THE INFLUENCE OF CUSTOMER'S SATISFACTION, CASE STUDY OF BOOTS PHARMACY IN BANGKOK

Pavanon Suebpun[*]
Bhumiphat Gilitwala[**]

ABSTRACT

Purpose: *The goal of this study is to identify the primary factors impacting customers' desire to continue with OTT platforms, with a focus on Thai Netflix subscribers. The study investigates how factors such as user attitude, customer satisfaction, perceived performance, enjoyment, ease of use, and usefulness impact users' intentions to continue.* **Research Design, Data and Methodology:** *This study investigated a sample size of 400 respondents based on the target population. A convenience sampling method was used to distribute questionnaires to individuals who have visited Boots Pharmacy in Bangkok. The questionnaire consisted of two main sections which are demographic questions and measurement items related to the independent variables, including service quality, product quality, price, and convenience.* **Findings:** *Examine how satisfied customers and positive attitudes towards Boots Pharmacy lead to repeat visits and loyalty. Emphasize the importance of delivering a seamless and user-friendly experience to build lasting relationships with customers.* **Research Limitations/Implications:** *This research focuses solely on factors influencing customer satisfaction at Boots Pharmacy, considering a variety of customer demographics, including age groups, income levels, and educational backgrounds. Data on these demographic factors were collected to provide insights for future studies that may investigate how these variables influence customer satisfaction and loyalty further.*

KEYWORDS: Consumer Experience, Service Standards, Product Standards, Pricing, Accessibility, Retail Healthcare Outlets.

JEL Classification Code: L81, M10, M19.

Introduction

Refer to a report from the Ministry of Commerce, registrations within Thailand's pharmaceutical and healthcare supplies sector have consistently increased between 2012 and 2021. As of April 2021, the number of existing pharmaceutical and medical supply businesses registered under company limited license in Thailand amounted to around 8.4 thousand. In that same period, Thailand had 535 newly established pharmaceutical and medical supply businesses (Kankanit Ciba., 2023). In 2016, Thailand's pharmacy and medical supplies industry generated a total revenue of 500 billion baht, reflecting a growth of over 70% compared to 2012, when revenues were around 280 billion baht. More than half of the pharmaceutical and healthcare equipment enterprises are located in Bangkok, totaling around 4,600

*   Master of Business Administration, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand, Thailand.
** Graduate School of Business and Advanced Technology Management, Assumption University of Thailand, Thailand.

establishments. By 2020, the revenue from Thailand's OTC drug market had reached $737 million, clearly seen that increase in growth over the past ten years. The industry is expected to continue growing at an annual rate of 4.1%.

As hospital visits become costly and time-consuming, many seek advice and medication from local pharmacies, which serve as both drug providers and healthcare advisors. In Thailand, pharmacists in retail chains and local shops recommend suitable medications. Customer satisfaction is key to loyalty, recommendations, and business success. Prioritizing satisfaction helps pharmacies improve marketing, ensure quality, and achieve long-term growth (Consuegra, Molina & Esteban, 2007).   As of 2024, Thailand has over 16,000 pharmacies, including major chains and 4,000 locations in Bangkok. Boots, the first to receive full certification from The Thai Public Health Authority, operates 290 stores.

With strong competition from local and global brands, Boots must prioritize customer satisfaction to drive repeat purchases and attract new customers. Delivering quality service and leveraging patient feedback are crucial for maintaining loyalty and strengthening its market position.

Problem Statements

The demand for pharmaceuticals continues to rise each year, intensifying competition in the industry. Boots, however, holds a smaller market share than its direct competitor, Watsons, both in terms of branch numbers and financial performance. Watsons operates over 500 branches with a revenue of $540 million, while Boots has around 300 branches, generating $240 million (Ken Research Pvt. Ltd., 2023).

To remain competitive, Boots must expand its market share by attracting new customers and retaining existing ones. Acquiring new customers often requires high advertising costs, making customer satisfaction and loyalty a more sustainable competitive advantage. Increased loyalty typically leads to better company performance (Cherylann Gregory, 2014).

Additionally, Boots faces challenges in its digital transformation, particularly in improving its online platform to meet changing consumer behaviors. Despite investments in enhancing the shopping experience, users have reported issues with website navigation, slow loading times, and functionality. A poorly designed website can lead to customer dissatisfaction and negatively impact sales. Ensuring a user-friendly, mobile-optimized platform is crucial, especially as more consumers shift to online shopping (C. W. Y. & K. T., 2020).

Objectives of Study

- Investigate how the quality of products offered by Boots Pharmacy influences customers' overall satisfaction.

- Explore how factors such as store location, operating hours, and ease of access contribute to customer satisfaction at Boots Pharmacy.

- Determine how the quality of services provided by Boots Pharmacy, including staff professionalism and responsiveness, impacts customer satisfaction.

Research Questions

- What are the key factors influencing consumer satisfaction at Boots Pharmacy?

- How can the insights from consumer satisfaction help Boots Pharmacy enhance its profitability and competitive positioning in the market?

- How do product quality, service quality, and pricinginfluence consumer satisfaction in retail pharmacies in Thailand?

- How do factors such as store location, accessibility, and operating hours contribute to customer satisfaction?

- Explores the extent to which the quality of products offered by Boots influences overall customer satisfaction?

Significance of the Study

This study examines key factors influencing customer satisfaction at Boots Pharmacy in Bangkok, focusing on service quality, product quality, price, and convenience. Understanding these factors helps Boots enhance customer service and better meet consumer needs in a competitive market, particularly against strong rivals like Watsons.

The findings provide practical insights for improving marketing strategies, customer retention, and brand loyalty. Satisfied customers are more likely to give positive feedback, recommend the brand, and make repeat purchases, reducing acquisition costs and ensuring long-term business success.

Scopes of the Study

This study targets individual consumers in Bangkok who have made pharmacy purchases at Boots. The questionnaire was distributed via Google Forms using convenience sampling, a non-probability technique where participants were selected based on availability rather than random sampling.

A Five-Point Likert Scale was used to measure attitudes, perceptions, and satisfaction levels, ranging from one (Strongly Disagree) to five (Strongly Agree). This method is effective for assessing customer satisfaction at Boots Pharmacy. The study focuses solely on the retail pharmacy sector, specifically Boots, without comparisons to other industries. It examines four key factors—product quality, price, convenience, and service quality—while customer satisfaction serves as the primary dependent variable, reflecting overall customer experience.

Literature Review and Hypotheses Development

Theories related to each variable

Bhattacherjee (2001) explains that customer satisfaction depends on how well expectations align with actual performance, influencing loyalty. Self-Determination Theory (Deci & Ryan, 2000) links satisfaction to fulfilling psychological needs like autonomy, competence, and relationships. To ensure satisfaction, companies must accurately identify and meet customer expectations.

Discussion of Variables

- **Literature Review Related to the Dependent Variables**
  - **Customer satisfaction**

Customer satisfaction measures how well a business meets or exceeds customer expectations, influencing repeat purchases and recommendations. In retail, especially pharmacies, it is crucial due to the trust and reliability customers seek when buying health products (Kotler & Keller, 2016).

- **Literature Review Related to the Independent Variables**
  - **Product Quality**

High product quality enhances organizational performance. Ittner and Larcker (1997) found that investing in quality management boosts financial success and efficiency, showing its vital role in business achievement.

  - **Service Quality**

Service quality refers to how well a service meets or exceeds customer expectations. Grönroos (1984) proposed a two-dimensional model, highlighting technical quality (service outcome) and functional quality (service delivery), emphasizing both the result and the delivery process.

  - **Service Quality**

Price plays a key role in consumer behavior, particularly in price elasticity. Inelastic demand means price changes have little impact, while elastic demand causes significant shifts (Kotler & Keller, 2012). This is crucial in competitive markets, especially for homogeneous goods, where pricing drives competition (Nagle & Müller, 2017).

  - **Convenience**

Convenience is essential in modern retail, as consumers value time and accessibility. It includes store location, layout, product availability, and operating hours (Seiders et al., 2000). Retailers prioritize smooth navigation, stocked products, and fast checkout to enhance the shopping experience.

- **Literature Review Related to Relationship Between Variables**
  - **The related study of Product Quality on Customer Satisfaction**

Product quality combines characteristics that meet consumer expectations and ensure satisfaction through defect-free products (Juran, 2013). Zeithaml (1988) emphasized its impact on customer satisfaction and long-term profitability. Satisfied customers are more likely to make repeat purchases, driving business success (Cooil, 2007).

- **The related study of Service Quality on Customer Satisfaction**

Service quality reflects how well a business meets customer needs and expectations (Edvardsson, 1998). It includes tangibles (facilities), reliability (consistent service), responsiveness (speed), assurance (knowledgeable staff), and empathy (personalized care).

- **The related study of Price on Customer Satisfaction**

Price shapes customer satisfaction by representing perceived value (Anderson & Simons, 2019). Factors like production costs, market trends, and demand influence pricing. Consistency and transparency build trust (Harper & Lee, 2020), while digital platforms heighten competition, pushing businesses toward sustainable pricing (Clark & Bennett, 2021).

- **The related study of Convenience on Customer Satisfaction**

Chang & Polonsky (2012) define convenience as reducing non-monetary costs like time and effort in accessing goods and services. Key factors include location, hours, response speed, confidentiality, and product availability. A smooth purchasing process enhances comfort, improving both short- and long-term customer satisfaction (Hicks et al., 2005).

Research Framework

Theoretical Frameworks

- **Theoretical Framework of "Service quality affects the perceived value customers get from communitypharmacies".**

Path Model Results: Standardized Coefficient Estimates and Significance Levels

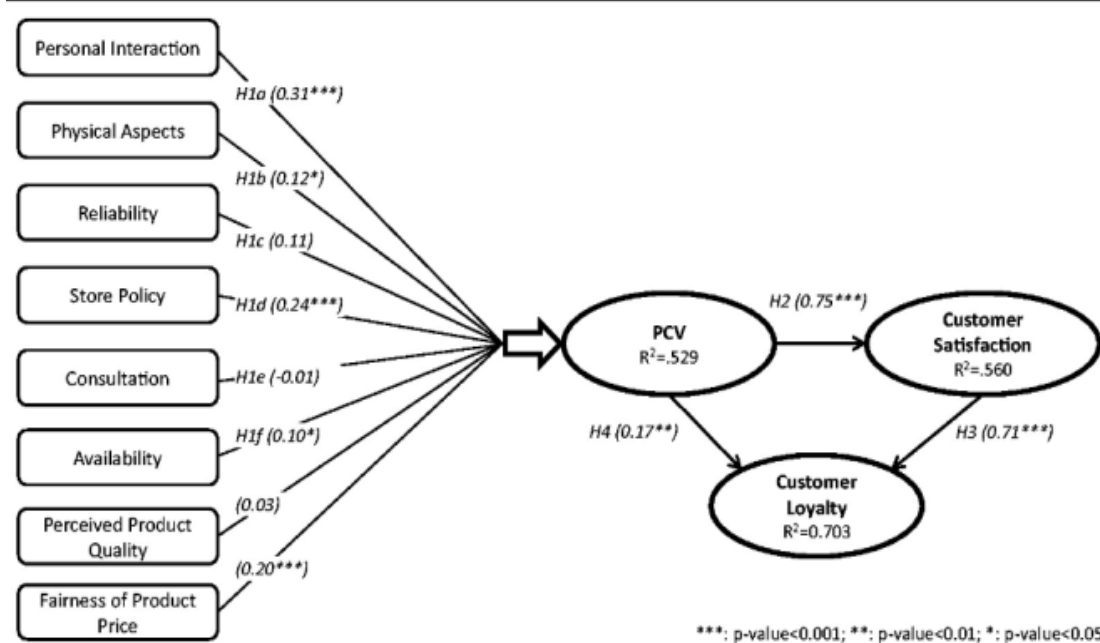***: p-value<0.001; **: p-value<0.01; *: p-value<0.05

Figure 1: Service Quality Affects the Perceived value Customers get from Community Pharmacies

Source: Guhl, D., Blankart, K.E. & Stargardt, T. (2019) Service quality affects the perceived value customers get from community pharmacies. *Research in Social and Administrative Pharmacy, 15(6), 739-46.*https://doi.org/10.1016/j.sapharm.2018.08.011.3.1.2(Guhl, Blankart, and Stargardt, 2019)

A study examined how local pharmacies create value through quality services, analyzing staff interactions, product availability, store strategies, and physical setup. Over six months, 290 participants were interviewed. Findings showed that strong personal interactions, well-stocked products, and a good store layout enhance perceived value, boosting customer satisfaction and loyalty. Improving service quality helps pharmacies stay competitive.

- **Theoretical Framework of "An Exploratory Investigation on Malaysian Hypermarkets".**
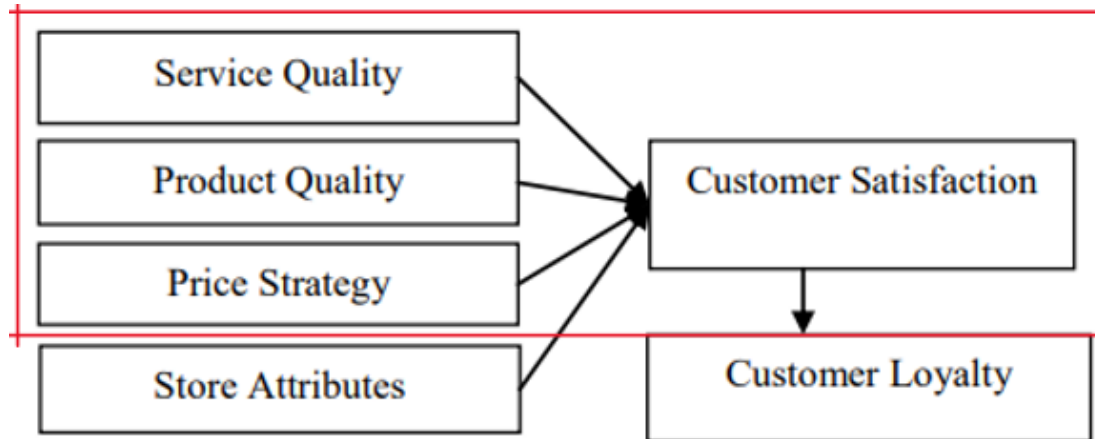

Figure 2: An Exploratory Investigation on Malaysian Hypermarkets

Source: Muhammad Khalilur Rahman & Ahasanul Haque (2014). An Exploratory Investigation on Malaysian Hypermarkets. *Australian Journal of Basic and Applied Sciences*, *Volume 8.*

(Muhammad Khalilur Rahman & Ahasanul Haque, 2014) conducted a study to examine customer satisfaction and loyalty in Malaysian hypermarkets by surveying 350 people who different races in Kuala Lumpur. It found that most consumers are influenced by service quality, price, product quality, and store attributes.

- **Theoretical Framework of "Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products"**

Figure 3: Analyzing the effect of the marketing mix on customer loyalty, with customer satisfaction acting as a mediating factor.

Source: Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters, 9(9),1385-1396.*
https://doi.org/10.5267/j.msl.2019.5.012

The theoretical framework suggests that the marketing mix—product, promotion, place, and price—positively influences customer satisfaction, leading to loyalty. Studies show effective management of these elements boosts satisfaction, with price having the greatest impact, followed by place, promotion, and product. Emphasizing price management strengthens customer satisfaction and loyalty, highlighting the link between marketing efforts and customer retention.

Conceptual Framework

The framework draws from previous research and established theories to investigate the factors that studies with familiar independent variables affect customer satisfaction at Boots Pharmacy in Bangkok. This study will focus specifically on Boots locations in Bangkok, which may have diverse conditions compared to other places. Regarding customer satisfaction is influenced by many factors. Lastly, this research will cover only a small part of those influences that will provide a foundation for further studies.
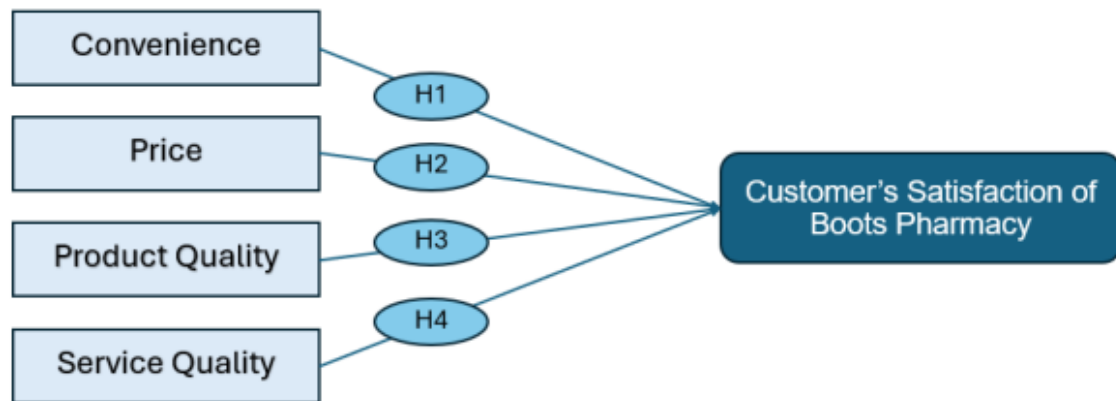
Figure 4: The conceptual framework of "the influence of customer satisfaction towards Boots pharmacy"

Research Hypothesis

The researcher creates hypotheses from the proposed conceptual framework to explore the key elements influencing the dependent variable and how they influence performance at Boots Pharmacy in Bangkok.

Hypothesis 1 (H_1)

There is no significant impact of convenience on customer satisfaction at Boots pharmacy in Bangkok.

Hypothesis 2 (H_2)

There is no significant impact of price on customer satisfaction at Boots pharmacy in Bangkok

Hypothesis 3 (H_3)

There is no significant impact of product quality on customer satisfaction at Boots pharmacy in Bangkok.

Hypothesis 4 (H_4)

There is no significant impact of service quality on customer satisfaction at Boots pharmacy in Bangkok.

Research Methodology

Research Design

This study used quantitative methods to collect primary data. A 5-point Likert Scale survey was conducted, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Cronbach's Alpha, via SPSS, ensured data reliability. Descriptive analysis examined participant backgrounds, while correlation analysis explored relationships between variables using inferential statistics. The survey, distributed via Google Forms, included 22 questions: 2 for screening, 7 for demographics, and 15 for measuring variables. Secondary data supported the findings.

Sampling

This study targets Bangkok residents who have purchased medicine from Boots pharmacy. With a population of 11.23 million (World Population by Country Live, 2024), Bangkok is Thailand's most populated city and a key economic hub.

A five-point Likert scale questionnaire was created via Google Forms and distributed online. Due to time constraints, data collection focused on surveys, following Saunders et al. (2009), who highlighted questionnaires as effective for studying variable relationships. Based on a conceptual framework and past studies, the survey examined factors influencing customer satisfaction.

The questionnaire had 22 questions: 2 for screening, 5 for demographics, and 15 measuring key variables. Respondents rated their agreement using a five-point Likert scale (Likert, 1932), focusing on four independent variables affecting customer satisfaction.

Data Analysis and Critical Discusstion of Result

Reliability Testing

Apilot test was conducted with 400 respondents to confirm the reliability of the questionnaire and check for inconsistencies in its variables. The reliability of the measurement variables was analyzed using Cloud Jamovi software, which calculated Cronbach's Alpha. The resulting values were evaluated to determine how reliable the questionnaire items were, based on the strength of association outlined in Table 1

Table 1: Summarizes the Outcomes of the Pilot Test, Cronbach's Alpha Values (n=400)

Variables	Cronbach's Alpha	Strength of Association	N. of items
Product Quality	0.823	Good	4
Service Quality	0.798	Acceptable	4
Price	0.907	Excellent	4
Convenience	0.857	Good	4
Customer satisfaction	0.904	Excellent	4

The Cronbach's alpha values confirm all variables are reliable (≥0.70). Price has the highest reliability at 0.907, followed by Customer Satisfaction at 0.904, both excellent. Convenience (0.857) and Product Quality (0.823) are rated good, while Service Quality (0.798) remains acceptable.

Descriptive Analysis of Demographic Data

The study surveyed 400 Boots pharmacy customers, with a questionnaire covering demographics (5 questions) and measuring variables (15 questions). Screening was unnecessary, and demographic data were analyzed using Cloud Jamovi software.

Among the respondents, 54.75% held a bachelor's degree, 25.75% had a master's degree, 17.25% had less than a bachelor's degree, and 2.25% held a PhD or higher. The majority, 44%, were aged 18-28, followed by 41.5% aged 29-43, and 14.5% aged 44 and above. Most respondents (64.5%) were female, while 35.5% were male. In terms of income, 42.5% earned 20,001–40,000 baht per month, 28.5% earned 40,001–80,000 baht, 15.5% earned below 20,000 baht, 9% earned 80,001–100,000 baht, and 4.5% earned over 100,000 baht. Regarding visits to Boots Pharmacy, 42.5% visited 1-4 times a year, 36% visited 5-8 times, 12.5% visited more than 8 times, and 9% visited less than once a year.

- **Descriptive analysis with mean and standard deviation**

This part, examine the average and standard deviation of every variable, including customer satisfaction, price, product quality, service quality, and convenience, which are key factors in this research.

The guidelines for interpreting mean scores

Mean score	Interpretation
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.20	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly disagree

- **Assessing product quality through the use of average and standard deviation.**

The highest average score for the variable in the table was "The products I buy from Boots Pharmacy meet my expectations," with a mean of 3.95. On the other hand, the lowest average score was "I believe that Boots Pharmacy provides reliable products," which had a mean of 3.83. Looking at the standard deviation, the highest value of 0.863 was for "I believe that Boots Pharmacy provides reliable products," while the lowest standard deviation of 0.771 was for "The products I buy from Boots Pharmacy meet my expectations." The overall average mean was 3.89, with a standard deviation of 0.808, which indicates consistency in the responses.

- **Assessing service quality through the use of average and standard deviation.**

The highest-rated variable was "The staff at Boots Pharmacy are friendly and helpful" (mean = 3.44, "Agree"), while the lowest was "Boots Pharmacy provides prompt and reliable services" (mean =

2.90, "Neutral"). The highest response variation was for service reliability (SD = 1.156), while staff friendliness had the lowest (SD = 0.842). The overall mean was 3.25, with an SD of 0.957, indicating a neutral perception.

▪ **The evaluation of price using mean and standard deviation.**

The item with the highest average score in the table was "The prices of products at Boots Pharmacy are reasonable," with a mean of 3.54, interpreted as "Agree." On the other hand, the item with the lowest average score was "I get value for the money I spend at Boots Pharmacy," with a mean of 3.27, interpreted as "Neutral." Regarding standard deviation, the highest value was 1.097 for "I get value for the money I spend at Boots Pharmacy," indicating more variation in responses. The lowest standard deviation was 0.985 for "Boots Pharmacy offers products at competitive prices," showing greater consistency in responses. The overall average mean was 3.42, with a standard deviation of 1.035, which suggests general agreement among respondents.

▪ **The evaluation of convenience using mean and standard deviation.**

The highest average score for this variable was "The operating hours of Boots Pharmacy are convenient," with a mean of 4.00, interpreted as "Agree." The item with the lowest average score was "Boots Pharmacy is located conveniently for me," with a mean of 3.82, also interpreted as "Agree." In terms of standard deviation, the highest value was 0.800 for "Boots Pharmacy is located conveniently for me," suggesting slightly more variation in responses, while the lowest standard deviation was 0.780 for "The operating hours of Boots Pharmacy are convenient," indicating the most consistent responses. The overall average mean was 3.92, with a standard deviation of 0.789, reflecting general agreement among respondents.

▪ **Assessing customer satisfaction through the use of average and standard deviation.**

The highest-rated statement was "I am satisfied with the overall service at Boots pharmacy" (mean = 3.50, "Agree"), while the lowest was "I am likely to continue purchasing" (mean = 3.25, "Neutral"). The most variable responses were for purchase likelihood (SD = 1.076), while service and product availability had the least variation (SD = 0.968). The overall mean was 3.39, with an SD of 1.014, indicating a neutral perception.

Hypothesis testing results of multiple linearregression.

In this section, the researchers used multiple linear regression to test hypotheses 1 to 4. Data from 400 respondents was collected and analyzed to find out what factors influence customer satisfaction of the store.

Multiple linear regression was used to evaluate the impact of product quality, service quality, and convenience on customer satisfaction at Boots Pharmacy. The standard error (SE B) measured data deviation from the regression line, while the R-square value indicated how much these factors explained satisfaction. A VIF below 5 confirmed no multicollinearity, ensuring reliable analysis (Tabachnick & Fidell, 2013).

● **Result of Multiple Linear Regression of H1, H2, H3, H4**

The hypothesis under consideration

H₀: There is no significant influence of Convenience (H1), Price (H2) and Product quality (H3), Service quality (H4) on customer's satisfaction of Boots Pharmacy

Hₐ: There is a significant influence of Convenience (H1), Price (H2) and Product quality (H3), Service quality (H4) on customer's satisfaction of Boots Pharmacy.

The MLR results, showing all independent variables significantly impact customer satisfaction at Boots Pharmacy (p < 0.001). The model explains 40.4% of satisfaction variance (R² = 0.404). Service Quality has the strongest effect (B = 0.353), followed by Product Quality (B = 0.321), Price (B = 0.254), and Convenience (B = 0.227). VIF values (1.07–1.15) confirm no multicollinearity, ensuring reliable regression results.

Conclusion

Summary of Research Intention

The conclusion and recommendations summarize the study's objectives, research questions, findings, and key insights while suggesting future research directions on factors affecting customer satisfaction at Boots Pharmacy in Bangkok.

This study examines how product quality, service quality, price, and convenience influence customer satisfaction. The findings provide guidance for Boots management to align services with customer expectations, enhancing satisfaction and loyalty. It also addresses key research question

- What are the key factors influencing consumer satisfaction at Boots Pharmacy?
- How can consumer satisfaction insights help Boots Pharmacy improve profitability and market competitiveness?
- How do product quality, service quality, and pricing influence consumer satisfaction in retail pharmacies in Thailand?
- How do factors such as store location, accessibility, and operating hours contribute to customer satisfaction?
- Explores the extent to which the quality of products offered by Boots influences overall customer satisfaction?

The descriptive analysis of 400 respondents shows that the largest group (44%) was aged 18–28, mostly Generation Z. Most held a bachelor's degree (54.75%, 219 people). Regarding income, 42.5% earned 20,001–40,000 baht, followed by 28.5% earning 40,001–80,000 baht. Females comprised 64.5% of respondents. In terms of visit frequency, 42.5% visited Boots 1–4 times a year, while 9% visited less than once a year.

Summary of Finding

Table 2: Summary of the strengths of each factor influencing the dependent variable.

Independent Variable	Rank	Dependent Variable	Unstandardized Coefficient (B)
Customer's Satisfaction at Boots pharmacy	1st	Service Quality	0.353
Customer's Satisfaction at Boots pharmacy	2nd	Product Quality	0.321
Customer's Satisfaction at Boots pharmacy	3rd	Price	0.254
Customer's Satisfaction at Boots pharmacy	4TH	Convenience	0.227

From table 2, the researcher classified the ranking of variables based on the strength of factors influencing customer satisfaction at Boots Pharmacy. The strongest factor influencing customer satisfaction is Service Quality, ranked first with an unstandardized coefficient (B) of 0.353. This is followed by Product Quality, which is ranked second with a B-value of 0.321. In the third position is Price, with a B-value of 0.254, while Convenience is ranked fourth, having a B-value of 0.227. This ranking highlights the varying levels of influence each factor has on customer satisfaction.

Discussion and Conclusion

Building upon the findings of hypothesis testing from Chapter Five, it can be concluded that the dependent variable is positively impacted by the independent variables. In other words, customer satisfaction has been significantly impacted by these key factors, as demonstrated in this study.

- **Service Quality, Product Quality, Price, Convenience and Customer's Satisfaction at Boots Pharmacy**

The results show service quality has the strongest impact on customer satisfaction at Boots Pharmacy ($p < 0.001$, B = 0.353), with friendly staff enhancing satisfaction (Walker & Johnson, 2020). Product quality follows ($p < 0.001$, B = 0.321), as high-quality products build trust (Martin et al., 2019). Price ranks third ($p < 0.001$, B = 0.254), with competitive pricing boosting satisfaction, though less than service or product quality (Chen et al., 2021).

Recommendations based of Findings

- **Service Quality, Product Quality, Price, Convenience and Customer's Satisfaction at Boots Pharmacy**

To enhance customer satisfaction, Boots Pharmacy should focus on service quality by training staff in friendliness, communication, and product knowledge. Employees should recommend suitable products, with performance monitored through mystery shoppers. A dedicated support team across in-store, phone, and online channels can improve issue resolution.

Boots Pharmacy should implement dynamic pricing by tracking competitors and adjusting prices to stay competitive. Expanding the loyalty program with points, birthday discounts, and exclusive deals will boost engagement. Bundle offers and seasonal discounts can drive sales, promoted through in-store displays, email campaigns, and social media.

Boots Pharmacy should enhance convenience by opening small branches in high-traffic areas and improving its mobile app with product search, recommendations, and a loyalty tracker. A "click-and-collect" service and reliable home delivery with same-day or next-day options will further streamline the shopping experience.

Further Studies

This study has limitations, as the adjusted R-square of 0.404 suggests that 59.6% of customer satisfaction is influenced by other factors. Future research could examine variables like advertising, brand reputation, or eWOM to gain a broader understanding of customer satisfaction at Boots Pharmacy.

This study used convenience sampling for 400 participants, which, while cost-effective, limits generalizability. Future research should consider probability sampling, like stratified or random sampling, for more representative results.

Future research could explore how digital innovations like mobile apps, loyalty programs, and online shopping impact customer satisfaction and loyalty. Studying these areas can offer valuable insights to improve Boots Pharmacy's customer experience and brand loyalty.

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