

ความสัมพันธ์ของความไว้วางใจ ความพึงพอใจ  
ความผูกพัน และ ความภักดี  
THE RELATIONSHIP OF TRUST, SATISFACTION,  
COMMITMENT AND LOYALTY

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## บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อใช้ทฤษฎีการตลาดเชิงสัมพันธ์เพื่อตรวจสอบความตั้งใจของนักศึกษา มหาวิทยาลัยสุโขทัยธรรมาธิราชโดยใช้ปัจจัย 3 ประการ ได้แก่ ความเชื่อมั่นความพึงพอใจและความผูกพัน

เครื่องมือที่ใช้ในการวิจัยคือแบบสอบถามซึ่งประกอบด้วยการวัดที่เกี่ยวกับความพึงพอใจความผูกพันและความภักดี ประชากรที่ใช้ในการศึกษาคือนักศึกษาปริญญาตรี 172 คนที่ศึกษาอยู่ของมหาวิทยาลัยสุโขทัยธรรมาธิราชซึ่งเป็นผู้นำของสมาคมนักศึกษาจาก 77 จังหวัด แบบสอบถามได้ถูกจัดทำขึ้นในวันที่ 31 สิงหาคม 2561 ในขณะที่สมาคมผู้นำนักศึกษา 172 คนพักอยู่ในมหาวิทยาลัย 3 วันระหว่างวันที่ 30 สิงหาคมถึง 1 กันยายนเพื่อเข้าร่วมกิจกรรมของมหาวิทยาลัยสุโขทัยธรรมาธิราชสำหรับผู้นำของสมาคมนักศึกษาซึ่งมีกิจกรรมด้านา: การฝึกอบรม การนำเสนอ การวางแผนประจำปี มีแบบสอบถามถูกส่งคืนมาจำนวน 148 ชุด สถิติสหสัมพันธ์และการวิเคราะห์การถดถอยถูกนำมาใช้สำหรับการวิเคราะห์ข้อมูล ความสัมพันธ์ของความไว้วางใจความพึงพอใจ ความผูกพันและความภักดี

ผลการศึกษารูปได้ว่ามีความสัมพันธ์ระหว่างความไว้วางใจกับความพึงพอใจคือ 0.449 ความสัมพันธ์ระหว่างความไว้วางใจกับความผูกพันคือ 0.539 ความสัมพันธ์ระหว่างความไว้วางใจกับความตั้งใจ คือ 0.474 ความสัมพันธ์ระหว่างความพึงพอใจและความผูกพันคือ 0.618 ความสัมพันธ์ระหว่างความผูกพันและความภักดีคือ 0.473 ตัวแปรต้นได้แก่ความไว้วางใจ ความพึงพอใจและความผูกพันส่งผลต่อตัวแปรตามคือความภักดี สัมประสิทธิ์การถดถอยคือ 0.771 จากผลการศึกษาคั้งนี้ผู้บริหารสามารถบรรลุเป้าหมายของการเสริมสร้างความภักดีของนักเรียนโดยการพัฒนาคุณลักษณะความสัมพันธ์กับลูกค้าที่สำคัญคือ: ความไว้วางใจความผูกพันและความพึงพอใจ การใส่ใจในประเด็นสำคัญเหล่านี้จะนำไปสู่ความได้เปรียบในการแข่งขันที่ดีขึ้นในบริการการศึกษา

**คำสำคัญ:** บริการการศึกษา, ความน่าเชื่อถือ, ความพึงพอใจ, ความผูกพันและความตั้งใจ

## ABSTRACT

The purpose of this study was to use relationship marketing theory to investigate empirically students' loyalty intentions of Sukhothai Thamathirat Open University's students by using three factors: trust, satisfaction and commitment.

The instrument was a questionnaire composed of the measurement items relate to the constructs of trust, satisfaction, commitment and loyalty intentions. The population of the study is 172 current bachelor degree students of Sukhothai Thammathirat Open University who are the leaders of students' associations 77 provinces. The questionnaire was distributed on August 31, 2018 while 172 leaders of students' associations were staying on campus 3 days during August 30 until September 1 to join the activities of Sukhothai Thammathirat Open University for the leaders of students' associations: training, presentation and next year planning. The 148 questionnaires were returned. Correlation and regression were used for data analysis the relationships of trust, satisfaction commitment and loyalty intentions.

The results of this study concluded that there is a relationship of trust, satisfaction, commitment and loyalty intentions. The relationship between trust and satisfaction is 0.449. The relationship between trust and commitment is 0.539. The relationship between trust and loyalty intentions is 0.474. The relationship between satisfaction and commitment 0.618. The relationship between commitment and loyalty intentions 0.473. Predictors are trust, satisfaction and commitment and dependent variable is loyalty. The regress is .771. Based on the results from this study, administrators can achieve the goal of enhancing student loyalty by developing key customer relationship attributes: trust, commitment and satisfaction. Attention to these key points will lead to significantly improved competitive advantage in education services.

**Keywords:** Education service, Trust, Satisfaction, Commitment and Loyalty intentions

## INTRODUCTION

### Statement of the Problems

Sukhothai Thamthirat Open University (STOU) is the only one university in Thailand which uses distance medias to teach students around Thailand and other countries. STOU sends many distance medias to students at their homes. The students study the medias by themselves. Most of them have never met their professor by face to face. Therefore, there possibly is a question, how much do the students have trust, satisfaction, commitment and loyalty to STOU?

### The Purpose of the Study

1.This study seeks to empirically investigate students' loyalty intentions as dependent variables by studying the trust, satisfaction and commitment of STOU students as independent variables. Also,

2.This study will investigate whether the relationships among trust, satisfaction, commitment and loyalty intentions.

### Justification of the Study

This research will contribute to and extend prior research by confirm how trust, commitment and satisfaction influence the loyalty intentions of STOU students. If increased customer loyalty leads to superior university performance, then the development of trust, commitment and satisfaction is a desirable goal for any organization.

Thus, the findings of this study will help STOU as service providers to improve their marketing strategies to ensure that STOU students have confidence in which programs they want to attend. The mutual benefits to university and students will ensure the future success of STOU.

A second contribution of this research involves STOU will develop to determine whether the relationship model fits STOU students. Properly understanding any differences in loyalty intentions of STOU students can help STOU to fine-tune core service strategies and relationship customization in their relationship marketing plans.

## LITERATURE REVIEW

### Trust

Morgan and Hunt (1994) define trust as the belief that a party's word or promise is reliable and that the party will fulfill his or her obligations in an exchange relationship. Moorman, Zaltman and Deshpande (1993) suggest that the role of trust in relationships has been conceptualized as a feature or an aspect of relationship quality. According to marketing context, the factor of trust normally relates with expectation of consumers, relating to the company ability to maintain the promise take their obligations. Therefore, the expectation is based on the company's ability, trustworthiness, honesty and power. Competency of an organization shows the capacity which can take the transaction with the customer according to their expectation.

### Satisfaction

Kotler (1999) defined that satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations. Customer satisfaction is the reply to the particular attention on the expectation of the experience and production of using services and consumption. Oliver (2010) stated that customer satisfaction is defined as a process of evaluation or as an outcome result of this process. Oliver (2010) also explained that customer satisfaction is the consumer's fulfillment response. Customer satisfaction is the sentimental and emotional reaction or behavior of interactive recognizing and realizing.

There are two different conceptualizations of customer satisfaction: transaction-specific satisfaction and cumulative satisfaction. The transaction-specific satisfaction is the evaluation of particular service encounter. The cumulative satisfaction is the overall evaluation of service provider.

### Commitment

Customer commitment has been interesting since Morgan and Hunt's (1994) seminal work on the trust - commitment theory of relationship marketing. Recent research has identified that customer commitment is a powerful predictor of various metrics related to customer retention, the same switching/staying intentions and repurchase intentions.

Although previous research has found that there are several key determinants of relationship marketing outcomes, the constructs of commitment, trust and satisfaction seem to be the key.

A multi - dimensional view of commitment has been well established in the services marketing literature. The number of dimensions used, however, has only been moderately consistent. Many studies have alluded to two dimensions of commitment in marketing relationships.

## Loyalty

The conceptualization of customer loyalty as a combination of behavioral and attitudinal dimension is additionally supported by many authors. Dick and Basu (1994) conceptualized customer's loyalty based on the relationship between relative attitude and repeat patronage behavior. More specifically, attitudinal loyalty refers to customer's emotional attachment while behavioral loyalty refers to customer's actual behavior. In this regard, marketing scholars are advised to use both attitudinal and behavioral dimensions of loyalty in their actual measurements and studies.

The importance of developing and maintaining enduring relationships with university students using relationship marketing theory is generally accepted in the marketing literature. The question is then this relationship be applied to across diverge segments such as education. A key challenge for researchers is to identify and understand how managerially controlled antecedent variables influence important relationship marketing outcomes such as loyalty intentions. A key goal of relationship marketing theory is the identification of key drivers that influence important outcomes for the university and a better understanding of the relationship marketing outcomes, loyalty intentions.

2018-2013 Researches according to Marketing relationship: satisfaction, Trust, commitment and loyalty are:

Gil-Saura, I., Berenguer-Contri, G., & Ruiz-Molina, E. (2018). analyzed the determinants of satisfaction (service quality, perceived value), as well as its possible influence on customer loyalty of freight forwarders to freight transport service providers (by road/maritime/air) in Spain. To this end, this research proposed a causal model tested using information from 205 freight forwarders collected through personal interviews. Results show that service quality has an influence on customer satisfaction, both directly, as well as through perceived value. In turn, it is confirmed the relationship between satisfaction with the transportation company and customer loyalty. Furthermore, there are significant differences in quality dimensions and satisfaction between transport modes. This study confirms the importance of service quality and perceived value to promote the link between chain actors: freight forwarder and transport service provider. The main aim of this research is to go deeper into the study of satisfaction and loyalty of freight forwarders to freight transport service providers. Findings provide evidence about differences in the dimensionality of service quality between B2C and B2B settings and, even in the latter, differences between freight forwarding services and other industries are observed. The present paper is one of the few studies that obtains relevant information about several transport modes simultaneously and the findings reinforce the notion that perceptive processes in each of them are different.

Schirmer, N., Ringle, C., Gudergan, S. & Feistel, M. (2018) examined whether trust and commitment mediate the extent to which satisfaction influences loyalty, and whether such mediation is conditional on certain demographic or situational customer characteristics. The findings suggest that assuming homogeneity supports the general notion that trust and commitment partially mediate the extent to which satisfaction influences loyalty. FIMIX-PLS and PLS-MGA analyses substantiate that this mediation differs between two distinct customer segments. The two segments reveal heterogeneity in how trust and commitment partially mediate the link between satisfaction and loyalty. That is, the effect of satisfaction on loyalty is fully mediated by trust and commitment in the segment of customers with high education, whereas satisfaction is partially mediated by trust, but not by commitment, in the other segment of customers with less education.

Mahmoud, M., Hinson, R. & Adika, M. (2018) called on scholars pay to attention to these factors in the scholarly marketing literature, since customer retention is the basic tenet of relationship marketing. Drawing on relationship marketing theory, this study analyzes the direct and indirect relationships amongst trust, commitment, and conflict handling on customer retention. The findings revealed that only conflict handling had a direct significant effect on customer retention. Also, trust and conflict handling had a direct and significant effect on customer satisfaction. However, trust and conflict handling were seen to have an indirect significant effect on customer retention via customer satisfaction.

Ramamoorthy, R., Gunasekaran, A., Roy, M., K. Rai, B., & Senthilkumar, S. (2018) investigated customer-perceived service quality dimensions, satisfaction, and behavioural intentions in the context of the Indian life insurance sector. The study explores the relationship between service quality, satisfaction, and behavioural intentions by linking both constructs at their dimensional level. The results of this study validate previous research findings that identify reliability and responsiveness as key dimensions of service quality. Reliable and responsive customer support had significant impacts on customer satisfaction and behavioural intentions in the Indian life insurance industry.

Cai, R., & Chi, C. (2018) identified the depth structure of customer complaint efforts and investigates the roles of each dimension in the structural relations with customer satisfaction and loyalty. Three dimensions of customer complaint efforts were identified, procedural effort, cognitive effort, and affective effort in the restaurant context. This study found that customers' physical/procedural and cognitive efforts exerted during the complaint resolution process compound their affective efforts, which further reduce customer satisfaction with the complaint process and erode customer behavioral and attitudinal loyalty.

Cha, J. & Borchgrevink, C. (2018) investigated the relative effects of perceived value and food safety on customer satisfaction and customer loyalty. The proposed model was consistent

with other cognitive–attitudinal–behavioral frameworks. This study also explored how these two perceptions on customer satisfaction were different based on gender and restaurant type. The study found support for all of the hypothesized relationships. Results from the structural equation modeling showed that customer satisfaction mediated the relationships between two antecedents and customer loyalty.

Chandrashekar, M., Rotte, K., Tax, S., & Grewal, R. (2007) focused on identifying which customers are vulnerable to defection despite their stated high levels of satisfaction. Building on the recently developed Judgment Uncertainty and Magnitude Parameters (JUMP) model, the authors decompose customers' stated satisfaction into two related but independent facets—satisfaction level and satisfaction strength—and then examine the role of satisfaction strength in the translation of satisfaction into loyalty. The studies strongly demonstrate that satisfaction strength plays a central role in the translation of stated satisfaction into loyalty. A key finding is that though satisfaction translates into loyalty when satisfaction is strongly held (i.e., low uncertainty), the translation is significantly lowered, on average, by approximately 60% when the same satisfaction is more weakly held (i.e., high uncertainty). The studies also indicate that prior relationship aspects (length of relationship, volume of business, and favorability of prior experiences) result in even greater vulnerability.

Singh, G., Singh, I. & Vij, S. (2017) identified the antecedents and consequences of customer loyalty and suggests a conceptual model. The paper identified four dimensions (customer satisfaction, commitment, trust, and image) that potentially determine customer loyalty and four probable outcomes of customer loyalty (word-of-mouth, repurchase intention, price premium and share-of-wallet). Conflict handling and switching costs have been proposed as the moderators of customer satisfaction and customer loyalty relationship. The paper also identified relationships between the building blocks of the model. The review paper concludes by suggesting how this conceptual framework and propositions emerging from it provide a rich agenda for further research.

Alexandru, F. & Loana, C. (2016) studied satisfaction, trust and commitment as dimensions of loyalty in real estate companies. The study has two parts: a qualitative and a quantitative research. The analysis of the loyalty constructs reveals specific dimensions which are approached as a distinct construct in most articles: trust, satisfaction and commitment.

Bilton, S. (2016) studied the effect of trust and commitment on consumer satisfaction and loyalty: a study of a non-bank deposit taker and retail banks in New Zealand. The results indicate for all construct dimensions apart from calculative commitment, non-bank deposit takers displayed significantly higher scores than retail banks. Contrary to the literature the research results suggest calculative commitment is not a significant loyalty influencer in the New Zealand banking context and satisfaction has a positive rather than negative effect on spurious loyalty. The results

indicate affective commitment is a significant influencer of true loyalty while the cognitive dimensions of trust and commitment negatively affect both loyalty dimensions. The impact on the bank marketing and operational practitioners is substantial as current marketing and business practices may be actually decreasing true consumer loyalty

Bricci, L., Fragata, A. & Antunes, J. (2016) investigated the main effects of trust, commitment and customer satisfaction on loyalty with a sample of customers from the distribution sector in Portugal. The results showed that trust has a positive and direct effect on commitment, also trust has a positive and direct effect on satisfaction, commitment has a positive and direct effect on loyalty and satisfaction has a positive and direct effect on loyalty, thus it's important for this companies the improvement of responsibility, development of team skills, empowering employees and the company in a sense to fulfil commitments and performing the co-creation of value.

Al-Msallam, S. (2015) investigated which factors influence customer satisfaction. This paper analyzes the basic factors which affects customer satisfaction towards services of Bank. The research reviews the current academic marketing literature and tries to identify antecedents of customer satisfaction and customer loyalty. The findings from this study also provide important managerial implications.

Al-Msallam, S. (2015). studied the effects of three customer perceptions (brand image, price fairness) on customer satisfaction and brand loyalty. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of brand image and price fairness affect Brand loyalty. Customer perception of brand image and price fairness are almost equally to build up the satisfaction. The researcher suggested that managers should consider price fairness as foundations to build up customer satisfaction, brand loyalty and, also to improve brand image as an added on value for customers.

Giovanis, A. (2015) empirically measured the direct effects of relationship quality (RQ) components on customer loyalty, and second to examine the moderating effects of continuance commitment on these relationships in the context of high-tech consumer services. This paper extends the relationship commitment paradigm by testing a contingency model to assess the impact of satisfaction, trust, and affective commitment on customer loyalty, under different levels of continuance commitment. Findings clearly indicate that the impact of all RQ components on customer loyalty is statistically significant but also varies according to the level of continuance commitment. Relevant theoretical and managerial implications are presented at the end of the paper.

Youcef, S., Djelloul, C. & Abderrezak, B. (2015) studied the impact of the customer satisfaction on their loyalty in the presence of trust and commitment as intermediate variables on Algerian Mobilis Company by analyzing the dimensions of satisfaction, trust, commitment and

loyalty using structural equations. The outcome of the study after the statistical processing through AMOS software indicated that there is a strong impact to the customer satisfaction on loyalty with the existence of trust and commitment intermediate variables.

Madjid, R. (2013) studied customer trust as relationship mediation between customer satisfaction and loyalty at Bank Rakyat Indonesia (BRI) Southeast Sulawesi. The results showed that customer satisfaction has significant influence toward customer trust and loyalty. Furthermore, customer trust has positive and significant influence toward customer loyalty. Customer trust as partial mediation link between the customer satisfaction and customer loyalty.

Madjid, R., Hadiwidjojo, D., Surachman, & Djumah (2013) studied the role of customer trust and commitment as mediator for the relation between customer satisfaction and Loyalty at Bank Rakyat Indonesia (BRI). The study confirm that there is a statistically significant effect of satisfaction on customer Trust, trust on customer loyalty and also satisfaction on customer Trust.

Mihaela TRIF, S. (2013) examined the influence of two relationship marketing concepts, namely overall customer satisfaction and customer trust on customer loyalty in the banking sector in Romania. The results of the empirical study show that overall customer satisfaction and customer trust are significantly related to both dimensions of loyalty, namely customer's behavioral and attitudinal loyalty. The findings also reveal that overall customer satisfaction and customer trust are positively and strongly associated. This study reinforces the importance of customer loyalty as a source of sustainable competitive advantage that secures banks with a stable position in the banking sector over time.

## RESEARCH METHOD

### Theoretical framework

The theoretical framework of this research is based on relationship marketing theory. This study proposes to test a model in which satisfaction and commitment are conceived as mediating the trust and outcome variable of loyalty intentions. Four variables encompassing loyalty intentions such as relationship marketing outcomes and the three constructs of trust, commitment and satisfaction will be empirically tested to verify the significance of relationship marketing theory.

This study adopts the work of Hennig-Thurau, Gwinner and Gremler (2002) by positioning satisfaction and commitment as mediators to the understanding of relationship marketing outcomes :loyalty intentions. Hennig-Thurau et al. (2002) found significant relationships between the mediators of satisfaction and commitment and customer loyalty between students and service employees/firms.

Factors that affect student loyalty intentions are trust, satisfaction and commitment (Hennig-Thurau et al., 2002). The consequences of trust have been studied by Swan et al. (1999), who found that trust has a positive relationship to satisfaction, favorable student attitudes, purchase intentions and purchase behaviors. Based on these research studies, this research forecasts a positive relationship between trust and satisfaction and a positive relationship between trust and loyalty intentions. It is anticipated that this study will also support the work of Morgan and Hunt (1994) which shows that trust drives commitment.

Studies by Anderson et al. (1994) and Rust and Zahorik (1993) identified satisfaction as a leading factor in determining loyalty. Drawing on the work of Hennig-Thurau and Klee (1997) and Hennig-Thurau et al. (2002), this study suggests a positive relationship between satisfaction and commitment. The relationships among the variables are presented in Figure 1. Adapted from Morgan & Hunt (1994); Garbarino & Johnson (1999); Hennig-Thurau, Gwinner and Gremler (2002), Reichheld (2003).

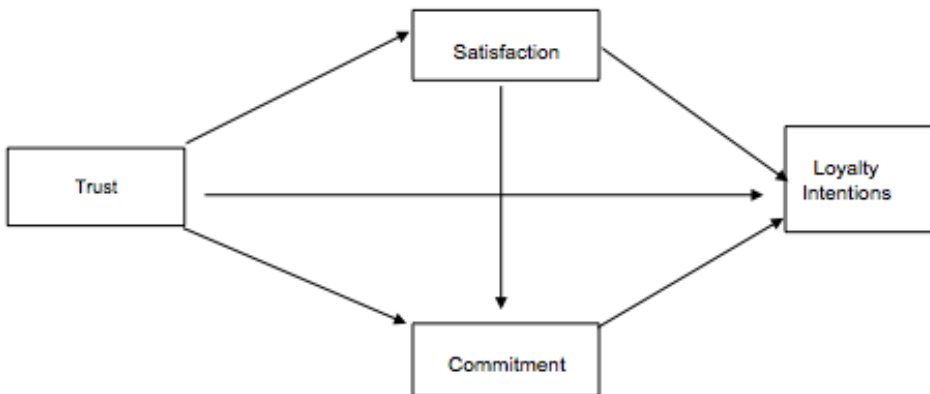


Figure 1: Research Framework

The elements of social exchange theory - satisfaction, commitment and trust - have been investigated extensively in the relationship marketing literature (Hennig-Thurau, Gwinner & Gremler, 2002; Garbarino & Johnson, 1999; Moorman, Deshpande, & Zaltman, 1993; Morgan and Hunt, 1994).

## Population

The population of the study is 172 current bachelor degree students of Sukhothai Thammathirat Open University who are the leaders of students' associations 77 provinces. The questionnaire was distributed on August 31, 2018 while 172 leaders of students' associations were staying on campus 3 days during August 30 until September 1 to join the activities of Sukhothai Thammathirat Open University for the leaders of students' associations: training, presentation and next year planning.

## Instrument Development

The instrument is composed of 23 measurement items. The measurement items relate to the constructs of satisfaction, trust, commitment and loyalty intentions. Satisfaction, trust, commitment and loyalty intentions constructs will be measured to test the hypotheses. This study used items which have effectively measured these constructs based on their high level of reliability and validity in previous research.

However, modifications have been made on certain measures to make them more appropriate for the context of this study. All constructs are operationalized by multi-item measures. A 5 - point Likert scale, ranging from "1 = strongly disagree" to "5 = strongly agree" will be used.

## Satisfaction

Overall program satisfaction was measured, using the following items.

- 1) My choice to attend this program is a wise one.
- 2) Attending this program is a good experience.
- 3) I think I did the right thing when I decided to attend this program.
- 4) Overall, I am satisfied with this program.

## Trust

The following seven items were used to measure trust:

- 1) Integrity is a word I'd use when describing the university staff.
- 2) I was sure that the university staff members are always acting in my best interest.
- 3) I trust the university staff completely.
- 4) University staff members always keep their promises to me.
- 5) I have great confidence in university staff.
- 6) The university staff can be relied upon.
- 7) The university staff cannot be trusted at times. (reverse-coded item)

## Commitment

The following seven items were used to measure the students' commitment.

- 1) My relationship with university staff is one that I am very committed to.
- 2) My relationship with university staff is very important to me.
- 3) My relationship with university staff is one that I really care about.
- 4) My relationship with university staff deserves my maximum effort to maintain.
- 5) My relationship with university staff is one that I would like to maintain for a long time.
- 6) My relationship with university staff is one toward which I can develop a warm feeling.
- 7) My relationship with university staff has a great deal of personal meaning for me.

## Loyalty Intentions

Five items are adapted from Hennig-Thurau et al. (2001) and Zeithaml, Berry and Parasuraman (1996) was used to measure the students' commitment.

- 1) I'd say positive things about my program to other people.
- 2) I'd recommend my program to someone who seeks my advice.
- 3) I'd encourage friends and relatives to attend my program.
- 4) If I was faced with the same choice again, I'd still choose the same program.
- 5) I'd become a member of any alumni organizations at my old university or faculty.

## Data Collection

Researcher requested the president of STOU and the Director of the Office of Services to collect data from the population, the leaders of STOU students' associations who stayed on campus 3 days during August 30 until September 1, 2018 to join Sukhothai Thammathirat Open University's activities for the leaders of STOU students' associations: training, presentation and next year planning. The questionnaire was distributed on August 31, 2018. Then 148 questionnaires were returned.

### Pilot Test

The purpose of the pilot test is to check the reliability of items, to evaluate the clarity of instruction and statements, and to identify the appropriate items to measure the four constructs. The pilot test computed from 30 students.

Table 1: Reliability

Variables	Reliability
Trust	0.876
Satisfaction	0.862
Commitment	0.938
Loyalty Intension	0.821

Nunnally (1978) has indicated 0.7 to be an acceptable reliability coefficient. The reliability of trust, satisfaction, commitment and loyalty intension are more than 0.7. Therefore, the reliability of trust, satisfaction, commitment and loyalty intension are acceptable reliability coefficient.

This study examined the relationships between three social exchange antecedents (satisfaction, trust, commitment) and one marketing outcome (loyalty intentions). The hypothesized interrelationship among the study variables are presented in Figure 2.

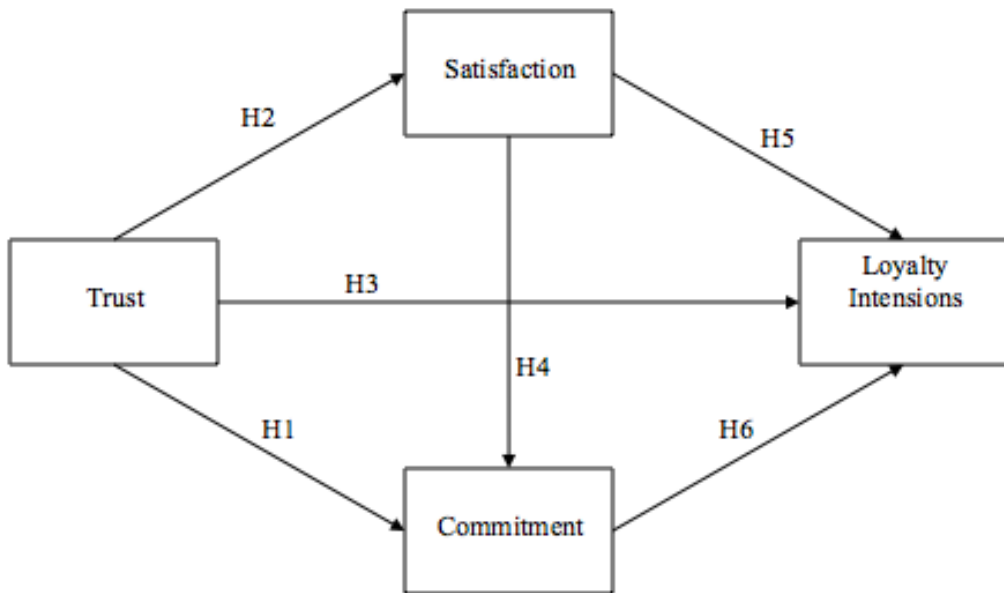


Figure 2: Hypothesized model

## FINDINGS AND DISCUSSION

The correlations of trust and commitment, trust and satisfaction, trust and loyalty, satisfaction and commitment, satisfaction and loyalty and commitment and loyalty are in Table 2

Table 2: Correlation

variables	variables	Correlation
Trust	Commitment	0.539
Trust	Satisfaction	0.449
Trust	Loyalty	0.474
Satisfaction	Commitment	0.618
Satisfaction	Loyalty	0.695
Commitment	Loyalty	0.473

Significant = 0.05

### **Relationship between Trust and Commitment**

H1: Trust is positively related to commitment

Sukhothai Thammathirat Open University's student commitment to the university because they trust the university staff completely. They sure that the university staff members are always act in their best interest. They believe that the university staff is reliability and integrity.

### **Relationship between Trust and Satisfaction**

H2: Trust is positively related to satisfaction

Sukhothai Thammathirat Open University's student satisfy the university because they trust the university staff completely. They sure that the university staff members are always act in their best interest. They believe that the university staff is reliability and integrity.

### **Relationship between Trust and Loyalty Intentions**

H3: Trust is positively related to loyalty intentions.

Sukhothai Thammathirat Open University's student loyalty to the university because they trust the university staff completely. They sure that the university staff members are always act in their best interest. They believe that the university staff is reliability and integrity.

### **Relationship between Satisfaction and Commitment**

H4: Satisfaction is positively related to commitment.

Sukhothai Thammathirat Open University's student commitment to the university because they satisfy their program. They think I did the right thing when I decided to attend this program. Attending this program is a good experience. Their choice to attend this program is a wise one.

### **Relationship between Satisfaction and Loyalty Intentions**

H5: Satisfaction is positively related to loyalty intentions.

Sukhothai Thammathirat Open University's student loyalty to the university because they satisfy their program. They think I did the right thing when I decided to attend this program. Attending this program is a good experience. Their choice to attend this program is a wise one.

### **Relationship between Commitment and Loyalty Intentions**

H6: Commitment is positively related to loyalty intentions.

Sukhothai Thammathirat Open University's student loyalty to the university because their relationship with university staff is one that they are very committed

to. Their relationship with university staff is very important to them. Their relationship with university staff is one that they really care about. Their relationship with university staff is one toward which they can develop a warm feeling. Their relationship with university staff has a great deal of personal

meaning for them. They will deserve their maximum effort to maintain their relationship with university staff for a long time.

### Regression

Dependent variable	Predictors	R
Loyalty	Trust Satisfaction, Commitment	.771

Predictors are trust, satisfaction and commitment and dependent variable is loyalty. The regress is .771. Sukhothai Thammathirat Open University can use trust, satisfaction and commitment to crate loyalty.

### CONCLUSION

The objective of relationship marketing theory is to develop and maintain long-term, mutually beneficial relationships between education providers and students. Based on relationship marketing theory, this study seeks to empirically investigate students' loyalty intentions as dependent variables by studying the trust, satisfaction and commitment of STOU students as independent variables. Also, this study will investigate whether the relationships among trust, satisfaction, commitment and loyalty intentions.

The Summary of Research Hypotheses:

**Table 1.** Summary of Research Hypotheses (6 Hypotheses)

Hypotheses Code	Description
H1	Trust is positively related to commitment.
H2	Trust is positively related to satisfaction.
H3	Trust is positively related to loyalty intentions.
H4	Satisfaction is positively related to commitment.
H5	Satisfaction is positively related to loyalty intentions.
H6	Commitment is positively related to loyalty intentions.

Trust is positively related to satisfaction. The finding consistent with the finding of Mahmoud, M., Hinson, R. and Adika, M. (2018). Trust is positively related to loyalty intentions. The finding consistent with the finding of Madjid, R., Hadiwidjojo, D., Surachman, and Djumah (2013), Mihaela TRIF, S. (2013). Satisfaction is positively related to loyalty intentions. The finding consistent with the finding of Cai, R., and Chi, C. (2018), Gil-Saura, I., Berenguer-Contró, G., and Ruiz-Molina, E. (2018), Schirmer, N., Ringle, C., Gudergan, S. and Feistel, M. (2018), Chandrashekar, M., Rotte, K., Tax, S., and Grewal, R. (2007), Bricci, L., Fragata, A. and Antunes, J. (2016), Al-Msallam, S. (2015), Madjid, R. (2013), Mihaela TRIF, S. (2013). Commitment is positively related to loyalty intentions. The finding consistent with the finding of Bilton, S. (2016) and Bricci, L., Fragata, A. and Antunes, J. (2016)

### **Suggestions**

The correlation of satisfaction and Loyalty is highest. The correlation of satisfaction and commitment is the second and the correlation of trust and commitment is the third. Therefore, satisfaction and trust are the key variable for commitment and loyalty. STOU should find how to satisfy STOU students. STOU may be survey the students' need and want. Then response their need and wants. However, STOU must keep the quality under the rule of the public university. STOU should keep quality and assurance, therefore students will trust the university. Then STOU students will loyalty to the university. They will suggest other to study at STOU.

### **Future Research**

The future research should 1) collect data from Master Degree and Doctoral Degree students. 2) collect data from the students who are not the leaders of students' associations.

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