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Subject: ขอความอนุเคราะห์อ่านและประเมินบทความวิจัย
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เรียน ผศ.ดร.ทัตพงศ์ อวีโรธนานนท์

ขอความอนุเคราะห์อ่านและประเมินบทความวิจัยเพื่อตีพิมพ์ผ่านระบบออนไลน์ที่สืบค้นได้

ในการนี้ จึงขอส่งเอกสารมาให้ท่าน ดังต่อไปนี้

- บทความวิจัยของนักศึกษา จำนวน 8 บทความ
- แบบฟอร์มประเมินผลงานวิจัย (ขอความกรุณาส่งกลับมาหลังจากการประเมินบทความวิจัยเสร็จสิ้น ทาง E-mail นี้ ภายในวันพฤหัสบดี ที่ 18 เมษายน 2567 ค่ะ)

รายละเอียดตามเอกสารดังแนบ

ขอขอบคุณค่ะ

หมายเหตุ* เนื่องจากนักศึกษาส่งบทความมาจากวิทยาลัยไม่พร้อมกัน ทางวิทยาลัยจึงรวบรวมบทความ ของนักศึกษาทีละกลุ่มให้ท่านได้อ่านและประเมินก่อน ส่วนบทความวิจัยของนักศึกษากลุ่มถัดไป ทางวิทยาลัยจะรวบรวมและดำเนินการส่งให้ท่านอ่านและประเมินในครั้งถัดไป ขอขอบคุณค่ะ

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- เพื่อโปรดทราบ
- เห็นควรแจ้ง หน่วยงานบุคคล และ เพื่อทราบและดำเนินการต่อไป

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คณบดีคณะบริหารธุรกิจ

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The Effect of Reference Groups on Elder Customers' Purchase Intention of Age-Friendly Housing

Abstract

As China's aging population grows, the demand for age-friendly housing increases. This study investigates how reference groups influence elder customers' intentions to purchase age-friendly housing. Two dimensions of reference group influence are examined: informational and normative influences.

The study was conducted at Guangxi Gongcheng County Elderly University, with approximately 1,600 elderly students aged 60 and above. A sample size of 320 participants was determined using Taro Yamauchi's formula with a confidence level of 95%. Out of the distributed 350 questionnaires, 329 valid responses were collected. Questionnaires were used for primary data collection, while free statistical software was used for analysis. Descriptive statistics, correlation analysis, and regression analysis were employed to examine the influence of reference groups on elder customers' intentions to purchase age-friendly housing.

The findings reveal that reference groups significantly impact elder customers' purchase intentions, with informational influence being the primary driver and normative influence shaping attitudes and behaviors through social recognition and pressure. Recommendations are provided to develop responsive age-friendly housing projects tailored to the needs of the elderly. However, limitations exist due to the sample scope, highlighting a need for further research on additional factors influencing elder customers' purchase intentions in this context.

Keywords: reference groups, age-friendly housing, purchase intention elder

Student Satisfaction on Using Sports World Campus APP—An Empirical Study of Guangxi G College

Abstract

This study examines the relationship between perceived usefulness, perceived enjoyment, perceived risk, and customer satisfaction in the context of University G. A research model based on the technology acceptance model was constructed to investigate the effects of perceived usefulness, perceived enjoyment and perceived risk on customer satisfaction. The study employed a questionnaire method, targeting all students who use the Sports World Campus App at G University. The sampling method used was non-probability sampling. The sample size was calculated using Taro Yamane formula , resulting in the distribution of 395 questionnaires among the respondents. Data analysis methods included reliability and validity analysis, descriptive statistics, correlation analysis, and regression analysis. The empirical analysis of the data led to the conclusion that perceived usefulness and perceived enjoyment positively impact customer satisfaction. The study recommends that the designer improve the Sports World Campus APP by strengthening its technical guarantee, optimizing its functions, and enhancing its design. This can be achieved by increasing personalized settings, enriching forms of physical exercise, and improving the usefulness and enjoyment of the APP. Additionally, it is suggested to increase user motivation and stickiness, inspire users to love the APP, and improve customer satisfaction. It is important to avoid subjective evaluations and biased language.

Keywords: Perceived Usefulness, Perceived Enjoyment, Perceived Risk

Introduction

The Central Committee of the Communist Party of China and the State Council issued the "Healthy China 2030 Planning Outline", proposing the establishment of a health industry system with a complete system and optimized structure by 2030, and emphasizing that national fitness and amateur sports should focus on development (State Council, 2016). The report of the 19th National Congress also proposed to "carry out national fitness and accelerate the construction of a strong sports country". Driven by national policies, the government strongly supports the Internet industry and sports and fitness APP industry, which is a guarantee for the development of "Internet + sports and fitness APP", sports and fitness apps stand out in many sports communication media with their unique advantages and own characteristics.

Currently, the major mobile application stores, such as the App Store, Google Play, and Windows Phone Mall, all include a sports category, which has become the primary source for sports and fitness apps. The number of sports and fitness apps in the mobile

The Relationships Between Brand Experience, Brand Self-image
Congruence, and Repurchase Intention:
A case study of SB Coffee Shops in Nanning, China

ABSTRACT

This dissertation examines the impact of brand experience and Brand Self-image Congruence on consumers repurchase intentions using SB as a research object. Based on the relevant theories of experience marketing and self- congruence, the research model of this paper was established with brand experience and brand self-image congruence as independent variables, consumer repurchase willingness as dependent variable, and demographic characteristics as control variables, and the data were collected through questionnaire survey method, and then the data were subjected to descriptive analysis, Pearson correlation analysis, binary logit regression analysis, and linear regression analysis with Data Analysis for free software. This paper found that brand experience has a positive relationship on consumers' repurchase intention; brand self-image congruence has a positive influence on consumers' repurchase intention; consumers' brand experience has a significant positive influence on brand self-image congruence relationship. By improving brand experience and brand self-image congruence, the repurchase intention of SB consumers can be increased, thus improving the competitive advantage of SB enterprises.

Keywords: Brand experience; Brand self-image congruence; Repurchase intention

Introduction

In today's rapid development of China, life quality of the people has been improved as never before, leading to a competition change of firms from commodity-dominated logic to the brand-dominated logic (Yang & Shen, 2019). Customers pay more attention to the value that brands bring to them. The enhancement of brand value plays a critical role. Porter (2005) maintains that the core value of a brand comes within the essence of the brand. Brand has psycho social benefits as it effects customer' s self-identity (Keller, 2014).

As consumers increasingly prioritize the value provided by the brand, their brand

The Impact of Online Banking Service Quality on Customer Loyalty - A Case Study of ABC Bank in Nanning

Abstract

This paper comprehensively analyses the core topics of cultivating customer loyalty, enhancing financial services, and improving the financial services system. The language used is clear, objective, and value-neutral, with a formal register and precise word choice. The text adheres to conventional structure, with common academic sections and regular author and institution formatting. The structure is clear, with a logical progression and causal connections between statements. The text is free from grammatical errors, spelling mistakes, and punctuation errors. No changes in content have been made. The analysis combines the Hierarchy of Needs Theory, Prospect Theory, Situational Cognition Theory, and Mental Accounts Theory. The study identifies key elements as meeting basic and advanced needs, considering risk and return expectations, optimizing service and interface design, and gaining a deeper understanding of the financial decision-making process. To understand the relationship between service quality and customer loyalty, this paper uses the Service Quality Variance Analysis model and the SERVPERF scale to assess service quality and collects data through a questionnaire. The paper employs principal component analysis to investigate the relationship and considers customer perceived value as a crucial mediating factor. The results indicate a significant positive correlation between the quality of online banking services and customer loyalty. Furthermore, this paper concludes that a more profound comprehension of customer needs, the establishment of reasonable service standards, and an accurate analysis of service expectations can enhance customer perceived value and strengthen customer loyalty.

Keywords: Customer Loyalty, Service Quality, Internet Banking

The Effect of Service Quality on Satisfaction of Parents in GG Early Education and Training Institutions

Abstract

The research first determined the research perspective and paradigm of the service quality, and clarified the specific connotation of the service quality in the case situation of participating in Nanning GG early education training institution. Then, the "SERVQUAL" scale is used as a theoretical model to build a relationship model between customer service quality and customer satisfaction. In the model, five dimensions of customer perception service quality are selected —— tangible, reliability, responsiveness, guarantee and empathy. In this study, 385 questionnaires were distributed to the customers of GG early education and training institutions by the means of purposive sampling. Based on the research purposes, statistica analyze the questionnaires through different methods of descriptive statistics, reliability analysis, validity analysis, correlation analysis, and regression analysis.service quality (tangible, reliability, responsiveness, assurance, empathy) positively affects satisfaction. And the five dimensions of service quality (tangability, reliability, responsiveness, assurance and empathy) respectively play a positive effect on customer satisfaction to different degrees. Finally, based on the results of the research, the research limitations and suggestions on the development of GG early education training institutions are put forward.

Keywords: service quality, customer satisfaction, early education and training institutions

Introduction

Since the millennium, China's early education institutions have thrived on a large scale, especially popular with the parents in large and medium-sized cities. When early education institutions first emerged, the three-to six-year-old preschool programs were the most popular among parents. The main programs consisted of English, painting, music, art, dance, calligraphy etc. which are very suitable for preschool children. And then followed the preschool of zero-to-three-year-old whose programs are similar to those offered by three-to six-year-old preschools. With the development of early education, the age span of early education market is expanding, and the curriculum is also extended largely and more suitable for the growth of infants and young children in the expanding market volume. With the implementation of the national "Double reduction" policy, zero-to three-year-old pre-school education has received unprecedented attention.

In January 2023 , the China Academy of Commerce Industry Research releases

Explore the Employability of College Graduates from the Perspective of Cross-border E-commerce Enterprises

Abstract

From the perspective of cross-border e-commerce enterprises, this research aims to explore the recognition of college graduates' employability. It empirically studies the cognition of cross-border e-commerce enterprises of different natures on the six employabilities of college graduates: communication competence, practice ability, working attitude, professional knowledge, self-management and teamwork. This research adopts the questionnaire survey, with the subjects being human resources executives, department heads, and enterprise leaders of cross-border e-commerce enterprises of different natures in Nanning, Shenzhen, and Guangzhou. A total of 385 questionnaires have been handed out. Then the returned results are sampled by non-probability sampling, while the sample size was calculated using the Cochran sample size formula. In terms of data analysis methods, reliability and validity analysis, descriptive statistics and T-test analysis are employed. Through the empirical analysis of the data, as for the four aspects of employability of college graduates, namely communication ability, practice ability, professional knowledge and self-management, there reside notable differences in the cognitive assessment scores given by cross-border e-commerce enterprises of different natures. In accordance to the research results, suggestions for cross-border e-commerce enterprises, universities and graduates are put forward.

keyword: Cross-border e-commerce enterprises, Graduates, Employability, Cognition

Introduction

Now is the right time for the cross-border e-commerce industry, which enjoys a conducive external environment in which international market needs it, domestic policies support it, the domestic infrastructure is mature, and the global network penetration rate is increasing year by year, to grasp the opportunity to develop. However, as the number and business scale of cross-border e-commerce enterprises grow exponentially in the short term, large amount of vacant jobs are still waiting to be fulfilled. The cross-border e-commerce talent market is in short supply, and worsening the scenario is that enterprises have foreign language threshold requirements for personnel in specific positions, resulting in talent shortage becoming more and more acute (Wei Huirong, 2022). To meet the talent needs of cross-border e-commerce enterprises, it is necessary to correctly recognize the employability of college graduates under the condition of fully understanding the employability of college graduates, so as to win the healthy development for cross-border e-commerce enterprises. The purpose of this dissertation is to explore the recognition of cross-border e-commerce enterprises on the employability of university graduates. This research summarizes the previous researches on the cognition of the employability of college graduates, explores the requirements demanded by

The influence of Nanning Zhongshan food street Uniqueness on Tourist Satisfaction and Revisit Intention

Abstract

This paper analyzes the influence of the uniqueness of Nanning Zhongshan Food Street on tourist satisfaction and revisit intention, and collected data through online questionnaires with a sample of 385 tourists who came to visit Zhongshan Road Food Street. Regression analysis test analysis was used to examine the effect of destination uniqueness on visitor satisfaction and intention to revisit, and to determine the association between the above factors.

Through research, it can be found that satisfaction is a former factor of revisiting intention and plays an important role in the actual consumption behavior of tourists. Moreover, in the case of consumers, the uniqueness of purpose is also a factor influencing viewing decisions. The study results show that :

1) (The uniqueness of the food street destination has a significant positive impact on the satisfaction, and also has a significant direct impact on the revisit intention;

2) Destination uniqueness can indirectly influence consumers' revisit intention by increasing consumer satisfaction.

The research results reveal the formation mechanism of the food street consumers' revisit intention from the unique perspective of the food street destination, which provides a theoretical basis for the marketing management department of the food street and the relevant parties of the city to carry out more targeted marketing activities.

Keywords : uniquenessU Destination, atisfactionS Tourist, Revisit Intention

The effect of coffee shop satisfaction on repurchase intention of the AJ Coffee shop in nanning

Abstract

With the increasing pace and pressure of modern life, drinking coffee has transformed from a beverage into a way of life and social interaction. This study investigated the customer satisfaction of 319 consumers in Nanning AJ Coffee Shop to explore the relationship between customer satisfaction and customer repurchase intention. After a survey, it was found that customers are most satisfied with products and services, with an average score of 3.91, while they are less satisfied with product quality, with an average score of 3.73. It can be seen that all factors have been recognized. Customer evaluation results fall within the "agree" range. Regression analysis found that product price, product quality, product service, and brand name all have a significant positive impact on customers' repeat purchase intention. It can be seen that customer satisfaction is an important factor affecting customers' repurchase intention. Based on the research results, the researchers suggest that Nanning AJ coffee shop management should continue to focus on product quality, improve service quality, tap into brand culture, and further enhance customers' repurchase intentions.

Keywords: Nanning AJ Coffee Shop, customer satisfaction, repurchase intentions

Introduction

With the increasing pace and pressure of modern life, drinking coffee has transformed from a beverage into a way of life and social interaction. More and more people choose coffee shops as an important part of their daily lives, not only because they provide delicious coffee, but also because they also provide a comfortable environment and rich and varied cuisine, making them a gathering place for people (Li, 2019), work and relax. In Nanning, a rapidly developing city, as the number of consumers increases, the number of coffee shops also increases year by year. Understanding the needs and satisfaction of different customers is of great significance to AJ Coffee for AJ Coffee Shop. From a customer perspective, it helps improve consumer experience and satisfaction. For example, targeted adjustments to the environmental layout, service quality, product quality, etc. of coffee shops for different consumer groups can better meet their needs (David, 2001). This article aims to explore the impact of Nanning AJ Coffee Shop satisfaction on repurchase, in order to better understand the market situation of Nanning AJ Coffee Shop, improve its service level and customer satisfaction, and provide reference and reference. Provide services to the service industry in Nanning City.

Researchable Questions