

Factors Influencing the Satisfaction of Users of the Chao Phraya Express Boat Pier Sathorn, Bangkok

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Abstract:

The customer satisfaction in case of service is mostly dependent on the interaction of service provider with the consumer. There are various factors that might impact the customer satisfaction and some of the important factors include user experience of the boats, information quality about boat service and ethics of the service provider. In this regard, the purpose of the current study was to explore the impact of user experience, information quality about boat service and ethics of service provider on the customer satisfaction of users of Chao Phraya Express Boat Company Sathorn, Bangkok along with the moderating impact of openness to experience. 390 respondents were involved in the data collection process and data was collected by questionnaire survey. The data was subjected to statistical analysis and the results of the analysis suggest that all the independent variables i.e. user experience, information quality about boat service and ethics of service provider have significant and positive impact on customer satisfaction. In the same way, the moderating variable i.e. openness to experience has significant moderating role in case of information quality and ethics but its role is insignificant in case of user experience.

Keywords: *User experience, Information quality, Ethics, Service provider, Customer satisfaction, Chao Phraya express*

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I. INTRODUCTION

One of the most significant differences between products and services is that the services are intangible in nature while the products are tangible. Based on this difference, the researchers have associated the concept of ‘moments of truth’ with the service encounter between the consumer and the service provider (Normann, 1991). In the service encounter, the service industry or company is in direct contact with the customers through an important tool i.e. communication. In case of service delivery, communication is an essential component as the front line employees of the service companies

may increase or decrease the value of a service through different aspects of communication i.e. verbal and non verbal. Thus it can be suggested that the customer satisfaction in case of service is mostly dependent on the interaction of service provider with the consumer (Normann, 1991). A company named “Chao Phraya Express Boat Company” has been providing boat services to the passengers. Chao Phraya Express Boat Company CPEX was established in September 1971 and has been providing transport services to many people since then. The company has the fleet size of 65 boats among which 15 boats are very huge in size and the

remaining 50 are with regular sizes with the average carrying capacity of 200 passengers. There are various factors that might impact the customer satisfaction and some of the important factors include user experience of the boats, information quality about boat service and ethics of the service provider. User experience refers to the overall experience of the consumer about the product or service in different aspects such as the ease of use of product or service or usefulness of the product or service. In the same way, the quality of information provided by the company about its product or service in terms of usage or benefits etc. is also an important determinant of consumer satisfaction (Echeverri, 2000). Moreover, the ethics of any company and the ability of that company to follow these ethics also plays important role in ensuring the customer satisfaction (Gallarza, Arteaga-Moreno, Del Chiappa, & Gil-Saura, 2016).

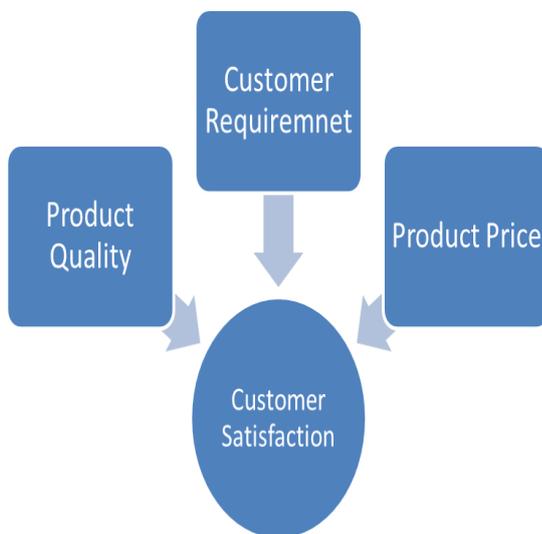


FIGURE I:
Customer Satisfaction Determinants (edraw)

As far as services are concerned, customer satisfaction is very difficult to achieve as the service delivery process takes place with the interaction of both customer and the service provider employee. Several steps can be taken in this regard to ensure the customer satisfaction such as by providing them the best user experience, providing them good quality of information about the service and finally

by following the ethics regarding the provision of service. In the past, these three aspects have been studied in different contexts but they haven't been considered for a service company. To fulfill this gap, the researcher has conducted this study which has the following objectives;

- To analyze the impact of user experience on the customer satisfaction with the boat service of CPEX
- To analyze the impact of information quality about boat service on the customer satisfaction with the boat service of CPEX
- To analyze the impact of ethics of service provider on the customer satisfaction with the boat service of CPEX
- To determine the moderating role of openness to experience in the relationship between user experience, information quality and ethics; and the customer satisfaction

This study will have the practical significant for CPEX company as well as other service providing companies to improve the user experience, information quality and ethics of their service and thus providing their customers an openness of experience and customer satisfaction. This study will be theoretically important to the researchers because they can use it in their studies for literature.

TABLE I:
Satisfaction and Loyalty (Slide team)

| Satisfaction Measure | Loyalty % |
|------------------------------------|-----------|
| Very Dissatisfied | 20 |
| Dissatisfied | 40 |
| Neither satisfied nor dissatisfied | 60 |
| Satisfied | 80 |
| Very Satisfied | 100 |

II. LITERATURE REVIEW

2.1. Impact of User Experience on Customer Satisfaction

The concept of user experience is very important and significant for the evaluation of the customer satisfaction both in case of products and

services. The literature has various studies that have studied the concept of user experience in collaboration with the satisfaction level achieved by the customers. A similar study has indicated that different levels of experience make people different in context of the knowledge about a particular product or service (Mitchell & Dacin, 1996; Söderlund, 2002). This difference in the knowledge possessed by the customers leads towards the different attitudes towards information processing such as reasoning, problem solving, forming opinions about product or service etc. (Maestro, Gallego, & Requejo, 2007; Adebola, 2018; Razzaq, Maqbool, & Hameed, 2019). In other words, these studies show that the level of customer satisfaction is actually the reflection of user experience. In another study of related context, it was discovered that user experience and expertise can also be related to each other (Rodgers, Negash, & Suk, 2005). In the same way, another study has associated the concept of user experience with self efficacy of the customer (Bandura, 1986). As far as expertise is concerned, it refers to the ability of a person to perform tasks regarding a product or service that enables the people to have a good experience of that particular product or service. In the same way, self efficacy is actually the sense of a person through which the desire to achieve particular outcome can be obtained. Moreover, user experience has also been related to the user perception of ease of use according to a past study (Venkatesh & Davis, 1996). This indicates that the user experience might also lead towards the perception creation in a person regarding ease of use of a particular product (Badran & Al-Haddad, 2018). Thus it can be suggested that the user experience of people might enhance the customer satisfaction of the customers that consume the service of transportation through boats. Therefore, it can be hypothesized that;

H 1: *User experience has significant impact on the customer satisfaction with the boat service of CPEX*

2.2. Impact of Information Quality about Boat Service on Customer Satisfaction

As discussed in the introduction section, in case of service provision, communication is considered as an essential key to provide up to the mark and out of the box service to the customers. During the service encounter, the customer and the service provider communicate through different verbal and non verbal contexts. In this context, a vast number of studies have been conducted in the past that have put a string emphasis on the quality of communication with the customers by the service providers (M. S. Balaji, Roy, & Lassar, 2017; Echeverri, 2000; Jung & Yoon, 2011; Ramírez-Cruz, 2017). One of the most important aspects of communication and the part of this study is the information quality which might lead towards the satisfaction of the customers. A similar study has suggested that the information quality by the service provider plays an essential role in the positive word of mouth by the customers and this is possible only when the customers are highly satisfied by the service (M. Balaji, Roy, & Wei, 2016; Ifeoma, 2019). Another study suggested that customers pay a good attention towards the verbal and non verbal communication of the service providers and it thus impacts the perception of quality of the service (Echeverri, 2000). In the exact similar manner, another study emphasized the role of communication and information quality on the customer satisfaction (Phuong & Dai Trang, 2018). Thus it can be suggested that the quality of information provided by the service providers might lead towards higher levels of customer satisfaction. Thus it can be hypothesized that;

H 2: *Information quality about boat service has significant impact on the customer satisfaction with the boat service of CPEX*

2.3. Impact of Ethics of Service Provider on Customer Satisfaction

Ethics of a service provider company refer to the values in which people feel obliged to do acts that are selfless to create ease for the other. A study

was conducted that associated the concept of ethics with spirituality and it was studied as one of the factors of playfulness (Mathwick, Malhotra, & Rigdon, 2001). In the same way, another similar study was found in which the researchers studied the concept of altruism in connection with ethics and spirituality where spirituality was considered as escapism and relaxation from the daily routine. That research was based upon the relationship of altruistic values with the customer satisfaction (Gallarza, Arteaga, Del Chiappa, Gil-Saura, & Holbrook, 2017). In the same way, a past study suggested that in addition to service quality, social values and efficiency, the aspects such as spirituality and ethics are also the determinants of customer satisfaction (Gallarza et al., 2016; Egbuniwe, 2019). In short, the concept of ethics is studied in context of acts of goodness and virtue and it makes people aware of the right and wrong deeds in product or service provision process (Elbeltagi & Agag, 2016). This discussion leads to the fact that ethics by the service providers might play important role in the enhancement of customer satisfaction. Thus it can be hypothesized that;

H 3: *Ethics of service provider has significant impact on the customer satisfaction with the boat service of CPEX*

2.4. Moderating Role of Openness to Experience

Openness to experience is actually a personality trait or personality type and the past studies have shown a significant relationship of openness to experience with the customer satisfaction. In this regard, a study has found out a direct relationship between the personality traits and the customer satisfaction level especially in context of service sector (Gountas, 2004). Another similar study in tourism context suggested that the experience of tourism is highly impacted by the mental state of the consumer which is highly influenced by the personality of that person (Andersson, 2007). In this context, a study indicated that not only the tangible aspects result in the experiences of the customers but the intangible

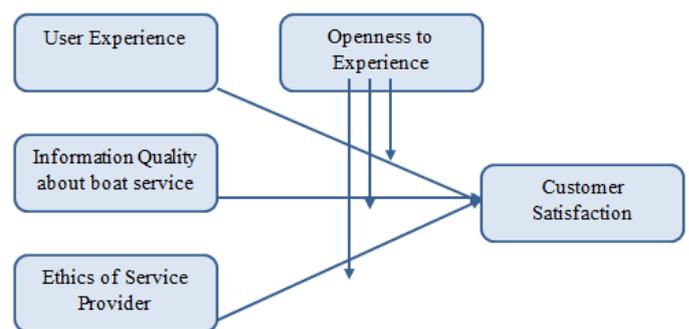
aspects such as those obtained by the five senses about the product or service also impact their experience (Carbone & Haeckel, 1994). Thus based on this discussion, it can be stated that in addition to the user experience, information quality and ethics by service provider, the openness to experience might also play significant role in the satisfaction of the customers and thus it has been taken as a moderator in the current study (Hairuddin & Shuib, 2018; Mann & Rawat, 2016; Özhan, Altug, & Deniz, 2018). The following hypotheses can be generated in this regard;

H 4(a): *Openness to experience has significant moderating impact on the relationship between user experience and customer satisfaction*

H 4(a): *Openness to experience has significant moderating impact on the relationship between information quality about boat service and customer satisfaction*

H 4(a): *Openness to experience has significant moderating impact on the relationship between ethics of service provider and customer satisfaction*

2.5. Theoretical Framework



III. METHODOLOGY

The details regarding the sample and population, data gathering process, measurement items of the variables, tests and techniques applied for the analysis purpose can be found in this section.

3.1. Sample Details

The current study has been designed with the aim of exploring the impact of user experience, information quality about boat service and ethics of

service provider on the customer satisfaction of users of Chao Phraya Express Boat Company Sathorn, Bangkok along with the moderating impact of openness to experience. For this purpose, the data has been collected from the regular users of the boat transport company through online questionnaires with prior permission. The data obtained by the users might be useful as the context of the study is about the satisfaction of the users. In this regard, the researcher had distributed questionnaire among 450 users and the responses from 390 respondents were accepted. The reason why the remaining questionnaires were not accepted was that they were not reliable enough or were incomplete.

3.2. Measures

The measurement items associated with each variable have been described here.

In this regard, user experience has five items for measurement developed by a past study (Berkman & Karahoca, 2016). Information quality about boat service also has four items for measurement and the sample item is “The service employee provides sufficient information about the service” (M. Balaji et al., 2016). Similarly, ethics of service provider has three items for measurement purposes and the sample item of this construct is “The environmental ethics of this service are in agreement with my own ethical and moral values” (Gallarza et al., 2016). The customer satisfaction has five measurement items, developed by a study in the past. A sample item is “To what extent has Shanghai transportation services met your expectations” (Dagger & Sweeney, 2007). In the last, the moderator, openness to experience is measured by five items, one of which is “People have often told me that I have a good imagination.” These items

have been taken from the inspiration of a past research (Ashton & Lee, 2009). In addition, these items have been measured on the basis of five point Likert scale that ranges from 1 to 5, where 1 refers to strongly disagree and 5 refers to strongly agree.

3.3. Data Analysis

The collected data has been applied the statistical tools and tests through SPSS and AMOS for tests such as structural equation modeling, confirmatory factor analysis, convergent and discriminant validity.

IV. DATA ANALYSIS

4.1. Demographics

In context of gender demographics, 55.1 percent males and 44.9 percent females were included among the respondents. Most of the respondents i.e. 40.5 percent belonged to the age group of 25 to 30 years old and those having age more than 45 years were just 3.8 percent. Moreover, the experience of most of the respondents i.e. 42.6 percent was ranging from 2 to 5 years. Only 9.7 percent of them had the experience of more than 8 years.

4.2. Descriptive Statistics

The possibility of the presence of any outlier or extreme value has been ruled out based on the results of descriptive statistics of variables reported in table 1. This is due to the reason that the range of 1 to 5 can be seen as the minimum and maximum in the table. Furthermore, the data has been found as normally distributed and this is evident because of the skewness values of the variables.

TABLE I:
Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | Std. Error |
|--------------------|-----|---------|---------|--------|----------------|----------|------------|
| UserExp | 390 | 1.00 | 5.00 | 3.3107 | 1.01692 | -.2684 | .12 |
| InfQA | 390 | 1.00 | 5.00 | 3.4278 | 1.00050 | -.4374 | .12 |
| EthSePr | 390 | 1.00 | 5.00 | 3.5692 | 1.15555 | -.6024 | .12 |
| OppExp | 390 | 1.00 | 5.28 | 3.4892 | 1.08848 | -.5774 | .12 |
| CustSat | 390 | 1.00 | 5.00 | 3.6094 | 1.11044 | -.6084 | .12 |
| Valid N (listwise) | 390 | | | | | | |

| | |
|-------------------------------|----------|
| Bartlett's Test of Sphericity | 7234.789 |
| Approx. Chi-Square | 210 |
| df | |
| Sig. | .000 |

4.3. KMO and Bartlett's Test

The results of KMO and Bartlett's test have been given in the table 2 and the factor analysis has been found as useful for the indicators of the current study and the response have also been found adequate because the values of both these test have provided evidence for it in the table.

TABLE II:
KMO and Bartlett's Test

| | |
|---|------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .924 |
|---|------|

4.4. Rotated Component Matrix

The table 3 shows the results regarding rotated component matrix and the values of factor loading for all the indicators of variables are given. It can be estimated from the results that the factors are useful for the study as there is no cross loading of the factors.

TABLE III:
Rotated Component Matrix^a

| | Component | | | | |
|-----|-----------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| UE1 | .816 | | | | |
| UE2 | .868 | | | | |

| | | | |
|-----|------|------|------|
| UE3 | .820 | | |
| UE4 | .804 | | |
| UE5 | .812 | | |
| IQ1 | .827 | | |
| IQ2 | .712 | | |
| IQ3 | .756 | | |
| IQ4 | .828 | | |
| IQ5 | .801 | | |
| ET1 | | | .835 |
| WT2 | | | .847 |
| ET3 | | | .812 |
| OE1 | | .817 | |
| OE2 | | .833 | |
| OE3 | | .816 | |
| OE4 | | .826 | |
| CS1 | | | .770 |
| CS2 | | | .812 |
| CS3 | | | .849 |
| CS4 | | | .837 |

4.5. Convergent and Discriminant Validity

The convergent and discriminant validities or construct validities' test results presented in table 4 suggest that as the CR and AVE values are according to the favorable range thus it can be derived from these results that the collected data

related to the different variables can validly be used for measuring these variables in the study (Albassami, Hameed, Naveed, & Moshfegyan, 2019; Basheer, Hameed, Rashid, & Nadim, 2019; Hameed, Nisar, Abbas, Waqas, & Meo, 2019).

TABLE IV:

Convergent and Discriminant Validity

| | CR | AVE | MSV | OE | UE | IQ | ET | CS |
|-----------|-------|-------|-------|--------------|--------------|--------------|--------------|--------------|
| OE | 0.930 | 0.767 | 0.376 | 0.876 | | | | |
| UE | 0.934 | 0.740 | 0.336 | 0.519 | 0.860 | | | |
| IQ | 0.918 | 0.692 | 0.336 | 0.558 | 0.580 | 0.832 | | |
| ET | 0.928 | 0.812 | 0.376 | 0.613 | 0.499 | 0.504 | 0.901 | |
| CS | 0.915 | 0.730 | 0.321 | 0.507 | 0.493 | 0.567 | 0.524 | 0.854 |

4.6. Confirmatory Factor Analysis

The results of CFA from table 5 provide enough evidence of the fitness and usability of the

model of the study because all indicators of CFA are having their values enclosed in the threshold range as provided in the same table.

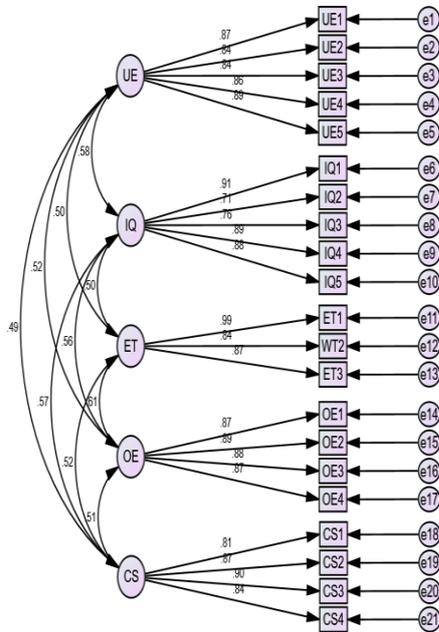
TABLE V:

Model Fit Indices

| CFA Indicators | CMIN/DF | GFI | IFI | CFI | RMSEA |
|----------------|---------|--------|--------|--------|--------|
| Threshold | ≤ 3 | ≥ 0.80 | ≥ 0.90 | ≥ 0.90 | ≤ 0.08 |

| | | | | | |
|----------|-------|-------|-------|-------|-------|
| Value | | | | | |
| Observed | 2.410 | 0.902 | 0.965 | 0.965 | 0.060 |
| Value | | | | | |

FIGURE I:
CFA



4.7. Structural Equation Modeling

The results of SEM in table 6 show that all the independent variables i.e. user experience, information quality about boat service and ethics of service provider have significant and positive impact on customer satisfaction. In the same way, the moderating variable i.e. openness to experience has significant moderating role in case of information quality and ethics but its role is insignificant in case of user experience.

TABLE VI:

Structural Equation Modeling

| | Regression | | Estimate | S.E. | C.R. | P |
|-----------------|------------|------------|----------|------|-------|------|
| CustSat | <--- | UserExp | .163 | .055 | 3.251 | .001 |
| CustSat | <--- | InfQABS | .307 | .057 | 5.975 | .000 |
| CustSat | <--- | EthSePr | .270 | .047 | 5.579 | .000 |
| | | Moderation | Estimate | S.E. | C.R. | P |
| ZCustSat | <--- | USxOE_Int1 | -.075 | .038 | - | .087 |
| | | | | | 1.712 | |
| ZCustSat | <--- | IQxOE_Int2 | .108 | .034 | 2.465 | .014 |
| ZCustSat | <--- | ETxOE_Int3 | .104 | .034 | 2.365 | .018 |

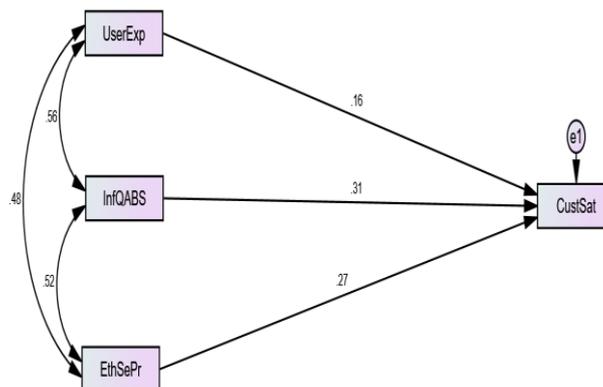
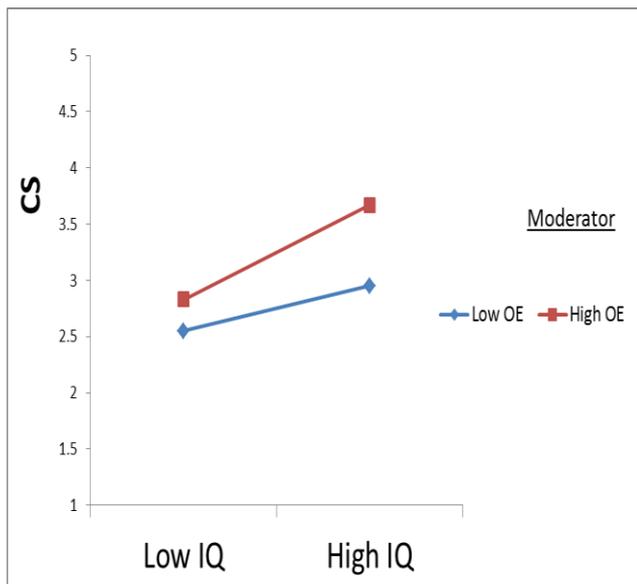
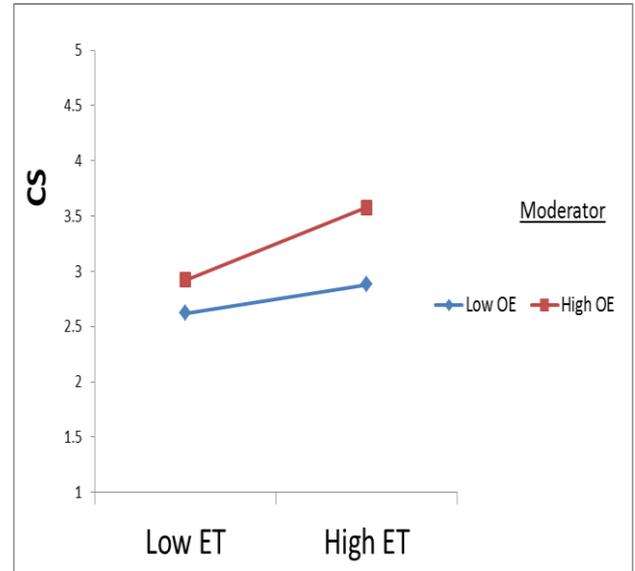
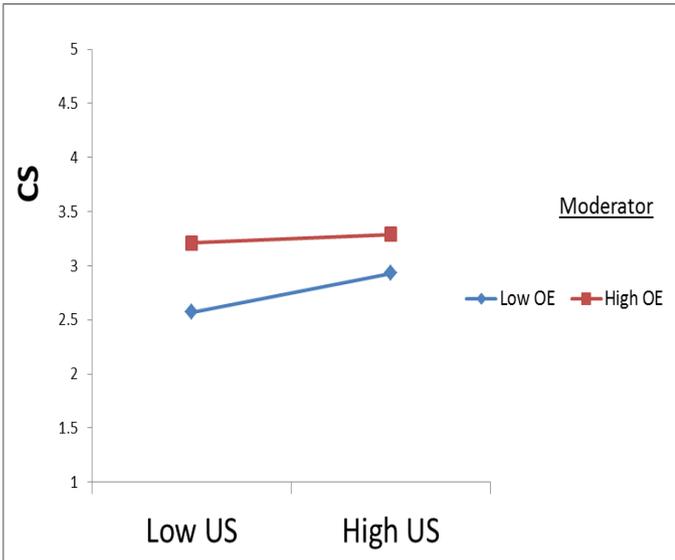


FIGURE II:

SEM

Moderation



V. DISCUSSION AND CONCLUSION

5.1. Discussion

The objective of the current study was to investigate the impact caused by user experience, information quality about boat service and ethics of service provider on the customer satisfaction of the users of Chao Phraya Express Boat Company Sathorn, Bangkok along with the moderating impact of openness to experience. To achieve this objective, the researcher collected data about these aspects and analyzed it by applying certain tools and techniques to verify the hypotheses developed in literature review. The first hypothesis that user experience has significant impact on the customer satisfaction has been accepted as per the results of the study. When the users experience the service personally the image of service might be changed in their minds and thus it will result in the satisfaction in them. This result is in accordance with the past studies (Liébana-Cabanillas, Muñoz-Leiva, Sánchez-Fernández, & Viedma-del Jesús, 2016; Lin & Cheng, 2017). The next hypothesis was that information quality about the boat service has significant impact on customer satisfaction and this hypothesis was also accepted according to the results. When the service providers

provide authentic and good quality of information to their potential as well as actual customers, it will increase the level of satisfaction in them. This result is also in line with the literature (Lumataw, Lapian, & Rumokoy, 2019; Shodiq, Hidayatullah, & Ardianto, 2018). The next hypothesis that ethics of service provider has significant impact on the customer satisfaction was also accepted in this study. When the service providers consider ethics during delivery or providing services, then the customer satisfaction will be increased. This result can be supported by the past literature (McMurrian & Matulich, 2016; Sulphay & George, 2017). In addition, the next hypotheses were generated in association with the moderating impact of openness to experience. The results suggested that the moderating impact of openness to experience is significant for information quality and ethics but insignificant for user experience. These results are in consistency with the past studies (Arora & Rangnekar, 2016; Martínez-Martí & Ruch, 2017).

5.2. Conclusion

The results have suggested that all the independent variables i.e. user experience, information quality about boat service and ethics of service provider have significant and positive impact on customer satisfaction. In the same way, the moderating variable i.e. openness to experience has significant moderating role in case of information quality and ethics but its role is insignificant in case of user experience. Based on these results, it can be concluded that the service companies must consider making the user experience and information quality about the service better to enhance customer satisfaction. In addition, these companies must also consider ethics for the same purpose.

5.3. Implications and Limitations

This study will have the theoretical implication that the researchers might find it useful in context of literature and future research. In addition, the practical implication for the service companies that it will provide information to these companies to make the user experience and

information quality about the service better to enhance customer satisfaction. In addition, these companies must also consider ethics for the same purpose.

The researchers must consider increasing the sample size of the study in future. They might also consider some other service company to obtain their perspective as well.

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