

ปัจจัยสำคัญที่มีผลต่อของความภักดีของผู้โดยสาร ในการให้บริการรถตู้มินิบัสในประเทศไทย

KEY DETERMINANTS AFFECTING PASSENGER LOYALTY OF MINIBUS LINE SERVICE IN MYANMAR

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บทคัดย่อ

ความภักดีของผู้โดยสารเป็นองค์ประกอบสำคัญสำหรับธุรกิจบริการเพื่อการอยู่รอดท่ามกลางการแข่งขันที่รุนแรง การเพิ่มลูกค้าที่จะรักภักดีจะทำให้บริษัทมีรายได้มากขึ้นและลดต้นทุนในการดึงดูดลูกค้ารายใหม่ การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยสำคัญที่มีผลต่อความภักดีของผู้โดยสารในการให้บริการรถมินิบัสในประเทศพม่า ข้อมูลจากแบบสอบถามถูกรวบรวมจากผู้โดยสาร 200 คนที่ใช้บริการรถมินิบัสสาย Bungbla โดยใช้การสุ่มตัวอย่างแบบตามสัดส่วน การวิเคราะห์ที่เน้นทางถูกใช้เพื่อทดสอบความสัมพันธ์ระหว่างคุณภาพการบริการ การร้องเรียนของผู้โดยสาร การรับรู้คุณค่าความพึงพอใจของผู้โดยสาร และความภักดีของผู้โดยสาร

จากผลวิจัยพบว่าคุณภาพการบริการมีผลต่อการรับรู้คุณค่า การร้องเรียนของผู้โดยสารและความพึงพอใจของผู้โดยสาร นอกจากนี้การรับรู้คุณค่ายังมีผลต่อความพึงพอใจของผู้โดยสาร ความภักดีของผู้โดยสารและความพึงพอใจของผู้โดยสารมีผลต่อความภักดีของผู้โดยสาร ผลการศึกษายังพบว่าการรับรู้คุณค่าและคุณภาพการบริการมีอิทธิพลทางข้อมต่อความภักดีของผู้โดยสารผ่านตัวแปรค่าน้ำหนัก ความพึงพอใจของผู้โดยสาร จากผลการวิจัยได้มีการนำเสนอข้อเสนอแนะที่สำคัญเพื่อยกระดับคุณภาพการบริการผู้จัดการที่ให้บริการรถมินิบัสควรมุ่งเน้นการปรับปรุงการให้บริการอย่างต่อเนื่องเพื่อให้เกิดความภักดีของผู้โดยสารอย่างยั่งยืน

คำสำคัญ: ความภักดีของผู้โดยสาร คุณภาพการบริการ การรับรู้คุณค่า ความพึงพอใจของผู้โดยสาร การร้องเรียนของผู้โดยสาร บริการรถมินิบัสสาย

Abstract

Passenger loyalty is a critical element for a service business to survive among the intense competition. Increasing loyal customers will make a company get more revenues and reduce the costs to attract new customers. The study aims to investigate the key determinants that affect passenger loyalty in minibus line service in Myanmar. Questionnaire data were gathered from 200 passengers who ride the Bungbla minibus line service using convenience sampling. The path analysis method was used to test the relationships between service quality, passenger complaint, perceived value, passenger satisfaction, and passenger loyalty. From the research result, it was found that service quality has significant effects on perceived value, passenger complaint, and passenger satisfaction. Additionally, perceived value also has significant effects on passenger satisfaction and passenger loyalty, and passenger satisfaction has a significant effect on passenger loyalty. The study outcomes also found perceived value and service quality have indirect influences on passenger loyalty via the mediating variable of passenger satisfaction. Based on the research findings, the dominant recommendations were presented in order to enhance service quality, minibus service managers should focus on continuous service improvement to sustainably achieve passenger loyalty

Keywords: Passenger Loyalty, Service Quality, Perceived Value, Passenger Satisfaction, Passenger Complaint, Minibus Line Service

Introduction

Bus transportation is the main traveling way for travelers anywhere. It provides the linkage between various destinations and carriages customers for goods and services (Eden, 2005). In general, the minibuses are more convenient, essential, and its small size easily able to pick up and set down passengers. (Noor, Nasrudin, & Jurry, 2014). Nowadays, the demand for intercity minibus transportation is massively increasing and it connects people and aids to be convenient and easy when traveling from one place to another for different reasons such as social, religious, educational, political, medical, business, and others. In Myanmar, minibuses are mainly used for interurban transport because their speed, acceleration and flexibility in departure time (Asian Development Bank, 2016). That is why this study is taken to assess and analyze passengers with different attitudes related to minibus line services.

The Bungtla minibus line service is the first and oldest passenger and goods transportation industry in the route of Pakokku (Magway Region) to Matupi (Chin State), Myanmar. It was established as the name of "Pin Khain Phy" goods transportation in 1997, the Bungtla passenger transportation in 1999, and the Bungtla minibus line service has been changed in 2014. The objective of the industry is to support regional economic growth and to help as a convenient and ease the journey for passengers. Minibus line services have been increased rapidly in recent years in Myanmar (Bungtla Minibus Line Service, 2018). Passengers travel more and have a chance to choose the best service. Therefore, the Bungtla minibus line service needs to retain old passengers and attract ones by improving service quality to compete with other minibus line services.

Service quality is the main factor which positively influences the passenger satisfaction. Service quality defined that a service provider has to provide service performance matching customers' perceived service to get customer satisfaction (Cheng & Rashid, 2013). Customer satisfaction is very important for bus transport service which may increase customer value and loyalty (Saura, Frances, Contri, & Blasco, 2008). The higher service quality will produce higher passenger satisfaction and higher passenger loyalty. Consumer loyalty has defined as an emotional reflection to maintain re-purchase behaviors and also build a long-time relationship with a particular organization (Oliver, 1999). If the passengers are satisfied with the service provided, they will be more loyal. The greater satisfied the passengers, the more loyal they are (Hussein & Hapsari, 2014).

Another important element influencing customer loyalty are passenger complaint and perceived value (Hussain, Al Nasser, & Hussain, 2014). The businesses cannot avoid customer complaints; therefore, suitable complaint handling procedures and management have been performed to increase passengers' satisfaction and loyal passengers (Carvajal, Ruzzi, Nogales, & Moreno, 2011). The results of this study will support the Bungtla minibus line service to understand what are the relationships among the factors and what factors influence passenger loyalty in Myanmar.

Research Objectives

The objectives of the study are as follows: 1) To identify the service quality dimensions perceived by passengers who ride the Bungtla minibuses and 2) To identify the key determinants which impact on passenger loyalty of the Bungtla minibus line service

Literature Review

Service Quality: Different scholars define and develop different definitions and components of service quality. Service quality defined that a service provider has to provide service performance matching customers' perceived service to get customer satisfaction (Cheng & Rashid, 2013). A high service of bus transportation could only deliver to meet the passenger's requirement and satisfaction in Cambodia (Ok & Hengsadeekul, 2018). The providers of public transport should offer a higher service quality to increase perceived value of passengers because of positively affecting service quality on perceived value (Jen & Hu, 2003; Lai & Chen, 2011; Chou & Kim, 2009) investigated that service quality effects on customer satisfaction and the impacts of customer satisfaction on loyalty on high-speed rail.

Perceived Value: Customers receive value from the service providers. Perceived value is a comparing service of the overall price provided the quality and overall quality offered the price (Woodruff, 1997). The service providers should offer a higher service quality for increasing passengers' perceived value because of positively affecting service quality on perceived value (Jen & Hu, 2003). Perceived value directly affects customer loyalty, besides, indirectly affects via customer satisfaction (Yang & Peterson, 2004). Service quality directly effects on perceived value, moreover, indirectly effects on loyalty through perceived value in Indonesia bus transportation (Hussein & Hapsari, 2014).

Passenger Satisfaction: Passenger satisfaction is a main element of the business strategy along with product or service repurchase and customer retention. Customer satisfaction represents the level of total preference and enjoyment of consumers as a consequence of the service quality to fill the willingness, demand and expectations related with services (Hellier, Geursen, Carr, & Rickard, 2003). By enhancing service quality traits, the customers would increase satisfaction to lead greater customer retaining and loyal customers and raise more profitability (Anderson & Mittal, 2000). However, when actual performance is under expectations, the arises of customer dissatisfaction can lead to complain customers (Hussain et al., 2014). Hussein & Hapsari (2014) found the significant effect of passenger perceived value and passenger satisfaction, passenger perceived value and loyalty, and passenger satisfaction and loyalty on Indonesia bus transportation.

Passenger Complaint: Every business cannot avoid customer complaints in recent years. Customer complaints can happen when there is a gap between their previous expectation and actual product or service (Dinnen & Hassanien, 2011). The passenger satisfaction significantly influenced on passenger complaint and passenger complaint also significantly affected on passenger loyalty on high speed rail of Taiwan and Korea (Chou & Kim, 2009). By enhancing service quality traits, the customers would increase satisfaction to lead greater customer retaining and loyal customers and raise more profitability (Anderson & Mittal, 2000). Therefore, if customers will satisfy, they could intent to repeat purchase a service or product, which lead to the increasing loyalty (Bloemer & Odekerken, 2002) and decreasing complaint (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001).

Passenger Loyalty: Customer loyalty becomes a crucial factor to make the most profit and to success the business because loyal consumers can stimulate others to re-patronize the services or products, to be the frequent and spending more. The elements of service loyalty were identified as the re-purchase of service, resistance to switching, and identifying a preference for a service provider, and positive oral communication (Dehghan & Shahin, 2011). A previous study measured customer loyalty by using six indicators which are saying positive things, continuing purchase, sharing information, testing new services, and purchasing additional services (Rizka & Widji, 2013; Chou & Kim, 2009) measured passenger loyalty such as re-riding willingness, recommend to others and price tolerance.

Conceptual Framework

The proposed research model of the study revised the e-CSI model for using in online environments by means of modifying the initial CSI model. The e-CSI model emphasizes three main antecedents for the level of customer satisfaction which are trust, perceived value, and e-SQ and two results of customer satisfaction which are customer loyalty and customer complaints (Hsu, 2008). In the proposed model, where e-SQ is replaced by service quality, CSI is replaced passenger satisfaction, trust is eliminated, and extra relationships are added from service quality to passenger complaint and from perceived value to passenger loyalty. By basing on the literature reviewed, service quality includes functional quality consisting of comfort and tangible facility, technical quality including access convenience, security and service responsive in this study. The conceptual framework was demonstrated in the below Figure 1.

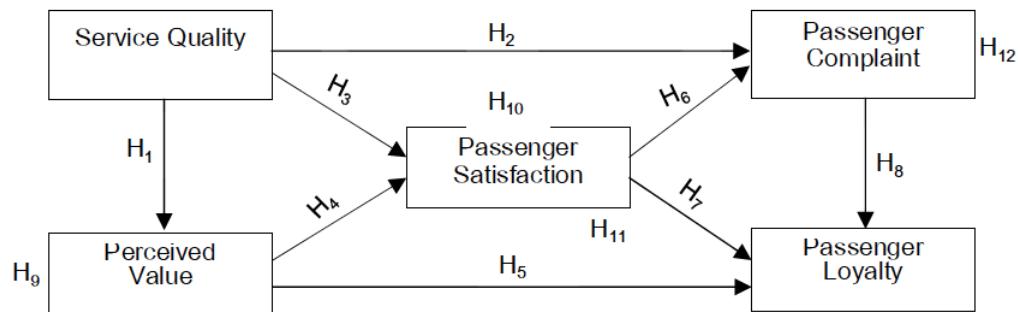


Figure 1 Proposed Conceptual Framework Adapted from S.-H. Hsu, (2008)

Based upon the above discussions and conceptual framework, the hypotheses were developed as follow:

- H_1 : Service quality has a significant effect on perceived value
- H_2 : Service quality has a significant effect on passenger complaint
- H_3 : Service quality has a significant effect on passenger satisfaction
- H_4 : Perceived value has a significant effect on passenger satisfaction

H_5 : Perceived value has a significant effect on passenger loyalty

H_6 : Passenger satisfaction has a significant effect on passenger complaint

H_7 : Passenger satisfaction has a significant effect on passenger loyalty

H_8 : Passenger complaint has a significant effect on passenger loyalty

H_9 : Perceived value mediates the relationship between service quality and passenger satisfaction

H_{10} : Passenger satisfaction mediates the relationship between service quality and passenger complaint

H_{11} : Passenger satisfaction mediates the relationship between perceived value and passenger loyalty

H_{12} : Passenger complaint mediates the relationship between passenger satisfaction and passenger Loyalty

Research Methodology

A study's design begins with the option of the topic and model. This study used descriptive research design to attain the research's objectives to investigate the relationships among variables and to generate and test the hypotheses derived from the exploratory research design. This study collected quantitative data from the passengers of minibus line services by using a structured questionnaire. The population in this research was all passengers of the Bungtla minibus line service which commute along the route of Pakokku to Matupi in Myanmar. This study applied the rule of thumb which is simple and easy to apply and provides a comprehensive procedure used to identify regression or correlation sample sizes (Green, 1991). The sample size for this study as the following: $N \geq 50 + 8m$, Where, N is the minimum number of subjects and m is the number of predictors. Therefore, $N \geq 50 + 8(9) = 122$ samples. This paper collected data from 200 passengers at the time from 1.11.2019 to 15.1.2020.

The primary instrument to collect data is the structured survey questionnaire and interview which is provided accurate and appropriate information for the research. A pilot study was taken among 33 passengers aimed to attain preliminary tests of scales. The reliability measurement of the questionnaire's statement tested the internal consistency by using Cronbach's alpha that should be above 0.7 to indicate good construct reliability, although in exploratory research, it maybe 0.60 (Hair, Black, Babin, & Anderson, 2009). Table 3 below presented the results of reliability test for the pilot study. In this paper, the collected data is analyzed to examine the questionnaire reliability and the relationships among the constructs and path analysis by using the application of statistical software. The path analysis performs a concurrent test of a system of theoretical relationships including multiple variables while it tests an assessment of chi-square statistic and model fit (Singh & Wilkes, 1996).

Research Result and Discussion

Characteristics of Participants

Table 1 describes the percentage and frequency of the demographic information of participants such as gender, age, education, and occupation.

Table 1 The Characteristics of Participants

Characteristics		Number	Percent (%)
Gender	Male	111	55.5
	Female	89	44.5
Age	Under 20 years	30	15%
	21 years to 30 years	100	50%
	31 years to 40 years	37	18.5%
	41 years to 50 years	17	8.5%
	51 years and above	16	8%
Education	Undergraduate	94	47%
	Bachelor Degree	86	43%
	Master Degree	20	10%
Occupation	Student	68	34%
	Government	45	22.5%
	Private Staff	31	15.5%
	Business Owner	11	5.5%
	House Wife	20	10%
	Other	25	12.5%

The percentage and frequency of the majority participants' demographic information included 111 (55.5%) male, 100 participants representing 50% from the age group between 21 and 30 years, an undergraduate level which are 94 participants representing 47% and students with 34 in percentage and 68 participants. The measurement scales have been tested to investigate the internal reliability analyses of various scales in such away. To measure the consistency, Table 1 presented the Cronbach's alpha to assess internal validity.

Pearson Correlation

A Pearson correlation analysis was performed for all variables to study significant and high correlations among the independent and dependent variables that will be studied in hypothesis analysis. Correlation is the simplest way to understand the association among metric variables (Malhotra & Birks, 2005). Table 2 demonstrates the correlation outcomes regarding the association between variables.

Table 2 Correlation Matrix between Observed Variables

		SQ	PER	PCO	PST	PLY
SQ	Pearson Correlation	1	.752**	.688**	.753**	.642**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
PER	Pearson Correlation	.752**	1	.475**	.716**	.689**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
PCO	Pearson Correlation	.688**	.475**	1	.513**	.456**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
PST	Pearson Correlation	.753**	.716**	.513**	1	.693**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
PLY	Pearson Correlation	.642**	.689**	.456**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed).

As stated in the correlation Table 2 above, the correlation outcomes are .642 between SQ and PLY, .689 between PER and PLY, .456 between PCO and PLY, and .693 between PST and PLY. Because the correlation coefficients range between .456 and .753, the results describe moderate significant and positive correlations among variables. The significant level of correlation is .01 (two-tailed).

Table 3 Reliability Output of Pilot and Main Tests

Variables	Code	Number of Items	Pilot Test Cronbach's Alpha	Main Test Cronbach's Alpha
Service Quality	SQ	24	0.953	0.929
Perceived Value	PER	3	0.852	0.763
Passenger Satisfaction	PST	3	0.844	0.794
Passenger Complaint	PCO	3	0.750	0.706
Passenger Loyalty	LYT	3	0.810	0.722
Overall		36	0.965	0.890

In Table 3, the values of the Cronbach's alpha of all variables have reliability over the recommended value of 0.70, it means that all constructs are acceptance level. The overall Cronbach's alpha coefficients also are 0.965 and 0.89 which is greater than 0.70. Therefore, all variables of both pilot and main test are significantly valid and reliable constructs (Hair et al., 2009).

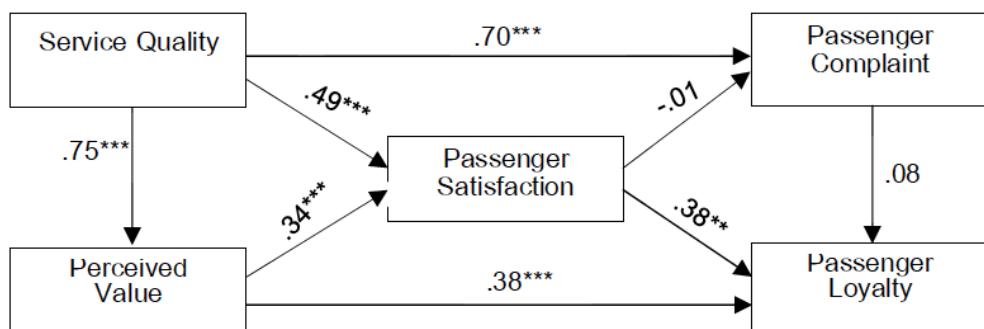
This study used path analysis to test the structural relationships among variables. Path analysis is commonly applied to test the model of the causal relationships among specified variables (Hatcher, O'Rourke, & Edward, 2005). It aims to provide the estimates of the significance and magnitude of hypothesized causal relationships among particular variables. Before the hypotheses are tested, the proposed measurement model is assessed to ensure the goodness of fit.

Table 4 Goodness Fit of the Measurement Model

Model Fit Indices	Value	Criteria	Reference	Results
Chi-square	2.057	-	-	-
Degree of Freedom (df)	2	-	-	-
CMIN/DF	1.029	<5	(Hu & Bentler, 1999)	Good Fit
GFI	0.996	> 0.9	(Hooper et al., 2008)	Good Fit
AGFI	0.969	> 0.9	(Hooper et al., 2008)	Good Fit
NFI	0.997	> 0.9	(Hair et al., 2009)	Good Fit
CFI	1.000	> 0.9	(Hair et al., 2009)	Good Fit
RMSEA	0.012	< 0.08	(Hair et al., 2009)	Good Fit

According to Table 4, the Chi-Square statistic (Chi square= 2.075, df=2, CMIN/DF =1.038) was significant (Hu & Bentler, 1999). The values of GFI (0.996), AGFI (0.969) NFI (0.997), CFI (1.000), and RMSEA (0.012) indicated a goodness model of fit. It can be recognized that the estimated structural model had an acceptable level of fitness among constructs of interest (Hooper, Coughlan, & Mullen, 2008; Hair et al., 2009).

Path analysis is frequently utilized to measure causal models that identify causal relationships among particular variables (Hatcher et al., 2005). The analysis carried out to tests the path analysis to present a statistical structural model. Figure 2 described the standardized path weights and presented the indirect, direct, and total effects for each variable. Table 5 described the estimated results of the hypothesized causal relations among the constructs and a summary of the hypotheses testing.



Note: *** Significant Level at $p < 0.001$

Figure 2 Final Result of Passenger Loyalty Model

Table 5 Path Coefficients of the Measurement Model

Hypothesis	Relationship	Standardized Coefficient Estimate (β)	S.E.	C.R.	P Value	Results
H_1	SQ \rightarrow PER	.752	.057	16.099	.000	Accepted
H_2	SQ \rightarrow PCO	.698	.110	8.937	.000	Accepted
H_3	SQ \rightarrow PST	.494	.086	7.448	.000	Accepted
H_4	PER \rightarrow PST	.344	.071	5.190	.000	Accepted
H_5	PER \rightarrow PLY	.377	.071	5.429	.000	Accepted
H_6	PST \rightarrow PCO	-.014	.085	-.176	.860	Rejected
H_7	PST \rightarrow PLY	.380	.066	5.488	.000	Accepted
H_8	PCO \rightarrow PLY	.081	.050	1.442	.149	Rejected

Note: *** Significant Level at $p < 0.001$

In Table 5, regression analysis results indicated the hypothesis which shows the relationship between various constructs. The results of the standardized path coefficients found that service quality on perceived value ($\beta=.752$; CR=16.099; $p < 0.001$) meant the higher service quality, the greater perceived value. Service quality on passenger complaint ($\beta=.698$; CR=8.937; $p < 0.001$) indicated the higher service quality, the greater passenger complaint. Service quality on passenger satisfaction ($\beta=.494$; CR=7.448; $p < 0.001$) represented the higher service quality, the greater passenger satisfaction. Perceived value on passenger satisfaction ($\beta=.344$; CR=5.190; $p < 0.001$) implied the higher perceived value, the greater passenger satisfaction. Perceived value on passenger loyalty ($\beta=.377$; CR=5.603; $p < 0.001$) indicated the higher perceived value, the greater passenger loyalty, and passenger satisfaction on passenger loyalty ($\beta=.380$; CR=5.488; $p < 0.001$) meant the higher passenger satisfaction, the higher passenger loyalty. Therefore, the hypothesis, namely, H_1 , H_2 , H_3 , H_4 , H_5 , and H_7 were highly significant relationship and were accepted. However, passenger satisfaction on passenger complaint ($\beta=-.014$; CR=-.176; $p=.860$) indicated the higher passenger satisfaction, the smaller passenger complaint, and passenger complaint on passenger loyalty ($\beta=.081$; CR=1.442; $p=0.149$) meant the higher complaint, the greater passenger loyalty. Thus, H_6 and H_8 did not exhibit a significant influence and were rejected.

Table 6 Path Coefficients of Mediating Model

Hypotheses	Path	Mediating Variable	Direct Effect	Indirect Effect	Total Effect	P Value	Result
H_9	SQ \rightarrow PST	PER	0.494	0.259	0.753	0.011	Accepted
H_{10}	SQ \rightarrow PCO	PST	0.698	-0.010	0.688	0.852	Rejected
H_{11}	PER \rightarrow PLY	PST	0.395	0.293	0.689	0.010	Accepted
H12	PST \rightarrow PLY	PCO	0.623	0.070	0.693	0.036	Accepted

In Table 6, a bootstrap approximation discloses that the 95 percent confidence interval is the lower bounds (0.142) and the upper bounds (0.397) for H_9 . The standardized mediated effect of perceived value on the relationship between service quality and passenger satisfaction is significant from zero at the 0.05 level ($p=0.11$). It means that service quality effects on passenger satisfaction through perceived value. For H_{10} , the standardized mediated effect of passenger satisfaction on the relationship between service quality and passenger complaint is not significant from zero at the 0.05 level ($p=0.852$). Bootstrapping displays that the 95 percent confidence interval is the lower bounds (-0.117) and the upper bounds (0.090), meaning that passenger satisfaction does not mediate on the relationship between service quality and passenger complaint. For H_{11} , the standardized mediated effect of passenger satisfaction on the relationship between perceived value and passenger loyalty is significant from zero at the 0.01 level ($p=0.01$). Bootstrapping displays that the 95 percent confidence interval is the lower bounds (0.174) and the upper bounds (0.443) which means that passenger satisfaction mediates on the relationship between perceived value and passenger loyalty. For H_{12} , the standardized mediated effect of passenger complaint on the relationship between passenger satisfaction and passenger loyalty is significant from zero at the 0.05 level ($p=0.036$). Bootstrapping displays that the 95 percent confidence interval is the lower bounds (0.020) and the upper bounds (0.145) which means that passenger complaint mediates on the relationship between passenger satisfaction and passenger loyalty (Bauer, 2006).

Conclusion and Suggestion

This study stated that service quality has a significant effect on perceived value (H_1 is supported). This finding was the consistency with previous studies done by Hsu, 2008; Foroutan, Roknabadi, Nayebzadeh, Meybodi, & Eghbali, (2016); Lai, Griffin, and Babin, (2009). Perceived value is by comparing services in two dimensions the overall quality has given the price and the overall price given for the quality (Woodruff, 1997). This finding means that the higher quality of service perceived, the greater the value felt. When passengers receive good service quality, they are willingness to pay a particular price because high service quality leads to good perceived value.

Furthermore, service quality also had a significant effect on passenger complaint (H_2 is supported). Customer complaints can happen when there is a gulf between their previous expectation and actual product or service (Dinnen & Hassanien, 2011). Therefore, the service operators should try to provide higher service quality over their expectations and the very convenient and clear procedure for handling complaints. Moreover, the research found that service quality significantly effects on passenger satisfaction (H_3 is supported). The finding is aligned with the previous research such as Sandada & Matibiri (2016); Lai, Griffin, and Babin (2009) and Hsu (2008). Companies achieve acceptable satisfaction levels by providing high service quality which not only meets the expectations of customers but also exceeds them (Sandada & Matibiri, 2016). Thus, to enhance passenger satisfaction, minibus line service could make an effort by providing superior services and value better than passengers' expectations.

The result of the study has exhibited that perceived value significantly affects passenger satisfaction (H_4 is supported). The result is aligned with previous studies by Hsu, 2008; Cronin Jr., Brady, & Hult, 2000 and Lai & Chen, 2011. The higher perceived value would be the higher satisfaction of the public transport passengers (Lai & Chen, 2011). In addition to attempting service quality improvement, the minibuses can create perceived value by developing in-vehicle departure time, the fare, and frequency to passengers.

The result of the study discovered that perceived value had a positive and significant effect on passenger loyalty (H_5 is supported). The result is fit with previous studies by Lai et al. (2009) and Wen, Lan, & Cheng, (2005). It means that if passengers perceived the higher value, they should be more loyal to ride the Bungtla minibuses. Therefore, the business should provide more benefits for riding minibuses. The result of the study demonstrated that passenger satisfaction has not a significant effect on passenger complaint (H_6 is not supported). According to the American customer satisfaction index model (ACSI model), a complaint is one outcome of customer dissatisfaction, and customer satisfaction decreases the number of complaints (Fornell, Johnson, Anderson, Cha, and Bryant, 1996). The research explored the passenger satisfaction had a positive and significant effect on passenger loyalty (H_7 is supported). The result is aligned with previous studies by Chou & Kim (2009); Hsu (2008); Hussain et al. (2014) and Angelova & Zekiri (2011) argue that satisfied customers are the foundation of successful businesses because they lead to repeat purchases, positive word of mouth, and customer loyalty. This result describes that if the passengers are satisfied with the providing service, they will be more loyal in the Bungtla minibus line.

This investigation has demonstrated that passenger complaint is not statistically significant effect on passenger loyalty (H_8 is not supported). The result supported by the findings (Hsu, 2008). The relationship between passenger loyalty and passenger complaint depends on the efficiency of complaint handling (Hsu, 2008). The complaints have been well handled and solved in a timely mode, and there was a successful transformed into loyalty. In order to handle the complaints efficiently, the minibus line service should recognize the benefits of passenger complaints and take action promptly and it leads to loyal passengers. This study found that perceived value mediates on the relationship of service quality and passenger satisfaction, therefore, hypothesis 9 is supported. This finding validates previous studies (Hussein & Hapsari, 2014; Lai & Chen, 2011).

This study also assesses the mediating effect of passenger satisfaction on service quality and passenger complaint as proposed by hypothesis 10. However, passenger satisfaction didn't mediate on the relationship of service quality and passenger complaint. This finding consistent with the prior research (Hussein & Hapsari, 2014). Passenger satisfaction mediates on the relationship of perceived value and passenger loyalty, therefore, hypothesis 11 is supported. This result validates with the prior research (Yang & Peterson, 2004; Lai et al., 2009). Customer perceived value directly affects customer loyalty and also indirectly affects customer loyalty via customer satisfaction (Yang & Peterson, 2004).

The result of the study found that passenger complaint mediates on the relationship of passenger satisfaction and passenger loyalty, thus, hypothesis 12 is supported. This finding fits with previous study (Chou & Kim, 2009). A suitable complaint recovery or handling can facilitate the firm to improve customer satisfaction and loyal customer (Spreng, Harrell, & Mackoy, 1995). The higher customer satisfaction will produce a decreasing customer complaint and increasing of loyal customers (Fornell, et al., 1996).

In summary, this paper recommends that the minibus line service requires to focus the strategies towards superior service quality and value. When the above marketing strategies are being developed to appeal potential long-term passengers, the service providers need to determine what passengers need, want, and value, and how to continually create them. To retain and attract passengers, management strategies require to improve and concentrate on perceived service quality and complaint handling programs.

The present study didn't observe other variables that would also affect customer loyalty in the minibus line service in order to expand the practical interrelationship such as corporate image, trust, and switching cost that may affect the level of passenger loyalty. The number of respondents and the period of time for the survey were limited in this study. The sample size didn't represent other passengers who ride minibus in Pakokku and Matupi in other periods of the year. In order to attain accurate findings, future studies should collect more data from respondents. Another limitation was the close-ended questions used in the questionnaire for collecting the data required statistical analysis. Because of the simple and limited answers, the respondents might not choose the actual perceptions, opinions, and feelings on the issues of investigation. For this reason, if open-ended questions will use in future studies, this would allow researchers to better access the real feelings of respondents on the issues. Subsequently, researchers might have more accurate inputs to achieve more accurate findings.

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