

**INFLUENCES OF E-SERVICE QUALITY AND TAM ON E-SATISFACTION AND E-LOYALTY IN MOVIE THEATER INDUSTRY IN BANGKOK**

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[dx.doi.org/10.18374/CBR-2-2.7](http://dx.doi.org/10.18374/CBR-2-2.7)

**ABSTRACT**

The purpose of this paper is to explore knowledge about the influences of e-service quality and technology acceptance model (TAM) on e-satisfaction, e-loyalty, and online purchase intention in movie theater in Bangkok, Thailand. The online model was developed based on e-service quality and TAM. A self-administered questionnaire was employed to collect data from customers who had used and purchased services via online outlets (that are website, and mobile application). The data were collected from the respondents in Bangkok area during March 2014. 280 completed questionnaires were used to analyze and test the model by applying a structural equation model (SEM). The results showed that tangible (i.e., website/mobile app has a nice looking and modern design, provides necessary functions) has the greatest influence on the e-satisfaction, followed by responsiveness, perceived usefulness, perceived enjoyment, and reliability. While perceived usefulness has the greatest influence on the online purchase intention, followed by perceived enjoyment.

Keywords: *e-Satisfaction; e-Loyalty; e-Service Quality; Technology Acceptance Model; Movie Theater*