UTILIZING NET PROMOTER SCORE TO ASSESS CUSTOMER SATISFACTION AND BRAND LOYALTY IN THE REAL ESTATE INDUSTRY OF THAILAND

Nilubon Sivabrovornvatana[*]
Service Center Sripatum University, Bangkok, Thailand

ABSTRACT

This research aimed to examine the net promotion score to gauge customer satisfaction and brand loyalty of Real Estate businesses in Thailand. This research was focused on assessing the loyalty and satisfaction of customers towards the business of residential houses. In Thailand, the real estate market is expected to rise by 6 percent in 2018. The core aspects that lead the housing market comprise of global economy that tend to enhance exports to enhance public investments. The research was emphasized on studying the Net Promoter Score of Home and Condominium businesses. The research adopted a quantitative research method to examine the objectives of the study. The research applied random sampling techniques based on the selective sampling in each region which is urban with housing estates and condominiums dense in the region based on the East, Central, North, West and South. The research comprised of the simple sampling of two housing projects in each provide along with six projects in Bangkok and within its vicinity including around 18 projects. The information for the research paper was collected from the customers who live within housing estates and condominiums in Bangkok. The open-ended research questionnaire was designed based on 5-10 level questionnaire based on customer loyalty and satisfaction. The research concluded that based on customer perspective, this aspect need to be enhanced to have maximum service satisfaction in entire 5 aspects. It is revealed that with high satisfaction level, it would drive to high degree of acceptance, word-of-mouth and recommendation outcome in higher NPS which was confirmed by research that determined the relationship and impact of satisfaction, indicating the statistically significant influence of brand loyalty.

Keywords: Net Promoter Score, Brand Loyalty, Multiple Regression Analysis, Paper type Research paper.

INTRODUCTION

The real estate market in 2018 has a bright market outlook expected to increase by 6 percent. – 8 The key factors that drive the housing market include the global economy that tends to improve. Exports will improve Public investment is more obvious.

Nilubon Sivabrovornvatana
Service Center Sripatum University
Bangkok, Thailand
Nilubon.si@spu.ac.th

The direction of interest rates will increase slowly but still at a low level. Purchasing power and liquidity are still high. It is expected that there will be new mortgage loans of 600 billion baht, an increase of 3 % – 4%. The trend of foreign joint ventures continues. The result of the government's use of low-interest rate measures as a tool to stimulate the economy.

It is also expected that the residential supply in the Bangkok and vicinity market in 2018 will have approximately 154,200 units, divided into horizontal projects of approximately 74,300 units, representing 48.2 %. and condominiums are about 79,900 units, representing 51.8 percent The most common units were condominiums 51.8 % , followed by townhouses 29.1 % and single houses 13.6 % , the rest were twin houses and commercial buildings (Wichai Wiratkaphan , 2018) The low-rise housing market will be in 5 metropolitan provinces: Nonthaburi, Pathum Thani Nakhon PathomSamut SakhonandSamut Prakan for location Prominent in the metropolitan provinces is the electric train line. Near commercial area Near the area along the Kanchanaphisek Ring Road and areas that are not far from the on-off expressway.

The real estate market has a tendency to grow after a slowdown in 2016. The higher it is, the more intense it becomes sustainability of businesses, including real estate business, will be based on brand loyalty. This will be an important foundation for developing a sustainable competitive advantage of the business. Customer loyalty is essential to managing a marketing strategy. Create value and value for the product. Reduces the pressure on Price wars from intense competition. Brand loyalty can occur. Customers must be satisfied with the company's products and services first. Because customer satisfaction has a positive relationship with loyalty (Bourdeau , 2005), higher customer satisfaction leads to higher loyalty. Satisfaction in the home and residential condominium business starts from the launch of the project. Reservations and trading contracts Receipt of down payment Inspection of receipt-transfer-and delivery and after-stay service Satisfying existing customers in these five areas is likely to affect brand loyalty. The housing and residential condominium business helps to generate recognition, referrals and word of mouth, collectively referred to as that higher loyalty.

Net Promoter Score (NPS) is a measure of loyalty accepted by many organizations Until there is a lot of data that can be used for benchmarking (Benchmarking). The website of Satmetrix NPS consulting company has conducted a survey and calculated the NPS of each company in each industry. For example, in Online Shopping , Amazon.com scored a 76% NPS for US customers, or Apple scored a 76% NPS. NPS is 67% for customers in the United Kingdom, etc. (Noppadol Rompho, 2018) NPS correlates with the growth rate of the company. Companies with high NPS tend to have higher growth rates than their competitors.

All of the above The researcher, therefore, pays attention to real estate business in the group of housing estates and residential condominiums and wants to study the relationship and influence between satisfaction with products and services in housing estates and condominiums for living with brand loyalty In order to provide feedback from customers to this business for further use.

1.1 Objectives of the research

1. To study the level of satisfaction of home business customers and residential condominiums.
2. To study the level of customer loyalty towards the housing and residential condominium business.
3. To study the Net Promoter Score of home and condominium businesses.
4. to study the relationship between Satisfaction with Loyalty and Net Promoter Score of Home and Residential Condominium Businesses conceptual framework for research

1.2 Scope of research

1.2.1 Scope of content

The scope of this research content is to study the level of satisfaction and loyalty of home and residential customers. By asking for opinions of home and residential business customers.

1.2.2 Data source scope

Research resources in this section The researcher selects representatives of home business customers and condominiums both in Bangkok and its vicinity and in the region By multi-stage random sampling to answer questionnaires of 1 , 800 cases.

1.2.3 The scope of the studied variables

Study variables It consists of 5 aspects of satisfaction: launching the project. Reservations and trading contracts Receipt of down payment Inspection of receipt-transfer-and delivery And service after moving in and the brand loyalty 3 indicators: acceptance, word of mouth and recommendation

1.2.4 Benefits of research

know the level of satisfaction Loyalty Net Promoter Score Know the relationship between Satisfaction with Brand Loyalty and Net Promoter Score for strategic planning Management in housing and residential business.

1.3 How to conduct research

In this research model, the researcher used a methodology for quantitative research with the following research steps:

1.3.1 Population and sample

The population in the study was customers living in housing estates and/or condominiums. in Bangkok and its vicinity and the region The random sampling method consisted of 1) selective sampling in each region that is urban and has housing estates

and/or condominiums dense in the area consisting of the North, the Northeast, the Central, the East, the West and the South, 1 province per 1 region, a total of 6 provinces and Bangkok and its vicinity, a total of 7 sample groups 2) simple sampling 2 housing projects and/or condominiums in each province and 6 projects in Bangkok and its vicinity, totaling 18 projects. 3) Accidental sampling of 100 samples per project. Including Bangkok and its vicinity and the region, a total of 1 , 800 samples.

1.3.2 Source of information

The research source in this section is customers who live in housing estates and condominiums in Bangkok and its vicinity and housing estates in the region of 18 projects with 1 questionnaire issue. *Research tools*

Tools used to collect information It consists of a 5- and 10- level questionnaire on customer satisfaction and loyalty. Residential projects in Bangkok and its vicinity amount 1 set amount 78 items and 15 items on demographic characteristics

1.3.3 Tool Quality Check

1. The validity of the questionnaire was checked for content validity by using 5 experts with IOC values greater than 0.5 for all items.

2. The sentiment test gets a confidence value greater than 0.9 76, which is greater than 0.70, according to Hair et al.

1.3.4 Data collection

This research the researcher has done collecting data by requesting cooperation from various housing projects in Bangkok and its vicinity and the region by Operate on your own team.

1.3.5 Data analysis

Frequency classification, percentage calculation, to enumerate the number and to find the percentage to describe the demographic characteristics of the customer groups. Use to find the mean (Mean) and standard deviation (Standard Deviation) to

explain the level of satisfaction in all 5 aspects and the level of brand loyalty. Use the correlation analysis with Pearson's correlation coefficient. Analyze the relationship between satisfaction and Brand Loyalty Level.

Multiple regression analysis was used to study the influence of Satisfaction is associated with brand loyalty. Using inferential statistics to test the test hypothesis at a significance level of 0.05.

1.3.5 Research Results

Demographic characteristics of the sample

used in the study were male 36.8% female 63.2%.Most of them were 41 – 50 years old, representing 32.67 percent. Most of them were married and married, representing 68.17 percent, having 1 and 2 children, representing 20.94 percent and 31.44 percent, respectively. Most of them graduated with a diploma - bachelor 's degree. Representing 44.11 percent, most of them are employees representing 31.67 percent, with an average personal income of 17,340.18 baht per month and an average household income of 29,426.00 baht per month.

Demographic characteristics		Number	Percentage
sex	man	662	36.78
	female	1,138	63.22
age	not over 30 years old	361	20.06
	31 – 40 years old	388	21.56
	41 – 50 years old	588	32.67
	more than 50 years	463	25.72
marital status _	single	479	26.61
	married	1,227	68.17
	Divorce/widow separated	94	5.22
number of children	do not have	577	32.06
	1 person	377	20.94
	2 people	566	31.44
	more than 2 people	280	15.56
level education education	no more than elementary school	460	25.56
	secondary education	516	28.67
	Diploma - Bachelor's Degree	794	44.11
	postgraduate	30	1.67
occupation	executive	43	2.39
	employee	570	31.67
	government officer	156	8.67
	business owner	304	16.89
	Craftsmen, electricians, plumbers,	209	11.61
	farmergardeners, farmers, etc.	48	2.67
	maid	268	14.89
	unemployed	160	8.89
	Retirement, pension	42	2.33

Table 1 : Demographic characteristics of the subjects in the study

details	Mean	Sd
monthly personal income	17,340.18	9,653.09
monthly household income	29,426.00	17,477.77

Table 2 : Monthly income of the sample in the study

The overall level of customer satisfaction in all 5 aspects was at a high level ($\bar{X}=$ 3.76), with the aspect with the highest average being the acceptance aspect. Transfer and home delivery at a high level ($\bar{X}=$ 3.84)followed by side Receipt of down payment is average at a high level ($\bar{X}=$ 3.82)The side with the lowest average was The service after living in the project is also at a high level ($\bar{X}=$ 3.69). Details are shown in

side	Satisfaction	
	$\bar{X}$	SD
1. Project launch	3.79	0.55
2. Booking and contract of sale	3.76	0.64
3. Receipt of down payment	3.82	0.60
4. Inspection, acceptance, transfer and home delivery	3.84	0.55
5. Services after staying in the project	3.69	0.55
together	**3.76**	**0.48**

Table 3 : Satisfaction of customer groups , houses or condominiums

project launch	Satisfaction	
	$\bar{X}$	SD
- location location	3.89	0.66
- style and quality	3.76	0.68
- price	3.80	0.69
- distribution channels	3.75	0.67
- Marketing Promotion	3.69	0.71
- Place to visit sample houses / condos	3.78	0.68
- service	3.74	0.68
together	3.79	.55

Table 4: Satisfaction of customer groups , houses or condominiums project launch

Reservations and trading contracts	Satisfaction	
	$\overline{X}$	SD
- Advertising to promote reservations	3.71	
- Conditions for booking the project and entering into a purchase and sale contract	3.84	0.65
- Providing booking services and making sales contracts	3.77	0.68
		0.62
together	3.76	0.64

Table 5: Satisfaction of customer groups House or condominium Reservations and trading contracts

Receipt of down payment	Satisfaction	
	$\overline{X}$	SD
- Installment payment system		
- Providing project progress information	3.85	0.59
- Facilitating financial institutions	3.77	0.62
	3.80	0.67
together	3.82	0.60

Table 6: Satisfaction of customer groups , houses or condominiums Down Payment

Inspection, receipt, transfer and home delivery	Satisfaction	
	$\overline{X}$	SD
/ Condo inspection		
- Transfer of ownership of houses / condos	3.84	0.64
- Home delivery and information to stay	3.85	0.59
	3.84	0.60
together	3.84	0.55

Table 7: Satisfaction of customer groups , houses or condominiums Inspecting, receiving, transferring and delivering the house

Services after staying in the project	Satisfaction	
	$\overline{X}$	SD
- Warranty for home repair from the project	3.67	0.66
- Project Management	3.65	0.74
- Security within the project	3.59	0.81
- taking care of the environment, public utilities	3.73	0.65
- Public relations for activities in the community	3.67	0.72
- Improving the quality of life and community environment	3.61	0.71
together	3.69	0.55

Table 8: Satisfaction of customer groups , houses or condominiums in terms of service after living in the project

loyalty	$\overline{X}$	SD
accept	6.78	1.95
recommend	6.80	1.98
spread the word	6.81	1.93
together	6.79	1.85

Table 9 : Brand Loyalty Level of Customer Group Home and Condominium

The overall level of loyalty had an average of 6.79 (out of 10 levels) , with acceptance, recommendation and telling having similar average values. with mean values of 6.78, 6.80 and 6.81Details are shown in Table 9.

satisfaction	loyalty
project launch	0.547 **
Reservations and trading contracts	0.634 **
Receipt of down payment	0.648 **
Inspection, acceptance, transfer and home delivery	0.623 **
Services after staying in the project	0.427 **
**. Correlation is significant at the 0.01 level (2-tailed).	

Table 10 : Relationship between satisfaction and brand loyalty of home or Condominium Customers

Customer satisfaction in all 5 aspects, namely project launches; Reservations and trading contracts Down Payment Inspecting, receiving, transferring and delivering the house and services after staying in the project There was a significant positive correlation with loyalty at the .05 level with correlation coefficients of 0.547, 0.634, 0.648, 0.623 and 0.427, details as shown in Table 10 .

3) Customer satisfaction in all 5 aspects, namely project launches, Reservations and trading contracts, down Payment Inspecting, receiving, transferring and delivering the house and services after staying in the project

Loyalty variable dreams could be explained significantly at the 0.05 level (F = 398.648 , P-value = 0.000). All five aspects of satisfaction were associated with 72.5%

(R = 0.725) of loyalty. Explaining the change in the loyalty level of 52.6 percent. When considering each aspect of satisfaction, it was found that all five aspects had a statistically significant influence on loyalty at the 0.05 level with standard weights of 0.150, 0.205, 0.345, 0.115 and 0.045 according to in order, the variable with the highest influence weight was Receipt of down payment, followed by reservations and contracts, as shown in Table 11.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.381	0.253		13.339	0.000
project launch	0.503	0.081	0.150	6.208	0.000
Reservations and trading contracts	0.590	0.078	0.205	7.606	0.000
Receipt of down payment	1.064	0.075	0.345	14.166	0.000
acceptancetransfer and home delivery	0.391	0.095	0.115	4.124	0.000
Services after staying in the project	0.151	0.070	0.045	2.167	0.030
F	398.468				
P-value	0.000				
R	0.725				
R^2	0.526				
Std. Error of the Estimate	1.275				
Durbin-Watson	1.756				

Table 11 : Coefficient of Brand Loyalty Satisfaction Regression Equation

1) The Net Promoter Score of the housing and condominium business group is equal to 1.98, in the level requiring improvement. Which can be considered that

in the view of the customer group still accepts the different projects of the housing business group and condominium at the level

that needs to be developed a lot. Details are shown in Table 12.

measurement	quantity	percentage	NPS
1	728	6.74	
2	690	6.39	
3	320	2.96	
4	400	3.70	
5	1,250	11.57	
6	1000	9.26	1.98
7	1000	9.26	
8	810	7.50	
9	3,100	28.70	
10	1,502	13.91	
together	10,800	100	-

Table 12 : Net Promoter Score

2. DISCUSSION

1. The overall satisfaction was averaged at a high level, moderate to the moderate level, and all 5 satisfaction values were at a high level, somewhat to the moderate level in all 5 areas. Therefore, real estate companies should plan to improve the satisfaction level. of customers, especially in terms of service after staying in the project.

2. Brand loyalty Overall, customers' brand loyalty of housing estates and residential condominiums was only moderate. When considering in detail, it was found that the average loyalty in terms of recommendation Recognition and word of mouth was moderate in all 3 indicators. It could be said that real estate companies must pay more attention to brand loyalty, which means corporate sustainability. This study is in line with the study of Ketnapha Lysandra Yasen (2010), who studied Factors Affecting Customer Loyalty Level in Using Mobile Phone Products and Services of Advanced Info Service Public Company Limited in Pathum Thani Province The study found that

Customers in Pathum Thani Province Loyalty towards the use of mobile phone products and services of Advanced Info Service Public Company Limited overall is at a high level.And in accordance with the study of Nathikarn Adisairattanakul (2016) found that customer loyalty to FTTx-type internet products and services of TOT Public Company Limited in the TOT customer service center area, Surat Thani branch All aspects are at the highest level except for purchase intent at a high level

3. Satisfaction was correlated and had a statistically significant positive influence. with brand loyalty that means to create acceptance. There is an introduction and word of mouth about housing estates and residential condominiums. Must find management strategies to satisfy all 5 aspects, namely project launches. Reservations and trading contracts Receipt of down payment, inspection, transfer and home delivery and services after staying in the project higher This study is consistent with the study of Payut Pattarapongsathorn (2013) who studied the relationship of service

quality. Consumer Decision Factors and Service Loyalty of Securities Industry in Thailand The study found that The perception of service quality is highly correlated with service loyalty in the securities industry in Thailand. Consistent with the study of Consistent with the study of Waewrat Vesanusit (2014) studied the relationship between service quality and satisfaction and customer loyalty PCL Holding Co., Ltd. The study found that Customer satisfaction towards products and services correlated with customer loyalty of PCL Holding Co., Ltd., in line with the study of Worat Thammawittayapoom (2015) studying customer satisfaction and loyalty . Service users of gas stations in Bangkok and its vicinity Customer loyalty was found to be influenced by the customer satisfaction factor. Corresponding with the study of Nuttikarn Adisairattanakul (2016) studying customer loyalty towards Internet products and services in the category of FTTx . of TOT Public Company Limited in the customer service center area TOT, Surat Thani branch, The study found that Customer satisfaction has a very low to low positive correlation with customer loyalty to products and services. Consistent with the research of Montira Sriduang and Natchuda Wichitchamaree (2015), studying customer satisfaction and loyalty towards the brand of telephone call centers in the auto loan industry. In Bangkok, The results showed that The overall satisfaction of the call center Service and staff there is a relationship with loyalty to the auto loan company. Therefore, it can be concluded that satisfaction is correlated and has a statistically significant positive influence with brand loyalty.

4. The Net Promoter Score(NPS) of the housing and condominium business group Is equal to 1.98, is at the level that needs to be adjusted. The value of NPS can be calculated by subtracting the percentage of promoters customers by the percentage of customers who are detractors. It can be considered that

in the view of the customer group still accepts the different projects of the group Housing and condominium business at the level that requires much development. When considering the average brand loyalty and average acceptance. The average recommendation and word of mouth was only in the middle level and when considering the customer satisfaction value, it was very clear because the satisfaction value was on average at a high level, but it was quite on the moderate side, equal to 3.79, which should be at a level greater than 4.00. Therefore, it can be said that from the point of view of business customers, this aspect should be improved to have higher service satisfaction in all 5 aspects. When satisfaction is higher, it will lead to A higher level of acceptance, recommendation, and word-of-mouth, resulting in higher NPS , which was confirmed by this study that examined the relationship and influence of Satisfaction has a statistically significant effect on brand loyalty in all 5 aspects, that is, if a business creates higher customer satisfaction, it will result in higher brand loyalty as well. NPS will also be high.

REFERENCES

[1] Bourdeau, L.B. (2005). "A New Examination of Service Loyalty: Identification of the Antecedents and Outcomes of Additional Loyalty Framework." Doctoral Thesis. Florida: Florida University.

[2] Cervero, Robert. "Effects of Expenditure on Buying Home." California: Lincoln Institute, 2007.

[3] Dennapa Mungsungnoen and Chanakiat Smarnbutr. (2014). "Quality of Service Affecting Service User Loyalty: In the case of a dynamic company Inter Transport Co., Ltd." Finance Journal marketing investment and business administration, 4(2), 83-104. Reflections from customers, October 4, 2018, from

http://www.standardchartered.com/sustainability.review/09/TH/our_contributions/responsible_selling_and_marketing/voice_of_customer.html.

[4] Hinkle E. Dennis, Wiersma William, Jurs G. Stephen. (2003). "Applied Statistics for the Behavioral Sciences," 5th Edition. United States: Cengage Learning.

[5] Kesnapha Lysandra Yasen. (2010). "Factors Affecting the Level of Customer Loyalty in Product Use and Mobile phone service of Advanced Info Service Public Company Limited in Pathum Thani province." Master of Business Administration Thesis, Ramkhamhaeng University, Bangkok.

[6] Kotler, P. (2012). "Marketing Management," 14th Edition. Prentice Hall: Pearson Education Limited.

[7] Lovelock, C., & Wirtz, J. (2007). "Servicemarketing: people, technology, strategy," 6th Edition. New Jersey: Pearson International Edition.

[8] Montira Sriduang and Natchuda Wichitchamari. "Customer satisfaction and loyalty towards the call center brand Answering the phone in the auto loan industry in Bangkok 2015." Journal of Humanities, Year 2, Issue 1 (January-June 2015), Faculty of Humanities, Kasetsart University.

[9] Noppadol Rompho. "Net Promoter Score (NPS), an interesting customer performance measure." Faculty of Commerce and Accounting, Thammasat University. Information from http://www.satmetrix.com/net-promoter/benchmark-reports/. Faculty of Commerce and Accountancy, Thammasat University, Year 35, Issue 135, July-September 2012.

[10] Nuttikarn Adisairattanakul, Supis Rittikaew. "Customer Loyalty towards FTTx Internet Products and Services of TOT Public Company Limited in the customer service center area TOT, Surat Thani branch." Business Administration Master's Degree, School of Management Studies, Walailak University.

[11] Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). "A conceptual model of service quality and its implications for future research." Journal of Marketing, Fall 1985 (49), 41-50.

[12] Payut Pattarapongsathorn. (2013). "The relationship of service quality, consumer decision factors and loyalty to services of the securities industry in Thailand." Master of Business Administration Thesis, Sukhothai Thammathirat Open University, Nonthaburi.

[13] Real Estate Information Center: Real Estate Information Center. (2017). "Summary of the situation of the housing market in Bangkok and its vicinity Q3/2016." Date 2 November 2017, from https://thinkofliving.com/2016/11/26/.

[14] Real estate reports, October 4th, 2018, from https://www.cbre.co.th/th/ResearchCentre/Research/.

[15] Thammawitthaya landscape. "A Study of Satisfaction and Loyalty of Service Station Users in the District Bangkok and its vicinity." Master of Business Administration, Faculty of Commerce and Accountancy, Thammasat University. Academic year 2015.

[16] Waewrat Vesanusitthi. (2014). "The relationship between service quality and satisfaction and loyalty of customers of PCL Holding Co., Ltd." Independent Study Master of Business Administration, University Walailak, Nakhon Si Thammarat.

[17] Wichai Wiratkaphan. "Bangkok-perimeter housing market." AREAGURU (2018), October 5, 2018, from https://mgronline.com/stockmarket/detail/9600000121318