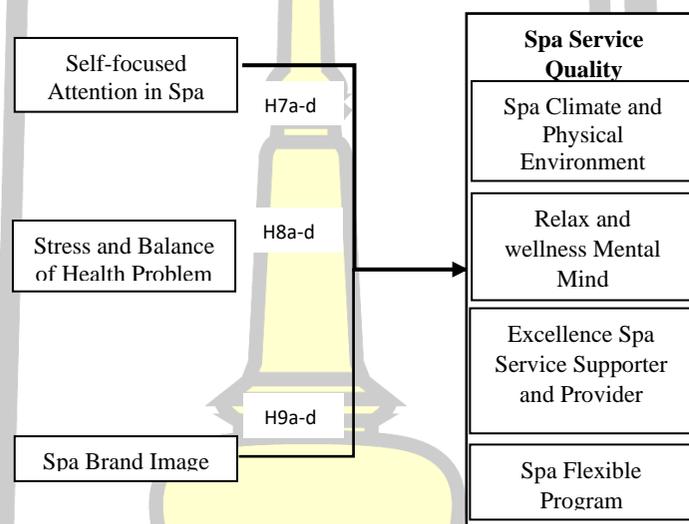


Figure 4 The Relationships among self-focused attention in spa, stress and balance of health problems, and spa brand image and spa service quality

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Self-focused Attention in Spa

Self-focused attention, people often think about wellness in terms of physical health, nutrition, exercise, weight management, etc., but it is so much more. Wellness is a holistic integration of physical, mental, and spiritual well-being, fueling the body, engaging the mind, and nurturing the spirit. Although it always includes a lifestyle and a personalized approach to living life to become the best kind of person that your potentials, circumstances, and fate will allow. Wellness necessitates good self-stewardship, for ourselves.

Self-focused attention is our ability to direct our behavior and control our impulses so that we meet certain standards, achieve certain goals, or reach certain ideals. Similarly, with self-regulation is central to effective human functioning (Murtagh & Todd, 2004) It allows us to act in our short- and long-term best interests, consistent with our deepest values (Pontis et al., 2017)

Self-focused attention in spa is refers to the power of desire that has in-person to use for self-reference more than external forces in judgment or planning to respond to that person (Lin & Mattila, 2010) Motivation is a psychology are important for customers behavioral (Holmes & Collins, 2001). The concept of motivation has been used for travelling tourist behavior and their travel decision-making, which helps tourism understanding demand during their travel at a particular destination (Azman et al., 2010)

According, (Chabbi et al., 2017) found motivation as a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction It shows the intrinsic individual selects a particular. This concept is also directly linked self-focused attention in spa affected by many factors. In addition, it is related to consumer behavior, which affects the initial purchase and the tourist experience as well as future decisions (Shitara et al., 2018) As a previous motivation in self-focused attention and studies are seen in different perspectives to understand customers behavior regarding many aspects of service business such as the destination choice (Asyraf et al., 2019b; Azman et al., 2010; Chabbi et al., 2017; Chandler & Graham, 2010; J. Kim & Chan, 2010). customers purchase decision or spending pattern and tourism (Ali & Raza, 2017; Matzler et al., 2006; Shitara et al., 2018).

In other words, the findings of previous studies provide a deep understanding of customer's behavior. One of the concepts self-focused attentions in spa motivation and decision to choose spa treatment intrinsic individual selects. These intrinsic individual selects are focus on push factors have been widely adopted in previous studies related to customer behavior.

Intrinsic Factors is a unique personal need that stimulate or arouse them to pursue tourism and push customers to action on self-focused attention to travel, to play sport and to beauty and healthy spa. (Bagozzi et al., 1999) define push factors is refers to Internal motives physiological, social and psychological needs, activate and direct (Azman et al., 2010) Similarly, which health-related attitudes health, spa and wellness perceptions and learning health-related motivations are the basic individual intrinsic that motivation attention in spa treatments and experiences or marketing image (Asvanund et al., 2003; Bitner et al., 1994; Chabbi et al., 2017). The study on this topic is based on self-focused attention in spa, therefore only interested in self-satisfying goal escape - relax and pamper tries a spa experience, reward after working hard.

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different perspectives to understand customers behavior regarding many aspects of service business such as the destination choice (Chan and Baum, 2007), customers purchase decision or spending pattern and tourism (Ali & Raza, 2017; Shitara et al., 2018). In other words, the findings of previous studies provide a deep understanding of customer's behavior. One of the concepts self-focused attentions in spa motivation and decision to choose spa treatment intrinsic individual selects. These intrinsic individual selects are focus on push factors have been widely adopted in previous studies related to customer behavior.

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Therefore, the self-focused attention in spa is likely to affect the spa service quality under the expectancy disconfirmation theory. At this point, in order to analyze the influence of the self-focused attention in spa that affects the four dimensions of spa service quality consist of spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. Therefore, the hypotheses are proposed below.

Hypothesis 7a: Self-focused attention in spa is positively related to spa climate and physical environment.

Hypothesis 7b: Self-focused attention in spa is positively related to relax and wellness mental mind.

Hypothesis 7c: Self-focused attention in spa is positively related to excellence spa service supporter and provider.

Hypothesis 7d: Self-focused attention in spa is positively related to spa flexible program.

Stress and Balance of Health Problem

Stress and imbalance were shown to be an essential quality in mental health. Even the (Al-Neyadi et al., 2018; Alrubaiee & Alkaa'ida, 2011; Godbey, 2003; D. E. Kim et al., 2008; J. Kim & Chan, 2010), recognizes the importance of self-awareness and has identified it as one of the skills which connect to good health across all world cultures. It's thus very important to realize that decrease stress and increase the balance of health problem awareness is crucial in well-being as only through true self-knowledge and self-actualization can we start to lead better, healthier, and fulfilled lives that will make happy (Bitner et al., 1993b)

Stress and balance of health problems refers to the health imbalance of a person it is a problem that must be solved and respond to themselves in the healthy. The needs to get relaxed and refreshed from busy work schedules, high stress levels, and a growing focus on one's health and well-being are prompting more people to spas for regular massages and treatments there are just too many overstressed guests looking for relaxation and rejuvenation. The stressful modern life makes the spa an important part of the total guest experience (Asvanund et al., 2003; Foster et al., 2009) In fact, marketing appeal of a spa as a stress eliminator and luxurious indulgence is well received by clientele already attracted to luxury-oriented hotels (Foster et al., 2009; Roggman et al., 2016). According to (Bingham & Greenstreet, 2008; Roggman et al., 2016), people go to resort or hotel spas to reward themselves for working so hard and to be distressed, decompressed, protected, and cared for (McNeil & Ragins, 2005). Indeed, people crave for relaxation and refreshment. When people are engulfed by competitions and pressure in their daily life, spas to them become refuges and havens where they can get relaxed and refreshed physically and mentally (Chabbi et al., 2017)

According to (Chandler & Graham, 2010; J. Kim & Chan, 2010) Investigation into motivate people to travel has occupied tourism and hospitality scholars for decades as well. Among the various theories that have been suggested, the push and pull motivation theory perhaps is the most popularly quoted (Aref et al., 2010) The pull

factors attractiveness of a given destination and its tangible tourism resources like sunshine, sea, spa and accommodation facilities (Sweeney et al., 2015)

International Spa Association published its Global Consumer Study (Roggman et al., 2016), reported the following North American spa guests' top motivators for visiting a spa; gift certificate, friends or family recommendation, health care practitioner recommendation, complimentary products or bonus services, packages, advertised sales and appointment times that meet your schedule and needs. On the other hand, (Schwartz et al., 2009) exploring factor that motivated Hong Kong spa guests to try out spas four motivating revealed and they were, namely, relaxation and relief, escape, self-reward and indulgence, and health and beauty.

(Schwartz et al., 2009) study push factors into use to examine the underlying motivating factors of Hong Kong spa guests in visiting spa, Azman and (Azman et al., 2010; Chan & Baum, 2007; Chandler & Graham, 2010; J. Kim & Chan, 2010) utilized both the push and pull factors to explore the psychological factors that drove foreign visitors in Saba, Malaysia to visit health and spa centers. The study revealed that both push and pull factors were important motivating factors that stimulated tourists to visit spas, although it appeared that the push factors might exert a more powerful thrust in causing a tourist to visit spa. However, the authors further explained that the pull factors were also vital in stimulating the subconscious psychological needs the push factors of the tourists, to experience spas (Machleit et al., 2000; Rust & Oliver, 2012; Verdú & Gómez-Gras, 2009) Therefore found that both the push and pull with stress and balance of health problems are effect on rejuvenate, physical looks; tangible resource, environment, atmosphere, well-decorated, marketing image, affordability, availability and accessibility, range of treatments, professionalism.

The study on this topic is based on stress and balance of health problems, therefore only interested the relationship between spa climate and physical environment, relax and wellness mental mind, excellent spa service supporters and providers and spa flexible program.

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International Spa Association published its Global Consumer Study (Bingham & Greenstreet, 2008; Roggman et al., 2016) and reported the following North American spa guests' top motivators for visiting a spa; gift certificate, friends or family recommendation, health care practitioner recommendation, complimentary products or bonus services, packages, advertised sales and appointment times that meet your schedule and needs. On the other hand, (Schwartz et al., 2009) exploring factor that motivated Hong Kong spa guests to try out spas four motivating revealed

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The study on this topic is based on stress and balance of health problems, therefore only interested the relationship between spa climate and physical environment, relax and wellness mental mind, excellent spa service supporters and providers and spa flexible program.

Therefore, the stress and balance of health problem is likely to affect the spa service quality under the expectancy disconfirmation theory. At this point, in order to analyze the influence of the self-focused attention in spa that affects the four dimensions of spa service quality consist of spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. Therefore, the hypotheses are proposed below.

Hypothesis 8a Stress and balance of health problem is positively related to spa climate and physical environment.

Hypothesis 8b: Stress and balance of health problem is positively related to relax and wellness mental mind.

Hypothesis 8c: Stress and balance of health problem is positively related to excellence spa service supporter and provider.

Hypothesis 8d: Stress and balance of health problem is positively related to spa flexible program.

Spa Brand Image

Spa brand image refers to the customer's think of a spa brand and the overall impression in customers' minds that is formed by all elements of the spa. The brand is a valuable intangible asset, which is difficult to imitate, and which is helpful to achieve sustained superior performance. Brand image is a composite of perceived quality and esteem dimensions (Yagci et al., 2009). In other words, brand image is a perception of a brand held in customer memory and reflecting a customer's overall impression. A positive brand image can be considered as a crucial ability of a corporation to hold its market position.

In the health care context, (Shitara et al., 2018) suggested that hospital brand image is the sum of beliefs, ideas, and impressions that a customer's holds toward a hospital. A brand image of a spa is not absolute; it is relative to brand images of competing hospitals. The customer often forms a brand image of a spa from their own treatment examination and treatment experiences (D. E. Kim et al., 2008; McNeil & Ragins, 2005) Furthermore, spa brand image possesses a strategic function. Through strategic marketing activities, the brand image of a spa can be used to help it improve its competitive position (Bae et al., 2010a). Thus, a favorable hospital brand image helps strengthen the intentions customer have for selecting a spa service.

The study hypotheses are developed as follows. Brand image was viewed as an important factor in the service evaluation (Bitner et al., 1993b, 1994) There is ample evidence that image significantly affects customers' evaluative judgments such as perceptions of quality (Andreassen & Lindestad, 1998; Matzler et al., 2006) Moreover, investigated the image related issues in banks and pointed out that a positive brand image of a bank significantly improves perceived service quality. That is, brand image is a critical determinant of service quality (Jiang et al., 2013) Translated to the health and wellness context, it is likely that a favorable spa brand image positive effect to

spa climate and physical environment, relax and wellness mental mind, excellent spa service supporters and providers and spa flexible program. Thus, the hypothesis is described as follow:

Therefore, the spa brand image is likely to affect the spa service quality under the expectancy disconfirmation theory. At this point, in order to analyze the influence of the self-focused attention in spa that affects the four dimensions of spa service quality consist of spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. Therefore, the hypotheses are proposed below.

Hypothesis 9a: Spa brand image is positively related to spa climate and physical environment.

Hypothesis 9b Spa brand image is positively related to relax and wellness mental mind.

Hypothesis 9c: Spa brand image is positively related to excellence spa service supporter and provider.

Hypothesis 9d: Spa brand image is positively related to spa flexible program.

Summary

Based on the above literature review, this chapter has detailed the conceptual model of the effects of brand equity strategy and marketing outcomes. The review of literature provides an overview of the factor affecting antecedents and consequences of spa service quality. In addition, the theoretical framework is including the expectancy disconfirmation theory and the theory of planned behavior. This chapter has also proposed a set of 22 testable hypotheses which it has detailed the theoretical framework and proposed a set of testable hypotheses including four components. The first component relates to the dimensions of spa service quality which are Spa climate and physical environment, relax and wellness mental mind, excellence spa service supporters and providers and spa flexible program have an effect on wellness values and customer satisfaction, the second proposes two consequences wellness values and customer satisfaction to investigate these relations on intention to revisit. Finally, adds

three antecedences, self-focused attention in spa, stress and balance of health problems and spa brand image to examine these relations on dimensions of spa service quality. Therefore, hypotheses are presented in summary of the relationships among variables in Table 3 as below.

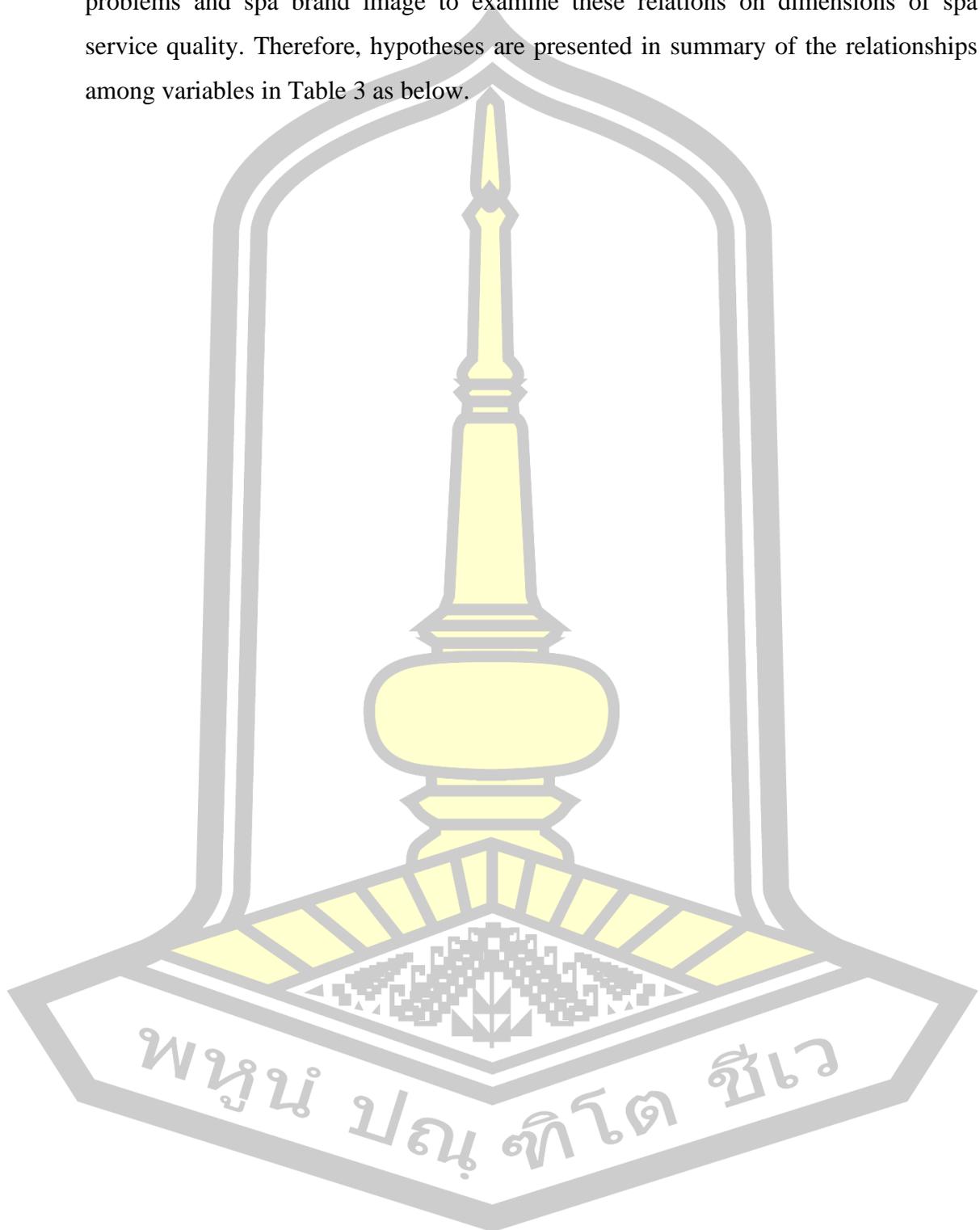


Table 3 Summary of Hypothesized Relationships

Hypothesis	Description of Hypothesized Relationships
H1a	Spa climate and physical environment is positively related to wellness value.
H1b	Spa climate and physical environment is positively related to customer satisfaction.
H2a	Relax and wellness mental mind is positively related to wellness value.
H2b	Relax and wellness mental mind is positively related to customer satisfaction.
H3a	Excellence spa service supporter and provider is positively related to wellness value.
H3b	Excellence spa service supporter and provider is positively related to customer satisfaction
H4a	Spa flexible program is positively related to wellness value.
H4b	Spa flexible program is positively related to customer satisfaction.
H5	Customer satisfaction is positively related to intention to revisit.
H6	Wellness value is positively related to intention to revisit
H7a	Self-focused attention in spa is positively related to spa climate and physical environment.
H7b	Self-focused attention in spa is positively related to relax and wellness mental mind.
H7c	Self-focused attention in spa is positively related to excellence spa service supporter and provider.
H7d	Self-focused attention in spa is positively related to spa flexible program.
H8a	Stress and balance of health problem is positively related to spa climate and physical environment.
H8b	Stress and balance of health problem is positively related to relax and wellness mental mind.
H8c	Stress and balance of health problem is positively related to excellence spa service supporter and provider.
H8d	Stress and balance of health problem is positively related to spa flexible program.
H9a	Spa brand image is positively related to spa climate and physical environment.
H9b	Spa brand image is positively related to relax and wellness mental mind.
H9c	Spa brand image is positively related to excellence spa service supporter and provider.
H9d	Spa brand image is positively related to spa flexible program.

CHAPTER III

RESEARCH METHODS

The previous chapter demonstrated an extensive review of the relevant literature detailing the assessment service quality of the Thai Sappaya Spa customers, the theoretical foundations, and the hypothesis development for investigation. Consequently, this chapter thoroughly illustrates the research methods which are organized as follows. Firstly, the sample selection and data collection procedure section include the population and sampling, the data collection, and the test of non-response bias. Secondly, the variable measurements are illustrated. Thirdly, the method section includes the proposed examination of validity and reliability, and the analytical statistics are detailed. Also, the measurement model, structural model analysis and multi-group analysis are depicted. Finally, the table that presents a summary of the definitions of variables, and an overview of the constructs are included.

Sample Selection and Data Collection Procedure

Population and sample

The population and sample of this study are drawing from a Thai Sappaya Spas volunteer customer's, were chosen from the online database of Thai Spas (Aziz & Basir, 2020). This database is an excellent source of information, providing all the complete addresses and showing spa businesses in Thailand, which could confirm the data of whether a certified Thai Sappaya Spa business could remain in businesses. Thai Sappaya Spa is interesting to investigate was a health service sector is directly relying on the domestic economic tourism situation. Thai people visit spa at the rate of approximately two million visitors per year (Aziz & Basir, 2020). Thailand is growing in popularity as a wellness tourism destination, with over 13.10% growth of wellness tourists visiting between 2016 and 2018 alone website www.pacificprime.co.th. This database is an excellent source of information, However, Thailand country the beauty of the land of smiles, together with the growing demand for wellness services and an already-established market for medical tourism places. Thailand in top 10 wellness destination in the world. Thailand has a

wide range of wellness services on offer and can cater to a wide spectrum of clientele. From organic farms, vegan and vegetarian yoga and spa retreats, beauty weekend getaways, to sports escapes such as rock climbing, kickboxing, or trekking. As a country with relatively well-developed tourism infrastructure, a great number of sights and famously great cuisine, wellness tourists are turning their attention towards new forms of mind and body retreats that this beautiful country has to offer.

Wellness tourism trends in 2019. The landscape of wellness tourism worldwide is taking an interesting turn, with consumers demanding not only the “traditional” self-pampering trips but also more specialized ones as to relieve stress, anxiety and any underlying life, happiness problems. For that reason, the Thai spa is interesting to investigate because of its Thai lifestyle. Thai Sappaya Spa is representing to the most popular promote holistic health. Based on the discussion above, the Thai Sappaya Spa service quality is interesting to examine in this research. Customer in domestic, especially Thai customers are consistent with lifestyle and the need of Thai Sappaya Spa service quality, wellness and satisfaction are affect to the intention to revisit.

Besides, the Thai Sappaya Spas service sector in Thailand was selected to investigate in this research. Another important reason on spa service sector in marketing service perspective are causal of customers characteristics. Namely, self-focused attention refers to the power of desire has in- person to user for self- reference more than external forces in judgment or planning to respond that person (WHO Study Group on Tobacco Product Regulation Report on the Scientific Basis of Tobacco Product Regulation: Seventh Report of a WHO Study Group WHO Study Group on Tobacco Product Regulation, 2010). The stress modern life makes the spa an important part of the total guest experience (Asvanund et al., 2003). According to Azman & Chan, (2010) , investigation to motivate people to travel. Finally, brand image is a composite of perceive quality and esteem dimension (Kittiyapunya & Krairiksh, 2016). Despite the perspectives as mentioned earlier of the researchers regarding the assessing behavioral intentions of the Thai Sappaya Spas customers, there is no such study examining the assessing behavioral intentions of the Thai Sappaya Spa customers Thailand. Therefore, this research focuses on examining the assessing behavioral intentions of the Thai Sappaya Spa customers achievement of the

Thai customers in Thailand and has selected to examine the population in this research.

In this study, the information from the database of the Ministry of Commerce Thailand, and College of Innovation and Management, Suan Sunandha Rajabhat University, are displayed on the website: www.dbd.go.th and www.cim.ssru.ac.th. The first stage of the data collection procedure consisted of sending letters inviting participation in this study, to 40 Thai Sappaya Spas in 6 provinces and in Bangkok city, in Thailand. The letters discussed the aim of the study, the study's significance to day spa management, intended use of the data, issues related to confidentiality, and a request for the organization's voluntary participation in the study. As a result of this process, 36 Thai Sappaya Spas indicated they were willing to participate: 7 Thai Sappaya Spas in Bangkok City 8 Thai Sappaya Spas in Chiang Mai Province, 6 Thai Sappaya Spas Chiang Rai, 5 Thai Sappaya Spas in Khon Kaen Province, 5 Thai Sappaya Spas in Chonburi, and 5 Thai Sappaya Spas Kanchanaburi, and After receiving consent from the day spas, the researcher called to all of the participating Thai Sappaya Spas , and discussed the process of data collection and the details of the questionnaire with the spa managers. Consequently, the data collection process took place from 21st July to 29th August, 2020. The sampling throughout Thailand that can be accessed by service recipients. Customers who were visiting a Thai Sappaya Spas for the first time were excluded from the sample because it was deemed that they would not have sufficient spa experience to answer all the questions in the questionnaire. Spa customers under eighteen years of age were also excluded from the sample because it was deemed that they may have difficulties in interpreting the questions in the questionnaire.

This study selected the non-probability sampling technique and specifically, the convenience sampling technique for several reasons. Firstly, a target population in Thai Sappaya Spas is difficult to identify (Marinho et al., 2016), and the requirement of equality in the possibility of being chosen from amongst the target population is unfeasible. Secondly, the main objectives of this research are to test the theoretical premises; and to test the hypotheses. Pyszczynski et al., (2004), assert that non-probability sampling is considered an acceptable sampling technique. In addition, Pyszczynski et al., (2004), supports the assertion that non-probability sampling also

provides evidence supporting or rejecting the theory test, regardless of the nature of the sample. Thirdly, in accordance with the requests of the spa operators, the questionnaires were distributed only to spa customers who willingly consented to participation in the study. In order to minimize the drawbacks of using convenience sampling, data was gathered from different Thai Sappaya Spa Thailand, and a non-response bias test was conducted before analyzing the data (Pavesic & Brymer, 2011).

The samples size in this research uses the rule of thumb for the structural equation model (SEM) to calculate the sample size. Although the determination of appropriate sample size is a critical issue in SEM. The optimum sample size was driven by the requirements of the data analysis techniques used for this study confirmatory factor analysis and structural equation modelling. Therefore, the requirements of the data analysis techniques were determined first, in order to calculate the appropriate sample size for this research. (Hair et al., (2006), contend that there should be a minimum sample size of 100 or more for conducting CFA as many observations as variables to be analyzed, giving a more acceptable ratio of 10:1. Based on the 42 observe variables to be factor analyzed in this study, a sample size of at least 420 respondents was considered sufficient. For conducting SEM analysis using maximum likelihood estimation, in general large samples are required because small samples are less stable for estimation purposes (E. Hair et al., 2006). Seefeld et al., (2003), state that a sample size of at least 200 observations is recommended for SEM using maximum likelihood estimation. Likewise (2010) suggest that the ideal sample size for using SEM is between 200 and 400 observations. In this study state that a sample size of at least 420 respondents.

Data Collection

In addition, a valid and reliable self-administered questionnaire comprises fifth sections. In the first section, respondents are requested to provide their personal information such as gender, age, occupation, average monthly income, type of customers, average frequency of use of Thai Sappaya Spa per monthly, average time per visit to Thai Sappaya Spa and place of use Thai Sappaya Spa. The second section questions the comments on the quality of service at Thai Sappaya Spa. For the third section opinions on the reason for visiting Thai Sappaya Spa and finally section opinions on the wellness value customers satisfaction and intention to revisit,

respectively. Moreover, a Likert five-point interval scale, ranging from 1 = strongly disagree, to 5 = strongly agree, is employed. (see the APPENDIX for Thai-version and APPENDIX for English-version). A psychometric response scale primarily is used in questionnaires to obtain a participant's preferences or degree of agreement with a statement or set of statements. Likert scales are a non-comparative scaling technique and are unidimensional (only measure a single trait) in nature. In each question, respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale (H. J. Hair, 2005).

To be more specific, the second section collects the key concepts consists of spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider and spa flexible program. The three section consists of self-focused attention in spa, stress balance of health problems and spa brand image. The four section consists of, wellness values, spa customers satisfaction and intention to revisit. Finally, the fifth section provides an open-ended question to gather key respondent suggestions and opinions.

In this research, the key informants are the volunteer customers of Thai Sappaya Spa who are an experience on Thai Sappaya Spa more than one time and in Thailand only. Moreover, it is appropriate because it is a widely used method for large-scale data collection in a geographical area, and This research has collected the data instrument by using online questionnaires survey in the website: www.surveycan.com. It is appropriate because it is a widely-used method in the current and suitable for Covid-19 situations in social distances and statutory approach to data collection customers is effective. (Neuman & Moland, 2019). The survey software tool is also the easiest to use, all your data in one place, advanced feature made simple (Neuman & Moland, 2019). After completing it, the questionnaires are directly sent back to the researcher by the prepaid returned envelopes for ensuring confidentiality.

All the questionnaires sent were share to 36 links on Thai Sappaya Spa in June - August 2020. The schedules plan to collect data was within eight weeks. At the first stage, the online survey was answered and sent to the researcher within the first four weeks. After four weeks, to increase the response rate, a follow-up hashtag online survey was sent to the volunteer customers which had not yet replied, to remind them

to complete the questionnaire and to request them to cooperate in answering. For the convenience of a follow-up online survey, each questionnaire was assigned a coded number at the left corner on the back of the fifth questionnaire page.

The online survey rate 610 net response were returned and complete. The surveys completed and received, only 610 were usable. The effective response rate 610 or 93.7 percent for online questionnaire survey. According to (Lai et al., 2001). 20% response rate for an online survey, without an appropriate follow up procedure, is considered acceptable. Table 4 shows the results of the online questionnaire used for analysis in this study.

Table 4 Details of online Questionnaire

Details	Number	Respond rate
Bangkok City	110	91.6
Chiang Mai Province	120	100
Chiang Rai Province	100	100
Khon Kaen Province	80	80
Chonburi Province	100	100
Kanchanaburi Province	100	100
Total	610	93.7%

Test of Non-Response Bias

A non-response bias has been claimed in using mail surveys, email surveys and online surveys so that it may cause the reduction of generalizability of the sample to the population (Armstrong & Overton, 1977). The other words, if there is a substantial difference of response between the responding Thai Sappaya Spa customers and non-responding Thai Sappaya Spa customers, it does not allow inferring to the entire sample and population. Therefore, a non-response bias is assessed to ensure that it is not a severe problem in this research. Seemingly, a non-response bias may arise when the non-responding Thai Sappaya Spa customers differs from the responding Thai Sappaya Spa customers in observable characteristics (Whitehead et al., 1993). Following the recommendations of Armstrong & Overton, (1977), a t-test comparison of demographics information between early and late

respondents are tested to prevent and assure possible response bias problem. If the results of the t-test statistics show no statistically significant differences in demographics information between early and late respondents can confirm that no non-response bias exists (Gilbertson, 1999). All 610 received questionnaires are separated into two equal groups: the first 305 responses are treated as the early respondents (the first group) , and another 305 responses are treated as the late respondents (the second group). The results are as follows:

It can be seen from the findings that there were no statistically significant differences between the two groups at a 95% confidence level. Thus, it can be mentioned that the non-response bias is not a concern in this research (Armstrong & Overton, 1977). The results of non-response bias test are presented in APPENDIX B, Table B1 and Table B2.

Measurements

In this study, the measurement procedures involve the multiple items development for measuring each construct in the conceptual frameworks. The most construct is abstractions that cannot be directly measured or observed and should be measured by multiple items (Armstrong & Overton, 1977). Accordingly, using multiple items provides a wider range for the content of conceptual definition and improvement of reliability (Neuman & Moland, 2019). In this study, all constructs are transformed to the operational variables to gain more accuracy in measuring research constructs. All variables are derived from the definition and previous literature, by a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Likewise, the literature review and an examination of relevant documents are the best ways to create or modify a development tool and questionnaire that are consistent with the purpose of the measurement (Pavesic & Brymer, 1999). These constructs, derived from the literature review, are transformed into the operational variables for precise measuring. The variable measurements of this study are developed by the definitions and the relevant literature as shown in Table 5 that defines each construct, operational variables, scale source, and sample questions and items. Therefore, the variable 42 measurements of the dependent variable, independent variables, and mediating variables, of this study are elaborated as follows.

Dependent variables

Intention to revisit. Intention to revisit refer to the planning of spa customers will return to this spa again in the future after the spa treatment service process are positive wellness values and customer satisfaction. (Baker & Crompton, 2000). Intention to revisit is operating an overall evaluation based on the total consumption experience with excellence services over time (Inkpen et al., 1994). This study, Intention to revisit was the single dimension use in measuring spa service quality. The Intention to revisit is the predict of planning for receiving the service in the future behavioral intention to revisit, willingness to pay more, and word of mouth and intention to others service. Intention to revisit in this research uses four items those are customers perceive wellness values and customers satisfaction, and intention to revisit plan are including; focus on behavioral intention to revisit, willingness to pay more, and word of mouth and intention to others service. This construct is applied in term of Thai Sappaya Spa context assessment.

Independent variables

This research consists of four independent variables as follows; spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. The attributes reflect the suitable dimensions of Thai Sappaya Spa service quality. The measure definition as detailed below.

spa climate and physical environment. Spa climate and physical environment refers to the physical elements, facility, comfortable and security system on the overall of the Thai Sappaya Spa area that affect to physical body, mind and emotions (Kittiyapunya & Krairiksh, 2016). This study operation for measurement of customer's perception on atmosphere and the spa environments, facilities, decoration and security systems. In this research has developed four items form (Kittiyapunya & Krairiksh, 2016).

Relax and wellness mental mind. Relax and wellness mental mind refer to reflection of spa service treatment process during and after spa service that the customer's receiving on physical body, mind and emotions (Beaglehole et al., 2004). According to several studies, the most common health problem in the world is

depression. This problem is often manifested in the form of insomnia, stress, poor nutrition, physical inactivity, obesity, and heart disease (Tsunetsugu et al., 2013). In this study, relax and wellness mental mind as the evaluation of customer's perception on spa service treatment process are effect to physical, mental and emotions change (Korkosz et al., 2014). In this study use four (Pivetta et al., 2019).

Excellence spa service supporters and providers. Excellence spa service supporters and providers refers the performance of receptionists and spa therapists that outstanding, with spa service excellence and skillfulness in the specific to serve the spa (Pyszczyński et al., 2004). In this study operation on customers' assessment with excellence spa service supporters and providers to the evaluation of customer's perception on performance of receptionists and spa staff that provide spa treatment process and supporters team that serve and helpful customers (Gómez-Román et al., 2005). In this study use four questionnaires (Dagger et al., 2007).

Spa flexible program. Spa flexible program refers to the technical and managerial system for spa service information to coordinate with the spa customer and help the customer with the decision (Tang & Tikoo, 1999). This study on spa flexible program was the dimension used in measuring spa service quality. Spa flexible program operation to evaluation of customer's perception the management system in variety of services, choose and change, the booking system in many ways and conveniently. In this study use four questionnaires new four items.

Consequent Variables

According form Gonzalez and Brea (2005), investigated the relationship among of service quality, customer satisfaction and behavioral intention. In particular, customer satisfaction was also a mediating variable between service quality and behavioral intention in Spanish spa. The previous research form (Korkosz et al., 2014). remained focused on developing an argument for the mediating role of psychological wellbeing in the relationship between work-life balance and employee job performance. However, wellness similarly with wellbeing is a positive outcome that is meaningful for people, because it tells us that people perceive that their lives are going well (Pivetta et al., 2019). Therefore, for this research interesting on wellness value role mediating between Thai Sappaya Spa service quality affective on intention to revisit. The mediating variable is measured using two characteristics,

wellness values and customer satisfaction. The measure of each characteristic conforms to its definition to be discussed as follows.

Wellness values. Wellness values refers to the outcome of spa service treatment process on health benefit that the spa customer overall assessment to the physical body, mind and emotional. (Gilbertson, 1999). The wellness values are designate to the customers' evaluation of outcome to perception of health benefit from spa service quality to body, mind and emotional from the spa experience. Moreover, in this study use four questionnaires (Ki et al., 2015).

Customer satisfaction. Customer satisfaction refers to the spa customer overall assessment of spa service treatment process on expectation and perception (Anderson, E.W.; Fornell, 1994). Customer satisfaction operation for the evaluation of customer's expectation and perception on spa service quality to decision making. This study, consumer satisfaction was the single dimension use in measuring spa service quality in Thai Sappaya Spa. Moreover, in this study use six questionnaires (Gómez-Román et al., 2005).

Antecedent Variables

The antecedent approach to study service quality has a few attentions in the marketing service literature. Most research, in this context, demonstrated that service quality is influenced by four of its dimensions, namely: reliability, personal attention, comfort, and features (Dabholkar & Sheng, 2012). According to Dabholkar et al., (2000), recommended that, if the objective of the study is to predict service quality or to gauge its determinants, the perception-only measure should be used. Research on customer-specific antecedents of service quality also received little attention (Guan et al., 2012). The antecedent approach starts with customers. Customer perception of service quality is affected by factors such as communications from salespeople, social referrals, various types of information collected, and the credence consumers develop towards a service organization (Lai et al., 1997). This study referred three dimensions as the antecedents Thai Sappaya Spa service quality, self-focused attentions in spa, stress and balance of health problems and spa brand image. The measure of each characteristic on forms to its definition to be discussed as below.

Self - focused attention in spa. Self - focused attention in spa refers to the power of perception of desire that has in-person to use for self-reference more than external forces in judgment or planning to respond. Self-focused attention in spa is operation on the perception on the basic need, responding to one's own interests self-reward, indulgence, fulfilling the aim and tries a spa experience. This research develops four items from observe variables from (Meier-Dieter et al., 1990).

Stress and balance of health problems. Stress and balance of health problems refers to the health imbalance of a person that must be solved and respond to themselves for healthy. According to the Carlo & Randall, (2002), spa can reduce stress and imbalance of health, relax, rejuvenate your beauty, weight loss. The operation definition is the perception on basic need, responding for health imbalance. Relax, rejuvenate your beauty, weight loss and relive stress. This research develops four items from (Knight, 1997).

Spa brand image. Spa brand image refers to the benefit impression of spa perception customers mind and think overall. According to Keller, (2003), brand competence and benefit are the values, advantages and distinctive competences offered by a brand in solving customers problem, which enable consumers to get benefits here can be functional, emotional, symbolic or social. So, brand competence and benefit in the spa context measured four items including spa function health benefit, emotional benefit social and symbolic. This research develops four items from (Keller, 2003).

Methods

This research collects data from a questionnaire online survey in which all constructs in the conceptual frameworks adapt to existing scales from an extensive literature review. After that, two academic experts critique a study of the instruments. Then, comments are made to improve the questionnaire to attain the complete possible scale measure. A pre- test method is appropriately conducted to assert the validity and reliability of the questionnaire. In this research, Thai Sappaya Spa volunteer customers are chosen from non-pop ability sampling in Thailand also, the process of pre-test to verify the validity and reliability of each of the measures Thai Sappaya Spa volunteer customers in the online questionnaire is to be discussed below.

Validity

The purpose of validity and reliability measure is to create a better instrument in truthfulness, credibility, or believability of the findings in this study. Therefore, the instrumental development is very important procedure that is based on each of variables, their definitions and previous literature covered this study (Hair and Anderson, 2010).

Validity is defined as the degree to which the instrument correctly measures the data from the questionnaire (Johannsen & Psaltis, 2010). In order to verify whether this measure addresses absoluteness and accuracy, this study examines the content and construct which can validate the survey questionnaire. In this study, validity is appropriate for accurately confirming the concept or construct of the study. Two types of validity, content validity and construct validity were tested.

Content Validity

Content Validity is the extent to which a measurement reflects the specific intended construct of content (Mollen, 2020). Therefore, five academics, who are proficient in marketing fields, are asked for providing face validity and giving some suggestions to ensure that all items contained in the questionnaire are the most appropriate to measure the concept of the variables. This study reaches content validity sufficiency by three expert's suggestions as distinguished scholars (Zhang et al., 2020). The result of item-objective congruence (IOC) equals $0.64 \geq 0.50$ is acceptable (Awaysheh & Klassen, 2010). After these five experts designed the questionnaire, they provided comments and improvements; and they then chose the best possible scale of measure corresponding with the conceptual definitions.

Construct validity

Construct validity refers to a set of measured items that reflect the latent theoretical constructs that those items are designed to measure (H. J. Hair, 2005). Moreover, this operation is verified by using factor analysis (CFA) to test the validity of the items in the questionnaire. As mentioned above, each of the items had already been assessed by academic experts to ensure the content validity. Convergent validity refers to the degree to which two measures are designed to measure the same construct related to that convergence, and whether it is found in the two measures are highly correlated (Islam et al., 2009). Thus, to test the convergent validity, this

research used confirmatory factor analysis (CFA), average variance extracted (AVE) are used to examine the construct validity of the data in the questionnaire (Fadlelmula, 2011). The results of this study concluded that average variance extract (AVE) for all 10 constructs is since from 0.545 to 0.786. However, according Fornell, C., & Larcker, (2016), the cut-off value of AVE 0.40 is acceptable. Hence, the AVE of the whole construct indicates adequate convergent validity.

Reliability

Reliability refers to the measurement level in the survey that is true, and observed variables don't have any errors, which elect the degree of internal consistency between the many variables (Hair and Anderson, 2010). This research tests the reliability of each construct by employing Cronbach's alpha coefficient, composite reliability, and correlation analysis.

The Cronbach's alpha coefficient measured the reliability of the subjects' answers concerning all items of the questionnaire, producing values that range from .00 to 1.00 (Javier Gómez-Román et al., 2005). Cronbach's alpha coefficient is commonly used as a measure of the internal consistency or reliability of the constructs Hair and Anderson, (2010), Thus, it is applied to evaluate the reliability. As recommended by Fadlelmula, (2011), the value of Cronbach's alpha coefficient is between zero and one, of which 0.70 – Hair et al., (2006), and above indicates acceptable reliability, as widely accepted are shown in Table 21

Composite reliability (CR) is as an estimate of a construct's internal consistency. Unlike Cronbach's alpha, composite reliability does not assume that all indicators are equally reliable, making it more suitable for SEM, which prioritizes indicators according to their reliability during model estimation. In this study, all variables have composite reliability more than 0.70 are acceptable. The consistent with the guidance of (Fadlelmula, 2011). Therefore, the reliability of this set questionnaire was accepted, as CR values shown in Table 22.

Correlation analysis. The important component of statistical analysis is correlation analysis of variables. Generally, correlation analysis is able to verify relations among variables and provide a correlation matrix that shows the intercorrelation among all variables. If the variables are highly correlated, there may be a multicollinearity problem, which was tested by Pearson correlation analysis that

was applied to examine the relationship between independent variable and dependent variable. As the results, it shows the relationship between variables and multicollinearity. Importantly, when the relationships between variables are equal or greater than 0.80, it indicates a multicollinearity problem (Johannsen & Psaltis, 2010). Values shown in Table 20.

Statistical Techniques

In this study, before hypotheses testing, all of the raw data will be checked, encoded, and recorded in a data file. After that, the underlying assumption of the structural equation model was tested. This process involves checking the normal distribution for the underlying assumption of SEM. This study used several statistical techniques, including descriptive and inferential statistical techniques such as mean, standard deviation, t-test, ANOVA, correlation analysis, measurement model, structural model, and multi-group analysis. For the criteria used to discuss the results of data analysis. It is shown in Chapter IV for the result of the data analysis.

In this study uses structural equation modeling (SEM) to analyze the data derived from respondents. Besides, SEM can be used to examine the total effect of exogenous variables on the endogenous variable in the structural model. The software used for analyzing the data in this study was AMOS 22 and SPSS 22. The first step was to test the measurement model. This step examines the validity of a measurement model including convergent validity and construct validity. Further, assessment of the fit of a measurement model between the observed and estimated covariance matrix is taken. Confirmatory factor analysis technique is used to assess fit and validity. The second step was to test the theoretical framework. This step verifies the fit of the hypothetical framework by comparing the observed covariance matrix and the estimated covariance matrix. Also, nine hypotheses for independent and consequence variables, mediating variables, and antecedent variable are tested in this step.

Univariate Normality Test

The normality test used in this study was performed to measure skewness and kurtosis along with standard error of skewness and standard error of kurtosis. Nonetheless, skewness is a measurement of how irregular the probability distribution is in relation to a normal distribution. Before testing a hypothesis, it must also

undergo Kurtosis, which is the process to evaluate the combined distribution of data in the tails.

According to Kline et al., (2005), has recommended that in terms of absolute values skewness will be considered as highly expressed if it is more than 3.00. In addition, the research of Hair and Anderson, (2010), consider the skewness value, which is not more than ± 2 is considered within acceptable criteria.

Meanwhile, the absolute values of kurtosis greater than ± 2.00 can be considered as problematic (Marinho et al., 2016). Additionally, skewness was used to measure the degree and direction of asymmetry. Acceptable asymmetric distribution, such as a normal distribution, has a skewness and kurtosis value not more than 1.00 (Osborne, 2003).

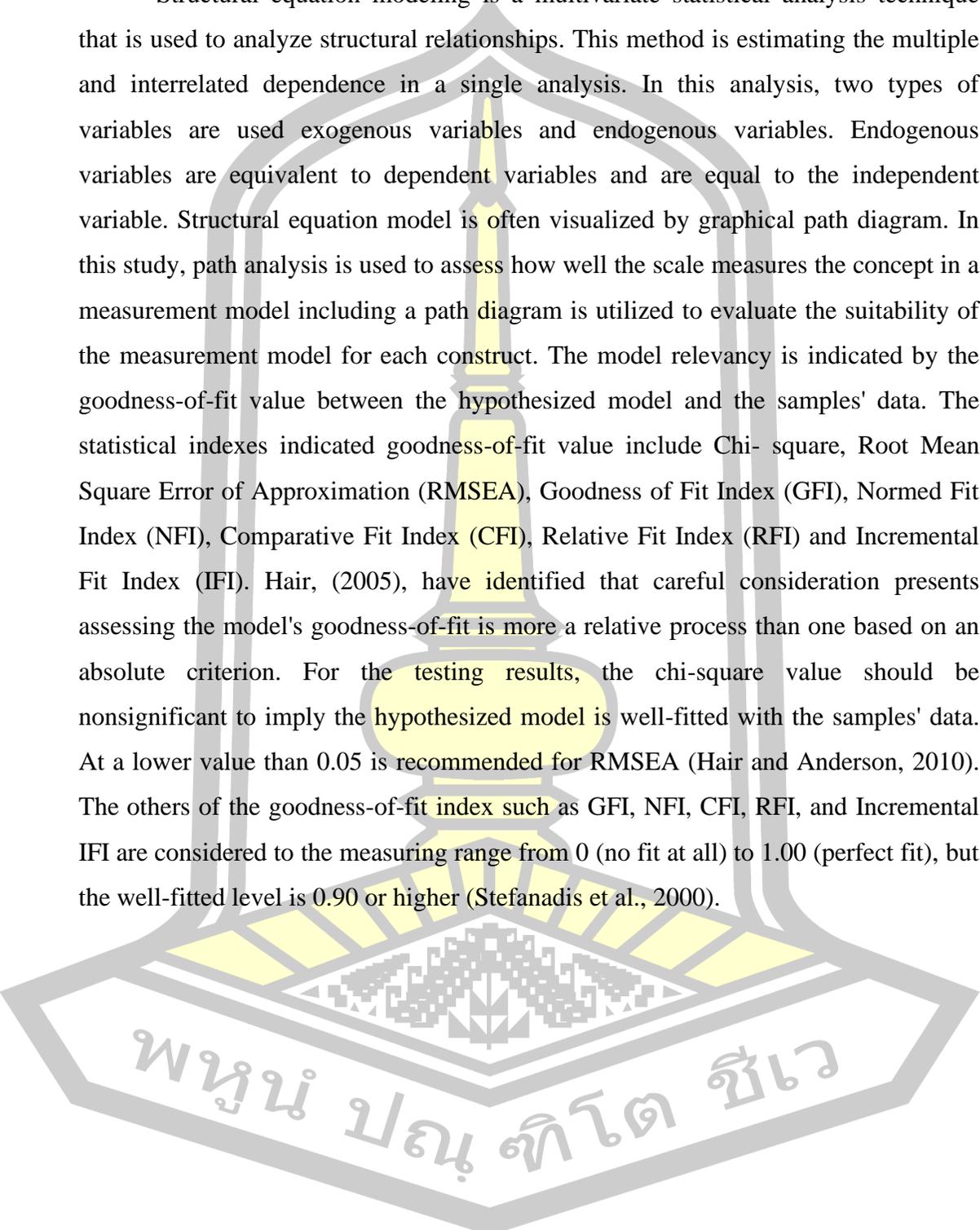
This study, consider the skewness value, it was found that within the range of 0.136 to 0.967, which is not more than ± 2 is considered within acceptable criteria (E. Hair et al., 2006). While, the kurtosis, falls within the range -0.847 to -1.995, which is not more than ± 2 is considered within acceptable criteria (George and Mallery, 2010).

Variance Inflation Factors (VIF's)

Variance inflation factors (VIF's) are applied to test for the severity of multicollinearity among the independent variables and Pearson's correlation. For this reason, to identify the multicollinearity problem by employing VIF's and tolerance value as indicators to indicate a high degree of multicollinearity among the independent variables, VIF's is directly related to the tolerance value. Therefore, provides an indication that measures how much the variance of an estimated regression coefficient is increased as a result of collinearity. These large values of VIF's indicate a high degree of multicollinearity among independent variables, then in consequence of all of VIF's values should be smaller than 10 to be considered that the associations among the independent variables are not problematic (Hair and Anderson, 2010). This study, shows that the maximum value of VIF's = 10, which is not exceeding 10 in the scale (Hair et al., 2010). Therefore, both VIF's and correlations confirms that multicollinearity problems do not occur in this research.

Structural Equation Model (SEM)

Structural equation modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. This method is estimating the multiple and interrelated dependence in a single analysis. In this analysis, two types of variables are used exogenous variables and endogenous variables. Endogenous variables are equivalent to dependent variables and are equal to the independent variable. Structural equation model is often visualized by graphical path diagram. In this study, path analysis is used to assess how well the scale measures the concept in a measurement model including a path diagram is utilized to evaluate the suitability of the measurement model for each construct. The model relevancy is indicated by the goodness-of-fit value between the hypothesized model and the samples' data. The statistical indexes indicated goodness-of-fit value include Chi-square, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Normed Fit Index (NFI), Comparative Fit Index (CFI), Relative Fit Index (RFI) and Incremental Fit Index (IFI). Hair, (2005), have identified that careful consideration presents assessing the model's goodness-of-fit is more a relative process than one based on an absolute criterion. For the testing results, the chi-square value should be nonsignificant to imply the hypothesized model is well-fitted with the samples' data. At a lower value than 0.05 is recommended for RMSEA (Hair and Anderson, 2010). The others of the goodness-of-fit index such as GFI, NFI, CFI, RFI, and Incremental IFI are considered to the measuring range from 0 (no fit at all) to 1.00 (perfect fit), but the well-fitted level is 0.90 or higher (Stefanadis et al., 2000).



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Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items

Construct And Scale Source	Definition	Operational Variables	Sample Questions and Items
Intention to revisit (Baker & Crompton, 2000)	The planning of spa customers will return to this spa again in the future after the spa treatment service process are positive wellness values and customer satisfaction.	<p style="text-align: center;">Dependent variable</p> <p>The predict of planning for receiving the service in the future behavioral intention to revisit, willingness to pay more, and word of mouth and intention to others service.</p>	<ul style="list-style-type: none"> - You have plan to revisit our Thai Sappaya Spa. - You willingness to pay more. - You like to share your experience on social media. - You interesting to others service our Thai Sappaya Spa.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Spa climate and Physical environment. (Reid et al., 2013)	The physical elements, facility, comfortable and security system on the overall of the spa area that affects to physical body, mind and emotions.	Independent variables The measurement of customer's perception on atmosphere and the spa environment, facilities, decoration and security systems.	<ul style="list-style-type: none"> -You feel that the atmosphere and the spa environment, including temperature, smell, light, color and sound, impresses you. -You feel that the spa has facilities such as parking lots, lounge, restroom, spa room, swimming pool, sauna room, changing room, are clean and meeting standards. -You found that the spa decoration, including building, furniture, and color tones, suitable lighting, are beautiful and comfortable to the eyes. -You found that the spa has good security systems.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Relax and wellness mental mind (Korkosz et al., 2014)	<p style="text-align: center;">Independent variables</p> <p>Reflection of spa service treatment process during and after spa service that the customer's receiving on physical body, mind and emotions.</p>	<p>The evaluation of customer's perception on spa service treatment process are effect to physical, mental and emotions change.</p>	<p>-During the service process, you felt that your body and muscles are flexible, relaxed, comfortable, and not aching.</p> <p>-During the service process, you felt relaxed.</p> <p>-During the service process and after the service, you are refreshed and in a good mood.</p> <p>-After receiving the service, you feel the difference to your health compared to before receiving the service.</p>

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
<p>Excellence spa service supporter and provider (Tsunetsugu et al., 2013)</p>	<p>The performance of receptionists and spa therapists that outstanding, with spa service excellence and skillfulness in the specific to serve the spa.</p>	<p>The evaluation of customer's perception on performance of receptionists and spa staff that provide spa treatment process and supporters team that serve and helpful customers.</p>	<ul style="list-style-type: none"> - You get services from experts who are knowledgeable and skilled. - You get services from professionals who understand the needs and safety to your health. - You are provided with a convenient service from the reception that is convenient and provides professional services. - You are served by the staff who welcome you as a relative.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Spa flexible program New	<p>The technical and managerial system for spa service information to coordinate with the spa customer and help the customer with the decision.</p>	<p>The evaluation of customer's perception the management system in variety of services, choose and change, the booking system in many ways and conveniently.</p>	<ul style="list-style-type: none"> -The spa offers a variety of services to suit your needs. -You can choose and change spa services by yourself. -You can register through the booking system in many ways and conveniently. -You can receive spa service consultation from the customer relation staff.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Wellness values (Tsunetsugu et al., 2013)	The outcome of spa service treatment process on health benefit that the spa customer overall assessment to the physical body, mind and emotional.	The customers' evaluation of outcome to perception of health benefit from spa service quality to body, mind and emotional from the spa experience.	<p>-The value of spa services is that you feel that your body is light and comfortable, your muscles are relaxed, tight, energetic and alert.</p> <p>-The value of spa services is that you feel that mental health of refreshed and exhilarated.</p> <p>-The value of spa services is that you feel that you are in good mood.</p> <p>-The value of spa services is that you feel that you recovered from depression.</p>

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Customer's satisfactions (Thongkern, 2016)	The spa customer overall assessment of spa service treatment process on expectation and percept service performance	<p style="text-align: center;">Mediating variables</p> The evaluation of customer's expectation and perception on spa service quality to decision making.	<ul style="list-style-type: none"> - You are satisfied with the decision to select this service. - You are satisfied with the atmosphere and environment. - You are satisfied with the services of the host staff and spa staff. - You are satisfied with the facilities and service processes. - You are satisfied with the variety of service items. - You are satisfied with the health results of the service.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Self-focused attention in spa (Meier-Dieter et al., 1990)	The power of desire that has in-person to use for self-reference more than external forces in judgment or planning to respond to that person.	<p>Antecedent variables</p> <p>The perception on basic need, responding to one's own interests self-reward, indulgence, fulfilling the aim and tries a spa experience.</p>	<ul style="list-style-type: none"> - You come to receive spa services as a reward for yourself. - You come to the spa service to try and get a new experience. - You come to receive spa services to escape from the hustle and bustle. - You come to receive spa services to get close to nature.

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Stress and balance of health problems (Azman & Chan, 2010)	The health imbalance of a person that must be solved and respond to themselves	<p style="text-align: center;">Antecedent variables</p> <p>The perception on basic need, responding to of health imbalance. And relax, rejuvenate your beauty, weight loss and relieve stress.</p>	<p>- You come to receive spa services to reduce illness and health imbalance.</p> <p>- You come to receive spa services to reduce tension and imbalance of mind.</p> <p>- You come to receive spa services for restoring health and beauty.</p> <p>- You come to receive spa services to reduce obesity and excess weight problems.</p>

Table 5 The Summary of Construct and Scale Source definition Operational Variables and Sample questions and Items (Continue)

Construct and Scale source	Definition	Operational Variables	Sample Questions and Items
Spa brand image scale source (Keller, 2003)	The perception on the spa function value as health and beauty, spa reflects and social class, the symbolic or social values. spa brand emotional values, Thai identity image value.	Antecedent variables The customers think of a spa brand and the overall impression in customers' minds that is formed by all elements of the spa.	<ul style="list-style-type: none"> -The spa is famous for healing health and beauty. -The spa reflects taste and social class. -The spa reflects you as a health lover. -The spa reflects Thai identity such as herbs and Thai massage.

CHAPTER IV

DATA ANALYSIS

This chapter presents and discusses the results obtained from the statistical analysis performed to determine the set of factors that are critical for the assessing behavioral intentions of Thai Sappaya Spa customers. The sample profile and results are presented. The following sections of the chapter reveal findings from the different statistical analyses performed on the data obtained from the questionnaires. The results obtained from the factor analysis conducted for the variables are presented and discussed. In addition, the results of item reliability using Cronbach's alpha coefficients for each factor are shown and reviewed. The chapter also examines the existing relationships between constructs identified by a Pearson correlation analysis. The final section of this chapter gives the results obtained from the structural equation modeling (SEM), which was used to test the hypotheses proposed in the theoretical framework model, and to determine the relationships among variables. The total numbers of the observed variable in this research are forty-two. These variables and abbreviations of them and their constructs are already shown in this chapter. Variables in this study are classified into two groups: twelve observed variables are exogenous variables, and thirty observed endogenous variables.

For exogenous variables, they are grouped into three constructs. They are self-focused intention spa (four variables), stress and balance of health problems (four variables), and spa brand image (four variables).

Endogenous variables, they are grouped into seven constructs. They are a spa climate and physical environment (four variables), relax and wellness mental mind (four variables), excellence spa service supporter and provider (four variables), spa flexible program (four variables), wellness values (four variables), customers satisfactions (six variables) and intention to revisit. They are (four variables).

Abbreviations of all constructs and observed variables in this research are presented in Table 6. The meaning of abbreviation of observed variables is shown in the operationalization section in chapter 3.

Table 6 Abbreviations of Antecedents' Latent, Exogenous Latent, Mediator Latent and Endogenous Latent Constructs and Variable.

Construct	Abbreviation	
	Construct	Observe variable
Exogenous laten		
Self-Focused Attention in Spa	SE	Sel1, Sel2, Sel3, Sel4
Stress and Balance of Health Problems	ST	Str1, Str2, Str3, Str4
Spa Brand Image	BR	Bra1, Bra2, Bra3, Bra4
Endogenous laten		
Spa Climate and Physical Environment	CL	Cli1, Cli2, Cli3, Cli4
Relax and Wellness Mental Mind	RE	Rel1, Rel2, Rel3, Rel4
Excellence Spa Service Supporter and Provider	EX	Exc1, Exc2, Exc3, Exc4
Spa Flexible Program	FL	Fel1, Fel2, Fel3, Fel4
Wellness Values	WE	Wel1, Wel2 Wel3, Wel4
Customers Satisfactions	CU	Cus1, Cus2, Cus3, Cu4, Cus5, Cus6
Intention to Revisit	IN	Int1, Int2, Int3, Int4

Demographic Characteristics of Respondent and Firm Characteristics

The respondents are Thai Sappaya Spa customers, who have the spa experience regarding volunteer customers characteristics, causal, spa service quality, wellness values, customers satisfaction and intention to revisit. The respondent characteristics are described by the demographic characteristics, including gender, age, occupation, average monthly income, type of customers, frequency of Thai Sappaya Spa's monthly use, average per time of use and province of use. The demographic characteristics of 610 respondents are as follows.

Approximately 53.44 percent of respondents are female. The span of the age of respondents is 46 to 55 years old 23.77 percent. A total of 25.57 percent business owners of the respondents, 34.91 percent have average monthly income 35,001-45,000 Thai Baht, 64.75 percent type of spa customers member, 40.81 percent

average frequency of use Thai Sappaya Spa per monthly 1-2 Time, 33.93 percent average time per visit to Thai Sappaya Spa. Finally, most of the respondents' 22.13 percent place of use Thai Sappaya Spa central region. Then, a demographic profile of respondents of this research is presented in Table 7 below.

Table 7 Demographic Characteristics of Respondents

Description	Categories	Frequencies	Percent	
Gender	Male	284	46.55	
	Female	326	53.44	
Total		610	100	
Age	18-25 years old	73	11.96	
	26-35 years old	93	15.24	
	36-45 years	113	18.52	
	46-55-Year-old	145	23.77	
	56-65 years old	98	16.06	
	More than 66 years old	88	14.42	
	Total		610	100
Occupation	Student	40	6.55	
	Butler / maid	80	13.11	
	Employees	85	13.93	
	Business Owners	156	25.57	
	State Employees / State Enterprise Employees	97	15.90	
	General contractor	82	13.44	
	Other, please specify	70	11.47	
	Total		610	100

Table 7 Demographic Characteristics of Respondents (Continue)

Description	Categories	Frequencies	Percent
Average monthly income	less than 25,000 Baht	132	21.63
	25,001-35,000 Baht	163	26.72
	35,001- 45,000 Baht	213	34.91
	More than 45,001 Baht	102	16.72
Total		610	100
Type of spa customers	Package customers	395	64.75
	General customers	215	35.25
Total		610	100
Average frequency of use per monthly	Less than 1 Times / month	141	23.11
	1-2 Time	249	40.81
	3-4 Times / month	120	19.67
	5-6 Times / month	70	11.47
	More than 6/ month	30	4.91
Total		610	100
Average time per visit	Less than 1 hour	101	16.55
	1-2 Hours	207	33.93
	3-4 hours	198	32.45
	More than 4 hours	104	17.04
Total 610		610	100
Place of use Thai Sappaya Spa	North region	121	19.83
	Northeast region	84	13.77
	Eastern region	106	17.37
	Western region	70	11.47
	South region	94	15.40
	Central region	135	22.13
Total		610	100

Confirmatory Factor Analysis (CFA)

In this section, the study shows confirmatory factor analysis of all constructs based on the assessing behavioral intentions of Thai Sappaya Spa customers. In this research use confirmatory factor analysis (CFA) technique to test validity for testing the validity of observed variables in this study.

In this section, the study shows confirmatory factor analysis of all constructs base on service quality which consists of four purposed dimensions: spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program; and three critical consequences which are wellness values, customers satisfactions, and intention to revisit. The antecedents of Thai Sappaya Spa service quality including self-focused attention in spa, stress and balance of health problems, and spa brand image. In this study use confirmatory factor analysis (CFA) technique to test validity for testing the validity of observed variables in this study.

Spa Climate and Physical Environment

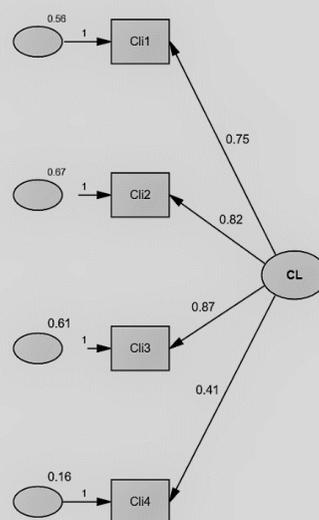
Spa Climate and Physical Environment (CL) construct is measured by four observed variables (Cli₁-Cli₄). Correlation matrix, means, and standard deviation are shown in Table 10. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.297 which is the correlation between Cli₂ and Cli₄ and the highest correlation is 0.633 which is the correlation between Cli₂ and Cli₃. Bartlett's test of sphericity chi-square is 763.585, $df = 765$ and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is 0.758 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 8 Show Correlation Matrix, Means, and Standard Deviation of Spa Climate and Physical Environment Construct

	Cli1	Cli2	Cli3	Cli4
Cli1	1.000			
Cli2	0.629***	1.000		
Cli3	0.572***	0.633***	1.000	
Cli4	0.303***	0.297***	0.356***	1.000
\bar{x}	4.31	4.19	4.28	4.35
S.D.	0.734	0.869	.757	.636

Note: *** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 5 and Table 10. In figure 5, in this research fixes parameter Cli₁ to Cli₂ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.



Chi-square=763.585, df=765, CMIN/df=0.998, p=0.062, GFI=0.995,

Figure 5 The Results of CFA of Spa Climate and Physical Environment

Table 9 Standardized Factor Loading, t-value, and R² of Spa Climate and Physical Environment

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Cli1	0.750	-	-	0.561
Cli2	0.820	0.075	17.431	0.670
Cli3	0.780	0.063	17.132	0.606
Cli4	0.410	0.051	9.188	0.166

Chi-square=763.585, df=765 CMIN/df=0.998, P=0.062, GFI=0.995, RMSEA=0.054

Note: *** is significant level at 0.01

Relax and wellness mental mind

Relax and wellness mental mind (RE) construct is measured by four observed variables (Rel₁-Rel₄). Correlation matrix, means, and standard deviation are shown in Table 9. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.151 which is the correlation between Rel₁ and Rel₄ and the highest correlation is 0.369 which is the correlation between Rel₁ and Rel₂. Bartlett's test of sphericity chi-square is 210.533, df = 223 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .655 (Lochmuller & Reese, 1998).

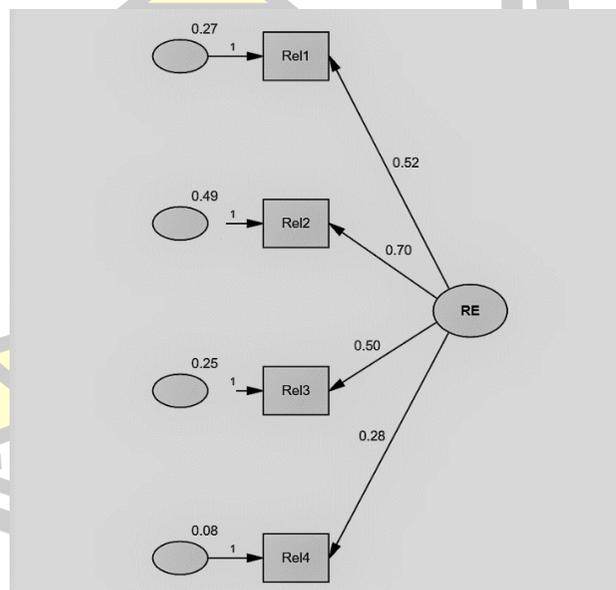
Table 10 Show Correlation Matrix, Means, and Standard Deviation of Relax and wellness mental mind Construct

	Rel1	Rel2	Rel3	Rel4
Rel1	1.000			
Rel2	0.369***	1.000		
Rel3	0.240***	0.353***	1.000	
Rel4	0.151***	0.171***	0.173***	1.000
\bar{x}	4.47	4.44	4.44	4.33
S.D.	.565	.588	.565	.595

Note: *** is significant level at the 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 12 and Table 13. In figure 12, in this research fixes parameter Rel₁ to Rel₄ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 13 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/ df= 0.944 p=0.318$), root mean square error of approximation (RMSEA) is = 0.015 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.280 (Bra₄) to 0.700 (Bra₂). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.080 (Bra₄) to 0.490 (Bra₂). It can be concluded that all observed variables should be included in the further analysis.



Chi-square=210.533, df=223 CMIN/df=0.944, p=0.318, GFI=0.998, RMSEA=0.015

Figure 6 The Results of CFA of Relax and Wellness Mental Mind

Table 11 Standardized Factor Loading, t-value, and R² of Relax and wellness mental mind

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Rel1	0.520	-	-	.266
Rel2	0.700	0.203	6.964	.491
Rel3	0.500	0.132	7.367	.251
Rel4	0.280	0.115	4.898	.076

Chi-square=210.533, df=223 CMIN/df=0.944, p=0.318, GFI=0.998, RMSEA=0.015

Note: *** is significate level at 0.01

Excellence spa service supporter

Excellence spa service supporter (Ex) construct is measured by four observed variables (Exc₁ to Exc₄). Correlation matrix, means, and standard deviation are shown in Table 11. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.188 which is the correlation between Exc₂ and Exc₄ and the highest correlation is 0.608 which is the correlation between Exc₁ and Exc₂. Bartlett's test of sphericity chi-square is 618.465, df = 654 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .730 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

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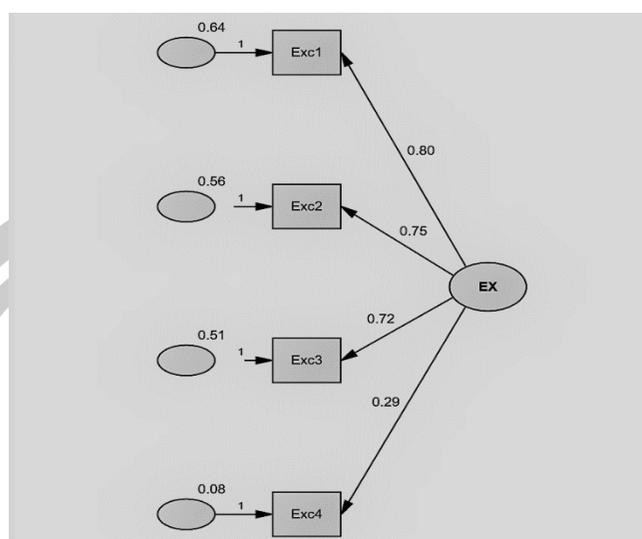
Table 12 Show Correlation Matrix, Means, and Standard Deviation of Excellence spa service supporter Construct

	Exc1	Exc2	Exc3	Exc4
Exc1	1.000			
Exc2	0.608***	1.000		
Exc3	0.570***	0.536***	1.000	
Exc4	0.218***	0.188***	0.258***	1.000
\bar{x}	3.76	3.35	3.56	4.29
S.D.	.982	1.007	1.002	.635

Note: *** is significate level at the 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 13 and table 15. In Figure 12, in this research fixes parameter Exc₁ to Exc₄ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 12 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/df = 0.945, P=0.070$), root mean square error of approximation (RMSEA) is 0.052 and goodness of fit index (GFI) is 0.996. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.290 (Exc₄) to 0.800 (Exc₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.080 (Exc₄) to 0.640 (Exc₁). It can be concluded that all observed variables should be included in the further analysis.



Chi-square=618.465, df=654 CMIN/df=0.945, P=0.070, GFI=0.996, RMSEA=0.052

Figure 7 The Results of CFA of Excellence Spa Service Supporter and Provider

Table 13 Standardized Factor Loading, t-value, and R² of Excellence spa service supporter and Provider

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Exc1	0.801	-	-	0.641
Exc2	0.751	0.071	15.655	0.564
Exc3	0.728	0.068	15.366	0.515
Exc4	0.297	0.036	6.380	0.082

Chi-square=618.465, df=654 CMIN/df=0.945, P=0.070, GFI=0.996, RMSEA=0.052

Note: *** is significant level at 0.01

Spa Flexible program

Spa Flexible program (Fle) construct is measured by four observed variables (fle₁-fle₄). Correlation matrix, means, and standard deviation are shown in Table 16. The results show that correlations of all pairs of observed are different from zero at

significance level 0.01. The lowest correlation is 0.383 which is the correlation between Fle₁ and Fle₃ and the highest correlation is 0.544 which is the correlation between Fle₂ and Fle₃. Bartlett's test of sphericity chi-square is 655.850, df = 670 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is 0.774 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 14 Show Correlation Matrix, Means, and Standard Deviation of Spa Flexible Program Construct

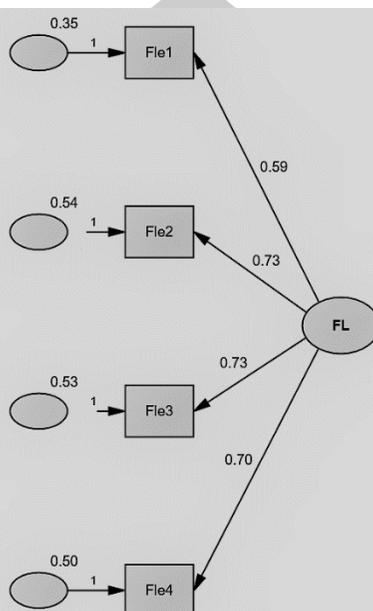
	Fle1	Fle2	Fle3	Fle4
Fle1	1.000			
Fle2	0.456***	1.000		
Fle3	0.383***	0.544***	1.000	
Fle4	0.434***	0.491***	0.528***	1.000
\bar{x}	4.31	4.16	4.20	4.33
S.D.	.609	.678	.803	.664

Note: *** is significate level at the 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 14 and table 17. In Figure 14, in this research fixes parameter Fle₁ to Fle₄ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 17 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/df=0.978$ $p=0.011$), root mean square error of approximation (RMSEA) is 0.076 and goodness of fit index (GFI) is 0.993. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.587 (Fle₁) to 0.735 (Fle₂). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed

variable. R^2 has ranged from 0.345 (Fle₁) to 0.540 (Fle₂). It can be concluded that all



Chi-square=.655.850, df=670 CMIN/df=0.978, p=0.011, GFI=0.993, RMSEA=0.076

observed variables should be included in the further analysis.

Figure 8 The Results of CFA of Spa Flexible Program

Table 15 Standardized Factor Loading, t-value, and R^2 of Spa Flexible program

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R^2
Fle1	0.587	-	-	0.345
Fle2	0.735	0.113	12.346	0.540
Fle3	0.726	0.133	12.288	0.527
Fle4	0.705	0.108	12.121	0.497

Chi-square=.655.850, df=670 CMIN/df=0.978, P=0.011, GFI=0.993, RMSEA=0.076

Note: *** is significant level at 0.01

Wellness values

Wellness values (Wel) construct is measured by four observed variables (Wel₁-Wel₄). Correlation matrix, means, and standard deviation are shown in Table 18. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.231 which is the correlation between Wel₁ and Wel₃ and the highest correlation is 0.692 which is the correlation between Wel₃ and Wel₄. Bartlett's test of sphericity chi-square is 723.459, df = 754 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .680 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in this study could proceed to perform the next step in data analysis.

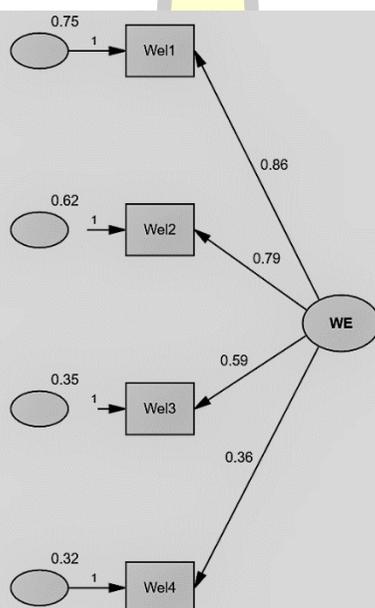
Table 16 Show Correlation Matrix, Means, and Standard Deviation of Wellness values Construct

	Wel1	Wel2	Wel3	Wel4
Wel1	1.000			
Wel2	0.450***	1.000		
Wel3	0.231***	0.441***	1.000	
Wel4	0.283***	0.496***	0.692***	1.000
\bar{x}	4.40	4.42	4.23	4.26
S.D.	.593	.615	.759	.702

Note: *** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure and table 14. In figure 6, in this research fixes parameter Wel1 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of SE is 0.639.

Table 16 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/df=3.648$ $p=0.000$), root mean square error of approximation (RMSEA) is 0.240 and goodness of fit index (GFI) is 0.94. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.360 (Wel₄) to 0.860 (Wel₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.130 (Wel₄) to 0.750 (Wel₁). It can be concluded that all observed variables should be included in the further analysis.



Chi-square=723.459, df=754 CMIN/df=0.959, p=0.000, GFI=0.945, RMSEA=0.245

Figure 9 The Results of CFA of Wellness Value

Table 17 Standardized Factor Loading, t-value, and R² of Wellness values

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Wel1	0.865	-	-	0.749
Wel2	0.793	0.219	7.710	0.617
Wel3	0.592	0.335	8.277	0.349
Wel4	0.367	0.342	8.262	0.321

Chi-square=723.459, df=754 CMIN/df=0.959, P=0.000, GFI=0.945, RMSEA=0.245

Note: *** is significant level at 0.01

Customer's Satisfaction

Customer's satisfaction (Cus) construct is measured by four observed variables (Cus₁ Cus₆). Correlation matrix, means, and standard deviation are shown in Table 13. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.600 which is the correlation between Cus₁ and Cus₆ and the highest correlation is 0.990 which is the correlation between Cus₂ and Cus₅, Cus₃ and Cus₅. Bartlett's test of sphericity chi-square is 7207.431, df = 15 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .840 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

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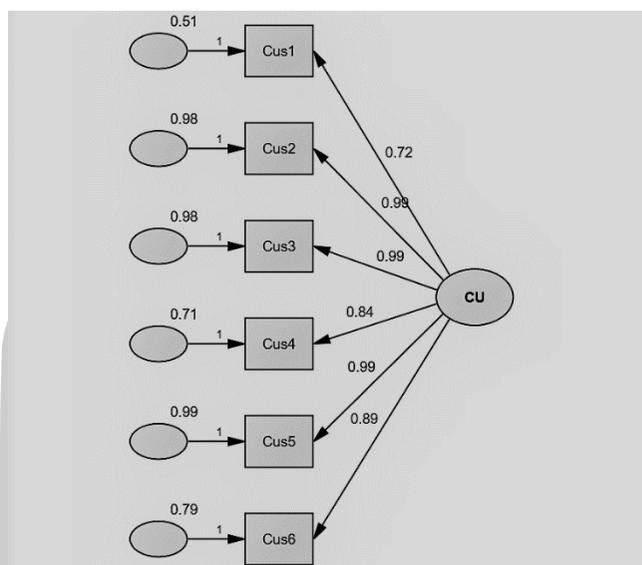
Table 18 Show Correlation Matrix, Means, and Standard Deviation of Customers satisfaction Construct

	Cus1	Cus2	Cus3	Cus4	Cus5	Cus6
Cus1	1.000					
Cus2	0.718***	1.000				
Cus3	0.718***	0.980***	1.000			
Cus4	0.785***	0.831***	0.831***	1.000		
Cus5	0.711***	0.990***	0.990***	0.842***	1.000	
Cus6	0.600***	0.897***	0.897***	0.735***	0.888***	1.000
\bar{x}	4.60	4.43	4.43	4.50	4.43	4.49
S.D.	.491	.496	.496	.500	.495	.500

Note: *** is significant level at the 0.01

The finding of confirmatory factor analysis (CFA) is shown in Figure 16 and Table 18. In Figure 16, in this research fixes parameter SE1 to 1 as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model. Covariance of SE is 0.639.

Table 18 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/ df= 0.969 p= 0.000$), root mean square error of approximation (RMSEA) is 0.241 and goodness of fit index (GFI) is 0.878. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.720 (Cus₁) to 0.998 (Cus₅). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.510 (Cus₁) to 1.00 (Cus₅). It can be concluded that all observed variables should be included in the further analysis.



Chi-square=7207.431, df=7432 CMIN/df=0.969, p=0.000, GFI=0.878, RMSEA=0.241

Figure 10 The Results of CFA of Customers satisfaction

Table 19 Standardized Factor Loading, t-value, and R² of Customers satisfaction

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Cus1	0.720	-	-	0.511
Cus2	0.990	0.056	24.982	0.982
Cus3	0.990	0.056	24.982	0.982
Cus4	0.840	0.057	21.106	0.710
Cus5	0.998	0.056	25.984	0.998
Cus6	0.890	0.057	22.389	0.796

Chi-square=7207.431, df=7432 CMIN\df=0.969, p=0.000, GFI=0.878, RMSEA=0.241

Note: *** is significate level at 0.01

Intention to revisit

Intention to revisit (IN) construct is measured by four observed variables (Int₁-Int₄). Correlation matrix, means, and standard deviation are shown in Table 22. The

results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.266 which is the correlation between Int₁ and Int₄ and the highest correlation is 0.598 which is the correlation between Int₂ and Int₃. Bartlett's test of sphericity chi-square is 746.481, df = 757 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .735 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 20 Show Correlation Matrix, Means, and Standard Deviation of Intention to revisit Construct

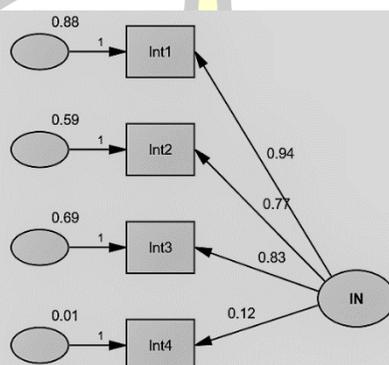
	Int1	Int2	Int3	Int4
Int1	1.000			
Int2	.591***	1.000		
Int3	.539***	.598***	1.000	
Int4	.266***	.324***	.487***	1.000
\bar{x}	4.32	4.27	4.23	4.18
S.D.	.616	.666	.632	.658

Note: *** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 6 and table 14. In figure 6, in this research fixes parameter Int₁ to Int₂ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline, 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 14 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/df=0.259$ p=0.772), root mean square error of approximation (RMSEA) is 0.009 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each

observed variable has ranged from 0.120 (Int₄) to 0.940 (Int₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed variable. R^2 has ranged from 0.010 (Int₄) to 0.890 (Int₁). It can be concluded that all



Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

observed variables should be included in the further analysis.

Figure 11 The Results of CFA of Intention to revisit

Table 21 Standardized Factor Loading, t-value, and R^2 of Intention to revisit

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R^2
Int1	0.940	-	-	0.886
Int2	0.77	0.039	22.768	0.593
Int3	0.83	0.036	22.135	0.692
Int4	0.12	0.046	2.830	0.014

Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

Note: *** is significate level at 0.01

Self-focused Attention in Spa

Self-focused Attention in Spa (SE) construct is measured by four observed variables (Int₁-Int₄). Correlation matrix, means, and standard deviation are shown in

Table 22. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.266 which is the correlation between Int13 and Int4 and the highest correlation is 0.598 which is the correlation between Int2 and Int3. Bartlett's test of sphericity chi-square is 746.481, $df = 757$ and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .735 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 22 Show Correlation Matrix, Means, and Standard Deviation of Self-focused Attention in Spa

	Sel1	Sel2	Sel3	Sel4
Sel1	1.000			
Sel2	.591***	1.000		
Sel3	.539***	.598***	1.000	
Sel4	.266***	.324***	.487***	1.000
\bar{x}	4.32	4.27	4.23	4.18
S.D.	.616	.666	.632	.658

Note: *** is significate level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 6 and Table 22. In figure 6, in this research fixes parameter Int₁ to Int₂ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 22 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/ df= 0.259$ $p=0.772$), root mean square error of approximation (RMSEA) is 0.009 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.120 (Int₄) to 0.940 (Int₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed

variable. R^2 has ranged from 0.010 (Int₄) to 0.890 (Int₁). It can be concluded that all observed variables should be included in the further analysis.

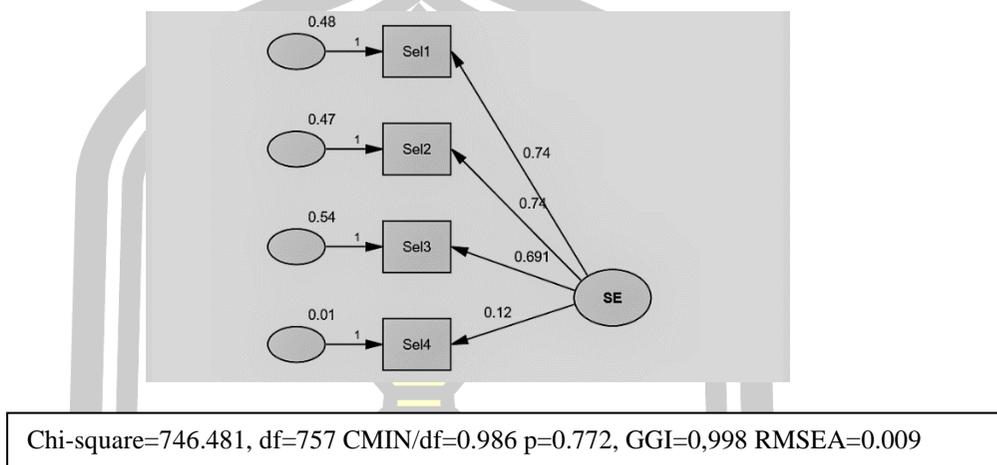


Figure 12 The Results of CFA of Self-focused Attention in Spa

Table 23 Standardized Factor Loading, t-value, and R^2 of Self-focused Attention in Spa

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R^2
Sel1	0.940	-	-	0.886
Sel 2	0.77	0.039	22.768	0.593
Sel 3	0.83	0.036	22.135	0.692
Sel 4	0.12	0.046	2.830	0.014

Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0.998 RMSEA=0.009

Note: *** is significant level at 0.01

Stress and Balance of Health Problems

Stress and balance of health problems (ST) construct is measured by four observed variables (Int₁-Int₄). Correlation matrix, means, and standard deviation are shown in Table 23. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.266 which is

the correlation between Int₁ and Int₄ and the highest correlation is 0.598 which is the correlation between Int₂ and Int₃. Bartlett's test of sphericity chi-square is 746.481, df = 757 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .735 (Lochmuller & Reese, 1998). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

Table 24 Show Correlation Matrix, Means, and Standard Deviation of Stress and Balance of Health Problems

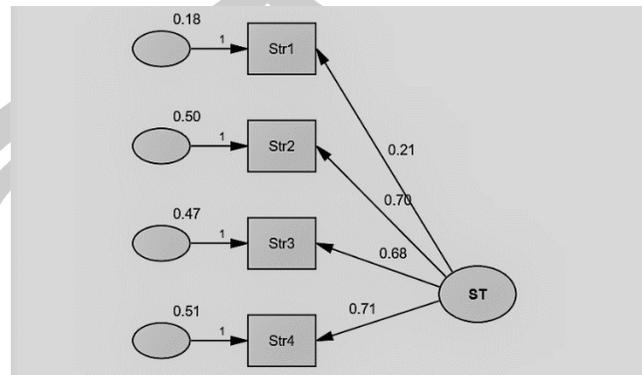
	Str1	Str2	Str3	Str4
Str1	1.000			
Str2	.591***	1.000		
Str3	.539***	.598***	1.000	
Str4	.266***	.324***	.487***	1.000
\bar{x}	4.32	4.27	4.23	4.18
S.D.	.616	.666	.632	.658

Note: *** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 6 and Table 24. In figure 6, in this research fixes parameter Int₁ to Int₂ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

Table 24 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/df = 0.259$ p=0.772), root mean square error of approximation (RMSEA) is 0.009 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.120 (Int₄) to 0.940 (Int₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R^2) is the percentage of variance of construct explained by an observed

variable. R^2 has ranged from 0.010 (Int₄) to 0.890 (Int₁). It can be concluded that all observed variables should be included in the further analysis.



Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

Figure 13 The Results of CFA of Stress and Balance of Health Problems

Table 25 Standardized Factor Loading, t-value, and R^2 of Stress and Balance of Health Problems

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R^2
Str1	0.940	-	-	0.886
Str2	0.77	0.039	22.768	0.593
Str3	0.83	0.036	22.135	0.692
Str4	0.12	0.046	2.830	0.014

Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

Note: *** is significant level at 0.01

Spa Brand Image

Spa Brand Image (BR) construct is measured by four observed variables (Int₁-Int₄). Correlation matrix, means, and standard deviation are shown in Table 22. The results show that correlations of all pairs of observed are different from zero at significance level 0.01. The lowest correlation is 0.266 which is the correlation between Int₁₃ and Int₄ and the highest correlation is 0.598 which is the correlation

between Int₂ and Int₃. Bartlett's test of sphericity chi-square is 746.481, df = 757 and significance is 0.000 at a level of significance 0.05, Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is .735 (Kim & Mueller, 1978). It can be concluded that a correlation matrix is considered correlated thus in the study could proceed to perform the next step in data analysis.

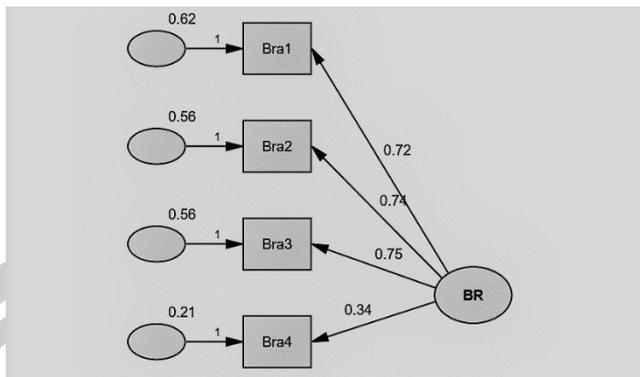
Table 26 Show Correlation Matrix, Means, and Standard Deviation of Spa Brand Image

	Bra1	Bra2	Bra3	Bra4
Bra1	1.000			
Bra 2	.591***	1.000		
Bra 3	.539***	.598***	1.000	
Bra4	.266***	.324***	.487***	1.000
\bar{x}	4.32	4.27	4.23	4.18
S.D.	.616	.666	.632	.658

Note: *** is significant level at the 0.01.

The finding of confirmatory factor analysis (CFA) is shown in Figure 6 and Table 26. In figure 6, in this research fixes parameter Int₁ to Int₂ as a reference indicator of the model. The selection of variables as a reference indicator should be performed with the highest reliability observation variable in the model (Kline et al., 2005). The benefit of a fixed parameter is a more straightforward comparison of a magnitude of highest reliability between observed variables in the model.

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Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

Table 25 show that Chi-Square test is significantly from zero at a level 0.00 ($\chi^2/ df= 0.259 p=0.772$), root mean square error of approximation (RMSEA) is 0.009 and goodness of fit index (GFI) is 0.998. It can be implied that there is a goodness of fit between observed data and estimated model. Standardized factor loading of each observed variable has ranged from 0.120 (Int₄) to 0.940 (Int₁). All standardized factor loadings have a significant impact at a level of significance 0.01. Squared Multiple Correlation (R²) is the percentage of variance of construct explained by an observed variable. R² has ranged from 0.010 (Int₄) to 0.890 (Int₁). It can be concluded that all observed variables should be included in the further analysis.

Figure 14 The Results of CFA of Spa Brand Image

Table 27 Standardized Factor Loading, t-value, and R² of Spa Brand Image

Variables	Factor Loading			
	Standardized Factor Loading	S.E.	t	R ²
Bra1	0.940	-	-	0.886
Bra2	0.77	0.039	22.768	0.593
Bra3	0.83	0.036	22.135	0.692
Bra4	0.12	0.046	2.830	0.014

Chi-square=746.481, df=757 CMIN/df=0.986 p=0.772, GGI=0,998 RMSEA=0.009

Note: *** is significate level at 0.01

Descriptive Statistics

In this section, the study shows descriptive statistics of all variables and constructs for all the assessing behavioral intentions of Thai Sappaya Spa customer.

Descriptive statistics describes the characteristic of empirical data in the quantitative term. In addition, correlation matrices to examined for testing a relationship among constructs.

Descriptive statistics which are mean \bar{x} , Median, Standard deviation (S.D.), skewness (Skew), standard error of skewness (S.E.), kurtosis and standard error of kurtosis (S.E. kur) for all the assessing behavioral intentions of Thai Sappaya Spa customer are shown in Table 24

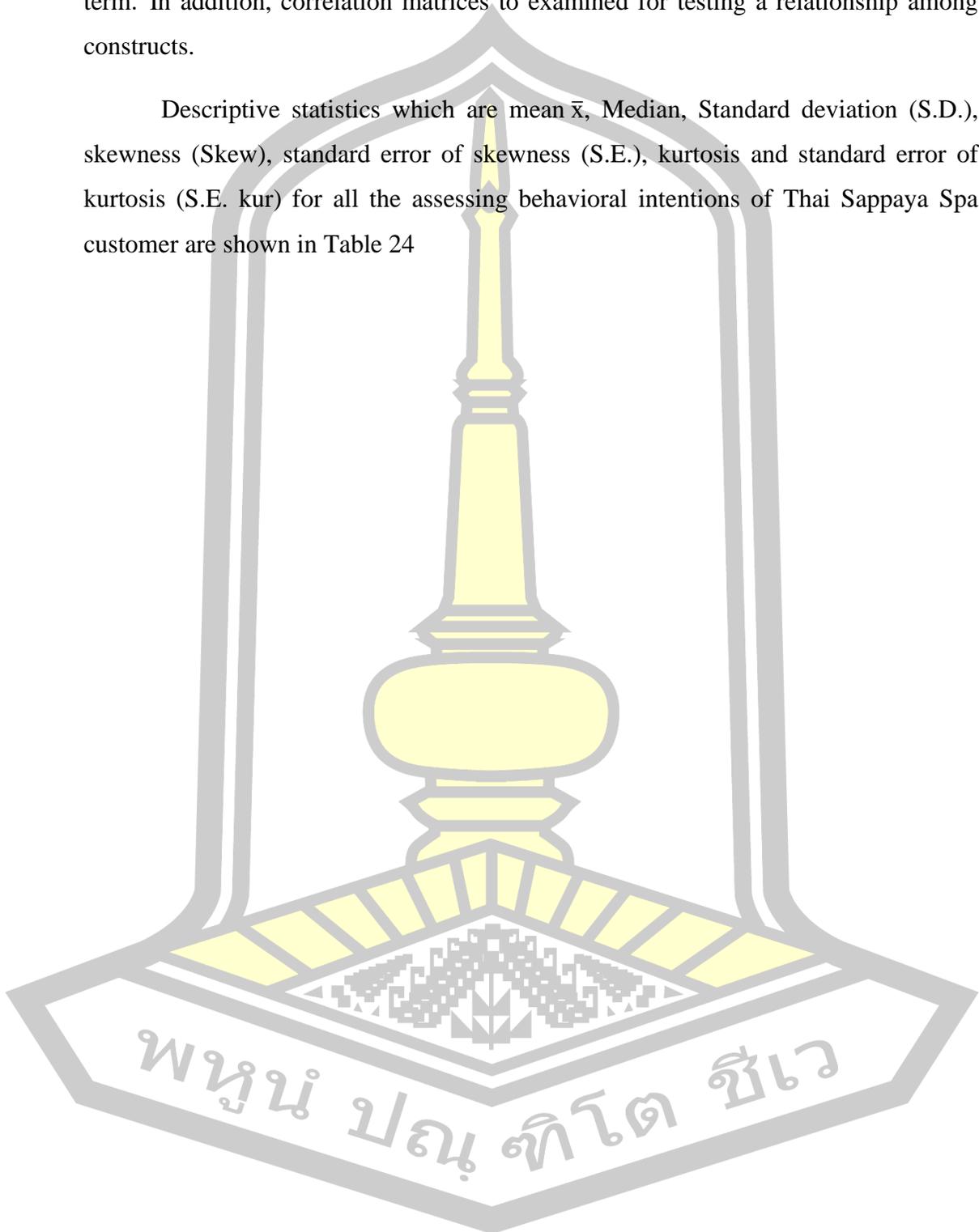


Table 28 Descriptive Statistic of the Assessing Behavioral Intentions of Thai Sappaya Spa Customers

Construct	Customers of Thai Sappaya Spa						
	Mean	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
CL	3.99	4.00	0.422	0.130	0.396	-0.104	0.198
Cli1	3.83	4.00	0.474	0.256	0.099	-1.003	0.198
Cli2	4.07	4.00	0.468	0.479	0.099	-0.004	0.198
Cli3	3.96	4.00	0.472	0.316	0.099	0.296	0.198
Cli4	4.10	4.00	0.463	0.474	0.099	0.293	0.198
RE	4.32	4.00	0.424	0.213	0.396	-0.353	0.198
Rel1	4.34	4.00	0.474	0.587	0.099	-0.630	0.198
Rel2	4.32	4.00	0.463	0.792	0.099	-0.365	0.198
Rel3	4.33	4.00	0.467	0.034	0.099	-0.071	0.198
Rel4	4.31	4.00	0.497	0.800	0.099	-0.349	0.198
EX	4.36	4.00	0.430	-0.213	0.396	-0.353	0.198
Exc1	4.37	4.00	0.483	-0.587	0.099	-0.630	0.198
Exc2	4.35	4.00	0.478	-0.792	0.099	-0.365	0.198
Exc3	4.36	4.00	0.480	-0.034	0.099	-0.071	0.198
Exc4	4.38	4.00	0.485	-0.800	0.099	-0.349	0.198
FL	4.29	4.00	0.406	-0.153	0.396	-0.371	0.198
Fle1	4.28	4.00	0.452	-0.575	0.099	-0.642	0.198
Fle2	4.29	4.00	0.454	-0.776	0.099	-0.394	0.198
Fle3	4.32	4.00	0.467	-1.020	0.099	-0.079	0.198
Fle4	4.29	4.00	0.456	-0.782	0.099	-0.370	0.198
WE	4.50	4.75	0.498	-3.083	0.396	-0.394	0.198
Wel ₁	4.49	4.00	0.477	-0.619	0.099	-0.597	0.198
Wel ₂	4.53	4.00	0.476	-0.756	0.099	-0.424	0.198
Wel ₃	4.52	4.00	0.433	-0.982	0.099	-0.114	0.198
Wel ₄	4.48	4.00	0.409	-0.726	0.099	-0.443	0.198

Table28 Descriptive Statistic of the Assessing Behavioral Intentions of Thai Sappaya Spa Customers (continue)

Construct	Customers of Thai Sappaya Spa						
	Mean	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
CU	4.46	4.50	0.405	-0.799	0.099	-0.113	0.198
Cus ₁	4.42	4.00	0.495	-0.753	0.099	0.085	0.198
Cus ₂	4.46	4.00	0.500	-0.798	0.099	-0.074	0.198
Cus ₃	4.50	4.00	0.439	-0.898	0.099	-0.263	0.198
Cus ₄	4.49	4.00	0.593	-0.683	0.099	-0.494	0.198
Cus ₅	4.49	4.00	0.504	-0.752	0.099	-0.408	0.198
Cus ₆	3.36	3.00	0.316	-0.914	0.099	0.475	0.198
IN	4.61	4.75	0.399	0.197	0.396	27.759	0.198
Int ₁	4.63	4.00	0.482	0.790	0.099	-0.356	0.198
Int ₂	4.57	4.00	0.469	0.698	0.099	-0.572	0.198
Int ₃	4.64	4.00	0.490	0.209	0.099	-0.742	0.198
Int ₄	3.61	3.00	0.426	0.894	0.099	112.709	0.198
SE	4.32	4.00	0.421	0.153	0.396	-0.371	0.198
Sel ₁	4.30	4.00	0.461	0.575	0.099	-0.642	0.198
Sel ₂	4.33	4.00	0.472	0.776	0.099	-0.394	0.198
Sel ₃	4.35	4.00	0.478	1.020	0.099	-0.079	0.198
Sel ₄	4.32	4.00	0.468	0.782	0.099	-0.370	0.198
ST	4.32	4.00	0.422	0.113	0.396	-0.383	0.198
Str ₁	4.34	4.00	0.474	0.573	0.099	-0.604	0.198
Str ₂	4.32	4.00	0.468	0.797	0.099	-0.347	0.198
Str ₃	4.33	4.00	0.472	0.997	0.099	-0.168	0.198
Str ₄	4.31	4.00	0.463	0.746	0.099	-0.416	0.198

Table28 Descriptive Statistic of the Assessing Behavioral Intentions of Thai Sappaya Spa Customers (continue)

Construct	Customers of Thai Sappaya Spa						
	Mean	Median	S.D.	Skewness	S.E. Skew	Kurtosis	S.E. Kur
BR	4.34	4.00	0.420	0.185	0.396	-0.324	0.198
Bra1	4.33	4.00	0.472	0.585	0.099	-0.624	0.198
Bra2	4.35	4.00	0.477	0.803	0.099	-0.337	0.198
Bra3	4.35	4.00	0.478	1.026	0.099	0.046	0.198
Bra4	4.36	4.00	0.481	0.771	0.099	-0.384	0.198

Note: * is significant level at 0.10. ** is significant level at 0.05. *** is significant level at 0.01.

Means of all variables in Table 43 range from 3.36 (Cus₆) to 4.64 (Int₃) and means of all constructs range from 3.99 (CL) to 4.61 (IN). Medians of almost all variables are approximately equaled with their means. To meet the underlying assumption of SEMs a variable should have a normal distribution for reliable results of data analysis. The finding shows that the almost constructs is significant in Skewness and Kurtosis test. Thus, the data of the assessing behavioral intentions of Thai Sappaya Spa customers framework may encounter a problem of non-normal distribution of variables and constructs. Due to large enough of sample size ($N > 400$) in data testing, the result of the assessing behavioral intentions of Thai Sappaya Spa customers.

Moreover, constructs are robustness and are not impacted by a non-normal distribution. An estimating parameter of in SEM via Maximum likelihood estimation (ML) is convergence and has proper solutions when the sample size is large enough (Boomsma & Hoogland, 2001). Therefore, the findings of the assessing behavioral intentions of Thai Sappaya Spa customers are reliable and valid.

Correlation Analysis

The Pearson correlation for bivariate analysis of each variable pair is conducted in this research. The correlation analysis results show a multicollinearity

problem and explore the relationships among the variable. Correlation matrices of the assessing behavioral intentions of Thai Sappaya Spa customers conceptual framework is shown in Table 25 to 46. A correlation matrix displays the correlations among ten construct which indicate the relative strength and direction of a linear relationship among constructs in a correlation matrix. In this study, show correlation matrix in Tables 25 and 46 also demonstrate a mean(\bar{x}) and standard deviation (S.D.) of ten constructs in this research. The bivariate correlation procedure is subject to a two-tailed test of statistical significance at 1 level shown as $P < 0.01$.

Therefore, the correlation matrix can prove the correlation between the two variable and verify the multicollinearity problems by the inter-correlations among the independent variables. The results indicate no multicollinearity problems in this study. And the result is lower at 0.80 (Hair et al., 2006). Accordingly, the evidence suggests that there are significant relationships among the of the assessing behavioral intentions of Thai Sappaya Spa customers ($r = 0.020$ to 0.566 , $P > 0.01$). The evidence suggests that there are significant relationships among the four dimensions service quality of Thai Sappaya Spa ($r = 0.020$ to 0.482 , $p > 0.01$). The correlation matrix reveals a correlation between the consequences of the dimensions of service quality of Thai Sappaya Spa. The result indicates that the dimension of Thai Sappaya Spa in relation to wellness value, customer satisfaction, and intention to revisit is significantly and positively correlated ($r = 0.024$ to 0.321 , $p > 0.01$). Therefore, the antecedent constructs, including self-focused attention in spa, stress and balance of health problem, and spa brand image are significantly related to the dimensions of service quality of Thai Sappaya Spa ($r = 0.030$ to 0.566 , $p > 0.01$). Finally, both VIF's and correlations confirm that multicollinearity problems do not occur in this research.

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Table 29 Correlation Matrix Service Quality of Thai Sappaya Spa and all Constructs

	SE	ST	BR	CL	RE	XE	FL	WE	CU	IN
SE	1.000									
ST	0.566**	1.000								
BR	0.482**	0.405**	1.000							
CL	0.170**	0.060*	0.070*	1.000						
RE	0.128**	0.482**	0.290**	0.081*	1.000					
EX	0.382**	0.405**	0.279**	0.030*	0.071*	1.000				
FL	0.057*	0.143**	0.030*	0.020*	0.082*	0.012	1.000			
WE	0.545**	0.154**	0.149**	0.041*	0.111**	0.090*	0.010*	1.000		
CU	0.082*	0.155**	0.183**	0.040*	0.085**	0.102**	0.020*	0.270*	1.000	
IN	0.084*	0.142**	0.125**	0.070*	0.148**	0.145**	0.020*	0.024*	0.321**	1.000
\bar{x}	4.507	4.495	4.502	3.990	4.510	4.510	4.507	4.505	4.295	4.032
S.D.	0.605	0.611	0.607	0.710	0.603	0.603	0.600	0.598	0.629	0.796

Note: **. Correlation is significant at the 0.01 level

Note *. Correlation is significant at the 0.05 level

Measurement Model Assessment

In this study, tests the reliability and validity of a measurement model the assessing behavioral intentions of Thai Sappaya Spa customers. The objective of measurement model assessment is to evaluate the reliability and the validity of observed variables and constructs to increase the quality of input of a structural model

Reliability

Test Reliability measures the internal consistency of a set of variables of a latent construct. High reliability of a construct demonstrates high opportunity of all variables in a construct to measure the same thing (Hair and Anderson, 2010). Reliability has a value between 0 and 1. Reliability of all constructs in this study is tested by using Cronbach's alpha (α) (Cronbach, 1951). The rule of thumb is that Cronbach's alpha should be higher than 0.7 (Fadlilmula, 2011). for enough internal consistency. The results of testing reliability of all variable and constructs are shown in Table 30. For the reliability test indices range all constructs have reliability range from 0.709 to 0.917, respectively. The results show high reliabilities of all constructs and can analysis validity in the net section.

Table 30 Cronbach's Alpha of All Ten Constructs

Construct	Number of variables	All Constructs
Exogenous		
SE	4 Items	0.911
ST	4 Items	0.917
BR	4 Items	0.903
Endogenous		
CL	4 Items	0.780
RE	4 Items	0.917
XE	4 Items	0.917
FL	4 Items	0.911
WE	4 Items	0.897
CU	6 Items	0.729
IN	4 Items	0.709

Validity Test

To test the validity of a measurement model, the confirmatory factor analysis is used. For CFA, the aim of applying CFA is to test how well the construct validity developed from prior research (Carlo & Randall, 2002). Moreover, (Fadlelmula, 2011). suggested that all constructs should have factor loading that is great than 0.50. Another objective of CFA is to assess a measurement model. This assessment is to test the reliability and the validity of constructs.

For testing the reliability of each variable, composite reliability (R^2) is used to test the reliability of each variable. This measure demonstrates how well variables serve as measurement items for constructs, whereas R^2 has a value between 0.00 and 1.00, the value of R^2 from 0.30 to 0.50 is acceptable (Seefeld et al., 2003). A significant value reveals a good measurement item for constructs. However, Hair and Anderson, (2010), suggested that a researcher should consider factor loading between variables and constructs more than composite reliability for deleting variables.

In Table 30 all variables except Cl_{i1} , Wel_4 , Cus_1 , Cus_3 , Cus_5 , Cus_6 , Int_1 , Int_4 have R^2 lower than 0.4. Thus, they demonstrate wrong measurement items. However, Hair et al. (2006) suggested that a researcher should consider factor loading between variables and constructs more than composite reliability for deleting variables. Factor loadings (λ) are shown in Table 30. The findings show all variable have a factor loading more than 0.4, Average Variance Extracted (AVE) more than 0.50 (Fornell and Larcker, 1981) , and Construct Reliability (CR) more than 0.70 (Hair and Anderson, 2010). Therefore, all variable not will be deleted from the mode.

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Table 31 Standardized Factor Loading, S.E., t-value, R², A.V.E., and CR of Measurement Model of All Construct

Variable	Factor loading			R ²	AVE	CR
	Standardize Estimate	S.E.	t			
CU					0.3286	0.729
CL	0.633	-	-	0.289		
Cli1	0.912	0.081	16.224	0.580		
Cli2	0.646	0.061	16.725	0.363		
Cli3	0.811	0.074	15.995	0.573		
Cli4	0.104	0.061	2.414	0.069		
RE						
Rel1					0.553	0.709
Rel2	0.701	-	-	0.368		
Rel3	0.768	0.077	15.450	0.816		
Rel4	0.799	0.075	15.622	0.670		
EX						
Exc1					0.695	0.909
Exc2	0.809	-	-	0.642		
Exc3	0.970	0.043	27.741	0.894		
Exc4	0.766	0.044	24.112	0.582		
FL						
Fle1						
Fle2						
Fle3						
Fle4						

Table 31 Standardized Factor Loading, S.E., t-value, R², A.V.E., (Continue)

Variable	Factor loading			R ²	AVE	CR
	Standardize Estimate	S.E.	t			
WE					0.3286	0.729
Wel1	0.633	-	-	0.289		
Wel2	0.912	0.081	16.224	0.580		
Wel3	0.646	0.061	16.725	0.363		
Wel4	0.811	0.074	15.995	0.573		
CU					0.3286	0.729
Cus ₁	0.633	-	-	0.289		
Cus ₂	0.912	0.081	16.224	0.580		
Cus ₃	0.646	0.061	16.725	0.363		
Cus ₄	0.811	0.074	15.995	0.573		
Cus ₅	0.104	0.061	2.414	0.069		
Cus ₆	0.230	0.063	5.284	0.098		
IN					0.553	0.709
Int ₁	0.701	-	-	0.368		
Int ₂	0.768	0.077	15.450	0.816		
Int ₃	0.799	0.075	15.622	0.670		
Int ₄	0.492	0.070	10.649	0.358		
SE					0.695	0.909
Sel ₁	0.809	-	-	0.642		
Sel ₂	0.970	0.043	27.741	0.894		
Sel ₃	0.766	0.044	24.112	0.582		
Sel ₄	0.830	0.045	24.126	0.662		
ST					0.7335	0.910
Str ₁	0.840	-	-	0.658		
Str ₂	0.973	0.041	27.862	0.908		
Str ₃	0.789	0.046	22.939	0.652		
Str ₄	0.836	0.045	22.463	0.716		

Table 31 Standardized Factor Loading, S.E., t-value, R², A.V.E., and CR of Measurement Model of All Construct (Continue)

Variable	Factor loading			R ²	AVE	CR
	Standardize Estimate	S.E.	t			
BR					0.6605	0.903
Bra ₁	0.806	-	-	0.535		
Bra ₂	0.947	0.046	26.121	0.572		
Bra ₃	0.777	0.047	23.116	0.862		
Bra ₄	0.811	0.046	22.768	0.673		

Note: *** is significate level at 0.01.

For construct validity, fit indices are the criterion to determine how well the fit of association among indicators and latent variables of a study's estimated model and observed data (Marie Buckingham-Schutt,2011). Several indices to evaluate the fit of the model are suggested, for example, Chi-square test (χ^2), root mean square error of approximation (RMSEA), comparative fit index (CFI), normed fit index (NFI), incremental fit index (IFI), and relative fit index (RFI). Diamantopoulos & Siguaw, (2006), suggested that Chi-square to the degree of freedom ratio ($\chi^2/d.f.$) less than 2 reveals a good fit and 2-5 reveals available fit between the estimated model and observed data. Mollen, (2020), suggested a cutoff value for NFI should be higher than 0.9 for a good fit between observed and estimated data. This criterion is also applied to other fit indices such as CFI, IFI, and RFI (Seefeld et al., 2003). Furthermore, Garson, (2012) recommend a cutoff value of RMSEA is lower than 0.05 to 0.08 for an acceptance fit of the estimated model with observed data.

In Table 31, a measurement model has Chi-square to the degree of freedom ratio ($\chi^2/d.f.$) (1609.407/786) equal 2.048 which is between 2.00 to 5.00. So, this ratio demonstrates a reasonable fit between the estimated model and observed data. But, the p-value is lower than 0.05 which proves a bad fit model. It is because Chi-square value is sensitive to sample size. Large sample size increases Chi-square value and decreases p-value.

From this reason, Fornell and Larcker (1981) suggested that a researcher should consider other fit indices (such as RMSEA, NFI, CFI, IFI, and RFI) rather than p-value to evaluate a goodness of fit between the observed and estimated model when the sample size is large. RMSEA of a measurement model is 0.041 which is lower than 0.8 to 0.50. It shows a good fit between the estimated model and observed data. In addition, NFI (0.899), CFI (0.931), IFI (0.910), and RFI (0.932) are above a cut off value (0.9). Thus, these fit indices demonstrate a good fit between the estimated model and observed data. Based on the analysis, this study concludes that a measurement model of the assessing behavioral intentions of Thai Sappaya Spa customer framework has a reasonable fit with the data.

Table 32 Fit Indices for Testing Measurement Model of All construct

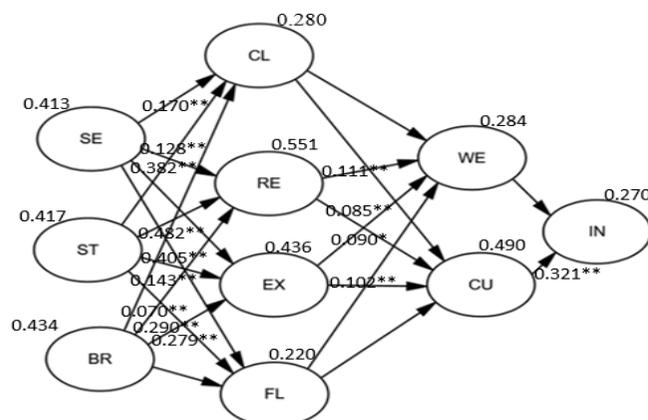
Parameter	Value
χ^2	1609.407
d.f.	786
$\chi^2 / \text{d.f.}$	2.048
p-value	0.000
RMSEA	0.041
NFI	0.899
CFI	0.931
IFI	0.932
RFI	0.900

The results of the model fit assessment of the assessing behavioral intentions of Thai Sappaya Spa customer are summarized in Table 31. The results show that that observed and estimated covariance matrix are not different is accepted at the level of significance 0.05. The other fit indices demonstrate a good fit of service quality of Thai Sappaya Spa and marketing success framework. The ratio of Chi-square value to the degree of freedom is lower than 2 ($1609.407/786 = 2.048 > 2.00$) which show that an adequate fit of a model with the observed data. Moreover, fit indices, NFI (0.899), CFI (0.931), IFI (0.932), and RFI (0.900), are above the cutoff criteria (0.900) and

RMSEA 0.041) is lower than recommended value (0.80) is acceptance (Kline et al., 2005). Overall, these indicators demonstrate a good fit.

Hypothesis testing and results

This section turns to the results of the structural equation modeling analysis. Using a statistical package, the causal relationships were examined between four dimension of Service Quality of Thai Sappaya Spa, wellness value, customer satisfaction, and intention to revisit. The results also were tested for reliability and validity and the fit of the measurement model was completed. The criteria for determining goodness of fit of the model were Chi-square test, CFI, IFI, NFI, RFI, and RMSEA. The p-values of the Chi-square test should be more than 0.05 to not reject the null hypothesis (Diamantopoulos et al., 2000). χ^2/df should be lower than 2.00 for a goodness of fit result Bollen & Jackman, (1989) or between 2.00 to 5.00 is the available goodness of fit (Stefanadis et al., 2000). The explanation is that the observed and estimated covariance matrixes are not different. Further, other indices, such as CFI, IFI, NFI, RFI, and RMSEA should have a value lower 0.05. The results show that that observed and estimated covariance matrix are not different and is accepted at the level of significance 0.05. Anderson, E.W.; Fornell, (1994), suggested that in such a study other fit index (such as RMSEA, NFI, CFI, IFI, and RFI) should be considered rather than merely a p-value to evaluate a goodness of fit between the



Chi-square=1609.407, df 786, P=0.000X²/df=2.048, CFI=0.931, GFI=0.932, RMSEA=0.041

observed and estimated model when the sample size is large.

Figure 15 Structural Model of the assessing behavioral intentions of Thai Sappaya Spa customer with Standardized Parameter estimates and Statistical Significance

The Impact Among Each Dimension of Service Quality of Thai Sappaya Spa on Its Consequences

Figure 15 shows the effects among each dimension of service quality of Thai Sappaya Spa and its consequences which are proposed in Hypotheses 1a-1b, Hypotheses 2a-2b, Hypotheses 3a-3b, Hypotheses 4a-4b. The effect of each hypothesis is proposed in a positive direction. These hypotheses can be transformed into the structural equation model.

To consider the effects of four dimension of service quality of Thai Sappaya Spa and its consequence. In this study tests Hypotheses 1a-1b proposed in Chapter 2. The findings are shown in Figure 6 and Table 31. The results indicate that spa climate and physical environment is not the significant effect on wellness value at a level of significance 0.05 ($\gamma = 0.154$, $p > 0.05$). Therefore, Hypotheses 1a is not supported. Similarly, spa climate and physical are not the significant effect on customer's satisfactions 0.01 ($\gamma = 0.708$, $p < 0.01$). Thus, Hypothesis 1b is not supported.

To consider the effects of four dimension of service quality of Thai Sappaya Spa and its consequence. In this study tests Hypotheses 2a-2b a proposed in Chapter 2. The findings are shown in Figure 6 and Table 31. The results indicate that relax and wellness mental mind has a significant positive effect on wellness values at a level of significance 0.05 ($\gamma = 0.111$, $p < 0.05$). Thus, Hypothesis 2a is supported. However, relax and wellness mental mind has significant effect on customer satisfactions at a level of significance 0.05 ($\gamma = 0.085$, $p > 0.05$). Thus, Hypothesis 2b is supported.

To consider the effects of four dimension of service quality of Thai Sappaya Spa and its consequence. In this study tests Hypotheses 3a-3b proposed in Chapter 2. The findings are shown in Figure 6 and Table 31. The results indicate that excellence spa service supporter and provider have a significant effect on wellness values at a level of significance 0.05 ($\gamma = 0.102$, $p > 0.05$). Thus, Hypothesis 3a is supported. Moreover, excellence spa service supporter and provider have a significant positive effect on customer satisfaction 0.01 ($\gamma = 0.144$, $p < 0.01$). Thus, Hypothesis 3b is supported.

To consider the effects of four dimension of service quality of Thai Sappaya Spa and its consequence. In this study tests Hypotheses 4a-4b a proposed in Chapter 2. The findings are shown in Figure 6 and Table 31. The results indicate that spa flexible program is not the significant effect on wellness values at a level of significant 0.05 ($\gamma = 0.021$, $p > 0.05$). Thus, Hypothesis 4a is not supported. However, spa flexible program is not the significant on customer satisfaction ($\gamma = 0.835$, $p > 0.05$). Thus, Hypothesis 4b is not supported.

The Impact of wellness values, customer satisfaction, on intention to revisit

Figure 6 shows the effects wellness values, customer satisfaction, on intention to revisit which are proposed in Hypotheses 5 and Hypotheses 6. The effect of each hypothesis is proposed in a positive direction. These hypotheses can be transformed into the structural equation model. To consider the effects of product creativity, customer acceptance, on marketing success. In this study tests H5 and H6 a proposed in Chapter 2. The findings are shown in Figure 6 and Table 31. The results indicate that wellness values are not the significant effect on intention to revisit at a level of significance 0.10 ($\gamma = 0.039$, $p > 0.10$). Thus, Hypothesis 5 is not supported. Therefore, customer satisfaction has a significant effect on intention to revisit at a level of significance 0.01 ($\gamma = 0.321$, $p > 0.01$). Thus, Hypothesis 6 is supported.

The Impact of the Antecedents on Each Dimension of service quality of Thai Sappaya Spa

It is an important to analyze the antecedents of service quality of Thai Sappaya Spa. Figure 6 draws the theoretical linkage between self-focus attention in spa, stress and balance of health problem, spa brand image, and four dimensions of service quality of Thai Sappaya Spa, including spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, spa flexible program. which are proposed in Hypotheses 7a-d, Hypotheses 8a-d, and Hypotheses 9a-d. The effect of each hypothesis is proposed in a positive direction. These hypotheses can be transformed into the structural equation model.

The results indicate that self-focus attention in spa has no effect on technology adaptation, product innovativeness implementation, social responsibility

concentration, and environmental process development. To consider the effects of the antecedents on each dimension of service quality of Thai Sappaya Spa. In this study tests H7a-d a proposed in Chapter 2. The findings are shown in Figure 6 and Table 28. Self-focus attention in spa has a significant effect on spa climate and physical environment at a level of significance 0.01 ($\gamma = 0.070$, $p > 0.01$). Thus, Hypothesis 7a is supported. However, self-focus attention in spa has a significant effect on relax and wellness mental mind at a level of significance 0.01 ($\gamma = 0.290$, $p > 0.01$). Thus, Hypothesis 7b is supported. Moreover, self-focus attention in spa has a significant effect on excellence spa service supporter and provider at a level of significance 0.01 ($\gamma = 0.279$, $p > 0.01$). Thus, Hypothesis 7c is supported. Thus, self-focus attention in spa is not significant effect on spa flexible program ($\gamma = 0.009$, $p > 0.01$). Thus, Hypothesis 7d is not supported.

The results indicate that stress and balance of health problem has a significant effect on technology adaptation, product innovativeness implementation, social responsibility concentration, and environmental process development. To consider the effects of the antecedents on each dimension of service quality of Thai Sappaya Spa. In this study tests H8a-d a proposed in Chapter 2. Stress and balance of health problem is not significant effect on spa climate and physical environment at a level of significance 0.01 ($\gamma = 0.002$, $p > 0.01$). Thus, Hypothesis 8a is not supported. Moreover, stress and balance of health problem has a significant effect on relax and wellness mental mind at a level of significance 0.01 ($\gamma = 0.482$, $p < 0.01$). Thus, Hypothesis 8b is supported. However, stress and balance of health problem has a significant effect on excellence spa service supporter and provider at a level of significance 0.01 ($\gamma = 0.405$, $p < 0.01$). Thus, Hypothesis 8c is supported. Therefore, stress and balance of health problem has a significant effect on spa flexible program at a level of significance 0.01 ($\gamma = 0.143$, $p < 0.01$). Thus, Hypothesis 8d is supported.

The results indicate that spa brand image has no effect on technology adaptation, product innovativeness implementation, social responsibility concentration, and environmental process development. To consider the effects of the antecedents on each dimension of service quality of Thai Sappaya Spa. In this study tests H9a-d a proposed in Chapter 2. Spa brand image has a significant effect on spa

climate and physical environment at a level of significance 0.01 ($\gamma = 0.070$, $p > 0.01$). Thus, Hypothesis 9a is not supported. Moreover, spa brand image has a significant effect on relax and wellness mental mind at a level of significance 0.01 ($\gamma = 0.290$, $p > 0.01$). Thus, Hypothesis 9b is not supported. However, spa brand image has a significant effect on excellence spa service supporter and provider at a level of significance 0.01 ($\gamma = 0.279$, $p > 0.01$). Thus, Hypothesis 9c is not supported. Thus, spa brand image is not significant effect on spa flexible program ($\gamma = 0.002$, $p > 0.01$). Thus, Hypothesis 9d is not supported.

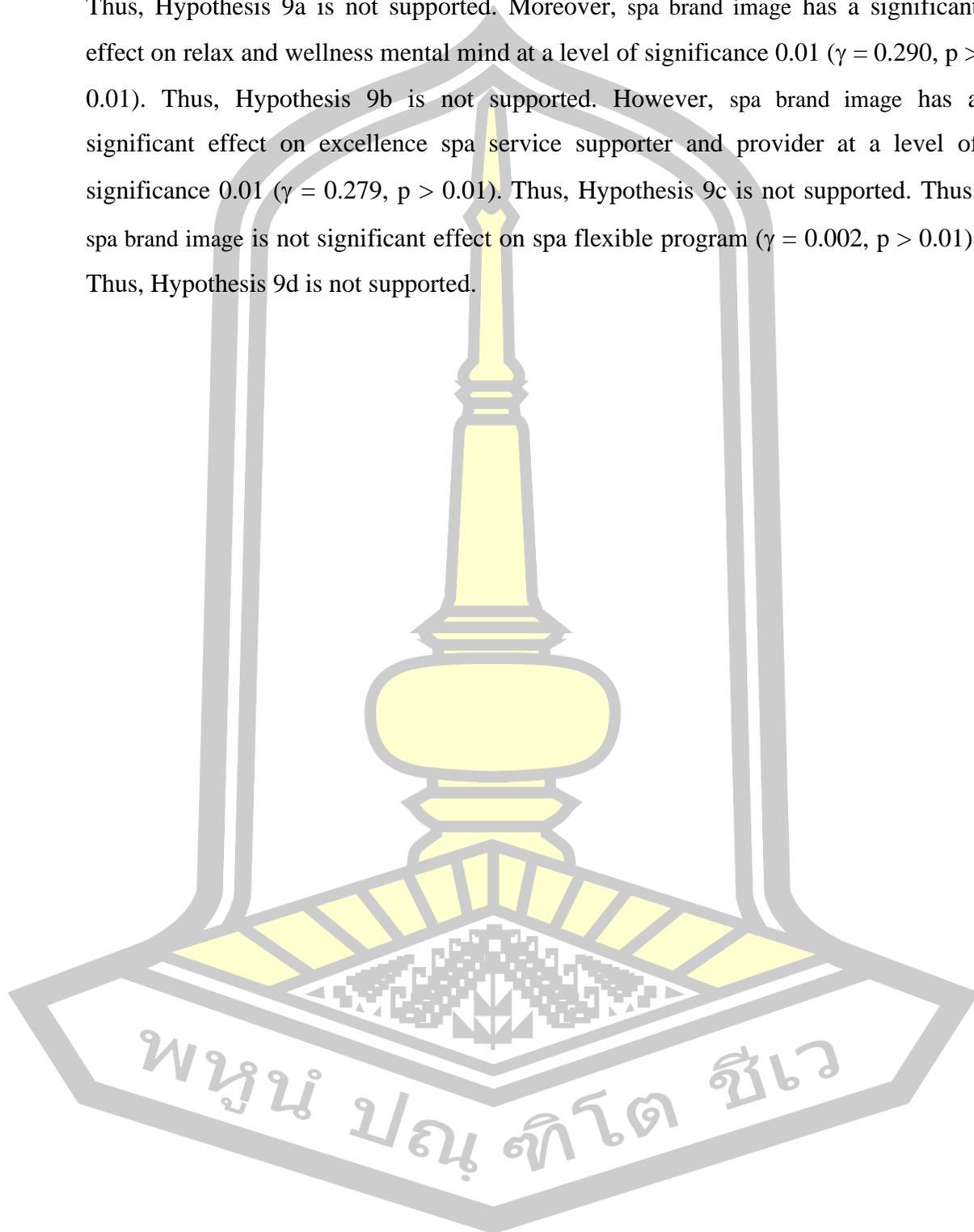


Table 33 Standardized Structural Equation Parameter Estimates, t-value, and p-value of Service Quality of Thai Sappaya Spa on Its Consequences

Constructs	CL		RE		XE		FL		WE		CU		IN	
	γ	t-value	β	t-value										
Exogenous Construct														
SE	0.170	2.091**	0.128	2.009**	0.382	5.443**	-	-	-	-	-	-	-	-
ST	-	-	0.482	6.543**	0.405	6.531**	0.143	1.934**	-	-	-	-	-	-
BR	0.070	1.890**	0.290	3.012**	0.279	2.989**	-	-	-	-	-	-	-	-
Endogenous Construct														
CL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RE	-	-	-	-	-	-	-	-	0.111	1.468**	0.085	1.060**	-	-
XE	-	-	-	-	-	-	-	-	0.090	1.853**	0.102	1.540**	-	-
FL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WE	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CU	-	-	-	-	-	-	-	-	-	-	-	-	0.321	2.133**

Note: *** significance level at 0.01. ** significance level at 0.05.

* Significance level at 0.10.

γ is a standardized parameter estimate from exogenous to endogenous construct β is a standardized parameter estimate from endogenous-to-endogenous construct.

The coefficient of determination (R^2) is the measure of variance of endogenous construct explained by exogenous constructs. For the coefficient of determinations of construct, 22.00 percent to 55.00 percent of wellness value and customers satisfaction is explained by spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, spa flexible program. Further, 27.00 percent of intention to revisit is described by wellness value and customers satisfaction. The results are shown in Table 34.

Table 34 Coefficient of Determinations of Endogenous Constructs of The Assessing Behavioral Intention of Thai Sappaya Spa Customer

Construct	R^2
Spa climate and physical environment	0.280
Relax and wellness mental mind	0.551
Excellence spa service supporter and provider	0.436
Spa flexible program	0.220
Wellness values	0.284
Customer satisfaction	0.490
Intention to revisit	0.270

Table 35 Summary Results of Hypothesized Relationships

Hypotheses	Description of Hypothesized Relationships	Results
H1a	Spa climate and physical environment is positively related to wellness value.	Not Supported
H1b	Spa climate and physical environment is positively related to customer satisfaction	Not Supported
H2a	Relax and wellness mental mind is positively related to wellness values	+Supported
H2b	Relax and wellness mental mind is positively related to customer satisfaction	+Supported

Table 35 Summary Results of Hypothesized Relationships (Continue)

Hypotheses	Description of Hypothesized Relationships	Results
H3a	Excellence spa service supporter and provider is positively related to wellness values	+Supported
H3b	Excellence spa service supporters and providers is positively related to customer satisfaction	+Supported
H4a	Spa flexible program is positively related to wellness values	Not Supported
H4b	Spa flexible program is positively related to customer satisfaction	Not Supported
H5	Wellness values is positively related to intention to revisit	Not Supported
H6	Customer satisfaction is positively related to intention to revisit	+Supported
H7a	Self-focus attention in spa is positively related to spa climate and physical environment	+Supported
H7b	Self-focus attention in spa is positively related to relax and wellness mental mind	+Supported
H7c	Self-focus attention in spa is positively related to excellence spa service supporters and providers	+Supported
H7d	Self-focus attention in spa is positively related to spa flexible program	Not Supported
H8a	Stress and balance of health problem is positively related to spa climate and physical environment	Not Supported
H8b	Stress and balance of health problem is positively related to relax and wellness mental mind	+Supported
H8c	Stress and balance of health problem is positively related to excellence spa service supporters and providers	+Supported

Table 35 Summary Results of Hypothesized Relationships (continue)

Hypotheses	Description of Hypothesized Relationships	Results
H8d	Stress and balance of health problem is positively related to spa flexible program	+Supported
H9a	Spa brand image is positively related to spa climate and physical environment	+Supported
H9b	Spa brand image is positively related to relax and wellness mental mind	+Supported
H9c	Spa brand image is positively related to excellence spa service supporters and providers	+Supported
H9d	Spa brand image is positively related to spa flexible program	Not Supported

Summary

This chapter presents the result of data analysis of the assessing behavioral intention of Thai Sappaya Spa customer. The results of all nine hypotheses testing. The critical participant characteristics, customers characteristics are described. Then, the results demonstrate in testing observed variables in the conceptual framework. The first step including comparing the mean difference of each variable and test control variable, confirmatory factor analysis to all variable, descriptive statistic, and correlation analysis are examined. The reliability of measurement items and the validity of measurement and structural models are examined. The model frameworks are reliable and valid.

Further, the finding of hypothesis testing the assessing behavioral intention of Thai Sappaya Spa customer is revealed. Table 35 present a summary of hypothesized relationships. The result shows that in framework. The next chapter presents the discussion, conclusion of the research, theoretical contribution, managerial implication, limitations, and research directions for further study.

CHAPTER V

CONCLUSIONS AND DISCUSSION

The previous chapter describes respondent and customer characteristics, reliability, validity, descriptive statistics, correlation matrix, measurement model, structural model assessment, and hypothesis testing. Therefore, this chapter provides conclusions and discussions of the research findings. Recommendation for academicians and practitioners who are theoretical and managerial contributions are described. Finally, limitations of the study and future research are suggested. the assessment service quality of the Thai Sappaya Spa customer: an empirical analysis.

Summary of Results

This study has investigated the assessment service quality of the Thai Sappaya Spa customer: an empirical analysis. The effects of service quality of the Thai Sappaya Spa on wellness value and customer satisfaction have been investigated. Furthermore, the relationships among wellness value, customer satisfaction, and intention to revisit have been examined. Additionally, self-focused attention in spa, stress and balance of health problem, and spa brand image are assumed to become the antecedents of service quality of the Thai Sappaya Spa.

The key research question of this research is “How does spa service quality enhance wellness values and customer satisfaction?” In addition to the key research question, three specific research questions are as follows: 1. How does each of four dimension of spa service quality have an effect on wellness values and customer satisfaction? including (spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, spa flexible program?) have an effect on wellness values and customer satisfaction? 2) How does wellness values and customer satisfaction have an effect on intention to revisit? 3) How does self-focused attention in the spa, stress and balance of health problems and spa brand image have an impact on each of four dimensions of spa service quality?

This research implements two theories to explain the relationships among all of the variables in the conceptual model. Firstly, expectancy disconfirmation theory

used for measuring customer satisfaction from the perceived quality of spa services customer and applies it to explain the relationships between spa service quality, wellness value customer satisfaction and all antecedents of service quality and each dimension of spa service quality. Lastly, the theory of planned behavior is applied to explain and predict consumer behavior and relationships between each dimension of wellness values and each dimension of customer satisfaction have an effect on intention to revisit.

This research investigates the role of spa service quality. A sample of 610 customers voluntary participation in the study 36 Thai Sappaya Spa unit businesses in Thailand. In this study, the information from the database of the Ministry of Commerce Thailand, and College of Innovation and Management, Suan Sunandha Rajabhat University. are displayed on the website: www.dbd.go.th. The first stage of the data collection procedure consisted of sending letters inviting participation in this study, to 40 Thai Sappaya Spas in 6 provinces and in Bangkok city, in Thailand. The letters discussed the aim of the study, the study's significance to Thai Sappaya Spa management, intended use of the data, issues related to confidentiality, and a request for the organization's voluntary participation in the study. The selected key informants of this process, 36 Thai Sappaya Spas indicated they were willing to participate: 7 Thai Sappaya Spas in Bangkok City 8 Thai Sappaya Spas in Chiang Mai Province, 6 Thai Sappaya Spas Chaiang Rai, 5 Thai Sappaya Spas in Khon Kaen Province, 5 Thai Sappaya Spas in Chonburi, and 5 Thai Sappaya Spas Kanchanaburi, and After receiving consent from the Thai Sappaya Spas, the researcher called to all of the participating Thai Sappaya Spas , and discussed the process of data collection and the details of the questionnaire with the spa managers. Consequently, the data collection process took place from 21st July to 29th August, 2020. The sampling throughout Thailand that can be accessed by service recipients.

For data collection, an online questionnaire was link of [survey can.com](http://survey.can.com) to get data, customers who were visiting a Thai Sappaya Spas for the first time were excluded from the sample because it was deemed that they would not have sufficient spa experience to answer all the questions in the questionnaire. Spa customers under eighteen years of age were also excluded from the sample because it was deemed that they may have difficulties in interpreting the questions in the questionnaire. For

statistical analysis, structural equation modeling was used to improve all hypotheses testing. It can be concluded that the majority of the hypotheses tested are partially supported.

For the first specific research question, the results indicate that spa climate and physical environment has no relationship with both wellness value and customer satisfaction. Moreover, relax and wellness mental mind has a positive relationship with both wellness value and customer satisfaction. Similarly, excellence spa service supporter and provider a positive relationship with both wellness value and customer satisfaction. In addition, spa flexible program has no relationship with both wellness value and customer satisfaction. For the second specific research question, the results point out that wellness value has no relationship with intention to revisit. Moreover, the results present that customer satisfaction has a positive relationship with intention to revisit. For antecedent variables the third specific research question, self-focused attention in the spa has, stress and balance of health problems and spa brand image has a relationship positive with all four dimensions include spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, and spa flexible program. Therefore, the evidence will provide the directions and suggestions for service quality of the Thai Sappaya Spa business to improve their intention to revisit. As described earlier, the summary of all research questions and results are included in Table 29 below.

The impact among each dimension of spa service quality on its consequences

Hypotheses 1a-b, spa climate and physical environment is positively related to wellness value and customer satisfaction. Therefore, the hypothesis is conclusion as follows.

The first dimension of spa service quality and its consequence factors indicated that spa climate and physical environment is not significant effect on wellness value. The results shown that hypothesis 1a, which states that spa climate and physical environment is not significant effect on wellness value ($\gamma = 0.154, p > 0.01$). Previous studies physical environment can affect an individual's emotional expressions (Liu & Jang, 2009). However, that physical environment interventions alone will not suffice for overall wellness value (Beaglehole et al., 2004). Similar, the result for this study

shows spa climate and physical environment in the Thai context not significant effect on wellness value. **Thus, Hypothesis 1a is not supported.**

In the same way, can be stated that spa climate and physical environment is positively related to customer's satisfactions. The results in show that the hypothesis and indicate that spa climate and physical environment has not significant effect on customer's satisfactions ($\gamma = 0.708$, $p < 0.01$). Similarly, prior research showed that the investigate climate and physical environment in resort and spa interventions alone will not suffice for overall customer satisfaction (Javier Gómez-Román et al., 2005). **Thus, Hypothesis 1b is not supported.**

Hypothesis 2a-b, relax and wellness mental mind is positively related to wellness value and customer satisfaction. Therefore, the hypothesis is conclusion as follows.

The second dimension of spa service Quality and its consequence factors indicated that relax and wellness mental mind has a significant positive effect on wellness value. The results shown that the study support this hypothesis and that relax and wellness mental mind has a significant positive effect on wellness value ($\gamma = 0.111$, $p < 0.05$). The results are consistent with previous research. Prior research shows that the relationship between relax and overall health and well-being (Marinho et al., 2016). However, massage can relax muscle tissue, which may lead to decreased nerve compression, increased joint space, and range of motion (UNIVERSITY OF ALABAMA AT BIRMINGHAM Commencement, 2013). **Thus, Hypothesis 2a is supported.**

Likewise, relax and wellness mental mind had a positive effect on customer satisfaction. The result show that the study supports this hypothesis and relax and wellness mental mind has a significant positive effect on customer satisfaction ($\gamma = 0.085$, $p < 0.01$). The prior research has found the empathy reflection of spa service treatment process during and after spa service that the customer's receiving significant relationship between spa therapies physical body, mind and emotions (Korkosz et al., 2014). Similarly with a significant relationship between spa therapies commitment to the comfort of their customers and honest and empathic treatment of customers was the most predictive variable of Spa (Garson, 2012). Similarly, prior

research showed that the investigate, relax and wellness mental mind is one of the most important that lead to the customer satisfaction in the spa. ***Thus, Hypothesis 2b is supported***

Hypothesis 3a-b, excellence spa service supporter and provider is positively related to wellness value and customer satisfaction. Therefore, the hypothesis is conclusion as follows.

The third dimension of spa service quality and its consequence factors indicated that excellence spa service supporter and provider have positive effect on wellness value. The results shown that the study support this hypothesis and that excellence spa service supporter and provider has positive has a significant positive effect on wellness value ($\gamma = 0.112, p < 0.05$). The results are consistent with previous research. Prior research shows that the relationship between relax and overall health and well-being (Marie Buckingham-Schutt, 2016). Similarly, prior research showed that the investigate relax muscle tissue, which may lead to decreased nerve compression, increased joint space, and range of motion (University of Alabama at Birmingham, 2013). ***Thus, Hypothesis 3a is supported.***

Likewise, excellence spa service supporter and provider have positive effect on customer satisfaction. The results shown that the study support this hypothesis and that excellence spa service supporter and provider has positive has a significant positive effect on wellness value ($\gamma = 0.112, p < 0.05$). The results are consistent with previous research. Prior research shows that the relationship between relax and overall health and well-being (Paolacci & Chandler, 2014). Similarly, prior research showed that the investigate can relax muscle tissue, which may lead to decreased nerve compression, increased joint space, and range of motion (Tsunetsugu et al., 2013). ***Thus, Hypothesis 3b is supported.***

Hypothesis 4a-b, spa flexible program is positively related to wellness values and customer satisfaction. Therefore, the hypothesis is conclusion as follows.

The last dimension of spa service quality and its consequence factors indicated that spa flexible program is positively related to wellness values. The results shown that the study not support this hypothesis and that spa flexible program is positively related has not significant on wellness value ($\gamma = 0.021, p < 0.05$). The results are consistent with previous research. Prior research shows that the relationship between relax and overall health and well-being (Wu et al., 2011). Massage can relax muscle tissue, which may lead to decreased nerve compression, increased joint space, and range of motion (Kim et al., 2015). **Thus, Hypothesis 4a is not supported.**

Likewise, spa flexible program is positively related to customer satisfaction. The results shown that the study support this hypothesis and that excellence spa service supporter and provider has positive has a significant positive effect on wellness value ($\gamma = 0.835, p < 0.05$).

The results are consistent with previous research. Prior research shows that the relationship between relax and overall health and well-being (Osborne, 2003). Massage can relax muscle tissue, which may lead to decreased nerve compression, increased joint space, and range of motion (Kim et al., 2015). **Thus, Hypothesis 4b is not supported.**

Hypothesis 5, wellness values is positively related to intention to revisit. Therefore, the hypothesis is conclusion as follows. Wellness values has no effect on intention to revisit. The result shows that the study support this hypothesis and wellness values is not the significant effect on intention to revisit ($\gamma = 0.039, p > 0.10$). The prior research show that the present an empirical study investigating whether providing information about a complex development process could not amplify consumer's acceptance of product creativity (Guan et al., 2012). Therefore, wellness value is not the significant related to intention to revisit. **Thus, Hypothesis 5a is not supported.**

Hypothesis 6, customer satisfaction is positively related to intention to revisit. Therefore, the hypothesis is conclusion as follows. Customer satisfaction is positively related to intention to revisit. The result shows that the study support this hypothesis and customer satisfaction has positive effect on intention to revisit ($\gamma = 0.321, p > 0.01$). In fact, customer satisfaction depends on the individual's perception that is in

the affective domain of satisfaction, namely, attitudes and a person's behavior. The prior research show that the evidence suggests that customer satisfaction as customer behaviors trust, loyalty, and satisfaction on service of the business (Marinho et al., 2016). Owing to the different findings from the literature, it is possible that customer satisfaction is related to the evaluation of alternatives and decision making before intention to revisit. Therefore, in this study, customer satisfaction is positively related to intention to revisit. ***Thus, Hypothesis 6 is supported.***

The impact of the antecedents on each dimension of service quality Thai Sappaya Spa

Hypothesis 7a-d, self-focus attention in spa is likely significantly related to four dimension of service quality of Thai Sappaya Spa. Therefore, the hypothesis is conclusion as follows.

Firstly, self-focus attention in spa has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Self-focus attention in spa has effect on spa climate and physical environment. The result shows that the study support this hypothesis and self-focus attention in spa has a significant effect on spa climate and physical environment ($\gamma = 0.070$, $p > 0.01$). The previous research, this is consistent with González et al., (2007), who indicated that productivity gains correlation with the extent of top management support for employees' participation in the process of setting objectives, which do not describe in specific individual development as focus on technology. Therefore, self-focus attention in spa has positively effects on spa climate and physical environment. ***Thus, Hypothesis 7a is supported.***

Secondly, self-focus attention in spa has significant effect on all of four dimensions of service quality Thai Sappaya Spa.

Self-focus attention in spa has effect on relax and wellness mental mind. The result shows that the study support this hypothesis and self-focus attention in spa has a significant effect on relax and wellness mental mind ($\gamma = 0.290$, $p > 0.01$). The consistency with Seefeld et al., (2003), claimed that executive with vision and support innovation is an essential factor in development of the creativity and innovation. In contrast, the previous research show that executive support policy is top management

team affected to the firm's strategy to concentrate on the innovation development (Talke et al., 2010). Therefore, self-focus attention in spa has positively effects on relax and wellness mental mind. **Thus, Hypothesis 7b is supported.**

Thirdly, self-focus attention in spa has significant effect on all of four dimensions of service quality Thai Sappaya Spa.

Self-focus attention in spa has effect on excellence spa service supporter and provider. The result shows that the study support this hypothesis and self-focus attention in spa has a significant effect on excellence spa service supporter and provider ($\gamma = 0.279$, $p > 0.01$). The previous research, the findings indicate a significant positive relationship between top management commitment and all dimensions of green human resource management. However, relationship between top management commitment has not a significant on and corporate social responsibility (Yong et al., 2019). Therefore, self-focus attention in spa has positively effects on excellence spa service supporter and provider. Thus, Hypothesis 7c is supported.

Lastly, self-focus attention in spa has significant effect on all of four dimensions of service quality Thai Sappaya Spa.

Self-focus attention in spa has effect on spa flexible program. The result shows that the study no support this hypothesis and self-focus attention in spa no significant effect on spa flexible program ($\gamma = 0.009$, $p > 0.01$). Prior research, the empirical evidence shows that top-management value and leadership in advancing environmental sustainability. The results also demonstrated the spa flexible program has a no impact on environmental sustainability (McDowell et al., 2011). Therefore, self-focus attention in spa no effects on spa flexible program. **Thus, Hypothesis 7d is not supported.**

Hypothesis 8a-d, stress and balance of health problem is likely significantly related to four dimension of service quality of Thai Sappaya Spa. Therefore, the hypothesis is conclusion as follows.

Firstly, Stress and balance of health problem has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Stress and balance of health problem has no effect on spa climate and physical environment. The result shows that the study no support this hypothesis and self-focus attention in spa no significant

effect on spa climate and physical environment ($\gamma = 0.070$, $p > 0.01$). The previous research, this is consistent with Matsumura et al., (2008), who indicated that productivity gains correlation with the extent of top management support for employees' participation in the process of setting objectives, which do not describe in specific individual development as focus on technology. Therefore, stress and balance of health problem no effects on spa climate and physical environment. ***Thus, Hypothesis 8a is not supported.***

Secondly, stress and balance of health problem has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Stress and balance of health problem has effect on relax and wellness mental mind. The result shows that the study support this hypothesis and stress and balance of health problem has a significant effect on relax and wellness mental mind ($\gamma = 0.482$, $p > 0.01$). The consistency with (Seefeld et al., 2003). claimed that executive with vision and support innovation is an essential factor in development of the creativity and innovation. In contrast, the previous research show that executive support policy is top management team affected to the firm's strategy to concentrate on the innovation development (Talke et al., 2010). Therefore, stress and balance of health problem has positively effects on relax and wellness mental mind. ***Thus, Hypothesis 8b is supported.***

Thirdly, stress and balance of health problem has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Stress and balance of health problem effect on excellence spa service supporter and provider. The result shows that the study support this hypothesis and stress and balance of health problem has a significant effect on excellence spa service supporter and provider ($\gamma = 0.405$, $p > 0.01$). The previous research, the findings indicate a significant positive relationship between stress and balance of health problem and all dimensions of excellence spa service supporter and provider. Similarly, with massage therapy has been found to reduce stress, depression, hostility, and anxiety, as well as potentially increase quality of sleep and psychosocial health. Research has found the therapeutic practice of excellence spa service supporter and provider on massage benefits a wide variety of populations across the lifespan, with both somatic and psychological illnesses (McDowell et al., 2011). Therefore, stress and balance of health problem has

positively effects on excellence spa service supporter and provider. ***Thus, Hypothesis 8c is supported.***

Lastly, stress and balance of health problem has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Stress and balance of health problem has effect on spa flexible program. The result shows that the study support this hypothesis and Stress and balance of health problem has a significant effect on spa flexible program ($\gamma = 0.009$, $p > 0.01$). Prior research, the empirical evidence shows that the decrease stress cause good service, excellence information, professional and flexible on service, working conditions and decrease stress within the construction (Javier Gómez-Román et al., 2005). Therefore, stress and balance of health problem has effects on spa flexible program. ***Thus, Hypothesis 7d is supported.***

Hypothesis 9a-d, spa brand image is likely significantly related to four dimension of service quality of Thai Sappaya Spa. Therefore, the hypothesis is conclusion as follows.

Firstly, spa brand image has significant effect on all of four dimensions of service quality Thai Sappaya Spa. spa brand image has effect on spa climate and physical environment. The result shows that the study support this hypothesis and spa brand image has a significant effect on spa climate and physical environment ($\gamma = 0.070$, $p > 0.01$). The previous research, show that brand image is leading to service & quality are greatly affected by service scape or the physical environment which forms the part of service (Islam et al., 2009). Therefore, spa brand image has positively effects on spa climate and physical environment. ***Thus, Hypothesis 9a is supported.***

Secondly, spa brand image has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Spa brand image has effect on relax and wellness mental mind. The result shows that the study support this hypothesis and spa brand image has a significant effect on relax and wellness mental mind ($\gamma = 0.290$, $p > 0.01$). The previous research show that the impact of hospital and spa brand image on service quality, patient and health satisfaction (Jang et al., 2011). Therefore, spa brand image has positively effects on relax and wellness mental mind. ***Thus, Hypothesis 9b is supported.***

Thirdly, spa brand image has significant effect on all of four dimensions of service quality Thai Sappaya Spa. Spa brand image has effect on excellence spa service supporter and provider. The result shows that the study support this hypothesis and spa brand image has a significant effect on excellence spa service supporter and provider ($\gamma = 0.279$, $p > 0.01$). The previous research, the findings indicate a significant positive relationship between brand image on service quality, or enable psychological and physiological utility and including staff, employee, management on process (Wolgemuth et al., 2015). Therefore, spa brand image has positively effects on excellence spa service supporter and provider. ***Thus, Hypothesis 9c is supported.***

Lastly, spa brand image has significant effect on all of four dimensions of service quality Thai Sappaya Spa.

spa brand image has effect on spa flexible program. The result shows that the study no support this hypothesis and spa brand image no significant effect on spa flexible program ($\gamma = 0.002$, $p > 0.01$). Prior research, the empirical evidence shows that brand image plays an important role, especially in situations that make differentiation of products or services based on tangible quality features difficult (Mudambi et al., 1997). Moreover, since brand image for a restaurant is often beyond visible or tangible factors, crucial to the success of food-service firms is strong brand image, which aids customers' visualizing and therefore developing positive attitudes toward services prior to purchasing (Pavesic & Brymer, 1989). Based on these ideas and theories, this study views brand image as made up of emotions, ideas, or attitudes that customers associate with full-service dining restaurants. However, the results also demonstrated the spa brand image has no impact on spa flexible program (Istiningsih et al., 2019). Therefore, spa brand image no effects on spa flexible program. ***Thus, Hypothesis 9d is not supported.***

พหุบัณฑิต ชีวะ

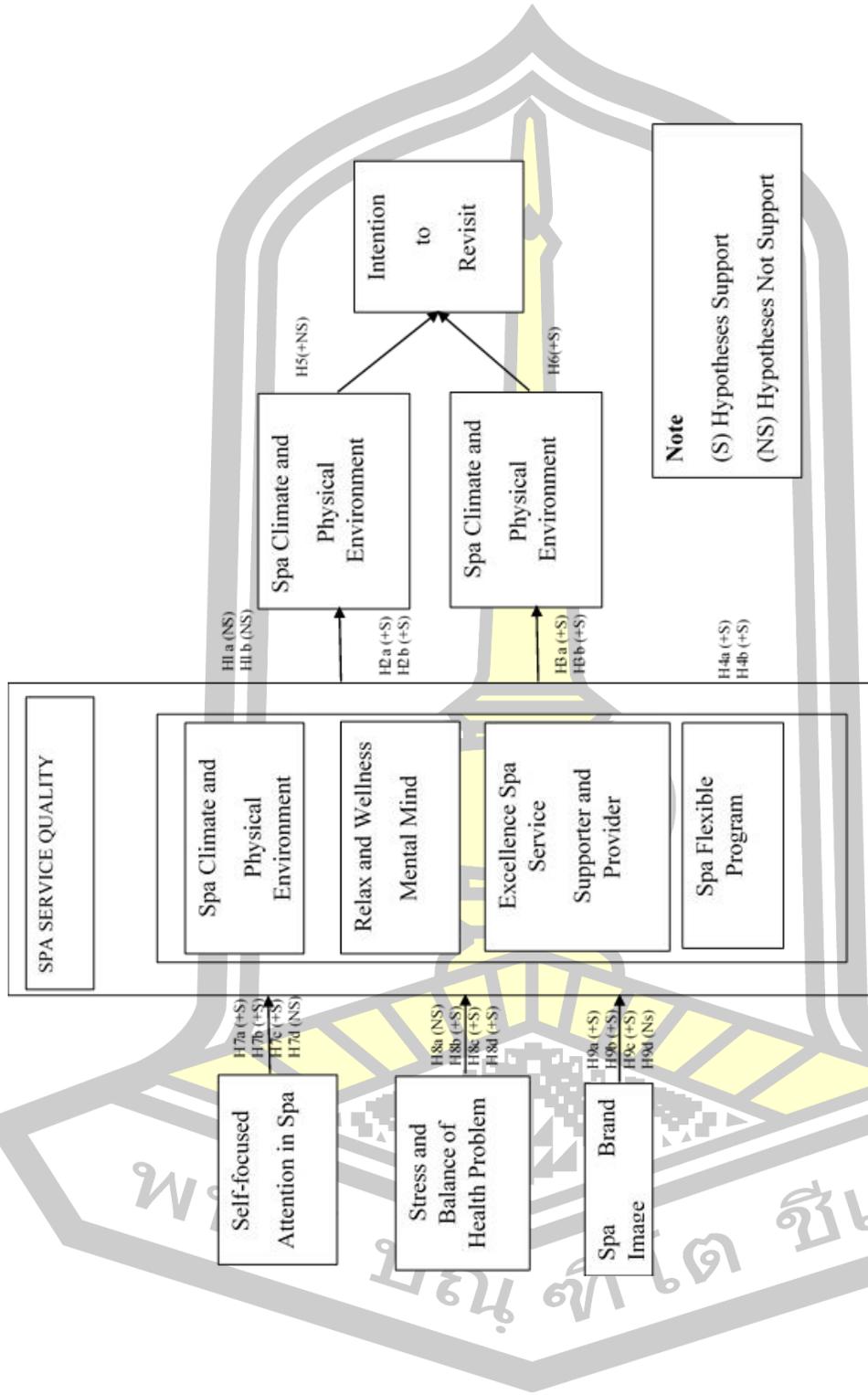


Figure 16 Summary of The Assessing Behavioral Intention of Thai Sappaya Spa Customers Framework

Discussion

Intentions to revisit

The results pertaining to hypotheses H₅ and H₆ demonstrate that Thai Sappaya Spa service quality is not overall significant. However, there are significant positive predictors of intention to revisit. The result pertaining to Hypothesis H₆ Customers satisfaction increase Intention to revisit has supported with level of significance 0.05 ($\gamma = 0.321$, $t = 2.133$).

The result pertaining to Hypothesis 6 indicates a significant and positive effect of intentions to revisit. The positive causal relationship between customer satisfaction and intentions to revisit is consistent with studies conducted on spa resorts by Javier Gómez-Román et al., (2005), and González et al., (2007), as well as on the South Korean Jinan Red Ginseng Spa by (Kim et al., 2015). Moreover, the result also coincides with previous studies on other service industries by Tsunetsugu et al., (2013), sport destination, Guan et al., (2012).

The result pertaining to Hypothesis 6 shows that the mediating impact of overall dimension Thai Sappaya Spa service quality (spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, spa flexible program) on the relationship between and intentions to revisit, has a significant path between overall dimension Thai Sappaya Spa service quality and intentions to revisit. This result suggests that customer satisfaction has a partial mediating effect on the relationship between overall dimension Thai Sappaya Spaservice quality and intentions to revisit (supporting Hypothesis 6).

In addition, the result of the mediation test also shows that overall dimension Thai Sappaya Spa service quality (spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider, spa flexible program) directly drives customer satisfaction and indirectly drives intentions to revisit. This finding is supported by previous studies by Javier Gómez-Román et al., (2005), for spa resorts, McColl-Kennedy et al., (2012), for healthcare, (Considine et al., 2005). These previous researches also report that customer satisfaction has a partial mediating role on the relationship between overall dimension Thai Sappaya Spa service quality (spa climate and physical environment, relaxed and wellness

mental mind, excellence spa service supporter and provider, spa flexible program) and intentions to revisit.

Wellness Value

The results pertaining to Hypotheses H_{1a}, H_{2a}, H_{3a} and H_{4a} demonstrate that Thai Sappaya Spa service quality is not overall significant. However, are significant positive predictors of wellness value and customer satisfaction.

The result pertaining to Hypothesis H_{2a} and H_{3a} confirms that higher perceptions of service quality positively affect customer satisfaction for hypothesized relationships results of H_{2a} relax and wellness mental mind is positively effects on wellness values has supported with level of significance 0.05 ($\gamma = 0.112$, $t = 1.468$). Next, for hypothesized relationships, results of H_{3a} excellence spa service supporters and providers positively effects on wellness values with support with level of significance 0.05 ($\gamma = 0.090$, $t = 1.853$). Therefore, relax and wellness mental mind and excellence spa service supporters and providers this result infers that Thai Sappaya Spa service quality is a major determinant of expected and perceptual wellness value in Thai Sappaya Spa in Thailand. The positive and significant impact of relax and wellness mental mind and excellence spa service supporters and providers on wellness value is supported by the finding of Thongkern, (2016), assessing the behavioral intentions of spa customers, Wu et al., (2011), in the Hong Kong-style tea restaurant, González et al., (2007), for mobile communications, Howat & Assaker, (2013), for outdoor aquatic centers, Mansouri and Ebrahimi(2013) for the restaurant industry, Asvanund et al., (2003), for private hospitals, Wolgemuth et al., (2015), for the coach industry, Lertwannawit & Gulid, (2011), for medical tourism. However, for hypothesized relationships results of hypothesized relationships results of H_{1a} Spa climate and physical environment is positively effects on wellness values Not Supported. For hypothesized relationships results of H_{4a} Spa flexible program is positively effects on wellness values Not Supported.

Customer Satisfaction

The results pertaining to Hypotheses H_{1b}, H_{2b}, H_{3b}, and H_{4b} demonstrate that Thai Sappaya Spa service quality is not overall significant. However, are significant positive predictor of wellness value and customer satisfaction.

The results pertaining to Hypotheses H_{1b}, H_{2b}, H_{3b}, and H_{4b} demonstrate that Thai Sappaya Spa service quality is not overall significant. However, are significant positive predictors of wellness value and customer satisfaction. The result pertaining to Hypothesis H_{2b} and H_{3b} confirms that higher perceptions of service quality positively affect customer satisfaction for hypothesized relationships results of H_{2b} relax and wellness mental mind is positively effects on customer's satisfactions has supported with level of significance 0.05 ($\gamma = 0.085$, $t = 1.060$). Next, for hypothesized relationships results of H_{3b} excellence spa service supporters and providers positively effects on customer's satisfactions have been supported with level of significance 0.05 ($\gamma = 0.102$, $t = 1.540$). The result is consistent with González et al., (2007), and Guan et al., (2012), health spa studies. In addition, the positive impact of service quality on customer satisfaction is also supported in previous studies on other service industries by Lai et al., (2015), for the Hong Kong-style tea restaurant Bollen & Jackman, (1989), for sport destinations González et al., (2007). Guan et al., (2012), for healthcare services. The result in the current research confirms that relax and wellness mental mind is also a major determinant of customer satisfaction in Thai Sappaya Spa in Thailand. The causal model indicates a direct effect of Thai Sappaya Spa service quality on customer satisfaction. The results of the causal model infer that Thai Sappaya Spa customers who realize they have a superior service quality in Thai Sappaya Spa spas will have a high level of satisfaction. However, for hypothesized relationships results of H_{1b} spa climate and physical environment is positively effects on customer's satisfactions not supported and H_{4b} spa flexible program is positively effects on customer's satisfactions not supported.

Theoretical and Managerial Contribution

The Theoretical Contribution

In this research presented a conceptual framework has measure specific on service quality in the Thai Sappaya Spa customers. The most important theoretical contribution of this study is it tests the assessing behavioral intention of Thai Sappaya Spa customers Thailand.

The empirical results of this study also contribute to the marketing theory as they provide an improved understanding of the assessing of wellness value, customer satisfaction, and effect on intentions to revisit in a Thai Sappaya Spa context in

Thailand. Customer satisfaction has the strongest impact on intentions to revisit, in addition, Thai Sappaya Spa service quality has the strongest effect on customer satisfaction. These findings suggest that customer satisfaction in Thai Sappaya Spa quality-driven than wellness value. Therefore, offering high service quality leads to increased customer satisfaction with the Thai Sappaya Spa, and plays a greater role in building strong intentions to revisit. In addition, the results of this study cover the role customer satisfaction plays in mediating the relationships between Thai Sappaya Spa service quality and perceived value on intentions to revisit. The results of this study show that Thai Sappaya Spa service quality has an indirect effect on intentions to revisit as it is mediated by customer satisfaction. In addition, although wellness value has no significant effect on intentions to revisit, the results of this study also suggest that the indirect effect of wellness value on intentions to revisit is mediated by customer satisfaction. Accordingly, modelling and measuring the relationships between Thai Sappaya Spa service quality, wellness value, intentions to revisit should include customer satisfaction as a mediating factor.

The measurement model of the assessing behavioral intention for Thai Sappaya Spa customers is constructed for understanding of the customer's expectations and requirements for attracting their satisfaction on Thai Sappaya Spa in Thai customers. The results show spa customers assessing expectations based on the aggregate assess perceptions of four dimensions (spa climate and physical environment, relax and wellness mental mind, excellence spa service supporter and provider and spa flexible program). The spa climate and physical environment in this research do not support both wellness values and customer satisfaction. However, it is well understood that human health is threatened by the impacts on assessing expectations and requirements for attracting their satisfaction (Haj et al., 2013). The expanding research literature on climate change and mental health (Knight, 1997). During the research there is an epidemic situation over the severity of Coronavirus 2019 and it's uncontrol (Zeng et al., 2014). Similarly, spa flexible programs are not supported. This is consistent with (Marinho et al., 2016). highlighting that physically active people might be more susceptible to wellbeing issues during the lockdown. Policymakers who are considering introducing restrictive measures to contain COVID-19 may benefit from understanding such health and wellbeing implications.

Next, the result of a relaxed and wellness mental mind, excellence spa service supporters and providers are supported on wellness values and customer satisfaction. However, these findings are inconsistent with those of other previous studies that indicate service quality consists of three primary dimensions interaction, physical environment and outcome quality are a fundamental skeleton to conceptualize service quality (Pivetta et al., 2019). The last theoretical contribution of this study is in providing empirical wellness values value not support for intention to revisit. Moreover, the empirical results of this study also illustrate that perceived wellness value is a major predictor of behavioral intentions (Lo and Wu 2014) where off, spa climate and physical environment and similarly spa flexible program. However, customer satisfaction as key antecedents of intentions to revisit in Thai Sappaya Spa as supported in other studies on the health care industry (Kim et al., 2015).

Managerial Contributions

Thai sappaya spa are one of the important service industries which are in a very competitive marketing environment in Thailand. Hence, consist of the empirical results of this research provide several insights for the management of Thai Sappaya Spas that will enable them to establish and implement effective Thai Sap marketing strategies. The following discussions detail each of these practical contributions.

Firstly, the results of this study help simplify the relationships between the Thai Sappaya Spa service quality, customer satisfaction, wellness value and intention to revisit constructs for practitioners in the Thai spa industry. Customer satisfaction is the most important driver of intentions to revisit. Satisfying spa customers is crucial for Thai Sappaya Spas to survive in a competitive environment. Hence, Thai Sappaya Spa managers who aim to satisfy their customers need to focus on providing favorable service quality by understanding the needs and wants of their customer base. Thai Sappaya Spa service quality is also an antecedent of relax and wellness mental mind and excellence spa service supporter and provider has an indirect impact on customer satisfaction via intentions to revisit. Therefore, Thai Sappaya Spa managers need to recognize the importance of the Thai Sappaya Spa service quality construct as a key driver of customer satisfaction and its importance in retaining customers over a longer period of time.

Secondly, the empirical results of this study provide the assessing intention to revisit of Thai Sappaya Spa customers. The construct model developed in this study provides an improved understanding how spa customers evaluate service quality at various levels. Thai Sappaya Spa managers can use the construct model developed in this research to measure customers' perceptions of Thai Sappaya Spa service quality and then use the results to develop their strategic marketing programs. For example, Thai Sappaya Spa managers can measure their customers' perception of Thai Sappaya Spa service quality at an antecedent dimension as; self-focused attention, stress and balance of health problem, and spa brand image.

Finally, Moreover, from a competitive perspective, Thai Sappaya Spa managers can use the measurement scale in the model developed in this current study to measure the Thai Sappaya service quality of their competitors. However, Thai Sappaya Spa managers should be aware that the dimensions of Thai Sappaya Spa service quality vary across industries and cultures. Hence, the primary dimensional structures must be specified for the particular industry and cultural setting, in order to measure properly customers' perceptions of their spa experiences properly.

Limitation and Future Research Directions

Limitations

While this research provides a valuable contribution to the marketing literature for Thai Sappaya Spa, this research has some limitations that need to be noted. The following sections discuss the limitations of this research. This research has some limitations that should be mentioned.

Firstly, the limitation of this research is the data solely collected from the website database of the Tourism Authority of Thailand under the Ministry of Tourism and Sports. However, the number of usable questionnaires is 610 and online questionnaires; all constructs of this research are adapted as existing scale form literature review. However, SEM is used to analyze the impact of each construct in the proposed framework requiring large sample size for a stable solution. Weston and Gore (2006) suggested that the minimum sample size for SEM should be 200. Thus, the sample size of the all-star hotels (610) is considered sufficiently enough.

Secondly, the limitation relates to sampling. This study obtained a relatively large sample ($n = 610$). However, the cross-sectional sample was collected from spa customers who had experiences in Thai Sappaya Spa of 6 region Thailand. This may limit the ability to generalize the results for Thai Sappaya Spa in other countries.

Thirdly, this study also used convenience sampling (non-probability sampling method) to collect the data. Therefore, the sample from this study may not sufficiently represent the population of Thai Sappaya Spa customers in Thailand. Although the convenience sampling approach is a suitable method for research for testing theory Beaglehole et al., (2004), as in the case of this research, caution must be used when generalizing the results of the research obtained from a convenience sample.

Finally, these are constructs that are also considered to be the determinants of intentions to revisit. These constructs may play mediating roles on the relationships between overall spa service quality wellness value also customer satisfaction and intentions to revisit.

Future Research Directions

This study represents an important step in understanding the issues involved in the operationalization of spa customer intentions to revisit. future researchers may apply the approach used in this current study to conceptualize and measure the perceptions of spa customers in different regions of Thailand and in other countries.

First, future research should seek other mediating variables to enhance the relationships between the assessing behavioral intentions of Thai Sappaya Spa customers: an empirical analysis in the Thai Sappaya Spa customers. The future research should attempt to study other potential mediating variables such as service culture may improve the understanding of the interrelationships in different cultural settings (Tellis et al., 2009).

Second, future research may extend the current model by including other potential service marketing constructs, such as commitment, customer engagement, customer emotion, corporate image, trust, involvement, and service dominant logic. Furthermore, testing the direct, mediating roles of the other constructs could provide an improved understanding of the interrelationships among the constructs. However,

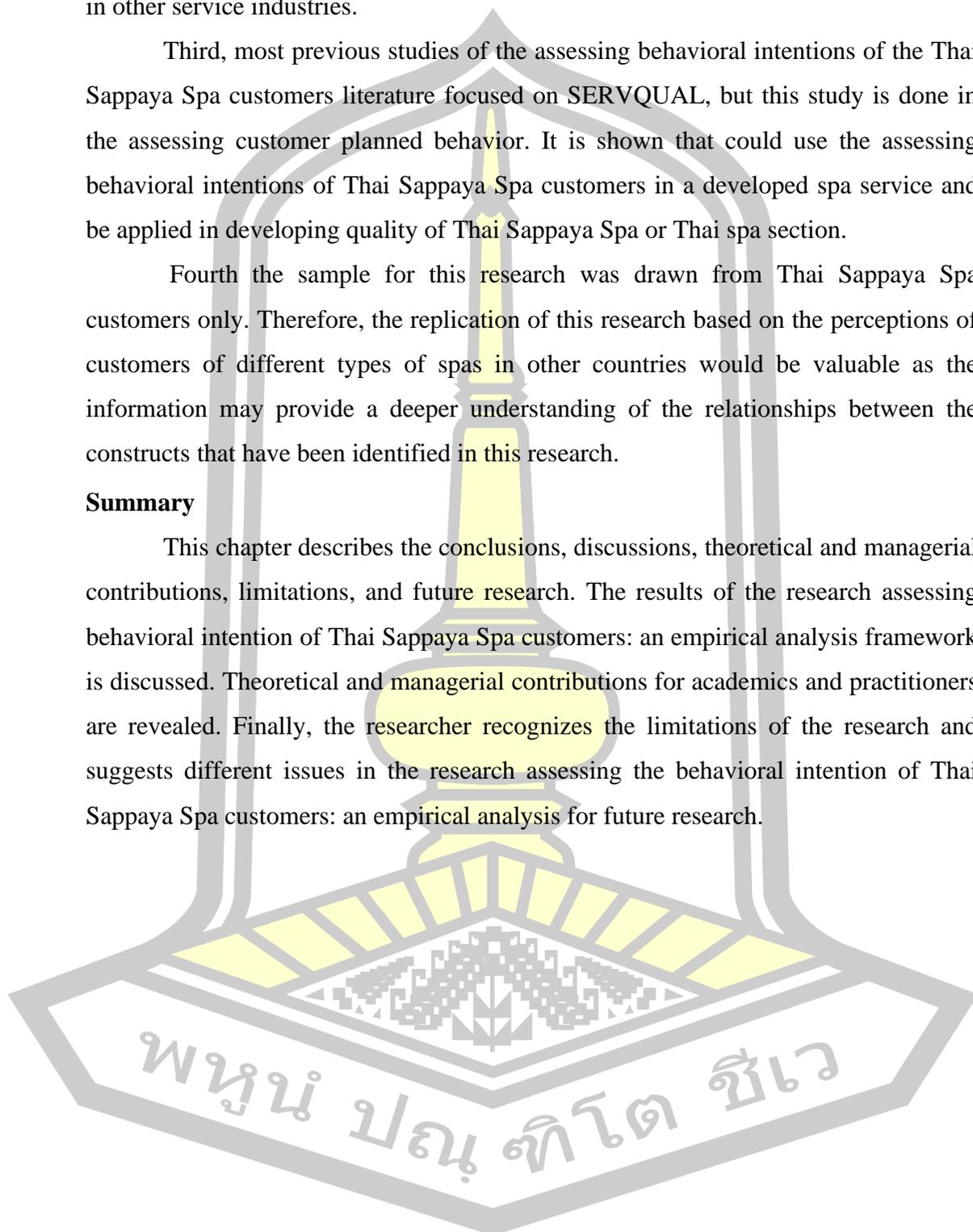
future research needs to re-investigate the research hypotheses that are not significant in other service industries.

Third, most previous studies of the assessing behavioral intentions of the Thai Sappaya Spa customers literature focused on SERVQUAL, but this study is done in the assessing customer planned behavior. It is shown that could use the assessing behavioral intentions of Thai Sappaya Spa customers in a developed spa service and be applied in developing quality of Thai Sappaya Spa or Thai spa section.

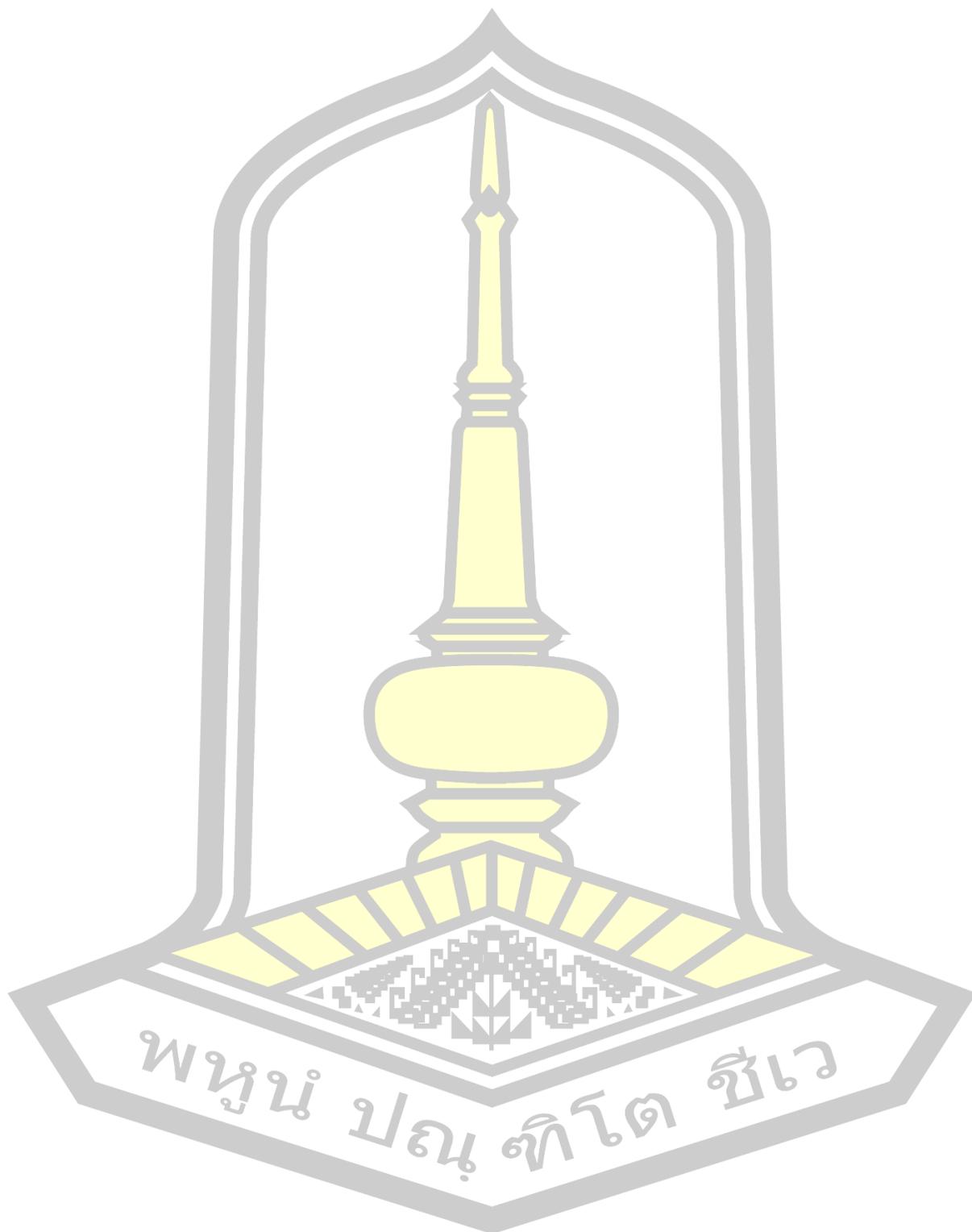
Fourth the sample for this research was drawn from Thai Sappaya Spa customers only. Therefore, the replication of this research based on the perceptions of customers of different types of spas in other countries would be valuable as the information may provide a deeper understanding of the relationships between the constructs that have been identified in this research.

Summary

This chapter describes the conclusions, discussions, theoretical and managerial contributions, limitations, and future research. The results of the research assessing behavioral intention of Thai Sappaya Spa customers: an empirical analysis framework is discussed. Theoretical and managerial contributions for academics and practitioners are revealed. Finally, the researcher recognizes the limitations of the research and suggests different issues in the research assessing the behavioral intention of Thai Sappaya Spa customers: an empirical analysis for future research.



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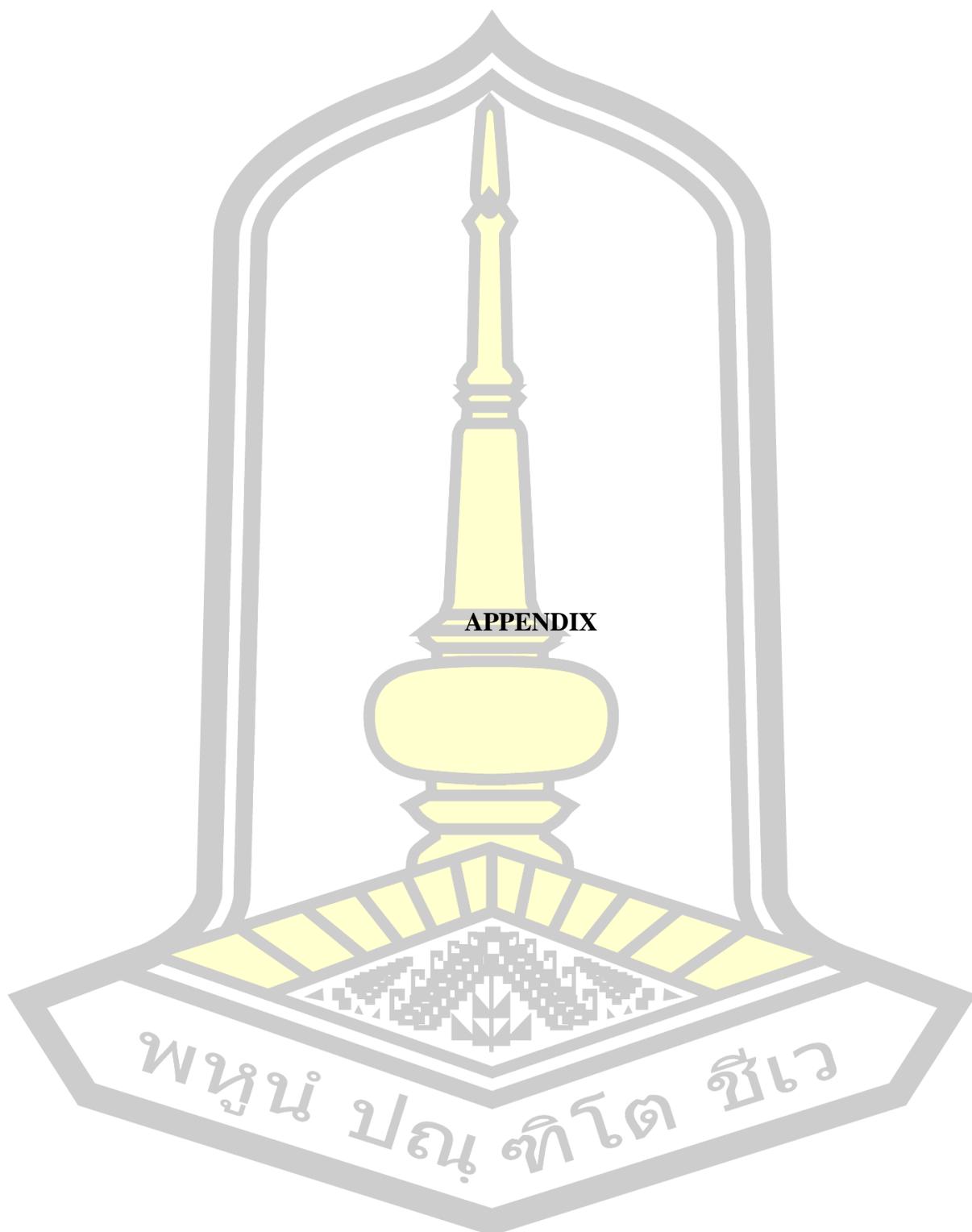
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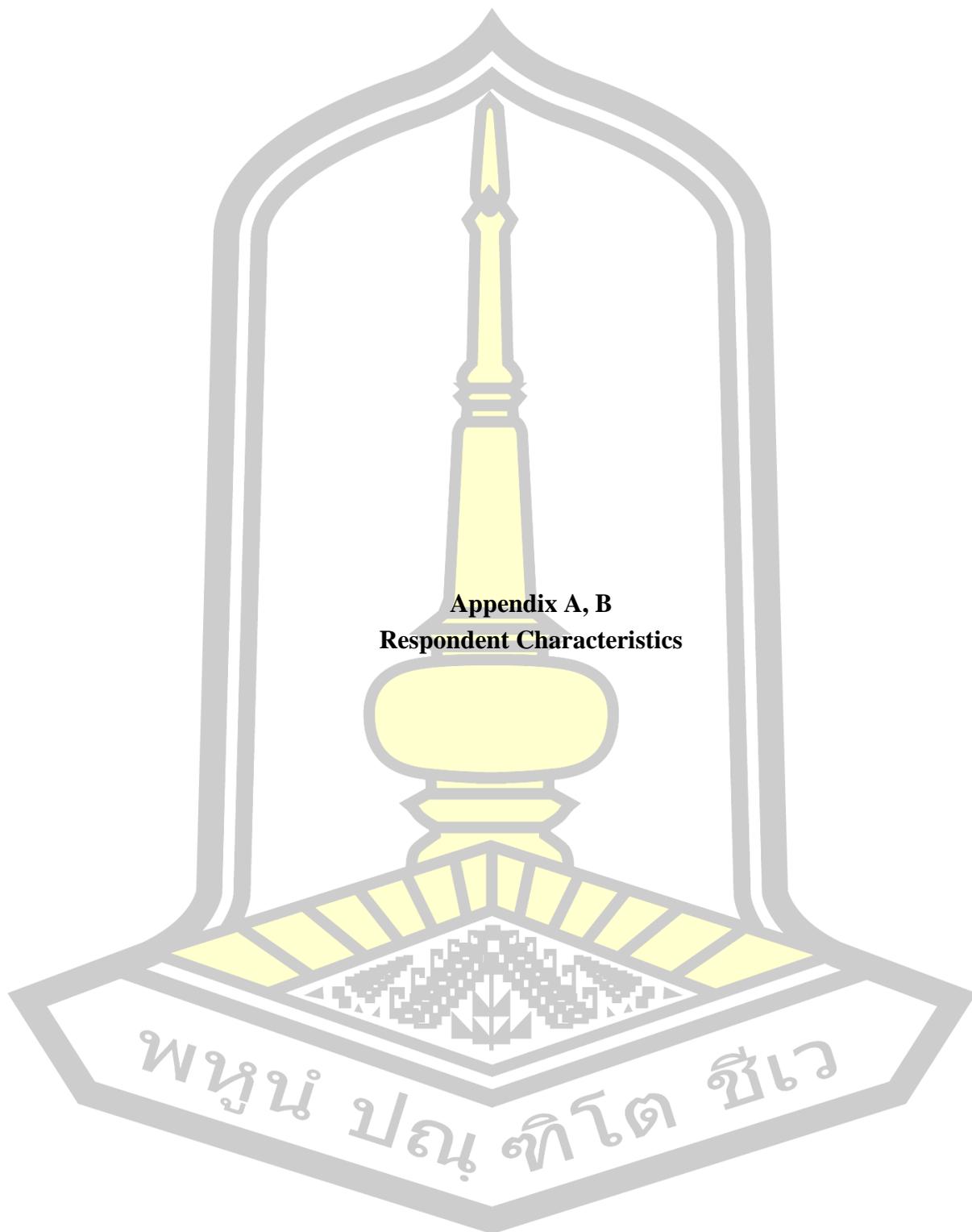
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**Appendix A, B
Respondent Characteristics**

Table A: Non -response Bias Tests of Customers Characteristic

COMPARISON	N	Mean	S.D.	t	P--value
Gender					
Group 1	305	4.9901	0.37	-.619	0.319
Group2	305	4.9902	0.37		
Age					
Group 1	305	4.6109	0.53	0.649	0.496
Group 2	305	4.6107	0.56		
Occupation					
Group1	305	4.6103	0.52	0.961	0.645
Group 2	305	4.6103	0.52		
Average monthly income					
Group1	305	4.8070	.441	.672	0.243
Group 2	305	4.8073	.441		
Type of spa customers					
Group 1	305	4.9052	.481	0.705	0.474
Group 2	305	4.9043	.481		
Average frequency of use of Thai sappaya spa per monthly					
Group1	305	4.8954	.459	.793	0.433
Group2	305	4.8952	.046		
Average time per visit to Thai sappaya spa					
Group1	305	4.5321	.057	.871	0.458
Group2	305	4.5321	.057		
Place of use Thai sappaya spa					
Group1	305	4.6321	.057	.589	0.458
Group2	305	4.6321	.057		

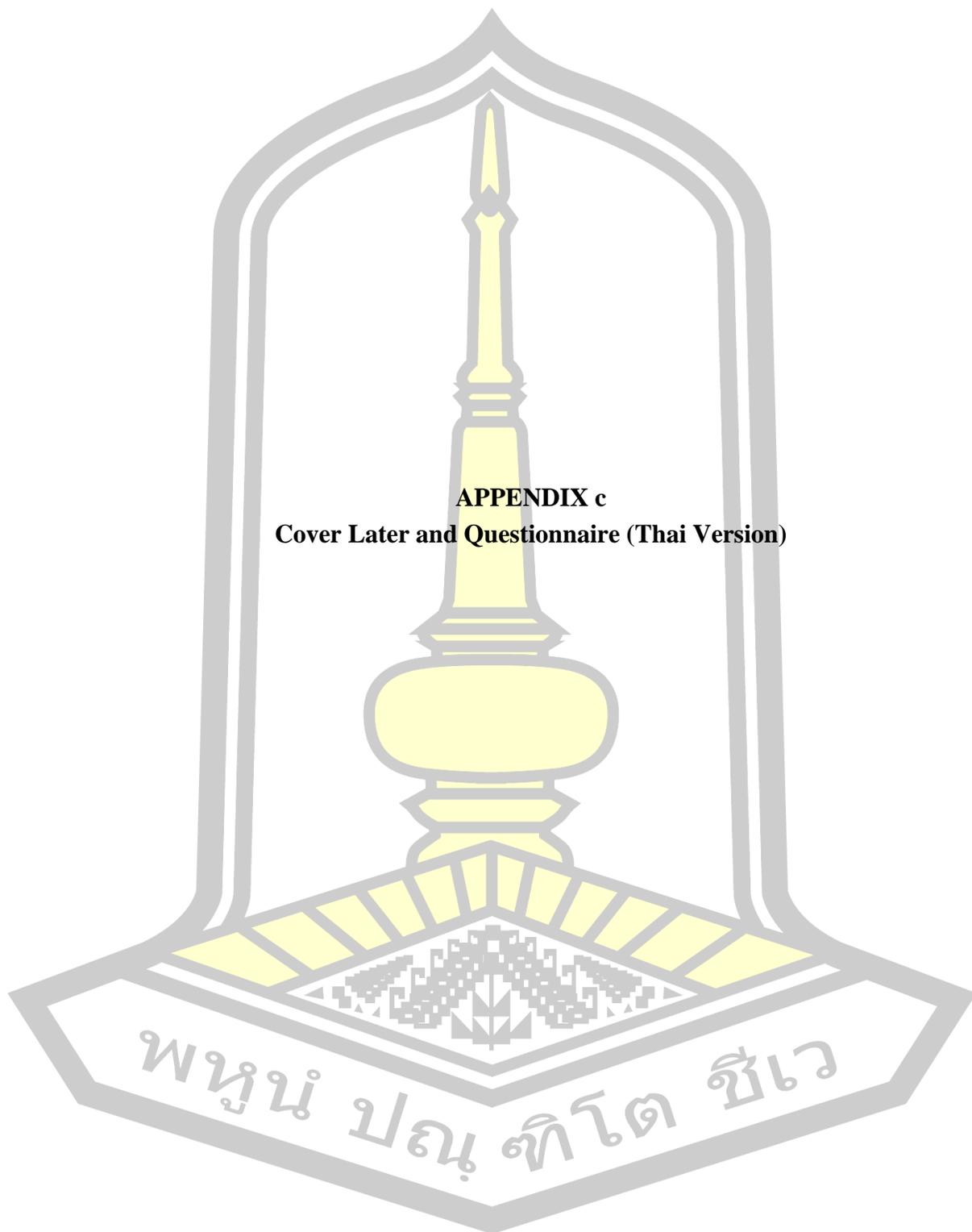
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Table A: Non-Response Bias Tests of customers characteristic

COMPARISON	N	Mean	S.D.	t	P--value
Spa climate and physical environment					
Group 1	305	3.9901	.37	0.919	.019
Group2	305	3.9902	.37		
Relax and wellness mental mind					
Group 1	305	4.5109	.53	0.720	.426
Group 2	305	4.5107	.56		
Excellence spa service supporter and provider					
Group1	305	4.5103	.52	0.424	.615
Group 2	305	4.5103	.52		
Spa flexible program					
Group1	305	4.5070	.441	0.615	.283
Group 2	305	4.5073	.441		
Wellness value					
Group 1	305	4.5052	.481	0.828	.464
Group 2	305	4.5043	.481		
Customer satisfaction					
Group1	305	4.2954	.459	0.830	
Group2	305	4.2952	.046		.423
Intention to revisit					
Group1	305	4.0321	.057	0.464	.358
Group2	305	4.0321	.057		

APPENDIX B
Non-Response Bias Tests

COMPARISON	N	Mean	S.D.	t	P--value
Gender					
Group 1	305	4.9901	.37	-.619	.319
Group2	305	4.9902	.37		
Age					
Group 1	305	4.6109	.53	0.649	.496
Group 2	305	4.6107	.56		
Occupation					
Group1	305	4.6103	.52	0.961	.645
Group 2	305	4.6103	.52		
Average Monthly Income					
Group1	305	4.8070	.441	.672	.243
Group 2	305	4.8073	.441		
Type of customers					
Group 1	305	4.9052	.481	0.705	.474
Group 2	305	4.9043	.481		
Average frequency of use of Thai sappaya spa per monthly					
Group1	305	4.8954	.459	.793	
Group2	305	4.8952	.046		.433
Average time per visit to Thai sappaya spa					
Group1	305	4.5321	.057	.871	.458
Group2	305	4.5321	.057		
Place of use Thai sappaya spa					
Group1	305	4.6321	.057	.589	.458
Group2	305	4.6321	.057		



APPENDIX c
Cover Later and Questionnaire (Thai Version)



ที่ อว 0605.10/๔๔3

คณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม
44150

21 กรกฎาคม 2563

เรื่อง ขอบความอนุเคราะห์กรอกแบบสอบถาม

เรียน ผู้รับบริการสปาไทยสัปปายะ

ด้วย นายเอกพล แสงศรี รหัสนิสิต 59010962004 นิสิตระดับปริญญาเอก หลักสูตรปรัชญาดุษฎีบัณฑิต (ปร.ด.) สาขาวิชาการจัดการการตลาด คณะการบริหารและจัดการ มหาวิทยาลัยมหาสารคาม กำลังศึกษาวิทยานิพนธ์ เรื่อง “การประเมินพฤติกรรมการตัดสินใจของลูกค้าสปาไทยสัปปายะ การศึกษาเชิงประจักษ์” ซึ่งเป็นส่วนหนึ่งของการทำวิทยานิพนธ์หลักสูตรปรัชญาดุษฎีบัณฑิตและการศึกษาในครั้งนี้ได้ เน้นให้นิสิตศึกษาข้อมูลด้วยตนเองดังนั้น เพื่อให้การจัดทำวิทยานิพนธ์เป็นไปด้วยความเรียบร้อยและบรรลุวัตถุประสงค์ คณะการบริหารและจัดการ มหาวิทยาลัยมหาสารคาม จึงใคร่ขอความอนุเคราะห์ให้นายเอกพล แสงศรี ศึกษาและเก็บรวบรวมในรายละเอียดตามแบบสอบถามที่แนบมาพร้อมนี้

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการให้ข้อมูลในครั้งนี้เป็นอย่างยิ่ง และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์ ดร.นิติพงษ์ สังศรีโรจน)

คณบดีคณะกรรมการบัญชีและการจัดการ
มหาวิทยาลัยมหาสารคาม

ฝ่ายวิชาการระดับบัณฑิตศึกษา

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

โทรศัพท์ 0-4375-4333 ต่อ 3431

โทรสาร 0-4375-4422



แบบสอบถามเพื่อการวิจัย

เรื่อง การประเมินพฤติกรรมการความตั้งใจของลูกค้าสปาไทยสปาไทย การศึกษาเชิงประจักษ์

คำชี้แจง โครงการวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาวิจัยเรื่อง “การประเมินพฤติกรรมการความตั้งใจของลูกค้าสปาไทยสปาไทย การศึกษาเชิงประจักษ์” เพื่อใช้เป็นข้อมูลประกอบการจัดทำดัชนีพหุนิพนธ์ในระดับปริญญาเอก ของผู้วิจัย
 หลักสูตรปรัชญาดุษฎีบัณฑิต คณะการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม โทรศัพท์ 043-754333

ข้าพเจ้าใคร่ขอความอนุเคราะห์จากท่านผู้ตอบแบบสอบถาม โปรดตอบแบบสอบถามชุดนี้ โดยรายละเอียดของแบบสอบถามประกอบด้วยส่วนคำถาม 4 ตอน ดังนี้

ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

ตอนที่ 2 ความคิดเห็นเกี่ยวกับคุณภาพการบริการสปาไทยสปาไทย

ตอนที่ 3 ความคิดเห็นเกี่ยวกับเหตุผลที่มารับบริการสปาไทยสปาไทย

ตอนที่ 4 ความคิดเห็นเกี่ยวกับคุณค่าต่อสุขภาวะ ความพึงพอใจและการกลับมาใช้บริการซ้ำ

สปาไทยสปาไทย คือสถานที่ที่มุ่งเน้นการให้บริการสปาแบบองค์รวมต่อร่างกาย จิตใจและอารมณ์โดยใช้น้ำ ใช้สมุนไพรไทยและการนวดแผนไทย ผสมผสานกับสัมผัสทั้ง 5 ซึ่งประกอบด้วย รูป รส กลิ่น เสียงและสัมผัส เพื่อการผ่อนคลายบำบัดรักษา และปรับสมดุล

โปรดแสดงความคิดเห็นของท่านโดยทำเครื่องหมาย/ ในช่องระดับความคิดเห็น ซึ่งกำหนดเกณฑ์กาให้คะแนนเชิงคุณภาพและเชิงปริมาณของแบบประเมินเป็น 5 ระดับ ดังนี้

เกณฑ์การให้คะแนน		ความหมาย
เชิงคุณภาพ	เชิงปริมาณ	
เห็นด้วยมากที่สุด	5	ระดับความคิดเห็นมากที่สุดเกี่ยวกับพฤติกรรมการ ใช้บริการสปาไทยสปาไทย
เห็นด้วยมาก	4	ระดับความคิดเห็นมากเกี่ยวกับพฤติกรรมการ ใช้บริการสปาไทยสปาไทย
เห็นด้วยปานกลาง	3	ระดับความคิดเห็นปานกลางเกี่ยวกับพฤติกรรมการ ใช้บริการสปาไทยสปาไทย
เห็นด้วยน้อย	2	ระดับความคิดเห็นน้อยเกี่ยวกับพฤติกรรมการ ใช้บริการสปาไทยสปาไทย
เห็นด้วยน้อยที่สุด	1	ระดับความคิดเห็นน้อยที่สุดเกี่ยวกับพฤติกรรมการ ใช้บริการสปาไทยสปาไทย

(นายเอกพล แสงศรี)

นิสิตระดับปริญญาเอก สาขาวิชาการจัดการการตลาด

คณะกรรมการบัญชีและการจัดการ มหาวิทยาลัยมหาสารคาม

ตอนที่ 2 ความคิดเห็นเกี่ยวกับคุณภาพการบริการสปาไทยสปา

ความคิดเห็นเกี่ยวกับคุณภาพการบริการสปาไทยสปา	ระดับความคิดเห็น				
	มากที่สุด 5	มาก4	ปานกลาง 3	น้อย 2	น้อยที่สุด 1
บรรยากาศและสภาพแวดล้อมทางกายภาพของสปาไทยสปา (Spa Climate and Physical Environment)					
1. ท่านพบว่าบรรยากาศและสภาพแวดล้อมของสปาไทยสปา ได้แก่ อุณหภูมิ กลิ่น แสง สีและเสียงทำให้ท่านรู้สึกประทับใจ					
2. ท่านพบว่าสปาไทยสปา มีสิ่งอำนวยความสะดวก ได้แก่ ลานจอดรถ ห้องรับรอง ห้องน้ำ ห้องสปา สระว่ายน้ำ ห้องซาวน่า ห้องเปลี่ยนชุด ที่สะอาดและได้มาตรฐาน					
3. ท่านพบว่าการตกแต่งสปาไทยสปา และการออกแบบสปา ได้แก่ อาคาร เฟอร์นิเจอร์ โทนสี มีแสงสว่างที่เหมาะสม สวยงามและสบายตา					
4. ท่านพบว่าสปาไทยสปา มีระบบรักษาความปลอดภัยที่ดี					
ความผ่อนคลาย และสุขภาพทางจิต (Relax and Wellness Mental Mind)					
5. ในระหว่างที่รับบริการนวดสปาไทยสปาและหลังการรับบริการท่านรู้สึก กล้ามเนื้อมีความยืดหยุ่น เบาสบายตัว					
6. ในระหว่างที่รับบริการนวดสปาไทยสปาและหลังการรับบริการท่านรู้สึกผ่อนคลายลดความกังวลใจ					
7. ในระหว่างที่รับบริการนวดสปาไทยสปาและหลังการรับบริการ ท่านรู้สึกสดชื่นและอารมณ์ดี					
8. หลังการรับบริการนวดสปาไทยสปาท่านรู้สึกถึงความแตกต่างของสุขภาพที่ดีขึ้นเมื่อเทียบกับก่อนการรับบริการ					

ตอนที่ 2 ความคิดเห็นเกี่ยวกับคุณภาพการบริการสปาไทยสปา (ต่อ)

ความคิดเห็นเกี่ยวกับคุณภาพการบริการสปาไทยสปา	ระดับความคิดเห็น				
	มากที่สุด 5	มาก4	ปานกลาง 3	น้อย 2	น้อยที่สุด1
พนักงานต้อนรับและพนักงานนวดสปาไทยสปา (Excellent Spa Service Supporters and Providers)					
9. ท่านรับรู้ถึงการบริการที่ได้รับจากพนักงานนวดสปาว่ามีความรู้และมีความชำนาญ					
10. ท่านรับรู้ถึงบริการที่ได้รับจากพนักงานนวดสปาว่าสามารถตอบสนองความต้องการได้					
11. ท่านรับรู้ถึงความสะดวกสบายที่ได้รับจากพนักงานต้อนรับที่ให้บริการอย่างมืออาชีพ					
12. ท่านรับรู้ถึงความเป็นมิตร ความใส่ใจ และรอยยิ้มจากพนักงานพนักงานต้อนรับตลอดระยะเวลาในการให้บริการ					
ความยืดหยุ่นของรายการบริการสปาไทยสปา (Flexible Program)					
13. สปาไทยสปา มีประเภทของบริการให้ท่านเลือกได้หลากหลายและตรงกับความต้องการ					
14. ท่านสามารถเลือกและเปลี่ยนแปลงบริการได้					
15. ท่านสามารถลงทะเบียนผ่านระบบการนัดจองได้หลากหลายช่องทางและสะดวก					
16. ท่านสามารถติดต่อนักงานสปาไทยสปาเพื่อรับคำปรึกษาและหาข้อมูลการบริการได้หลากหลายช่องทางและสะดวก					

ตอนที่ 3 ความคิดเห็นของท่านเกี่ยวกับเหตุผลที่มารับบริการสปาไทยสปา (ต่อ)

ความคิดเห็นของท่านเกี่ยวกับเหตุผลที่มารับบริการสปา ไทยสปา	ระดับความคิดเห็น				
	มากที่สุด 5	มาก4	ปาน กลาง3	น้อย2	น้อย ที่สุด 1
ความสนใจส่วนบุคคล ที่มีต่อการมารับบริการสปาไทยสปา (Self-focused Attention in Thai Sappaya spa)					
17. ท่านมารับบริการสปาไทยสปาเพื่อเป็นการให้ รางวัลกับตนเอง					
18. ท่านมารับบริการสปาไทยสปาเพื่อทดลองและ เพิ่มประสบการณ์					
19. ท่านมารับบริการสปาไทยสปาเพื่อหาความสงบ					
20.ท่านมารับบริการสปาไทยสปาเพื่อได้สัมผัสสปา แบบไทย					
ความตึงเครียดและปัญหาความไม่สมดุลของสุขภาพ (Stress and Balance Health Problems)					
21. ท่านมารับบริการสปาเพื่อลดปัญหาความเจ็บป่วย และความไม่สมดุลของร่างกาย					
22. ท่านมารับบริการสปาเพื่อลดความตึงเครียดและ ความไม่สมดุลของจิตใจ					
23. ท่านมารับบริการสปาเพื่อการฟื้นฟูความงาม					
24. ท่านมารับบริการสปาเพื่อปรับสมดุลของน้ำหนัก					
ภาพลักษณ์แบรนด์สปา(Spa Brand Image)					
25. สปามีชื่อเสียงด้านการบำบัดรักษาสุขภาพและความ งาม					
26. สปาสะท้อนถึงการมีรสนิยมและการมีระดับทาง สังคม					
27. สปาสะท้อนถึงตัวตนของท่านในการเป็นผู้รักสุขภาพ					
28. สปาได้สะท้อนอัตลักษณ์ความเป็นไทย เช่นสมุนไพร และนวดไทย					

ตอนที่ 4 ความคิดเห็นเกี่ยวกับคุณค่าด้านสุขภาวะความพึงพอใจ การกลับมาใช้บริการซ้ำ(ต่อ)

ความคิดเห็นของท่านเกี่ยวกับเหตุผลที่มารับ บริการสปาไทยสัปปายะ	ระดับความคิดเห็น				
	มากที่สุด 5	มาก4	ปาน กลาง 3	น้อย 2	น้อย ที่สุด 1
คุณค่าด้านสุขภาวะ (Wellness Values)					
29. คุณค่าที่ได้รับจากการรับบริการสปาทำให้ ร่างกายของท่านเบาสบาย กล้ามเนื้อผ่อนคลาย กระฉับกระเฉงและมีความตื่นตัว					
30. คุณค่าที่ได้รับจากการบริการสปาทำให้ท่าน สุขภาพจิตดี สดชื่นและเบิกบานใจ					
31. คุณค่าที่ได้รับจากการรับบริการสปาทำให้ ท่านอารมณ์ดี					
32.คุณค่าที่ได้รับจากการรับบริการสปาทำให้ท่าน คลายเครียด					
ความพึงพอใจ (Customers Satisfactions)					
33. ท่านได้รับการบริการของสปาไทยสัปปายะตาม ความคาดหวัง					
34. ท่านพึงพอใจในบรรยากาศและสิ่งแวดล้อม ของสปาไทยสัปปายะ					
35. ท่านพึงพอใจในการบริการของพนักงาน ต้อนรับและพนักงานนวดสปา					
36. ท่านพึงพอใจสิ่งอำนวยความสะดวกของสปา					
37. ท่านพึงพอใจในประเภทของรายการบริการส ปาไทยสัปปายะที่มีให้เลือกมากมาย					
38. ท่านพึงพอใจกับผลลัพธ์ด้านสุขภาพของการ มารับบริการสปาไทยสัปปายะ					



Survey Questionnaire

The Assessing Behavioral Intention of Thai Sappaya Spa Customers: An Empirical Analysis

Explanation: This research aims to study The Assessing Behavioral Intention of Thai Sappaya Spa Customers: An Empirical Analysis The research is part of Ph.D. Thesis in the Ph.D. marketing management program, Maharakham Business School, Maharakham University, Maharakham Thai land.

The researcher would like to ask for your favor in doing this survey questionnaire which consists of 4 sections:

Section 1: General information about the customers of Thai sappayas spa service in Thailand

Section 2: Opinions about the quality of service at Thai Sappaya spa

Section 3: Opinions on Reasons to come to the Thai Sappaya spa

Section 4: Opinions on the wellness value, customer satisfaction and intention to revisit

Thai Sappaya spa: refer to it is a place that focuses on providing holistic spa services such as body, mind, and mood, using water, Thai herbs and Thai massage, integrated with the 5 touch methods consisting of substantial, tastes, smells, sounds, touches to relaxation and balance.

Please opinions about the quality of service at Thai Sappaya spa by checking / in the comment level box. Which set the qualitative and quantitative scoring criteria in 5 levels as follows:

Level of opinion		
qualitative	quantitative	ความหมาย
Highest	5	the level of opinion on service Thai sappaya spa is highest
High	4	the level of opinion on service Thai sappaya spa is high
Average	3	the level of opinion on service Thai sappaya spa is average
Low	2	the level of opinion on service Thai sappaya spa is low
Lowest	1	the level of opinion on service Thai sappaya spa is lowest

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Opinion about the quality-of-service Thai Sappaya Spa	Level of opinion				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
Spa Climate and Physical Environment					
1.You feel that the atmosphere and the spa environment, including temperature, smell, light, color and sound, impresses you.					
2.You feel that the spa has facilities such as parking lots, lounge, restroom, spa room, swimming pool, sauna room, changing room, are clean and meeting standards.					
3.You found that the spa decoration, including building, furniture, and color tones, suitable lighting, are beautiful and comfortable to the eyes.					
4.You found that the spa has good security systems.					
(Relax and Wellness Mental Mind)					
1.During the service process, you felt that your body and muscles are flexible, relaxed, comfortable, and not aching.					
2.During the service process, you felt relaxed.					
3.During the service process and after the service, you are refreshed and in a good mood.					
4.After receiving the service, you feel the difference to your health compared to before receiving the service.					



Section 2: Opinions about the quality of service at Thai Sappaya spa (continue)

Opinion about the quality-of-service Thai Sappaya spa	Level of opinion				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
Excellent Spa Service Supporters and Providers					
1.You get services from experts who are knowledgeable and skilled.					
2.You get services from professionals who understand the needs and safety to your health.					
3.You are provided with a convenient service from the reception that is convenient and provides professional services.					
4.You are served by the staff who welcome you as a relative.					
Spa Flexible Program					
1.The spa offers a variety of services to suit your needs.					
2.You can choose and change spa services by yourself.					
3.You can register through the booking system in many ways and conveniently.					
4.You can receive spa service consultation from the customer relation staff.					

Section 3: Opinions on Reasons to come to the Thai Sappaya spa(continue)

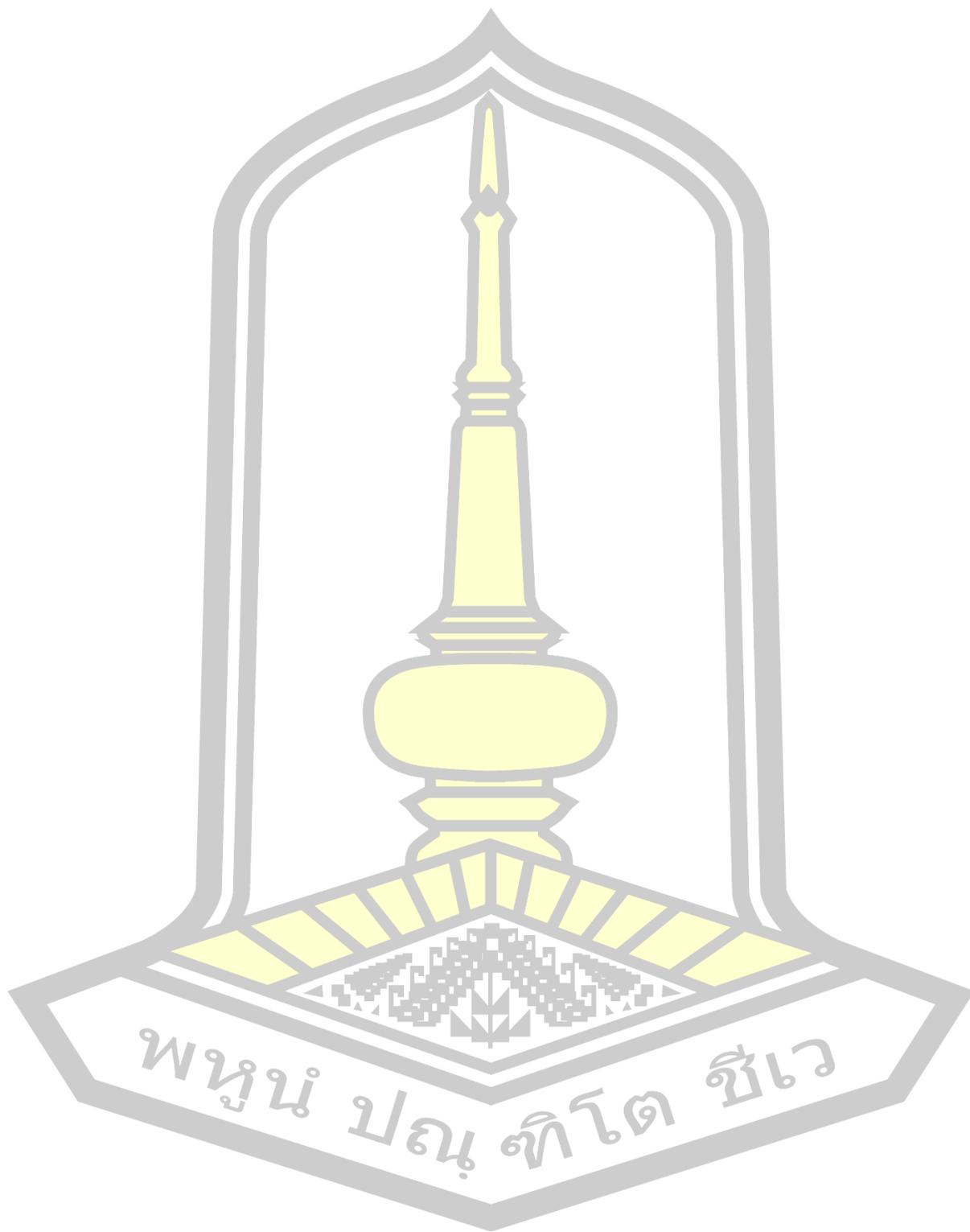
Opinions on Reasons to come to the Thai Sappaya spa	Level of opinion				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
Self-focused Attention in Thai Sappaya spa					
1. You come to receive spa services as a reward for yourself.					
2. You come to the spa service to try and get a new experience.					
3. You come to receive spa services to escape from the hustle and bustle.					
4. You come to receive spa services to get close to nature.					

Section 3: Opinions on Reasons to come to the Thai Sappaya spa(continue)

Stress and Balance Health Problems					
1.You come to receive spa services to reduce illness and health imbalance.					
2.You come to receive spa services to reduce tension and imbalance of mind.					
3.You come to receive spa services for restoring health and beauty.					
4.You come to receive spa services to reduce obesity and excess weight problems.					
Spa Brand Image					
1.The spa is famous for healing health and beauty.					
2.The spa reflects taste and social class.					
3.The spa reflects you as a health lover.					
4.The spa reflects Thai identity such as herbs and Thai massage.					

Section 4: Opinions on the wellness value, customer satisfaction and intention to revisit (continue)

Opinions on the wellness value, customer satisfaction and intention to revisit	Level of opinion				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
Wellness Values					
1.The value of spa services is that you feel that your body is light and comfortable, your muscles are relaxed, tight, energetic and alert.					
2.The value of spa services is that you feel that mental health of refreshed and exhilarated.					
3.The value of spa services is that you feel that you are in good mood.					
4.The value of spa services is that you feel that you recovered from depression.					
Customers Satisfactions					
1.You are satisfied with the decision to select this service.					
2.You are satisfied with the atmosphere and environment.					
3.You are satisfied with the services of the host staff and spa staff.					
4. You are satisfied with the facilities and service processes.					
5.You are satisfied with the variety of service items.					
6.You are satisfied with the health results of the service.					



BIOGRAPHY

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Research output	Sangsri, E., Chattukul, A., Chadchavalpanichaya, K., Pholkerd, P., & Lavong, A. (2021). An Assessment Service Quality of Thai Traditional Massage Customer in The Situation of The Covid-19: An Empirical Analysis. วารสาร วิชาการ มหาวิทยาลัยราชภัฏบุรีรัมย์ มนุษยศาสตร์ และ สังคมศาสตร์, 13(1), 109-130. Sangsri, E., Ruanguttamanan, C., & Wongkhae, K. (2021). An Assessment of Service Quality by Thai Sappaya Spa Customers: An Empirical Analysis. Academy Of Strategic Management Journal, 20(3), 1-10.

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