

Marketing Mix Factors Affecting Satisfaction in Health SPA Service of Health Land Shop Users in Nonthaburi Province

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Abstract: Research on Marketing Mix Factors Affecting Health Spa Satisfaction. The objective is to investigate the level of marketing mix factors and their impact on customer satisfaction with Health Land spa services in Nonthaburi Province. Using a convenience sampling procedure, 400 Health Land spa customers were chosen as part of the sample. Descriptive statistics, frequency distribution, percentage, mean and standard deviation (Std.), inferential statistics, and multiple regression analysis using the Enter Method are all examples of descriptive statistics. The marketing mix factor (7P's) affecting service satisfaction ($R^2 = 0.94$) could predict the satisfaction of receiving the service at Health Land spas in Thailand, according to hypothesis testing. When each element was considered, it was discovered that all factors of using Health Land spa services in Nonthaburi province affected satisfaction at a statistically significant level of 0.05, 0.01.

Keywords: marketing mix, satisfaction, service

1. Introduction

Stress and health problems occur as a consequence of the current socioeconomic and competitive business conditions, regardless of the status of the business owner or the employee. As a result, consumers are beginning to take their health more seriously; these customers have a choice in how they care for their health. There are also several ways to relax, such as visiting a spa, entrance to a sports facility and activities such as park aerobics, yoga, going to the movies, or department store shopping. However, the most popular and widely used technique of relaxation is access to spa services, which, in addition to relieving stress, can also be beneficial to one's health. Thailand now has policies and measures in place to provide health care. By concentrating on the improvement of quality, encourage entrepreneurs to increase their competitiveness (National Economic and Social Development Plan No. 12, 2017–2021).

There are an increasing number of entrepreneurs in the spa business due to the current competitive environment. The domestic spa industry is currently worth roughly 35 billion baht, with an average growth rate of 8%, and is expected to rise exponentially as the tourism sector grows. And there's the fact that people want to relax and heal (marketer, 2020) the primary goal for spa business owners is to pay attention to the items they utilize. The ideal service rating for various service channels focuses on customer-friendly marketing efforts. In addition, the company's physical presence should be more obvious. Service providers' skills, like the heart of service, must be service-oriented. There is a regulated, methodical work procedure in place. Enthusiastic regularly improve oneself (E. Jerome McCarthy, 2015). The market mix factor (Kotler, 2012; Lovelock & Wirtz, 2010) argues that good service (Product), acceptable service rate (Price), and location are

the main priorities for spa business operators. The service recipient's marketing promotion (Promotion) is the emphasis of the service provider's location (Place). Service persons (People), the service method (Process), and the physical appearance (Physical evidence) of the firm should all be more easily available. Customers are impressed by service-minded employees who follow a workflow in a standardized system and are constantly improving themselves (E. Jerome McCarthy, 2015) and they will return to use the service, allowing the firm to flourish in the future.

Objectives of the study

1. To investigate the level of marketing mix factors and Health Land consumers' satisfaction with health spa services in Nonthaburi Province.
2. To investigate the impact of marketing mix factors on health spa service satisfaction among Health Land shop customers in Nonthaburi Province.

2. Concepts and theories about satisfaction

"Satisfaction" relates to a person's level of favorable feelings about something, and it has two meanings.1) Customer and job satisfaction with service providers. In terms of consumer or customer satisfaction, the researcher offers here (Pennapha Charasphan, 2014). One of the most important aspects influencing the success of work that focuses on the efficiency of work by the goals set as a result of receiving a response is satisfaction. According to Kotler and Keller (2011), satisfaction refers to a person's feelings as a result of comparisons between the tasks perceived by the goods or service, expectations, and measurement of operational success in terms of customer satisfaction on repeat purchases based on word of mouth. Customer satisfaction, according to Anton Jon (1986), is a concept that combines short-term success with long-term corporate growth.

Customer satisfaction is an important strategic tool for increasing market share and profit, as evidenced by the significance of 30% customer satisfaction. Customer satisfaction is a vital success factor for executives, and it affects everyone in the organization. Furthermore, in the organizational structure, client satisfaction is quantified, investigated, and being used as a guideline.

2.1 Concept and Theory of service quality

Service quality relates to providing the finest service possible to provide maximum customer satisfaction, with the client frequently comparing the service received to an expectation before receiving it. Thus, customers will be satisfied if the quality of service received is better than expected, such as in terms of impression, worth, and word of mouth (Zeithaml, Berry, & Parasuraman, 1988; Parasuraman & Grewal, 2000).

1. Responsiveness refers to the speed with which service providers respond to the needs of service recipients, showing readiness and willingness to meet those needs promptly that is simple and convenient to use. Fastening service distribution is included to give users the best impression and satisfaction.

2. Empathy refers to a service provider's ability to understand a client's needs and deliver individualized service without discriminating, as well as caring for and understanding the recipient's needs. (Zeithaml et al., 2002).

3. Repurchase refers to the consumer's impression of the provider based on their service experience as well as consumer loyalty to the service (Taylor and Baker, 1994), resulting in a positive attitude that encourages users to return in the future (Oliver, 1997), which is in line with research by Kim et al (2013) According to Anderson, Fornell, and Lehmann (1994), the return of repeat purchase or use of service is depending on the customer's initial use of the service. If the customer is satisfied with the service, loyalty and repeat purchases will occur, eventually forming a "loyalty ring."

The focus on repurchasing products or services can generate profit and business growth by increasing purchases as part of marketing expense reduction, as well as decreasing the risk of strong market competition.

4. Assurance refers to the knowledge, expertise, politeness, humility, or good manners of service providers' staff, who must have exceptional service skills and good talent to be the finest service recipient. (Parasuraman and Grewal, 2000).

5. Reliability refers to the ability can provide service that meets the organization's vision, mission, and customer promises. As a result, every service must be consistent and accurate, and it must occur to all service recipients without discrimination every time they use the service and trust. (Parasuraman & Grewal, 2000; Zeithaml et al., 2002)

2.2 Concepts and theories of service ice marketing mix

The marketing mix, according to Kotler (2011), is a combination of marketing tools used by firms to achieve marketing objectives in a target market by responding to client wants to attain satisfaction. According to Kotler & Keller (2006), the marketing mix, often known as the 7Ps, refers to the marketing variables that a corporation may manage and use to satisfy a target group.

Kotler (2011) divides the marketing mix or 7Ps as follows.

1. Product refers to the seller's supply reaction to demand, which can arouse the customer's interest in the product and make them desire to purchase it for consumption.

2. Price refers to the market value of a product. After the product, there is the second P: price.

The customer's expense is the price. Consumers will weigh the product's worth against its price and the quality of its service.

3. A structure or channel that comprises institutions and activities used to deliver products and services from an organization to the market is referred to as a place.

4. Promotion is the process of communication between the seller and the buyer to influence attitudes and purchasing habits. Personal selling and non-personal selling are two types of selling that can be used in communications.

5. People refer to service as requiring interaction between consumers and staff, and this engagement has an impact on the customer's sense of physical service, which can make a significant difference in consumer satisfaction. Companies are responsible not only for the creation of services but also for the sale of products and services, therefore creating relationships with clients is important.

6. Physical Evidence refers to the tangible aspects of service delivery and setting. A concrete impact that will influence the customer's perception of the service environment's quality of service.

7. Process implies that service providers must follow procedures when providing services to customers. Because a client is involved in the production process of a service task, flow, and progress, it is more significant than the product's feature.

As a result of the above, it can be stated that the principle of Service marketing mix is relevant to firms that provide services when developing marketing strategies.

Service businesses, unlike manufacturing organizations, must employ service marketing strategies (7Ps), which include Products, Prices, Places, Promotion, Processes, Personnel, and Physical, while maintaining a focus on customer satisfaction.

2.3 Related research

Lingling Liang (2016) discovered the following factors of service quality and the perceived value that influence customer satisfaction, trust, and loyalty to Bangkok spa salons:

(1) Service quality in terms of reliability has a favorable impact on satisfaction in terms of the perceived value of functionally, socially, and emotionally. (2) Service quality has a significant effect on trust on the visual element of confidence, perceived social and emotional value, and (3) Satisfaction and trust have a positive influence on loyalty.

Mamoun N. Akroush (2011) has categorized the 7Ps of the Reviewed Services Marketing Mix: An Empirical assessment of generic Ability, usability, and effects on Performance in Jordan to examine the general capabilities, Boom and Bitner (1981). Quantitative research is the result of analyzing the effect of SMMs on business performance in a service organization adopting the Marketing Mix Paradigm (SMM), 7Ps. The sample group consisted of 164 marketing managers from a service organization, and the data were analyzed using structural equations.

There are just five factors made up of service workers, according to the research model and finding hypothesis. Service pricing, channels, processes, and physical presentation all seem to have a positive and significant impact on a service organization's performance.

Rama Yelkur (2008) investigated customer satisfaction and the service marketing mix as it relates to customer perceptions of the service. According to the results of the study, marketers must comprehend the necessity of communicating with clients through marketing concepts.

This paper focuses on one facet of the adaption process: customer service satisfaction. This article aims to create a model that illustrates the impact that each component of the service marketing mix has on the consumer's expectations of service. Customers' experiences with services are influenced by major factors in the service marketing mix area, which have an impact on customer expectations for physical evidence, participants, and processes. The service, feelings, and impressions of customers have an impact on acquiring new customers and retaining existing customers. Fundamentals of the proposal are linked to marketing mix variables and client impressions of the service in the format presented. Customers' expectations are generated from their own or others' experiences with the service in this model. Other services are priced similarly, and an organization's promotional strategy of presenting the features of the services given is the same.

3. Conceptual framework

From the review of related documents and research, the researcher proposed the research framework as follows:

3.1 Research conceptual framework

Independent variables

Dependent variables

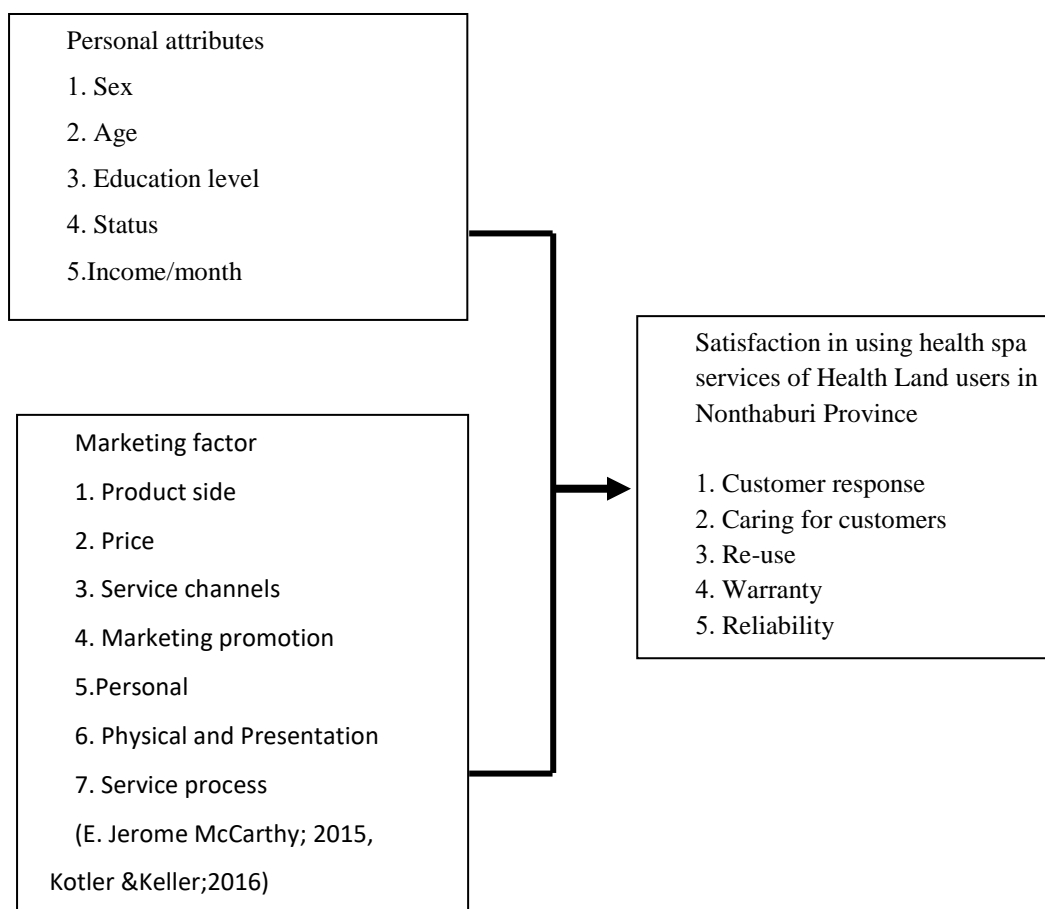


Figure 1 Conceptual framework

4. Methods of conducting research

4.1 The population and sample used in this study were 400 clients who came to Nonthaburi Province to seek health and spa services. The convenience sampling method was used to select the target at random.

4.2 Research instrument

The researcher employed a questionnaire that had passed a test and was found to be reliable based on the criteria. It is organized into three components as a tool for this research:

1. Gender, age, education level, status, and average monthly income are the personal characteristics of spa service users, as determined by a checklist questionnaire.
2. The marketing mix for services (1) Service (2) Price (3) Service channel (4) Marketing promotion (5) Personnel (6) Physical and Presentation and (7) Service process; rating scale questionnaires at the 5 level
3. (1) Responsiveness, (2) Empathy, (3) Repurchase, (4) Assurance, and (5) Reliability are five satisfaction criteria when utilizing health spa services. The following is a five-level rating scale: Respondents will grade the amount of fact by assigning a score of 5 to the most, 4 to a lot, 3 to moderate, 2 to little, and 1 to the least.

5. Data Analysis

Data analysis includes the following statistical technique, which is carried out using a social science research package for statistical calculations (Thanin Silcharu, 2012):

1. Descriptive statistics, such as frequency and percentage, are used to characterize the respondents' characteristics.
2. Mean and Standard Deviation (Std.) are used to describe the nature of the questions.
3. Inferential statistic for Multiple regression analysis by entering Method to study the relationship between multiple independent variables and one dependent variable to see if any independent variables predicted or explained variation of the variable; written as $y = b_0 + b_1x_1 + b_2x_2 + \dots + b_k x_k + e$

6. Research results

The results of the analysis of personal characteristics of the respondents found that most of the respondents were female 78.0%, aged between 35-45 years, 67% with bachelor's degree, 66.0% below bachelor's degree, 26.75% higher than bachelor's degree, 7.25 % married, 69.5% single, 23.25 percent widowed/divorced/separated, 7.25% have monthly income 30,001 – 50,000 baht, 56.75% income 50,001 – 70,000 baht, 20.75 % income 30,000 baht or less 17%, and income of 70,001 baht or more 5.5%

Table 1 Mean, Standard Deviation (Std.), Service Market Mix, and Overall Service Quality

Marketing Mix	Mean	Std.	Level
1. Product (X_1)	3.737	0.736	High
2. Price (X_2)	3.849	0.784	High
3. Service channels (X_3)	3.787	0.778	High
4. Promotion (X_4)	3.721	0.816	High
5. Personal (X_5)	3.994	0.739	High
6. Physical and Presentation (X_6)	3.754	0.624	High
7. Service process (X_7)	3.834	0.779	High
Service quality satisfaction			
1. Customer response (y_1)	3.752	0.755	High
2. Customer care (y_2)	3.834	0.751	High
3. Repeat service (y_3)	3.868	0.639	High
4. Warranty (y_4)	3.816	0.564	High
5. Service reliability (y_5)	3.784	0.537	High

From Mean and standard deviation (Std.) table, overall of Service market mix; Mean = 3.994 -3.721, Std. = 0.816 - 0.62. Service quality satisfaction; Mean = 3.868 -3.752, Std. = 0.755 - 0.537 which all aspects were at a high level.

Table 2 Service market mix forecast hypothesis testing that influences service quality satisfaction by using Multiple Linear Regression: Enter Method.

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	S.E.	β			Tolerance	VIEW
(Constant)	.550	.043	-	12.721	.000	-	-
1. Product (X ₁)	-.005	.014	-.007	-.364	.716	.403	2.480
2. Price (X ₂)	.008	.013	.012	.608	.544	.394	2.538
3. Service channels (X ₃)	.218	.014	.309	16.035**	.000	.389	2.570
4. Promotion (X ₄)	.137	.014	.204	9.744**	.000	.329	3.036
5. Personal (X ₅)	.221	.014	.305	15.572**	.000	.377	2.654
6. Physical and Presentation (X ₆)	.191	.017	.230	11.188**	.000	.344	2.906
7. Service process (X ₇)	.083	.013	.120	6.195**	.000	.383	2.608

*** P<0.01,0.05

R=0.970, R²= 0.940, Adj R²=0.939, F = 926.551 sig = 0.000

From the table of Service market mix forecast hypothesis testing that influences service quality satisfaction by using Multiple Linear Regression: Enter Method. It was found that the service market mix factors classified into each aspect consisted of 5 variables, namely Service channels (X₃) Promotion. (X₄) Personal (X₅) Physical and Presentation (X₆) and Service process (X₇). The seven predictive variables were 93.9% predictive of statistical significance at the 0.01 level, which can be described as service channels were increased by 1 unit then resulting in a 21.8 percent increase in overall service quality satisfaction

The independent variables had tolerance values between 0.329 – 0.403 and VIF was between 2.480 -3.036, both of which were in a low correlation. Therefore no problem with multicollinearity, where tolerance must be greater than 0.01 and VIF must be less than 10 (Vanichbuncha, 2007).

7. Summary, discussion of results, and recommendations

Discuss the results

1. In Nonthaburi Province, service has affected satisfaction with Health Land spa services. Furthermore, statistical significance was found at the 0.01 level, confirming the hypothesis proposed by Rewat Chatreewisit et al. (2010), who said that the speed of service has a direct influence on customers. The beneficial impact of the quick and timely manner on the service is significant.
2. In Nonthaburi Province, the cost of using Health Land spa services affected satisfaction. The hypothesis is accepted with a statistical significance of 0.01, following Michael E. Porter's (2005) view that a pricing strategy is a cost-effective approach for firms to gain an advantage over their competitors.
3. Place influenced the satisfaction of using the service at Health Land Spa in Nonthaburi Province. Therefore, the hypothesis was accepted by Chakrit Ongtun and Prasopchai Phasunon (2016) who said that the level of channel satisfaction influenced the satisfaction of the distribution channel using service technology
4. Promotion influenced the satisfaction of using Health Land spa services in Nonthaburi Province. Statistically significant at the 0.01 level, confirming the theory proposed by Rattiyaporn Phisanwarapong (2017), who stated that the marketing mix marketing promotion has an impact on the choice to utilize the service.
5. Personality influenced the satisfaction of using Health Land spa services in Nonthaburi Province with statistical significance at 0.01 level, As a result, adopting the hypothesis proposed by Sanjuta Chamrunwat (2016), who stated that staff marketing mix influences customer choice of food truck service (Food Truck) in Bangkok.

6. Physical and Presentation influenced the satisfaction of using Health Land spa services in Nonthaburi Province. As a result, the hypothesis proposed by Fatimah Furaiji et al. (2012) that physical characteristics and marketing mix were closely connected to consumer behavior with statistical significance at the 0.01 level is confirmed.
7. The service process influenced the satisfaction of using the service at Health Land Spa in the Nonthaburi Province. As a result, the hypothesis was accepted, as stated by Samon Promhitatorn (2017), who claimed that service process factors influenced satisfaction with day spa services.

8. Suggestions to use

From the research results, the researcher realized the importance of improving the service response to the service receptor to increase the number of customers coming to use the service at Health Land Spa in Nonthaburi Province, The researcher has suggestions as to following;

1. Service, the entrepreneur should emphasize staff skills to give services quickly to respond to customers' needs and satisfy them, rather than relying on training sessions to keep employees professional.
2. In terms of pricing, entrepreneurs should consider offering a range of costs to satisfy clients and encourage them to be interested in tangible spa services.

8.1 Suggestions for the next research

1. To obtain more concentrated data and to improve and increase efficiency in the spa business, the study area should be expanded and compared.
2. Qualitative research should be conducted alongside quantitative research to get scope and depth, as well as relevant insights, to design a more effective spa business competitive strategy.

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