Examining Service Quality of Thai Tradition Massage : An Empirical Analysis

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Abstract

The Thai traditional massage industry has become a major player in the health service sector in Thailand. The purpose of the present research is to investigate the assessment service quality of Thai traditional massage customers. The population consists of 400 customers attending health services, and who volunteered to participate in this research in Thailand. A questionnaire was used to collect data using a convenient sampling technique by an online survey. Structural equation modeling was applied to analyze the data. The results indicate that the service quality of the Thai traditional massage customers during the situation of Covid-19 has strong significant and direct influence on health values, customer satisfaction, and the role of customer satisfaction as a full mediator between health value and intention to revisit. Moreover, the service quality of Thai traditional massage has an indirect influence on intention to revisit through health values, customer satisfaction, and mediating role of customer satisfaction. Based on the results of this research, executives can implement strategies to increase competitiveness and be consistent with the COVID-19 situation to be a safe place for health to create an impression resulting in customers returning to receive services.

Keywords:

    Service Quality, Health Value, Customer Satisfaction, Intention to Revisit, Thai Traditional Massage.

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บทคัดย่อ

อุตสาหกรรมนวดแผนไทยมีบทบาทสำคัญต่อภาคบริการสุขภาพของประเทศไทย การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการประเมินคุณภาพการให้บริการลูกค้านวดแผนไทย ประชากรกลุ่มตัวอย่างประกอบด้วยอาสาสมัครจำนวน 400 ราย ที่เคยเข้ารับการบริการนวดแผนไทยทั่วประเทศ ใช้แบบสอบถามด้วยการสำรวจออนไลน์เพื่อรวบรวมข้อมูลโดย ใช้วิธีการสุ่มตัวอย่างด้วยวิธีแบบสะดวกจากอาสาสมัครจนครบจำนวน แล้วนำข้อมูลมาวิเคราะห์ด้วยแบบจำลองสมการโครงสร้าง ผลการวิจัยพบว่า คุณภาพการบริการของการนวดแผนไทยในช่วงสถานการณ์โรคโควิด-19 มีผลโดยตรงต่อสุขภาพของลูกค้าและความพึงพอใจของลูกค้า นอกจากนี้ยังพบว่าความความพึงพอใจ มีบทบาทเป็นในฐานะตัวกลางเชื่อมความสัมพันธ์ ระหว่างสุขภาวะลูกค้าและความตั้งใจที่จะกลับมารับบริการ นอกจากนี้ยังพบว่า คุณภาพการบริการของการนวดแผนไทยที่ดีนั้นมีอิทธิพลทางอ้อมต่อความตั้งใจที่จะกลับมารับบริการนวดแผนไทยอีกและคุณภาพการบริการของการนวดแผนไทยที่ดีมีความสัมพันธ์ทำให้ลูกค้ามีสุขภาวะดี เกิดความพึงพอใจ จากผลการวิจัยนี้ผู้บริหารสามารถปรับใช้เป็นกลยุทธ์เพื่อเพิ่มความสามารถทางการแข่งขันและสอดคล้องสถานการณ์โควิด-19 ให้เป็นเป็นสถานที่ปลอดภัยต่อสุขภาพ สร้างความประทับใจและส่งผลให้ลูกค้ากลับมารับบริการ

คำสำคัญ

คุณภาพบริการ ประโยชน์ด้านสุขภาพ ความพึงพอใจ ความตั้งใจกลับมารับบริการ
การนวดแผนไทย

Introduction

Massage therapy has notable characteristics to meet many of the unique needs of patients and clients during the COVID-19 pandemic (Moyer, Rounds and Hannum, 2004; Kurebayashi, Turrini and Souza, 2016; Durkin, Jackson and Usher, 2020). However, massage therapy has notable characteristics to meet many of the unique needs of clients during the COVID-19 pandemic (Moyer, Rounds and Hannum, 2004; Kurebayashi, Turrini and Souza, 2016; Usher, Durkin, Jackson and Usher, 2020). Therefore, massage therapy, as a specialty within the larger discipline, may also be in a distinctive position to meet some additional challenges facing clients (Hou, Chiang, and Hsu, 2010). Thai traditional massage during situation of covid-19 has made significant adjustments to ensure the safety of clients and providers but is likely being accessed at much lower rates than pre-pandemic (Jackson and Usher, 2020).

However, massage in health service sector in several countries makes the most of the underlying economic potential (World Bank, 2020). Therefore, in a recent study on health sectors shows the quality of service is critical to survival and profitability (Shirvani, 2020). In traditional service quality, general quality dimensions for services have been defined by the customer's perceptions about quality which is based on long-term and overall evaluation of performance (Parasuraman, Zeithaml and Berry, 1985). Some studies of the health industry have been carried out. Still, few types of research have been carried out regarding health, even though it is an important industry for the health of many people. Thus, for this study, the Thai traditional massage refers to a method of massage for health helps to relieve stress relieve aches and pains including for healing and Thai massage is both ancient science and art that is unique to the Thai nation. This specific section concerns customer' perceptions of quality a general approach, especially in the service literature (Parasuraman, Zeithaml and Berry, 1985). This assessment includes three dimensions: climate and physical environment quality, technical competence quality, and excellence service employee quality which is the direct experience during the consumption of the Thai traditional massage service (Sangsri, Ruanguttamanan, and Wongkhae, 2021). It has an outcome that is expressed in two dimensions that are health value and customer satisfaction. It is related to the

lasting effects that the Thai traditional customer experiences after the actual consumption have ended, and is related to intention to revisit.

This study focuses on the examining service quality of Thai traditional massage experience of the field in Thailand, the range of effects Thai massage may provide, the challenges and opportunities of bringing Thai massage into optimal use across all populations, and the service's delivery adaptations due to the transmissibility of covid-19 are discussed. The purpose is to assessment the service quality of the Thai traditional customer implications for the three aforementioned specific dimensions.

Research Objectives

1. To study the influence of service quality of Thai traditional massage on health value

2. To study the influence of service quality of Thai traditional massage on customer satisfaction

3. To study the influence of health value on intention to revisit

4. To study the influence of customer satisfaction on intention to revisit

5. To study the mediating role of customer satisfaction in the relationship between health value and intention to revisit

Literature Review

Service Quality

The service quality is generally viewed as the output of the service delivery process, especially in the case of a service sector (Engdaw, 2020). Moreover, service quality is linked to consumer satisfaction (Aburayya et al., 2020). In several studies, service qualities were defined as a 'measure of how well the service level delivered matches the customers' expectation (Lewis and Booms, 1983). For this research, service quality can be measured in three dimensions which are service climate and physical, technical competence, and excellence service employee (Engdaw, 2020; Sandhya Pruthi et., al., 2009; Lagrosen and Lagrosen 2007). Bitner (1992) has introduced a concept name services scape. Due to the nature of the spa service experience, this research will focus

on the environmental sensory factors such as sight, sound, scent and touch. Physical environment such as lighting, style of furnishing, layout and others can be managed by the organization in order to increase the customers' affective behavior which can result to customer satisfaction (Bitner, 1992). The next dimension of the service quality is technical competence this dimension similarly with a willingness to help customers and provide prompt service this is supported by Lo, A., Wu, C. & Tsaia, H (2015). Lastly, excellence service employee is also important that the provider need to be alert to the customers' concerns and needs so that the customers can truly enjoy their Thai traditional massage (Snoj and Mumel, 2002).

As a conclusion, service quality instrument is an important tool for Thai traditional massage to understand what customers value and how well the Thai traditional massage meet the expectation of customers. This service quality instrument can also be applied to the climate and physical, technical competence, and excellence service employee in order to measure the health value, customer satisfaction, and intention to revisit.

Health Value

Health value is defined as effective in reducing fatigue, creating a general feeling of wellness, improving their ability to think clearly, and improving sleep quality. A number of studies on perceived value have been conducted (Jesun, et al., 2012). The value construct of perceived value has generally received relatively little attention in the spa services marketing literature, especially in the perceived spa health value literature. However, studies indicate that perceived value may either lead directly to the result of the perceptions of a product or to service performance (McDougall and Levesque T., 2000; Caruana and Fenech N., 2005). Customer perceived value is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering, versus the perceived alternatives (Keller, 2020). Perceived value of service comprises five dimensions: quality, emotional response, monetary price, behavioral price, and reputation (Gallarza, Maubisson, and Rivière, 2021). In this research, the researchers attempt to find that Thai traditional massage benefit from multidimensional health value by allowing them to compare the relative importance of each dimension and identifying the dimensions that health value or Thai traditional massage outcome.

This is in relationship to the specific direction as to the outcomes for health and emotional response; but excludes monetary price, behavioral price, and reputation.

Customer Satisfaction

The definition of customer satisfaction is the customer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant (Oliver, 1996). However, customer satisfaction measurements are recognized as the non-financial performance indicator that is the most widespread. A high level of customer satisfaction is argued to lead to stronger service business image, protection of current market share, increased customer loyalty, decreased customer complaints and strengthened financial performance (Hallencreutz and Parmler, 2021). However, high quality of service can lead to positive results that relate to customer satisfaction, and that can increase intention to royalty (Kumar, Gupta, Rashid, and Shyam, 2020). It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. The customer satisfaction literature shows that expectation is the most direct determinant of satisfaction, followed by perceived performance (Sokchan, et.al., 2018).

According to Suria (2018), customer satisfaction can lead to customer intention to revisit a product or service, but it also depends on personal customer experience and also perceived of quality. A satisfied customer in the Thai traditional massage, will bring the other customer with them and according to Torres and Kline (2006), a positive word of mouth recommendation came from a satisfied customer after using the product or a service and this will increase intention to revisit and loyalty towards a firm.

Intention to Revisit

Intention to revisit is defined as the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. Intentions to revisit intentions have been considered as one of the most important subjects in contemporary marketing (Jang and Feng, 2007). They argue that intentions to revisit and actual revisiting patterns are not necessarily the same (Rust, Zahorik and Keiningham, 1995). Intention to revisit is regarded as a sound service outcome that is measurable (Butcher, 2005; Hellier et al., 2003).

Thai Traditional Massage

Thai traditional massage is defined as the Thai massage techniques in overall both Ratchsamnak and Chaloeysak style (Yoopat, Yuangnoon, Krukimsom, and Vanwonterghem, 2018). The therapists used Rachasamnak style massage. One hour of treatment consisted of legs and back massage starting from the feet to the level of the 7th vertebra, including 40 seconds of femoral artery compression maneuver, so-called open the wind gate. Including four certified experienced TTM therapists from the Institute of Thai Traditional Medicine performed Thai massage. All therapists had already passed 800 hours of a massage training program conducted by the Ministry of Public Health (Kumnerddee, 2009). However, Thai traditional massage and acupuncture were effective in the treatment of myofascial back pain in young Thai military personnel (Kumnerddee, 2009).

Relationship between Service Quality, Health Value, Customer Satisfaction, and Intention to Revisit.

Service quality and service management in the health-care sector have attracted significant research attention in recent years, and most studies have focused on traditional health care. Nevertheless, even in traditional health care, experiential factors such as sensory perceptions have been shown to be important (Ugolini et al., 2014). A health establishment could be viewed as a holistic health spa service. It is a place that focuses on providing holistic services such as body, mind, and mood; by using water, Thai herbs and Thai massage. These would be integrated with the five-method approach consisting of substantial tastes, smells, sounds and touches to promote relaxation and balance. Thus, the research highlights the importance for multi-service organizations to consider the customer-perceived overall quality because it determines the overall satisfaction (Bigné et al., 2003). Service quality, health value and customer satisfaction have been shown to influence behavioral intentions in the spa industry (González et al., 2007). The service quality of the health industry is composed of the spa climate and the quality of its physical environment quality, relaxation and wellness of mind quality, and the excellence of spa service support and provider quality (Gronroos, 2011).

Firstly, the climate and physical quality refers to the physical elements, the facility, comfort, and security process that affects the health value. Secondly, technical competence quality refers to the overall service treatment process and during and after Thai traditional massage. Finally, excellence service employee quality refers to the performance of receptionists and Thai Traditional massage therapists that is outstanding, with smart service excellence and skillfulness in the specific area of service.

Climate and physical quality can also have an impact on health impression, customer satisfaction, and intention to revisit (Crimmins et al., 2016). Similarly, the surrounding tangible physical environment quality can affect the customer's overall perceptions of service quality (Kucukusta and Denizci, 2014). Prior research reveals that climate and physical quality can reduce stress by lowering the stress hormone cortisol. Further, it also makes one immune to related problems such as hypertension and tachycardia (Roger et al., 1991; Lee, 2011). technical competence quality is one of the health and wellness maintenances factors that are absolutely crucial to the wellbeing of living humans (Lindley and Joseph, 2004). Therefore, it is important for everyone to achieve optimal health and wellness in order to subdue stress and reduce the risk of illness (WHO, 2017). The spa service treatment process is the releasing of stress, and the enhancement of relaxation and rejuvenation (Koh et al., 2010). Relaxation is related to health and health value and customer satisfaction (Yvonne and Stefan, 2016). Excellence service employee quality of service staff improves service outcomes and long-term relationships (Sparks, 1994). From the aforementioned literature review, the following hypotheses were postulated:

1: Service quality has a direct influence on health value.

2: Service quality has a direct influence on customer satisfaction.

3: Health value has a direct influence on intention to revisit.

4: Customer satisfaction has a direct on intention to revisit.

5: The mediator role of customer satisfaction in the relationship between health value and intention to revisit.

Research Model

The present study sought to investigate the influence of Service Quality (SQ) on Health Value (HV) and Customer Satisfaction (CS) among Health businesses (Figure 1). The variables were divided into three categories. The first category, service quality, included three dimensions as: (1) climate and physical quality; (2) technical competence quality; (3) excellence service employee quality. Second, spa service outcomes including health value and customer satisfaction were studied. Third, in regards to the lasting effects that the Thai traditional massage customer experiences after the actual consumption have ended, it includes two dimensions: health value and customer satisfaction, which are related to intention to revisit.

Figure 1
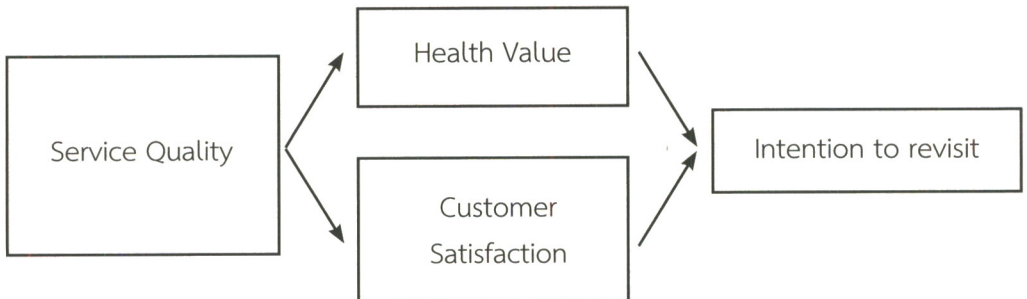
Sample and Data Collection

This research collected the data using the instrument of an online questionnaire surveys on the website: www.surveycan.com. It is appropriate because it is widely-used method, current and suitable for Covid-19 situations as to social distancing, and demonstrates an effective, statutory approach for data collection customers (Neuman, 2019). The population consisted of 400 customers attending Health businesses, and who volunteered to participate in this research of Thai customers in Thailand. The sample size used the criteria of Hair, et al., (2010) who specify that the ratio between the number of samples and the number of parameters should between 200 and 1000 cases to be sufficient for structural equation modeling. A questionnaire was used to collect

data using a convenient sampling technique by an online survey. Structural equation modeling was applied to analyze the data. The scale to measure the service quality questionnaire was adapted from 12 items. The questionnaire utilized the 5-point Likert Scale. Moreover, a Likert five-point interval scale, ranged from 1 = strongly disagree, to 5 = strongly agree (Likert, 1961). The AMOS program was used to test the degree of congruence of the variables in the conceptual model.

Validity and Reliability Measurement

The assess the accuracy of the content, five experts within fields of business were utilized to perform the assessment. In this research content validity sufficiency by three experts' suggestions as distinguished scholars (González and J. Brea, 2005). The result of item-objective congruence (IOC) equals 0.64 ≥ 0.50, which is acceptable (G. Pérez-Rojo et al., 2018). However, the questionnaire quality was tested for reliability using Cronbach's alpha coefficient. As to service quality, the highest internal consistency level (0.99), was followed by customer satisfaction at 0.98, Health value at 0.97, and intention to revisit at0.95. Overall, of these factors have a reliability level of more than 0.70, which is acceptable (Nunnally and Bernstein,1994). A test of non-response bias had no statistically significant differences between the two groups at a 95% confidence level (Armstrong and Overton, 1977). The scale verification was based on the concept of Fornell and Larcker (1996). Confirmatory factor analysis was applied to test whether the structural validity of each variable in the model was true, based on empirical evidence of the theory and its concepts. Statistical consistency was determined by Chi-square ($\chi 2$), chi-square/degrees of freedom ($\chi 2/df$), the goodness of fit index (GFI), and root means a square error of approximation (RMSEA). The Table1 shows the effectiveness of the composition from the loading values of standard factors for each item or observed variable. All of the questions significantly correlated with the structural theory because of the large factor loadings (> 0.50) with significance values at $p < 0.01$ (Table 1).

Table 1: Confirmatory Factor Analysis

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Item	Standardized factor loading	t-value	AVE and composite reliability
Service quality (SQ) Model fit indices: χ^2 = 0.847, df = 1.000, p - value = 0.359, RMSEA = 0.000, χ^2/ df = 0.847, GFI = 0.999			
Climate and physical quality	0.989	0.859	CR = 0.990
Technical competence quality	0.990	0.880	AVE = 0.874
Excellence service employee quality	0.991	0.885	
Health value (HV) Model fit indices: χ^2 = 0.000, df = 1.000, p - value = 0.999, RMSEA = 0.000, χ^2/ df = 0.000, GFI = 0.000			
The body is relaxed	0.979	0.836	CR = 0.923
The feel refreshed and exhilarated	0.958	0.889	AVE = 0.867
The feel-good mood	0.899	0.867	
The feel recovered from depression	0.857	0.877	
Customer satisfaction (CS) Model fit indices: χ^2 = 0.3901, df = 1.000, p - value = 0.533, RMSEA = 0.000, χ^2/ df = 0.391, GFI = 0.999			
The process of service	0.999	0.889	CR = 0.992
The outcome of healthy	0.986	0.877	AVE = 0.883
Intention to revisit (IR) Model fit indices χ^2 = 1.196, df = 1.000, p - value = 0.275, RMSEA = 0.026, χ^2/ df = 1.196, GFI = 0.996			
Likely to use the service again	0.929	0.786	CR = 0.938
Intend to recommend, word-of-mouth, sharing social media.	0.981	0.762	AVE = 0.750
Likely to pay more and spend more time on your next visit.	0.933	0.738	
Interested in other services for spa	0.911	0.716	

Composite reliability (CR) and average extraction difference (AVE) were calculated following the construction reliability test of Fornell and Larcker (1996) to verify the final measurement model. From Table 1, all the CR scores were above 0.60, while all the AVEs were greater than 0.50 (AVE > 0.50). Therefore, in this research the measured convergence accuracy was sufficient for the measurement model and all the theoretical structures had acceptable psychological properties.

Results

From the service quality dimension in Table 2, the variables used in all three dimensions averaged between 4.79 and 4.87 Meanwhile, the variance of all service quality dimensions was found to be 0.91-0.98. The health value showed that the variables used in all four measurements averaged between 4.75 and 4.99. The level of awareness made a difference when considering that the variance of all health value factors was between 0.95 and 0.99. The customer satisfaction results indicate that the variables used for two measurements were 4.75 and 4.97 when considering the variance of customer satisfaction at 0.97-0.99. Furthermore, the variable measurements for intention to revisit factors were found to be in the range of 4.59-4.97, with variance of business strategy at 0.85-0.96.

Table 2 Statistical Information						
Item	Mean	S.D.	Min	Max	Var	Meaning
Service quality						
Climate and physical quality	4.79	0.91	1.00	5.00	0.90	strongly agree
Technical competence quality	4.87	0.98	2.00	5.00	0.90	strongly agree
Excellence service employee quality	4.79	0.98	2.00	5.00	0.90	strongly agree
Health value						
The body is relaxed	4.99	0.99	2.00	5.00	1.00	strongly agree
The feel refreshed and exhilarated	4.87	0.95	2.00	5.00	0.98	strongly agree
The feel-good mood	4.72	0.97	1.00	5.00	0.98	strongly agree
The feel recovered from depression	4.75	0.95	1.00	5.00	0.98	strongly agree

Table 2 Statistical Information						
Item	Mean	S.D.	Min	Max	Var	Meaning
Customer satisfaction						
The process of service	4.75	0.97	2.00	5.00	0.90	strongly agree
The outcome of healthy	4.97	0.99	2.00	5.00	0.99	strongly agree
Intention to revisit						
Likely to use the service again	4.77	0.96	2.00	5.00	0.97	strongly agree
Intend to recommend, word-of-mouth, sharing social media.	4.97	0.92	2.00	5.00	0.93	strongly agree
Likely to pay more and spend more time on your next visit.	4.89	0.91	2.00	5.00	0.87	strongly agree
Interested in other services for spa	4.59	0.85	1.00	5.00	0.78	strongly agree

Table 2: Statistical Information

The Structural Equation Modelling (SEM) Result

The Structural Equation Modelling (SEM) shows 13 measured items. The model fit results for the Structural Equation Modelling (SEM) of 13 measured items show a good model fit to the sample data. All model fit indices are statistically significant at the 0.001 level and sufficiently satisfy their relevant recommended thresholds. Model modification was not required because the SEM had model fit indices that were more than satisfactory as reported in Table 3 (Hair, J. F., et al., 2010; Thitiya, 2016).

Table 3: Goodness-of-Fit Results for the Structural Equation Model

Goodness-of-Fit indices	Values
Chi-square(χ^2)	368.489
Degree of Freedom (df)	12
Normed Chi-square (χ^2/df)	2.490
Goodness-of-Fit Index (GFI)	0.99
Standardized Root Mean Residual (SRMR)	0.053
Comparative Fit Index (CFI)	0.962
Normed Fit Index (NFI)	0.963
Root Mean Square Error of Approximation (RMSEA)	0.079

The direct causal effects on each endogenous variable in the SEM and the results of the hypotheses assessments are summarized in Table 4.

Determinants	Outcomes	Standardized Coefficients Paths (β)		Hypoth- eses	Assessments
		Direct Causal Paths	Critical Ratios		
Service Quality	Health Value (R2 = 0.47)	.658	7.871***	1	Supported
Service Quality	Customer satisfaction (R2 = 0.48)	.660	8.384***	2	Supported
HealthValue	Intention to revisit (R2 = 0.580)	.690	7.209***	3	Supported
Customer satisfaction	Intention to revisit (R2 = 0.582)	.691	7.870***	4	Supported
Mediator Customer Satisfaction	Health Value and Intention to revisit (R2 = 0.410)	.558	7.121***	5	Supported

Table 4: Standardized Causal Effects of the Structural Equation Model and Hypotheses Assessment
***** Statistically significant at the 0.001 level**

The exogenous variable, service quality, explains the 47% variance of the endogenous variable, which is health value. Service quality has a significant, total, and causal effect of 0.658 on health value and is statistically significant at the 0.001 level. The exogenous variable, service quality, explains 48% of the variance of the endogenous variable, customer satisfaction. Service quality has a significant total causal effect of 0.660 on customer satisfaction, and is statistically significant at the 0.001 level. The exogenous variables, health value and customer satisfaction, explain 58% of the variance in the endogenous variable, intention to revisit. The most important determinant of intentions to revisit is health value which has a significant total causal effect of 0.690 on intention to revisit, and is statistically significant at the 0.001 level. Similarly, the exogenous variables customer satisfaction, explain 58% of the variance in the endogenous variable, intention to revisit. The most important determinant of intentions to revisit has a significant total causal effect of 0.691 on intention to revisit, and is statistically significant at the 0.001 level. Therefore, the mediator role of customer satisfaction in the relationship between health value and intention to revisit, explain 41% of the variance in the endogenous variable, in the relationship between health

value and intention to revisit. The most important determinant of intentions to revisit has a significant total causal effect of 0.558 1 on intention to revisit, and is statistically significant at the 0.001 level.

Figure 2: Coefficient of Prediction
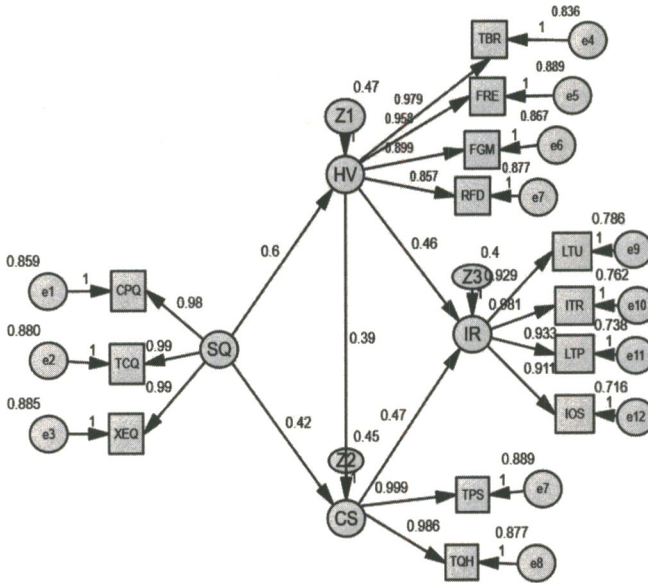
Discussion

Finding and Discussion

In this research, the result of the online survey collected from respective respondents has been analyzed. 400 questionnaires were collected. The data collected from respondents were analyzed using structure equation model.

Theoretical Implications

The structural equation model of the validation equation to the relation model correspond to the theoretical concepts. The empirical results of this study also contribute to the marketing theory as they provide an improved understanding the assessment service quality of the Thai traditional industry. The overall service quality dimension of the Thai traditional massage model, such as climate and physical quality, technical competence quality, and excellence service employee quality have a

significant and direct influence on health values, customer satisfaction was supported. Moreover, service quality of the health value has an indirect influence on intention to revisit through health values, customer satisfaction, and the mediator role of customer satisfaction in the relationship between health value is verry important to increase intentions to revisit. Health values and customer satisfaction are both the driving forces for increasing intention to revisit was supported. This is supported by Lo, A., Wu, C. and Tsaia, H (2015) that a spa service needs to be well-designed in order to provide the right service at the right moment to the customer. Findings also supported by previous researchers who found that it is also important for staff to be excellence service employee to the customers' concerns and needs so that the customers can truly enjoy their spa treatments (Snoj and Mumel, 2002). Based on this result, it can be concluded that the customer's first impression towards the spa is based on the climate and physical surrounding followed by the service provided on technical competence in that spa. This will provide 'visual cues' to the service provided (Harris and Ezeh, 2008) in that spa. Suitable temperature is one of the important elements that can influence the customers, especially in the psychological comfort during the service being provided (Suria, et., al., 2018).

Practical Implications

Firstly, the results provide relationships that exist among the constructs of service quality, health value, customer satisfaction, and intentions to revisit for practitioners in the spa industry. Health value and customer satisfaction are both important drivers of intentions to revisit. However, the mediator role of customer satisfaction in the relationship between health value is verry important to increase intentions to revisit. Satisfying Thai traditional massage customer is crucial for the health industry to survive in a competitive environment. Secondly, health managers who aim to satisfy their customers, need to focus on providing favorable service quality of Thai traditional massage customers in the situation of the covid-19 factors: climate and physical quality, technical competence quality, and excellence service employee quality. This is accomplished by understanding the needs and wants of their customer base. Thirdly, health managers need to recognize the importance of the service quality construct as a key driver of health value and customer satisfaction as well as its importance in retaining customer over a longer period of time.

Research Limitations

Firstly, limitations relate to the cross-sectional sample that was collected from Thai traditional massage customers who had experiences. This may limit the ability to generalize the results for health management in other countries. Secondly, limitations relate to the constructs examined. These are constructs that are also considered to be the determinants of intentions to revisit. These constructs may play direct roles in the relationships between service quality and intentions to revisit.

Future Research

Firstly , future researchers may apply the approaches used in this current study to conceptualize and measure the perceptions of Thai traditional massage customers in different regions within other countries and needed to better understand the benefits and potential market for massage therapy and other services among patients with breast disease. Secondly, future research may extend the current study by testing the direct roles of service quality and improved understanding of the relationships among the intention to revisit construct and use of trained volunteers for complementary services also could be explored.

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