

TITLE	CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGY FOR BUILDING LOYALTY OF SUPERCENTER CUSTOMER
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ABSTRACT

This research was a mixed method research for both qualitative and quantitative research. This research aimed to : (1) survey the CRM strategy using of supercenter in Thailand according the perception of customer; (2) survey the satisfaction and the loyalty of supercenter customer in Thailand; (3) factor analysis of CRM Strategy, customer satisfaction, and customer loyalty of supermarket in Thailand; (4) analyze the influence of CRM Strategy and customer satisfaction on supercenter customer loyalty in Thailand; (5) develop CRM strategy for building loyalty of supercenter customer. The population of quantitative research was the supercenter customer in Thailand. The sample size is 526 by multi stage sampling. The instrument for data collection was a five rating scale. Data were analyze by descriptive statistics, structural equation model (SEM) analysis that consisted of confirmatory factor analysis (CFA) and path analysis. The data collection of qualitative research used six key informants in-depth interview and data analyzing used contend analysis.

The research results showed that (1) The supercenter in Thailand used CRM strategy in high level. (2) The supercenter customer in Thailand had the satisfaction and the loyalty in high level. (3) The observed variable of CRM strategy that had the highest value of standardized factor loading was the customer intimacy. The observed variable of supercenter customer satisfaction that had the highest value of standardized factor loading was the satisfaction about standard of goods and service. And The observed variable of supercenter customer loyalty that had the highest value of standardized factor loading was the loyalty about attitude. (4) In addition, it showed that CRM Strategy had influenced positive directly on customer satisfaction. It had influenced positive directly on customer loyalty and had influenced positive indirectly on customer loyalty through customer satisfaction. And customer satisfaction had influenced positive directly on customer loyalty. The structural equation model was good fit to empirical data by the indicators of $\chi^2 = 20.87$ $df = 22$ $P\text{-value} = 0.5285$ $\chi^2/df = 0.948$ $RMSEA = 0.021$. These quantitative research results consistent with the qualitative research results. (5) The model of CRM Strategy that can build the loyalty of supercenter customer in Thailand consists of operational excellence, product leadership, and customer intimacy. The supercenter should focus on CRM strategies in the following order: product leadership, customer intimacy, and operational excellence.