กลุ่มที่ 1

บทความระดับนานาชาติ

(International Papers)

Room 1:

Education, Liberal Arts

FACTORS AFFECTING THE INTENTION OF DIGITAL TRANSFORMATION OF THAI AGRICULTURAL ENTREPRENEURS

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ABSTRACT

The objective of the study is to examine the relationship among the perceived of digital technology, perceived of attributes of innovation, and digital readiness affect to and the intention of digital transformation in the Thai agricultural entrepreneurs. A total of 300 usable samplings of Thai agricultural entrepreneurs are obtained. Descriptive, frequency, percentage distributions, means are used to describe and report the information collected affecting to individual variables and demographic information. Furthermore, the data obtained is analyzed by Stepwise Multiple Regression. The findings reveal that the predictor variables of the perceived of digital technology, perceived of attributes of innovation, and digital readiness has positive relationship with the intention of digital transformation in the Thai agricultural entrepreneurs.

Keywords: Agricultural Entrepreneurs, Agro-Industry, Agribusiness, Digital Transformation

Introduction

As the world emerges from Covid-19, consumers' changing demands have created new trends in the agriculture sector. In Thailand, agriculture has been the foundation for the rapid development of many industries, in the form of the raw materials, intermediate goods, and domestic food. Moreover, Agriculture is one of the most important economic sectors in Thailand as it employs approximately 30% of the country's labor force (Digital Economy Promotion Agency, 2017). Thai Agriculture industry held six percent of GDP; however, the agriculture sector employs over one-third of the country's labor force (International Trade Administration, 2022). The trend of 2021 found that agricultural exports would increase compared to the previous year. Thailand is the world's largest exporter of tapioca products, rubber, frozen shrimp, canned tuna, and canned pineapple. According to the Office of Agricultural Economics (OAE) has reported that exports for agricultural products totaled 1.3 trillion baht or increased by 17 percent in 2021 (Sangpolsit, 2022). Prioritizing quality and safety are the key lead to increase for export. This growth was broad-based throughout the value chain of the agri-food sector. Significant growth in consumer spending has played a significant role in this expansion, driving demand in the hospitality industry and food retail. However, Thai agricultural sector confronts many challenges such as fluctuated prices of agricultural products, inappropriate use of farm inputs, lack of water, climate change, natural disasters, depleted natural resources and aging labors and manpower (Pongsrihadulchai, 2019).

In line with the changes, the government established the policies to make the development more sustainable and support farmers to develop themselves as smart farmers and to enhance the strength and potential of agricultural entrepreneurs for competition in the global market, which drive the national economy by creating more value for the Thai agricultural sector and driving to the digital economy. Thailand 4.0 is mainly focus at least three major changes, which are 1) change production of "commodities" into "innovative products; 2) transform industry-driven activities into those driven by technology, creativity and innovation; and 3) shift from the focus on making products, to providing services (Yoon, 2016). Therefore, Thailand 4.0 is based on value-based economy, integrated by digital technology and innovation. It became crucial for the new economy era.

However, one of priorities for developing Thai agricultural sector is to upgrade products to the global market. Thai agricultural entrepreneurs need to develop marketing knowledge, selling techniques, testing and validating global market, and creating awareness on product brands (Manit, 2022). However, one of the crucial of Thailand 4.0 model is to help Thai to adapt to global competitive pressures by increasing the technological base through the development and integration of enabling innovation, and digital technologies (Languepin, 2016). Moreover, the growths of the technology, especially the digital economy and the revolution of business processes have transformed a new interest in the digital business development and business strategy. Therefore, the objective of the study is to examine the factors, including perceived of technology and digital readiness significantly affect to digital transformation in the Thai agricultural entrepreneurs.

The Digital in Agricultural Industry

The agricultural sector has played an important role in developing the Thai economy. The evolutions of Thailand's agricultural sector can be described into four eras (Digital Economy Promotion Agency, 2017).

1) Traditional farming - In the first era (Agricultural 1.0), prior to 1986, this was the stage of traditional farming. Farmers cultivated their crops with inappropriate knowledge.

2) The second era (Agricultural 2.0) was between 1986-1999 which farmers gained agricultural knowledge and technique especially chemical products. However, Farming process was still cultivated with the same pattern. Farmers used this technique to increase their products, at the same time, the sector required more labors.

3) The third era (Agricultural 3.0) was between 2000 to 2016. This was the transformation period in term of agricultural products quality. In this era, consumers and producers began realizing the impact of their products because the technique employed was highly chemical. Consumers encountered fatal illness (e.g. cancer) while producer, especially farmers, lost their core operating asset due to chemical products. Therefore, in this era, the Thai government began to do research and release new rice varieties based on quality (Poapongsakorn, 2017). The shortage of labor also was initiated in this era due to the effect of labor movement from agricultural industry to other industries.

4) The latest era (Agricultural 4.0) began in 2016 under the Thailand 4.0 policy by the government. This era allowed farmer to cultivate by adopting new Agriculture Technology (AgTech) such as Drone for agriculture, Smart technology devices and IOT technology in agricultural sector. AgTech can mitigate some agricultural problems in the past. For example, AgTech can mitigate agricultural labor shortage by using the Agricultural Drone, and the smart farming system enables the farmers to schedule their crop plan and consequently manage their resources better than before.

For the 21st century, agricultural entrepreneurs need innovations include digital technologies, biotechnologies, new farming environments such as indoor farms, supply chain logistics and infrastructure and risk management all of which would affect long-term competitiveness and profitability. KResearch (2021) stated that agricultural industry in Thailand should focus on digital technology and innovation that are suited to the

improvement of farming in confined space, as such ventures would create high value-added products and aid in overcoming the challenges. To facilitate progress, the Thailand 4.0 initiative involves setting up 'innovation districts' to support the development of the country's technological capabilities. Accourding to Sithee (2022), the promotions should be covered the following areas:

Digital Transformation

Typically, digital economy specifically helps businesses mitigate the isolation inherent to most online data analysis activities. Furthermore, it is an online community-based e-commerce platform that brings together products from a vast array of stores into one digital platform. Moreover, the growing of the digital technology in the business field has heightened demand for new big data being used for business intelligence. The increasing recognition of the role of digital economy, which is enable the interactions among consumers, and suppliers as an important co-value creation has derived the implications of these interactions in numerous settings, including online activities. Digital economy is growing rapidly and frequently features comments about brands and products. Moreover, consumers increasingly rely on and are interested in collaborations (Cheong & Morrison, 2008). New business models have emerged demonstrating common features – mobility, use of data to generate value and network effects. Digital technologies increase competitive advantage for the economy; this is likely to be global in scale, given that geographical barriers are becoming increasingly irrelevant. Therefore, the businesses that are embracing the digital business trend to craft their transformation stages are required to focus and develop the key business transformations as a digital transformation strategy, which are mobility, value of data, social commerce effect, and new business model (Harvard Business Review Analytic Services, 2015).

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM). The theory has widely applied and examined the determinants of computer usage behavior. Davis (1989) finds that intention to use a word processing system can precisely predict later use of the system. Meanwhile, perceived ease of use shows a significant effect on intention to use while attitude partially mediated the effects of beliefs on intention. Based on the theory, there are two important points of departure explained and predicted user acceptance of technology, including the beliefs in ease of use (EOU) and perceived usefulness (PU) (Davis, 1989). Ease of use is a degree to which the user expects a technology to be free of physical and mental effort (Davis, 1989). Perceived usefulness is a degree to which an individual believes that a particular system will increase the individual user's job performance (Fishbein and Ajzen, 1975).

Attributes of Innovation

According to Rogers (1995), the five attributes of innovation that affect the innovation adoption decision included relative advantage, compatibility, complexity, trialability, and observability. The theory revealed different factors known as attributes of innovation that were associated with adoption of new

innovations. Additionally, the rate of adoption depends on "the relative speed with which an innovation is adopted by members of a social system" (Rogers, 1995, p. 206). Therefore, the theory plays the important role to increase understanding of innovativeness and innovative decision-making in the adoption context, and how potential adopters perceive the innovation. An adopter forms an attitude toward the innovation, leading to a decision to accept or reject the innovation. Therefore, an innovation that is perceived as the higher relative advantage, stronger compatibility, less complexity, and more trialability would achieve a wider diffusion of innovation. These five attributes are used to explain the degree that innovations are perceived by adopters.

Research Methodology

The research design is drawn from quantitative research methodology. A total of 300 usable samplings of Thai agricultural entrepreneurs are obtained. To collect the data, two methods are used: (a) personal contact, and (b) self-administered survey from seminars during December 2021 – June 2022. Descriptive, frequency, percentage distributions, means are used to describe and report the information collected affecting to individual variables and demographic information. Furthermore, the data obtained is analyzed by Stepwise Multiple Regression.

Results

A total of 300 usable questionnaires are obtained. The results show the distribution of usable responses by gender; consist of 221 males (73.67%), and 79 females (26.33%). The respondents report that the business revenue in a year. 24.5% report that their revenue is less than 5 million baht; 33.3% report that their revenue is between 5-10 million baht; 22.29% report that their revenue is between 10.01-20 million baht; and 19.91% report that their revenue is between 20.01-30 million baht.

Table 1 showed the Thai agricultural entrepreneurs perceived usefulness of digital technology that it helps the business in better performance (mean = 3.86), and they agree that it is easy to plan and implement the digital transformation process (mean = 3.98).

Table 1 Means, Standard Deviations, and Median Response with Items for Perceived of Digital Technology

Perceived of Digital Technology	**Mean**	**SD.**
Perceived Usefulness	3.86	0.95
Perceived Ease of Use	3.98	0.93
Average	**3.92**	**0.95**

Furthermore, Table 2 showed the perceived of the attributes of innovation. Respondents agree that the digital technology has the relative advantage to their business (mean = 3.56), the digital technology is compatible to their business process (mean = 3.21), the digital technology is complex to adapt to their business process (mean = 3.25), the average mean of perceived trialability of the digital technology is 3.25, and the average mean of perceived observability of the digital technology is 3.85.

Table 2 Means, Standard Deviations, and Median Response with Items for Attributes of Innovation

Perceived of Attributes of Innovation (Digital Technology)	**Mean**	**SD.**
Relative Advantage	3.56	1.29
Compatibility	3.21	1.39
Complexity	3.25	1.38
Trialability	3.20	1.44
Observability	3.85	1.15
Average	**3.41**	**0.99**

Moreover, Table 3 showed the readiness to digital transformation of the Thai agricultural entrepreneurs. The samples presented that the digital readiness regarding hardware infrastructure (mean = 3.94), software infrastructure (mean = 4.01), and digital literacy (mean = 4.06).

Table 3 Means, Standard Deviations, and Median Response with Items for Digital Readiness

Digital Readiness	**Mean**	**SD.**
Hardware Infrastructure	3.94	1.00
Software Infrastructure	4.01	1.00
Digital Literacy	4.06	0.95
Average	**4.00**	**0.88**

Table 4 shows the respondents are asked their opinion regarding the intention of digital transformation. The respondents showed that their business policy and roadmap are ready for digital transformation (mean = 4.17), digital transformation aligns to their strategic plans (mean = 3.89), and their business culture is engaged to digital transformation (mean = 3.77).

Table 4 The Mean for the Intention of Digital Transformation

Intention of Digital Transformation	**Mean**	**SD.**
Business Policy and Roadmap	4.17	0.90
Strategic Plans Alignments	3.89	1.11
Business Culture	3.77	1.09
Average	**3.94**	**0.78**

Table 5 shows the significance of each coefficient for each independent variable. It reveals that the perceived of digital technology (β = 0.643, t = 15.541, P = 0.009), perceived of attributes of innovation (β = 0.173, t = 3.793, P = 0.000), digital readiness (β = 0.109, t = 2.631, P = 0.000), are achieved significance at the

0.05 level. Therefore, the regression equation for predicting the dependent variable from the independent variable is Intention of Digital Transformation = 1.427 + 0.643 (Perceived of digital technology) + 0.173 (Perceived of attributes of innovation) + 0.109 (Digital readiness)

Table 5 The Relationship among Factors

The Relationship between the Perceived of digital technology, Perceived of Attributes of Innovation, Digital Readiness, and the Intention of Digital Transformation	**Regression Coefficient (b)**	**Standardized Coefficient (β)**	**t**	**P**
Perceived of Digital Technology	0.736	0.643	15.541	0.009*
Perceived of Attributes of Innovation	0.214	0.173	3.793	0.000*
Digital Readiness	0.134	0.109	2.631	0.000*
Constant (a)	1.427		7.997	0.000*
R = 0.683, R2 = 0.467, SEE = 1.83, F = 13.443, P = 0.000*				

*P < 0.01

Conclusion and Discussion

Thai agricultural sector confronts many challenges such as fluctuated prices of agricultural products, inappropriate use of farm inputs, lack of water, climate change, natural disasters, depleted natural resources and aging labors and manpower (Pongsrihadulchai, 2019). Digital transformation can be seen as a solution for Thai agricultural entrepreneurs to take the advantage of digital technology to drive their business forward. This study investigated the intention of digital transformation and proposes the model that explains the determinant factors of digital transformation intention based on perceived of digital technology, attribute of innovation, and digital readiness. The results of this study indicated that the importance of perceived of digital technology, including perceived of usefulness, and perceived ease of use were found major determinants of the intention digital transformation that has been theoretically supported and empirically validated (Huyen, 2021). Moreover, regardless of the perceived of attributions innovation support for the digital transformation proposes, it is ultimately the responsibility of digital transformation implementation to ensure that the direction of digital technology matches the goals and strategies of the organization. This challenge is linked to the organization's goals and strategies, which are questions for management (Verganti, 2017). As the finding, there are the direct effects among digital readiness and digital transforamtion. Generally, the efficiency, whereby ventures can utilize digital business through highly scalable infrastructure. According to Boutetière, Montagner, and Reich (2018) found that develop talent and skills throughout the organization are a fundamental action for traditional

transformations which one of the most important factors for success in a digital change effort. Digital transformation is involved in the long-term success coming from the executives and employees understanding the opportunities of digital that provides and giving them the tools to successfully drive initiatives forward. Since the data found the relationship between a digital readiness and the strategic execution. to understand their ability to respond. Therefore, digital business transformation starts with an understanding of how the organization works now and identifying internal change as well as opportunities for a better innovation culture. Furthermore, the digital transformation strategies should be covered the following areas: 1) knowledge-based activities focusing on R&D and design to enhance the competitiveness, 2) infrastructure activities for the country's development, activities using technology to create value-added, 3) adding add value to domestic resources and strengthen the supply chain as the ecosystem platform although supporting industry that does not use high technology, but is still important to the value chain.

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THE IMPACT OF AFTER-SALES SERVICE QUALITY AND BRAND REPUTATION ON CUSTOMER TRUST AND REPURCHASE INTENTION: A CASE STUDY OF A AUTOMOBILE COMPANY IN NIGERIA

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ABSTRACT

The aim of this study is to examine the impact of after-sales service quality and brand reputation on customer trust and on repurchase intention of the selected automobile company in Nigeria. This study uses quantitative approach via self-administered questionnaire. The study collected the data from 274 customers who have experiences with after-sales services of the automobile company in Nigeria. The regression analysis showed that after-sales service quality and brand reputation have a positive relationship with customer trust. The study also found that customer trust, after-sales service quality and brand reputation have a positive relationship with customer repurchase intention. The findings concluded that automobile company with a strong and adequate after-sales service quality and brand reputation will be able to improve on the company's customers' trust and thereby on the long run will be to achieve a strong customer repurchase intention in-order to ensure their organizational objectives.

Keywords: After-Sales Service Quality, Brand Reputation, Customer Trust, Repurchase Intention, Automobile

1. Introduction

According to the National Automotive Council (NAC, 2018), Nigeria has the largest nominal GDP on the African continent, with a value of US $4.517 billion in 2017 among its population of approximately 170 million people. Toyota, Nissan, Honda, GM, VW, and other major vehicle manufacturers are now focusing on assembly and producing only about 30% of the over 2,000 parts in a car, with the rest outsourced to component suppliers (Ugwueze, Ezeibe & Onuoha, 2020).

After-sales support is a service that is provided to the customer after they have purchased a product. It is typically supplied by the seller, retailer, manufacturer, or, in some cases, a third-party customer service provider. Repair, maintenance, rescue, information consulting, insurance, spare parts, car modification, and car rental are all examples of automotive after-sales services. After-sales service quality is critical in cementing the relationship between the organization and its customers (Khushali, 2018).

Prior researches have explored the role of service quality in diverse context (examples are; Asnawi, Sukoco & Fanani (2019) (customers satisfaction); Li, Pomegbe, Dogbe & Novixoxo (2019) (Employees' customer orientation); Zameer, Wang, Yasmeen & Ahmed (2019) (brand equity), while limited number of

research have applied AutoSERVQUAL in the study for after-sales service quality in Nigeria. This study intends to measure automobile service quality for effective customer trust and repurchase intention derived from the SERVQUAL model with five dimensions from the previous works of Parasuraman, Zeithaml, and Berry (1988). This study therefore contributes to the body of existing literature in the field of automobile after-sales service, brand reputation, customer trust and repurchase intentions, and expand the frontier of research environment.

2. Literature Review

Service Quality Concept

In general, service quality refers to a customer comparing service expectations with a company's performance. A company with a high level of service quality is likely to meet the needs of its customers while also remaining economically competitive in its industry (Gefen, 2010). The duties and functions of the services sector in the automobile industry are diverse, according to Tour and Kumar (2003). These services include logistics and spare parts provision, documentation, startup services, improved products, insurance, warranty, call center services, training, and maintenance and repair. The key to a business's long-term competitive advantage is to provide high-quality customer service and achieve customer satisfaction, which will positively impact profitability (Keisidou et al., 2013). Customers are generally willing to pay a high price for guarantees and reliable after-sales service. The income generated from after-sales service and spare parts sales exceeds three times the initial automobile purchase price (Ahmad and Butt, 2012).

Parasuraman et al. (1985) related the standard service research approach to American and Nordic schools of thought. As described in Frimanet al. (2001), the SERVQUAL model is used to expose the American school's approaches to service quality learning. In the conceptualization of the simple service quality model, the authors identified 10 main components of service quality: access, connectivity, integrity, courtesy, reputation, tangibility, durability, sensitivity, and protection and consumer comprehension. Later, the authors divided SERVQUAL measurements into five, which are tangibility, reliability, responsiveness, assurance, and empathy whereby they added assurance and empathy measurements (Naik, Gantasala, & Prabhakar, 2010). Later, Gencer and Akkucuk (2017) developed AutoSERVQUAL from Turkish automobile aftersales customers to has five dimension the same as the original SERVQUAL scale. Example of the revisions are in Assurance and Empathy dimensions that employ two original SERVQUAL items with three recently added items.

Brand Reputation Concept

The reputation of superior quality and added value justifies a premium price, and brand reputation is a source of demand and long-term attractiveness. A reputable brand is a valuable asset that benefits from high levels of loyalty and future sales stability (Aperia, 2004). A reputation is a commodity that is produced and accumulated for specific reasons. The occurrence is not by chance. Customers rarely purchase goods without first reading the label. Brand loyalty cannot be created without a positive reputation (Seo & Park, 2017). According to Helm, Garnefeld, and Tolsdorf (2010), a company's brand can be used as a positioning tool, causing it to focus on promotion. In addition, a strong brand can act as a deterrent to new competitors and a deterrent to customer

withdrawal. Previous work has used signal theory to explain the effect of brand reputation. Spence (1974) defined signals as corruptible attributes or actions that relay information on the characteristics of economic agents (e.g., firms, consumers, work applicants). Signaling theory is mainly concerned with removing information asymmetry between the two sides (Spence, 2002).

Customer Trust Concept

The degree to which an individual is confident and eager to act based on the words, actions, and outcomes of others is customer trust (Ballester & Aleman, 2001). Customer trust ensures a customer's emotional attachment to a brand. Marketers are very interested in trust these days because higher trust ratings are commonly observed to be positively associated with loyalty (Reast, 2005). Customer trust is a long-term process in which a reliable brand considers customer expectations, follows through on promises, and values its customers, all of which contribute to customer trust and reliability(Ballester & Aleman, 2001). Consumers will be far more likely to buy and pay more if they trust the product, the maker of the product, the retailer of the product, and the process they go through to purchase the product than if they lack trust in any or all of those aspects (De Ruyter, Moorman & Lemmink, 2001).

Repurchase Intention Concept

Consumer behavior involves the thoughts and feelings people experience, as well as the actions they perform in consumption processes. Peter and Olson (2008) refer to Fishbein's Model for the Prediction of Intentions. Moreover, purchase intention "is the single best predictor of actual behavior" to understand consumers who want to repurchase an automobile (Peter & Olson, 2008). A behavior is an action performed on a target object at a specific time (Peter & Olson, 2008). Therefore, there is a time frame between consumers' repurchase intention and their actual behavior when they act on their repurchase intention (Ahmad & Juhdi, 2010). Customer's decision to repurchase a product or service is often based on a broad assessment of the service and supplier based on multiple service transaction experiences with that supplier (Kim & Kim, 2004).

Al-Shammari & SamerKanina (2014) examine After-sales service quality in the context of the automobile industry from the perspective of customer trust, with the questionnaire distributed to 120 customers. This study revealed a significant positive relationship between a company's After-sales service quality and its customers' trust. Therefore, this study proposed that.

Hypothesis 1: After-sales service quality has a positive relationship with customer trust

In a study of 300 respondents in the automobile industry in 2009, Smith and others (2010) found that an automobile company with a good brand reputation is unlikely to jeopardize this valuable asset by failing to keep promises and obligations. Therefore, this study proposes:

Hypothesis 2: Brand reputation has a positive relationship with customer trust.

The findings from Sunyansanoa (2013) show that when consumer trust and repurchase intentions for automobile products are mediated by consumer expectation and satisfaction, the relationship between consumer trust and repurchase intentions is related. This research thus suggests that:

Hypothesis 3: Customer trust has a positive relationship with customer repurchase intention.

Phuong & Trang (2018) use DeLone and McLean's information system success model to assess the impact of *After-sales service quality*, system quality, and information quality on customer repurchase intentions in Uber car services in Vietnam. For five months, 427 customers who used Grab and Uber services were surveyed. The study found that perceived *After-sales service quality* and customer satisfaction had a significant positive effect on repurchase intention. This research thus suggests that:

Hypothesis 4: After-sales service quality has a positive relationship on repurchase intention.

According to the study of Vigripat and Chan (2007) on their investigation on the relationship between brand reputation on repurchase intention with a sample size of 86 respondents that were chosen by a classified random sampling method. The result was found that the main factor influencing repurchase intention and recommendation is brand reputation. This research thus suggests that:

Hypothesis 5: Brand reputation has a positive relationship on repurchase intention

3.2 Research Framework

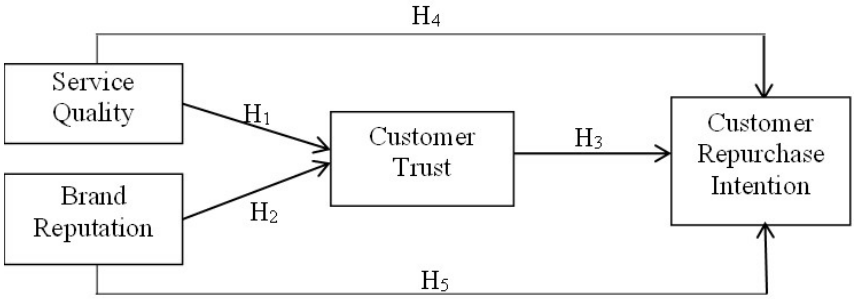

Figure 1: Research model

3. Research Methodology

3.1 Research Design

This study employee quantitative research to explore the relationship between after-sales service quality, brand reputation, customer trust, and customer repurchase intention. The questionnaires will be distribute to the customers of the selected automobile company.

3.2 Population and Sample

This study randomly distributed 1,000 questionnaires to the customers of the selected automobile company. The study collected the data from 274 respondents who are the customers in Nigeria. According to Cochran (1963) in determining the sample size of unknown population number, the sample size of 274 with 90% level of precision should be adequate for the analysis. The study includes the male respondents (57.8%) while 42.2%of the respondents are female. Majority of the respondents are between 26-40 years of age (62.5%). The majority of respondents are business owners (26.1%) and employed full time (24.2%). The study also ascertained that majority of the respondents are with a good sustainable monthly income earning of about ₦50,001 to ₦100,000. Most of respondents (64.9%) obtained bachelor degree and master degree.

3.3 Research Instrument

The distributed questionnaire is comprised of the demographic information of the respondent and the measurement items of the focused variables. All measurement items are in 5-point Likert scale (5 for strongly agree and 1 for strongly disagree. The measurement items of after-sales service quality were adapted from Gencer & Akkucuk (2017) with 28 measurement items in five dimensions which are reliability, assurance, tangible, empathy and responsiveness. Some examples are "XXX Automobile Motor dealer deliver maintenance/repair service of my car at the time promised," and "XXX dealer staffs are knowledgeable."

The measurement items of *brand reputation* were adapted from Chun (2005) with 14 measurement items in four dimensions which are emotional appeal, product and services, social and environmental responsibility, and financial performance. an example is "Customers of XXX Automobile have good feelings about their after-sale services." The measurement items of *repurchase intention* have six measuring items that were adopted from Kim et al. (2012) such as "I will choose this XXX Automobile brand in the future." The *customer trust* contains five measurement items that were adapted from Delgado-Ballester (2003) such as "I believe that the products rendered by XXX Automobile is worth the price paid."

3.4 Validity and Reliability Test

The study found that service quality, brand reputation, customer trust, repurchase intention have sufficient convergent validity. The loadings value of most items exceeding .50 confirming convergent validity (Fornell & Larcker, 1981) while only one items of customer trust are .3. Still, it should be included in the model as it has content validity according to the expert**.** In addition, the composite reliability of service quality (.956), brand reputation (.933), and repurchase intention (.902) were above .70, demonstrating internal consistency in terms of reliability. In addition, service quality (.959), brand reputation (.933), and repurchase intention (.901) have Cronbach's Alpha value above 0.8 which reflected that all variables have high internal consistency (Hair et al., 2010).

4. Findings

For hypothesis 1 and hypothesis 2, the multiple linear regression model reveal that after-sales service quality (β = .598) and brand reputation (β = .196) are statistically significantly impact on customer trust at statistically significant at 95% confidence level as p-value of the model is less than .05,$F(2, 272) = 199.415$, p-value = .000, Adj. R^2 =.592. In additional, for hypothesis 3, the simple linear regression model show that customer trust (β = .856) statistically significant impact on customer repurchase intention with 95 % significant level as p-value of the model is less than .05, $F(1,273) = 285.103$, p-value = .000, Adj. R^2 =.509. Finally, in additional for hypothesis 4 and hypothesis 5, the multiple linear regression model revealed that after-sales service quality (β = .118) and brand reputation (β = .934) statistically significant impact on customer repurchase intention at 95 % confidential level as p-value of the model is less than .05, $F(2, 272) = 1156.908$, *p-value* = .000, Adj. R^2 =.894. The summary of hypotheses testing shown in table below confirmed that all five hypotheses are supported.

Hypothese	Independent Variables	Dependent Variables	Adj. R^2	F-Value	Std. β	P-Value	Result
1	After-sales service quality	Customer trust	.592	199.415	.598*	.000	Supported
	Brand reputation				.196*	.000	
2	Customer trust	Repurchase intention	.509	285.103	.715*	.000	Supported
3	After-sales service quality	Repurchase intention	.894	1156.908	.101*	.000	Supported
	Brand reputation				.859*	.000	

5. Discussion and Conclusion

Hypothesis 1 of this study indicated that after-sales service quality is statistically significantly impact on customer trustat 95 % confidence level (β=.598, *p*=.000). This assertion is supported by Sitorus and Yustisia (2018) who found the mediated effect of customer satisfaction on the influence of after-sales service quality and customer trust.

Hypothesis 2 of this study indicated that brand reputation is statistically significantly impact on customer trust at 95 % confidence level (β=.196, *p* =.000). This assertion is supported by Keh and Xie (2009) who revealed that highly reputable automobile companies could gain customer trust. The multiple regression showed that after-sales service quality (β = .583) has stronger impact on customer trust than brand reputation (β = .177). This confirm that the brand reputation alone may not secure customer trust. The customer prone to trust the company with high service quality based on their own experience rather than brand reputation that derived from the available communication information. With the presence of intense rivals, nowadays, businesses are struggling to ensure the trust of their customers (Hegner-Kakar *et al*., 2018).

Hypothesis 3 of this study indicated that customer trust is statistically significantly impact on customer repurchase intention (β=.715, *p*=.000) at 95 % confidence level. This assertion is supported by the research of Upamannyu et al. (2015) show that when consumer expectation and satisfaction are mediated by consumer trust and repurchase intentions for automobile products.

Hypothesis 4 of this study indicated that after-sales service quality is statistically significantly impact on customer repurchase intention at 95 % confidence level (β=.101, *p*=.000). This assertion is supported from the study of Vigripat and Chan (2007) that conducted a study on the customer of car dealers in Bangkok, Thailand. The findings suggested that perceived value and perceived quality of service both have a positive impact on repurchase intention. Consistently, Malakar and Suwandee (2021) studied on after-sales service quality of 384 respondents who are the customer of a selected automobile company in India. The study found that assurance has the strongest impact on repurchase intension among five dimensions of service quality. In addition, hypothesis 5 of this study indicated that brand reputation is statistically significantly impact on customer repurchase intention at 95 % confidence level (β=.859, *p* =.000). This assertion is consistent to Balla and Ibrahim (2014), brand reputation challenges the businesses to achieve customer retention. The standardized coefficient also showed that brand reputation (β = .859) has stronger impact on customer repurchase intention than after-sales service quality (β = .101). Customers tend to search for information including brand reputation of alternatives before making a

purchase decision. Thus, the brand reputation strongly contributes to customer decision and intention to repurchase the product.

6. Managerial Implications

The results of this study demonstrated the impact of brand reputation on customer trust and repurchase intention, which is one of the most important goals for automobile top management to achieve. As a result, automobile top executives must understand how to provide customer-satisfied quality and how to make it an integral part of the service industry's business operations. Furthermore, this study's important performance analysis indicates that the automobile company should maintain their competitive advantage in effective after-sale service quality, in order to provide an effective contentment that will earn their customers' trust. The company should improve on the assurance dimension of the after-sale service quality by giving efficient training to their employees so as enable them have the quality to regularly instill confidence in customers, and to be consistently courteous with customers, so as to make them feel safe on any transactions they make with the automobile company.

This study also suggests that the company should maintain their competitive advantage in terms of effective brand reputation to improve their product and service brand reputation dimensions that have a high significant relationship with customer trust in order to provide effective customer satisfaction. This study also suggests that the company should embrace the brand trust by improving an effective customer-satisfied quality to improve their products and services. This study also suggests that the company should provide an effective customers' satisfaction to encourage the customers to ensure good repurchase intention attitudes. Finally, the company should also ensure that the products and services they rendered would enable a word-of-mouth advertisement from their customers to their family, friends and prospective customers towards an effective repurchase intention attitudes.

7. Limitations and Future Research

Due to the limitation of resource and time constraints, this study was limited only to Nigerians who have had experiences with the products and after-sales services of an Automobile company in Nigeria for gathering of data through the administration of the questionnaires.

Future researches based on this study could be in the following;

Future research should look into how companies can improve their brand reputation, customer trust, and engagement by leveraging customer expectation and perception of price, with brand image, customer engagement, customer expectation, customer trust, customer repurchase intention, and perceived price as variables.

Based on current literature and a large number of theories related to after-sale service quality measurement and dimensions in an international automobile context, future research should modify SERVQUAL Model among International Automobiles in Nigeria. This study should look into the various dimensions of after-

sale service quality in the Nigerian automobile industry, using a structured questionnaire to assess the perceived after-sale service quality of the international automobiles.

Finally, within the framework of economic signaling theory, future research should look into consumers' perceptions of warranties of services provided to them. As a result, this research should propose scenarios in which higher warranties lead to higher, lower, or the same quality perceptions, and it should demonstrate that these consumer quality perceptions are consistent with the various types of market equilibrium predicted by signaling theory. The propositions should also be tested in a study that varies warranty length, warranty scope, and warranty signaling conditions.

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