

**THE EFFECT OF SERVQUAL ON THE PURCHASE INTENTION IN A RETAILING SECTOR,
UDONTHANI, THAILAND**

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ABSTRACT

The paper is designed to provide a quantitative measure of the service quality in the retailing sector in the upper Northeast, Thailand. The objectives of this study are: (1) to examine the validity and reliability of the measure of the SERVQUAL, and (2) to examine the causal relationship among the 5 dimensions of SERVQUAL and purchase intention within the retailing sector in UdonThani, Thailand. The research mainly involves a survey design. It includes a pilot test using students at UdonThani Rajabhat University for questionnaire pretesting. In addition, this investigation into tangibility, reliability, assurance, response, and empathy dimensions necessitates uncovering variables of interest and this involves a large-scale field study. The data were collected via questionnaire interviews from 283 samples comprising the customers of retail stores in UdonThani, Thailand. Respondents were asked to rate, on a seven-point Likert scale showing their agreement or disagreement on the SERVQUAL attributes. LISREL was used for data analysis since the proposed model is a simultaneous system of equations having latent constructs and multiple indicators. Quantitative data were analyzed by the statistical techniques, such as structural equation modeling. It was found from the study that the tangibility influenced on empathy, response, assurance and reliability which in turn influenced on the purchase intention. The managerial implications were discussed.

Keywords: *SERVQUAL, Purchase Intention, Retailing, Structural Equations.*