

## IC-010

### E-Service Quality Factors Affecting Purchase Intention Physical Vapor Deposition Coating Service in the Eastern Economic Corridor area, Thailand.

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#### ABSTRACT

The purpose of this study is to examine the connections between the factors that contribute to the quality of e-services, including responsiveness, fulfillment, perceived usefulness, trust, and purchase intention, particularly for Physical Vapor Deposition (PVD) coating services in the Eastern Economic Corridor (EEC) region of Thailand. This study aims to enhance the understanding of e-service quality factors that impact purchase intention for PVD coating service providers. It will assist them in improving their business strategy planning and implementation, as well as gaining a competitive edge by adopting digital transformation. Additionally, the research might function as a recommendation to enhance the company's performance, outperform rivals, and gain a larger market share. A total of 404 quantitative questionnaires were provided to individuals employed in the Eastern Economic Corridor (EEC) region. The findings were confirmed using descriptive analysis and multiple linear regression. An examination of the determinants impacting the desire to acquire PVD coating services in the Eastern Economic Corridor (EEC) region of Thailand through a digital platform. The findings confirmed that all of the factors influence purchase intention for PVD coating services. Among these elements, responsiveness has the greatest impact, while perceived usefulness has the least impact on purchase intention.

**Keywords:** Purchase intention, E-Service quality, Responsiveness, Fulfillment, Trust, Perceived usefulness.

#### Introduction

The important role of digitalization in driving business these days relies on how they are engaged and utilized to gain the core needs of the users and make a sufficient impact to persuade the decision-maker to acquire services and goods.

Digitization plays a significant role in helping to the attainment of the United Nations Sustainable Development Goals. Without the transformation of current firms, both economic and environmental concerns of the future cannot be tackled sustainably. Digitization pertains to a technological procedure, namely, "the assimilation of digital technologies into the routine of existence". When examining this technological procedure from the perspective of information technology about coding and programming, digitization refers to the conversion of analog information into a digital format. This can be achieved by enabling physical objects to be programmable or capable of communication (Bican & Brem, 2020).

The service sector plays a pivotal role in the major macroeconomic indices of global economic growth, generating the greatest portion of the global gross domestic product, leading in terms of overall employment, and fostering enduring prospects for social equality and well-being. Presently, the expansion of the service industry is propelled by the process of digital transformation, the escalating rate of Internet and mobile technology use, the creation of novel business models, and the rising allure of the sharing economy. It has resulted in significant alterations in service production processes and customer behavior, as well as the birth and rapid advancement of electronic services. Electronic service is a broad phrase that pertains to services provided through information technology over the Internet. E-services encompass a wide array of endeavors that utilize the Internet as a means of dissemination (such as e-tailing, e-banking, and e-travel) and recently developed digital services (Vatolkina et al., 2020). The assessment of service quality may be discovered by employing the comparison of consumer views on the services rendered by the firm and the objective measure of the actual level of service they have received. If the service obtained aligns with the consumers' expectations, the perceived quality of service is commendable and

pleasurable. E-service quality contributes a significant part to business as it has a long-term effect on the performance of customer service quality (Irawan et al., 2020).

E-services have found widespread adoption across various business sectors, yet the manufacturing industry has been untouched by this technological advancement. Given the resource-intensive nature of production processes, encompassing the utilization of materials, energy, and equipment. The incorporation of technology and innovative solutions becomes imperative to achieve comprehensive savings with efficiency. The Users are required to obtain sufficient information and suggestions to purchase decision-making as well as purchase intention of both products and services in niche markets. One such innovative solution service is the surface treatment technology known as "Physical Vapor Deposition (PVD) coating," which has been introduced as a cutting-edge coating technology service that is challenging in this research catering to diverse needs within the manufacturing industry.

Physical vapor deposition (PVD) is a renowned technology that is widely employed for the deposition of thin films in order to fulfill various requirements, including enhancing tribological behavior, improving optical properties, upgrading visual/esthetic aspects, and serving numerous other domains. This technology has already been firmly established with an extensive spectrum of applications (Baptista et al., 2018). The technology of Physical Vacuum Deposition (PVD) has evolved from initially developed in a laboratory to the second most widely utilized technique for coating component surfaces. Due to its notable attributes of precise coating and environmentally responsible technology, PVD promptly gained the attention of several production industries. From traditional manual implements to the rapidly expanding microelectronics business sector, items subjected to PVD may be found frequently, with some manufacturers still yet to completely embrace PVD technology in their production procedures (Chen, 2012). Additionally, PVD coating has been introduced to the market for end users who seek more productivity and efficiently operate their manufacturing applications. On-site support and face-to-face discussion are strongly needed for the end users to understand the use of PVD coating and select the right choice for their manufacturing processes which has never been done by digital platform service before. In part to maximize the benefit of digital technologies, this research proposes the generalities of the study are focused and related to the factors that influence E-Service Quality factors affecting to purchase intention of PVD coating service in the Eastern Economic Corridor (EEC) area, Thailand.

The Eastern Economic Corridor (EEC) is a region-focused development business, and its structure envisions a substantial transformation of both tangible and societal aspects. The Eastern Economic Corridor (EEC) in Thailand was a noticeable initiative aimed at establishing specialized economic zones over an expansive area of 30,000 rai (equivalent to 48 million square meters) throughout the three Eastern provinces of Chachoengsao, Chonburi, and Rayong. The objective is to transform the EEC into a collection of new economic zones characterized by enhanced technology, as per a projected THB 600 billion infrastructure investment program (Niyomsilp et al., 2020)

Thus, this research focuses on e-service quality factors found in the literature that significantly influence purchase intentions which are responsiveness, fulfillment, perceived usefulness, and trust. In addition, the research objectives, statement of the problem, scope of research, limitation of the research, the significance of the study, and definition of terms are discussed respectively in this chapter.

### **Purposes**

- 1) To describe responsiveness that affecting purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area, Thailand.
- 2) To describe fulfillment that affecting purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area, Thailand.
- 3) To describe the perceived usefulness that affecting purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area, Thailand.
- 4) To describe the trust that affecting purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area, Thailand.

### **Literature Review and Conceptual Framework**

#### **Purchase Intension**

Purchase intention is described as the process of decision-making, when customers exhibit their tendency, preference, or desire to acquire particular brands. Purchase intention is defined as a component of consumer behavior, namely the disposition towards particular items or services that shapes the behavior of individuals who are interested in acquiring information about these products or services (Sabraz Nawaz & Kaldeen, 2020). Purchase intent refers to the recognition of consumer behavior in seeking to acquire a specific brand of product (Irawan et al., 2020). The potential of customers having a willingness to purchase products is the

Purchase Intention (PI), which refers to the transactional conduct that consumers engage in after evaluating the items (Liao et al., 2022).

#### **E-services Quality**

An analysis of online sales data e-release services facilitates the acquisition of knowledge regarding seller conduct for online consumers, therefore bolstering their trust in online vendors, broadening the scope of communication networks that may be used as advantageous prospects with vendors, and fortifying the bonds between customers and vendors in the online realm. Providing clients with gratifying services will have a significant impact on their likelihood of reutilizing the items or services in the future (Irawan et al., 2020).

#### **Responsiveness**

The responsiveness of businesses to customer queries has a significant impact on consumer purchase intention. Customers have high expectations for firms to swiftly and effectively address their inquiries, and these replies directly influence their willingness to make a purchase. In Thailand, the imperative of swift responsiveness and round-the-clock service has assumed a pivotal role in facilitating internet commerce during the prevailing work-from-home era (Ruanguttamanun & Peemane, 2022). Consumers tend to align themselves with an organization that offers quick responses to their concerns and has a genuine interest in incorporating their comments. Organizations must strategically optimize their service and commodities by carefully analyzing feedback and comprehending consumer requirements in order to significantly boost customer happiness and foster post-purchase intention. The prompt and attentive nature of salespeople has the potential to enhance consumers' impression of value, leading to the establishment of customer relationships that are predominantly centered upon the salesperson rather than the organization as a whole. Cultivating a constructive view of worth engenders a surge in the inclination to make a purchase. Its influence on crucial relational outcomes for the company is significant, as it fosters customer happiness, commitment, and confidence in the supplier, along with purchase intents and a readiness to suggest the provider to other prospective consumers (Abd Aziz et al., 2015). The correlation between responsiveness and assurance and empathy indicates that restaurant personnel must deliver quick service to clients (responsiveness) in order for their expertise to be valued (assurance), therefore showcasing their concern for their customers (empathy) (Abu Bakar et al., 2018).

#### **Fulfillment**

Website Reliability/Fulfillment encompasses the capacity of online vendors' websites to effectively process orders, provide timely delivery, and safeguard personal data with utmost security. Ensuring the delivery of the committed service in a trustworthy and consistent fashion is of paramount importance. Hence, it is imperative that the service given on the website adequately meets the demands of online purchasers (Lee et al., 2016).

#### **Perceived Usefulness**

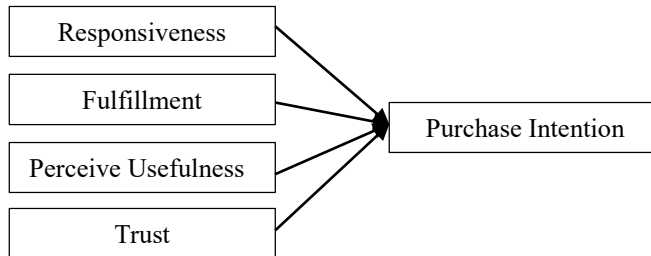
The perceived usefulness of online shopping has the potential to alter consumers' attitudes toward making purchases, hence positively influencing their desire to utilize Internet applications (Moslehpour et al., 2018). The usefulness of a system has a significant impact on an individual's preference to utilize it. Within the realm of e-commerce, websites that possess a user-friendly interface and have the capacity to furnish valuable information have the potential to augment the desire to make a purchase (Hanjaya et al., 2019). Moreover, the usefulness of a product significantly influences the probability of purchase while performing online shopping (Hanjaya et al., 2019). The impact of perceived usefulness on customers' behavioral intention to purchase online was shown to be statistically significant (Cho & agynov, 2015).

#### **Trust**

Online trust is a crucial factor in the domain of e-commerce, exerting a positive influence on businesses and developing customers' perspectives on online retail establishments. The true importance of this rests in its ability to improve long-lasting client connections, a process that develops across a series of transactions. The consolidation and extension of trust are significantly influenced by positive experiences encountered by end-users, which in turn fosters a stronger inclination towards engaging in extended online purchasing. The theoretical underpinnings of the relationship between online trust and purchase intentions might be found in the theory of reasoned action (TRA), which provides insight into the complex dynamics of attitudes, intentions, and behaviors. As to the TRA framework, human behaviors are intended and determined by rational decision-making processes. Therefore, a significant degree of reliance on digital platforms indicates consumers' confidence in the reliability and transparency of the provided goods and services, harmonizing with their specific requirements and augmenting the probability of completing transactions (Ruanguttamanun & Peemane, 2022). An often-cited factor limiting consumer engagement in online buying is the perceived insufficient trust. The primary and most prominent factor contributing to trust in a retail environment is in the salesperson since the level of trust from the consumer is dependent upon the salesperson's competence, affability, and resemblance to the customer. Nevertheless, inside the digital realm, the presence of a physical salesperson has been replaced by the provision

of assistance buttons and search functions, eliminating the foundation of consumer confidence in the process of purchasing (Cho & Sagynov, 2015).

### Conceptual Framework



### Hypotheses

Hypothesis H1o: Responsiveness has no significant influence on purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area in Thailand.

Hypothesis H2o: Fulfillment has no significant influence on purchase intention PVD coating service in the Eastern Economic Corridor (EEC) area in Thailand.

Hypothesis H3o: Perceive usefulness has no significant influence on purchase intention PVD coating service in the Eastern Economic Corridor (EEC) area in Thailand.

Hypothesis H4o: Trust has no significant influence on purchase intention PVD coating service in the Eastern Economic Corridor (EEC) area in Thailand.

### Research Methodology

this research will identify the level of effect for each variable that influences customers or users who are working in the Eastern Economic Corridor (EEC) area of Thailand. All 404 respondents were selected by convenience sampling and snowball sampling. Quantitative methods were used to collect primary data by adopting the survey technique measured by the Likert scale, which ranges from strongly disagree to strongly agree: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5. Before getting all the respondents, the researcher decided to collect 40 respondents first in order to test the reliability of all questions in the questionnaire conducted by the social science program or SPSS reliability test. Then the researcher continues to gather the data. Descriptive analysis was used to analyze and interpret the demographic data of the respondents, and an online survey was applied to distribute the composition of the questionnaire. Moreover, correlation analysis and multiple linear regression were used to examine the relationship and influence of the independent variables on the dependent variables through hypothesis testing. This research employed secondary data from reliable sources, which are previous research, articles, journals, and websites, to support and discuss the findings in Chapter II.

### Results

A total number of 404 respondents successfully responded to all the questions in the online questionnaires through the Google form. A total of 404 respondents working in the EEC region of Thailand were included in the sample, which aligns with the required sample size. The descriptive analysis was conducted to clarify the distinctive characteristics of the respondents by examining their demographic information, including gender, age, company business type, company business industry, department, brand, position, and experience with using PVD coating services.

Most of the respondents are male, accounting for 69.8% of the total. The largest age group among the respondents is between 36 and 40 years old, making up 27% of the total. Additionally, the majority of the respondents work in component manufacturing within the automotive industry, representing 50% of the total. The biggest proportion of respondents, 44.8%, come from the business industry. Furthermore, out of the evaluations, 94 individuals, or 23.3% of the total, have positions in the sales, marketing, or business development departments. Among them, the majority, comprising 42.3%, are supervisors or leaders. Most respondents (38.1%) have reported having between 1 and 5 years of experience utilizing PVD coating services. All variables receive a mean score over 4, indicating an encouraging response, probably on a Likert scale where a higher number signifies agreement or a positive evaluation. The dependent variable, buy intention, is measured by respondents' agreement and inclination to make a purchase.

### Multiple Linear Regression

In this research, multiple linear regression (MLR) was used to evaluate the causal relationship between independent factors and dependent variables. The study examined the affecting factors, including responsiveness, fulfillment, perceived usefulness, and trust, and the dependent variable of purchase intention satisfaction.

**Table1:** Model Summary from Multiple Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Change Statistics		
					R Square Change	F Change	df1	df2	Sig. F Change
1	.721 <sup>a</sup>	.520	.515	.35757	.520	.000	4	399	.000

a. Predictors: (Constant), Trust, Fulfillment, Responsiveness, Perceive usefulness.

adjusted R square value of table is 0.515, indicating that 51.5% of the e-service quality factors affecting purchase intention for PVD coating service in the Eastern Economic Corridor (EEC) area in Thailand can be explained by the four independent variables in this research which are responsiveness, fulfillment, perceived usefulness, and trust. Additionally, there is a remaining 48.5% of independent variables that influence the purchase intention of PVD coating services in the Eastern Economic Corridor (EEC) area of Thailand.

### Significant Value & Beta Coefficient Analysis

**Table2:** The Summary Results of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.729	.177		4.116	.000		
H1o: Responsiveness	.495	.058	.480	8.498	.000	.377	2.650
H2o: Fulfillment	.469	.040	.211	7.823	.000	.359	2.789
H3o: Perceive usefulness	.152	.050	.172	3.058	.002	.333	3.006
H4o: Trust	.319	.055	.314	5.829	.000	.415	2.412

a. Dependent Variable: Purchase Intention

Presents a concise overview of the results obtained through hypothesis testing. Independent variables have a statistically significant influence on the dependent variable when the p-value is less than 0.05. The testing results indicate that responsiveness, fulfillment, perceived usefulness, and trust have a statistically significant influence on the purchase intention of PVD coating services in the Eastern Economic Corridor (EEC) region of Thailand. This is supported by the finding that the significance values for these factors are all below 0.05. The null hypothesis, represented by H1o, H2o, H3o, and H4o, was rejected. In addition, the standard coefficient  $\beta$  of responsiveness is 0.480, which means that if responsiveness changes (either increase or decrease), it will increase or decrease purchase intention by 0.48 units. In addition, the standardized coefficient  $\beta$  value of fulfillment is 0.211, which means that if the fulfillment changes (either an increase or a decrease), it will affect the purchase intention. Increase or decrease by 0.211 units. In addition, the standard beta coefficient of perceived usefulness is 0.172, which means that if Perceived usefulness changes (whether it is an increase or decrease), it will increase or decrease purchase intention by 0.172 units accordingly. Finally, the standard coefficient  $\beta$  of trust is 0.314, which means that if the trust changes, whether it is an increase or a decrease, it will increase or decrease purchase intention 0.314 units. Among these four independent variables, responsiveness generated the greatest influence, followed by trust, fulfillment, and perceived usefulness.

### Discussion

The fundamental objective of the research is to explain the factors that lead to client expectations and to identify the elements of e-service quality that impact the intention to purchase PVD coating services. This research aims to enhance the competitive advantage of PVD coating services, promote the growth of innovative sales techniques on digital platforms, and mitigate miscommunication by creating accessible channels for distributing important information. This is intended to assist clients in making well-informed judgments when it comes to purchasing decisions to use PVD coating services. Furthermore, the research aims to leave a footprint in intelligence sales and marketing strategy to overcome the turbulent market with a unique strategy and maintain the long-term sustainability of the business in the digital era.

The study's findings indicate that the majority of respondents were male, accounting for 69.8% of the total. The age group between 36 and 40 has the highest representation, accounting for 27% of the total. 50% of the respondents are employed in the automobile component manufacturing industry, while 44.8% come from the business sector. Regarding job positions, 23.3% of individuals have responsibilities in sales, marketing, or

business development, while 42.3% occupy positions as supervisors or leaders. Out of the respondents evaluated, 38.1% reported having 1–5 years of experience with PVD coating services. The result provided above the factors of responsiveness, trust, fulfillment, and perceived usefulness respectively were the factors that significantly influenced purchase intention for PVD coating service.

The research used hypothesis testing to examine the correlation between independent factors (responsiveness, fulfillment, perceived usefulness, and trust) and a dependent variable (purchase intention of PVD coating services). A p-value below 0.05 is often regarded as statistically significant. In this result, it signifies that the possibility of the observed relationships occurring is less than 5%.

### Conclusions

All four variables demonstrated p-values below the specified limit, demonstrating a statistically significant influence on purchase intention. This study found that responsiveness, fulfillment, perceived usefulness, and trust significantly affect the purchase intention of PVD coating services in Thailand's Eastern Economic Corridor, with p-values below 0.05, leading to the rejection of the null hypotheses (H1o, H2o, H3o, H4o). Responsiveness had the most significant impact, followed by trust, fulfillment, and perceived usefulness.

The end of the study emphasizes the significant role of e-service quality factors, such as responsiveness, trust, fulfillment, and perceived usefulness, in influencing the intention to purchase PVD coating services through digital platforms. This supports the objective of improving the service's competitiveness and ensuring the long-term viability of the business in the age of technology.

### Recommendations

This research explores the importance of the domestic market for manufacturers and business development specialists in the field of Physical Vapor Deposition (PVD) coating services. This information is especially relevant for PVD coating service providers and related entities who are striving to develop new and advanced products and services in various industries, particularly in the Eastern Economic Corridor (EEC) of Thailand. This region is known for its strong potential and extensive manufacturing infrastructure. The findings obtained from this study are ready to provide manufacturers, company developers, PVD service providers, and organizations involved in the PVD coating services industry with a detailed comprehension of the factors that determine e-service quality. The determinants of service provider consumer satisfaction and purchase intentions in online businesses include responsiveness, which refers to the proactive engagement of the business in service activities such as addressing customer queries, retrieving information, and ensuring fast navigation speeds. In addition, trust refers to the customer's willingness to accept vulnerability in online transactions based on positive expectations of the online business's future behavior (Ojasalo, 2020). Fulfillment, on the other hand, refers to the ability to provide prompt and accurate responses to customer inquiries through authorized communication channels within a specified time frame, which further improves the efficiency of the system in retrieving information and searching quickly (Ruanguattamanun & Peemane, 2022). The perceived usefulness of the Internet, which refers to the consumer's belief in its ability to help make better purchasing decisions compared to traditional in-store shopping, highlights the system's usefulness in improving job performance, productivity, effectiveness, and overall usefulness. This factor, as demonstrated by Rahmiati Rahmiati and Indri Ilma Yuannita (2019), also has a significant impact on purchase intentions when using digital platforms. Employing these observations allows organizations to shift from traditional sales methods, such as face-to-face transactions and conventional sales strategies, to digital commerce in the manufacturing industry. This research not only strengthens the position as a service provider but also positions the business as a knowledgeable advisor to the customers, thereby spreading crucial information, attracting a wider range of customers, and exploring previously unexplored markets, resulting in market expansion and competitive advantage through excellent e-service.

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