YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

FACTORS INFLUENCING CUSTOMER ATTITUDE

AND BEHAVIOURAL INTENTIONS

TOWARDS JJ EXPRESS

AUNG THU SWE

MBA II -67

MBA 24th BATCH

MARCH, 2022

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ACADEMIC YEAR (2018-2022)

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TOWARDS JJ EXPRESS

A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)

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Yangon University of Economics   **2018 – 2022**

ACCEPTANCE

This is to certify that the thesis entitled **"Factors Influencing Customer Attitude and Behavioural Intentions Towards JJ Express"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) Degree.

Board of Examiners

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(Chairman)

Dr.Tin Tin Htwe

Rector

Yangon University of Economics

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(Examiner)	**(Examiner)**

March,2022

ABSTRACT

The purpose of this study is to examine factors that influence the customer attitude and behavioural intentions towards JJ Express. The data for this study is collected from 384 respondents by using a structured questionnaire. This research uses descriptive and analytical research methods. Both primary and secondary data are utilized in this research. To collect the primary data, the respondents are chosen by using systematic random sampling method and the first week of January, 2022 is identified as the data collection period. During this week, from morning (8:00 am) to evening (6:00 pm) everyday, the data are collected from passengers of every 5th outgoing JJ Express. The questionnaires are distributed to all passengers on selected JJ Express. Complete responses are obtained from 384 passengers. The findings of the study show that all influencing factors including perceived value, perceived service quality and brand image have positive effect on customer attitude towards JJ Express. Among these factors, perceived service quality is the most influential factor in improving customer attitude. The result also indicates that customer attitude has significant influence on behavioural intentions towards JJ Express. In this study, there are two variables: cognitive attitude and affective attitude are used to measure customer attitude. Out of these two variables, affective attitude is the most influential factor in enhancing favourable behavioural intentions. Therefore, JJ Express should try to continuously improve its service quality in order to form positive emotions that can enhance customer satisfaction and loyalty.

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AUNG THU SWE

MBA – 67

MBA 24th Batch

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LIST OF ABBREVIATIONS

CPV   Customer Perceived Value

WoM   Word of Mouth

TRA   Theory of Reasoned Action

TPB   Theory of Planned Behavior

BRT   Behavioural Reasoning Theory

CHAPTER 1
INTRODUCTION

In today's highly competitive business environment, customer attitude is becoming a crucial factor that can determine the success of a company. An attitude refers to a person's favourable or unfavourable assessments, emotional feelings and action tendencies towards a certain object or idea. Attitudes certainly play a significant role in influencing customer opinions, knowledge, emotions, feelings and making decisions about buying a specific product or service. Therefore, it is crucial for a business to have better understanding of its customer attitude towards its product or service that can reveal their perceptions and behaviours. As a result, they can make a great effort to create and maintain positive attitude in customer service that could lead to customer satisfaction and loyalty.

In this modern world, transport plays a vital role in developing a strong economic relationship with most countries across the world. When transport infrastructure is properly in place, it will facilitate the communications between people residing in the same countries as well as with people from other countries, resulting in overall development of the community, such as economic or social development, or better access to health care systems. The economic and social development of a developing or developed country depends on the development of its transport sector.

In Myanmar, transport is one of the most important elements in economic and social sectors. There are four modes of transport: air, water, railways and road transport. Such four different means of transport in Myanmar become better and safe than before due to recent development of infrastructure across the country. The most popular mode of transport is road transport, especially express buses because of affordable price, ease of buying tickets, delivering good customer service and accessing all urban areas in the country.

There are many express bus service providers in Myanmar. JJ Express is one of the popular express bus service providers, which has designated the best routes and provided services for the passengers. This study is to examine factors that influence the customer attitude and behavioural intentions towards JJ Express. This study focuses on the factors relating to perceived value, perceived service quality and brand image as the

influencing factors that affect customer attitude and behavioural intentions towards JJ Express.

In a highly competitive market, a company needs to obtain the information about their customer perceived value set based on their perceptions. Perceived value represents customers assessment of the benefit of a product or service, as well as its capacity to meet their needs and expectations, especially when compared to other similar products or services. "High customer perceived value would improve customer attitude towards products (Leppaniemi et al., 2004). An individual with a positive attitude is more likely to buy a product or service.

A customer may judge the value of a particular product or service depending on its quality. Service quality refers to the result of customer comparisons of their expectations for the service they use and their perceptions of service they have received. Service quality is one of the main elements that an organization focuses on in order to achieve the targeted business goals of the organization. Therefore, a company needs to ensure that it provides high-quality services to the customers, which will improve customer attitude.

Brand image is a valuable and intangible asset of a company. By building a unique image, a company will be able to distinguish it from its competitors, and take its advantage and positioning towards a target market. Customers determine their trust in product or service based on the brand image of such product suppliers or service providers.

According to the Theory of Planned Behaviour (TPB), customer behavioural intentions depend on attitudes toward behaviour. Behavioural intention is defined as the tendency to purchase product or service and an individual readiness to engage in a specific behaviour. Behavioural intention is quite important to an organization. By understanding the customer behaviour well, a company will be able to develop their products and services in order to meet the customer satisfaction.

This study will focus on customer attitude and behavioural intentions towards JJ Express through the influencing factors such as perceived value, perceived service quality and brand image. Hence, this study aims to determine the significance of contributing factors that affect customer attitude and behavioural intentions towards JJ Express.

1.1 Rationale of the Study

Transport has a major role in the development of communities since the early stages of civilization because it facilitates trading and travelling between different regions. Without a good transport system, different regions are isolated from each other. A good transport system enables a country to develop its economy and tourism industry.

Nowadays in Myanmar, people are travelling more than before. Travelling by express buses is becoming a popular transport mode because of the upgrade of road infrastructure. Therefore, the market for express bus services is growing. The number of express bus service providers are increasing, and the market is becoming highly competitive. JJ Express is one of the best express bus company which is famous for running nice big luxury bus. JJ Express uses modern brand new buses and provide sophisticated customer service. JJ Express was the first express bus company to offer online ticketing through their website and mobile phone apps. The employees are also friendly, attentive, skillful and they offer excellent customer service. In addition, JJ Express is well known for being a successful express bus company in terms of innovation and customer service.

Consumer attitude is a favourable or unfavourable feeling that an individual has towards an object. People who have positive attitude are more likely to purchase a product. Attitudes influence customer decisions to either buy or not buy specific product or service. Attitudes are commonly considered to be one of the important factors of buying behaviour, so marketers attempt to understand and influence the target customer attitude. Therefore, a company needs to clearly understand customer attitude in order to persuade customers to form favourable attitude towards its products and services. Having a positive attitude can result in favourable behavioural intentions towards a product or service. Therefore, it is also important to have in-depth understanding of customer attitude and behavioural intentions towards the services in the express bus service industry. It is essential to know what drive customers to behave positively and identify the influencing factors which affect customer attitude and behavioural intentions in the express bus market.

Thus, it is interesting to examine the factors influencing on customer attitude and behaviour intentions towards JJ Express. It is expected to contribute well for JJ Express to

completely understand customer attitude towards an express bus service and adopt better marketing strategies to meet customer satisfaction and build loyalty.

1.2   Objectives of the Study

The main objectives of the study are as follows:

(1) To examine the influencing factors on customer attitude of JJ Express.

(2) To analyze the effects of customer attitude on behavioural intentions of JJ Express customers.

1.3   Scope and Methods of the Study

This study focuses on the effect of influencing factors on customer attitude and behavioural intentions towards JJ Express. This study is done by descriptive and analytical research methods. Systematic random sampling method is applied to collect data. Both primary and secondary data are utilized in this study. To collect the primary data from JJ Express passengers, the first week of January, 2022 is identified as the data collection period. During this week, from morning (8:00 am) to evening (6:00 pm) everyday, the data are collected from passengers of every 5th outgoing JJ Express. The questionnaires are distributed to all passengers on selected JJ Express. The service crews of selected JJ Express help to gather the survey responses. Complete responses are received from 384 respondents. Thus, the primary data are collected from the passengers with the structured questionnaire designed with 5-point Likert Scales. The secondary data are gathered through relevant text books, international research papers, journal articles and previous MBA thesis.

1.4   Organization of the Study

This paper is composed of five different chapters. Chapter (1) describes the introduction of the paper, rationale, objectives, scope and method of the study. Chapter (2) states theoretical background of the study. Chapter (3) explains profile and service of JJ Express. Chapter (4) analyses factors influencing customer attitude and behavioural

intentions towards JJ Express. Chapter (5) is concluded with findings and discussions, suggestions, recommendations and needs for the further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the theoretical background pertaining to this study. It consists of the observation of customer attitude, tri-component attitude models, influencing factors on customer attitude, behavioural intentions. The previous studies on the effect of influencing factors on customer attitude and the effect of customer attitude on behavioural intentions are also presented. Finally, the conceptual framework of the study is developed.

2.1   Customer Attitude

Customer attitude is one of the most essential variables in consumer behaviour. Attitude in marketing context is predispositions towards specific brands, products, services or companies that make customers respond favorably or unfavorably to them (Eagle, Blackwell Paul, Miniard, 1990).

Attitudes are positive and negative responses made by people to something based on how they think of such thing after observing it. Responses may be emotional or appraisive, and strongly affected by personal experience, family and friends, word of mouth (WoM), retailers, social media and other entities which generally are consistent with behaviour.

Attitude reflects either favourable or unfavourable evaluations of the attitude towards objects and motivation of customer to make decisions to buy or not to buy the particular product or brand. Customers may purchase the products or services which they have positive and favourable feeling, thus, marketers should ensure that they maintain these customer attitudes, resulting in repeat purchase. Kolter (1991) claimed that attitude includes a person's long-term love or hate for specific objects or concepts as well as their emotions and action tendencies.

By studying customer attitude, marketers can better understand the importance of customer attitude, as well as the factors that affect customer attitude and their significant role in consumer behaviour. Customers also have attitude towards intangible objects, such

as concepts and ideas, in addition to their own behaviours or actions including their future behaviour and past actions. Individual attitude helps buyers to make choices by providing a way to evaluate their alternatives which is based on the characteristics and benefits of each product.

Attitude is relatively consistent with the behaviour they reflect. It may positively or negatively affect a person behaviour. Each person attitude is formed by their knowledge and experience. External or internal stimuli change attitude, and then the changed attitude has a significant impact on behavior or behavioural intentions. According to Walsh and Beatty (2007), attitude is a key determinant when evaluating an entity's reputation, because the entity's reputation is evaluated based on customer experience of products or services or other sources, such as news or information from media and other users.

2.2   Tri-Component Attitude Model

In order to study the relationship between attitudes and behaviour of an individual, researchers constructed several models that can better explain or predict the behavior, such as tri-component attitude model and multi-attribute attitude model. The tri component attitude model consists of three major components:

(1) Cognitive Component (knowledge, experiences, beliefs)
(2) Affective Component (feelings and emotions)
(3) Conative Component (attention to buy or not)

Tri-component attitude model essentially explains the inner components of customer attitude and evaluates how these attitudes are formed. The tri-component attitude model proposes that attitudes consists of three components; cognitive, affective and conative (Schiffman et al.,2015). Although all of the three components of attitude are interconnected, they might vary in the degree of importance according to the motivation of customers relating to an attitude object. In this study, cognitive and affective attitudes are used to find out customer attitude and behavioural intentions towards JJ Express.

(1) Cognitive Component

The cognitive component means the beliefs, knowledge, thoughts, opinions and perception that are acquired through a combination of first-hand experience with attitude object and other information indirectly obtained from various sources. The knowledge and perceptions of customers commonly form beliefs of the customers who firmly believes that the attitude object possess various characteristics and that specific behaviour lead to specific outcomes.

(2) Affective Component

The affective component reflects a person's emotion and feeling about a particular product or brand or service. This includes judgment whether it is positive or negative; or good or bad. These emotions and feelings assist a person in assessing the attitude object. However, emotional states may amplify positive or negative experiences and that later recollections of such experiences may impact on how the individual acts.

(3) Conative Component

The Conative component is the final component of the tri-component attitude model, which examines how an individual takes a specific action or behaves in a particular way regarding an attitude object. The conative component is often assessed depending on customer intention to purchase. Buyer intention scales are used to assess a customer likelihood of purchasing a product or behaving in a particular way.

Figure (2.1) Tri-Component Attitude Model

Cognitive
Knowledge & Perceptions acquired through experiences resulting in perceptions & forming beliefs

Affective
Emotions & Feelings

Conative
likelihood of a specific action or behaviour
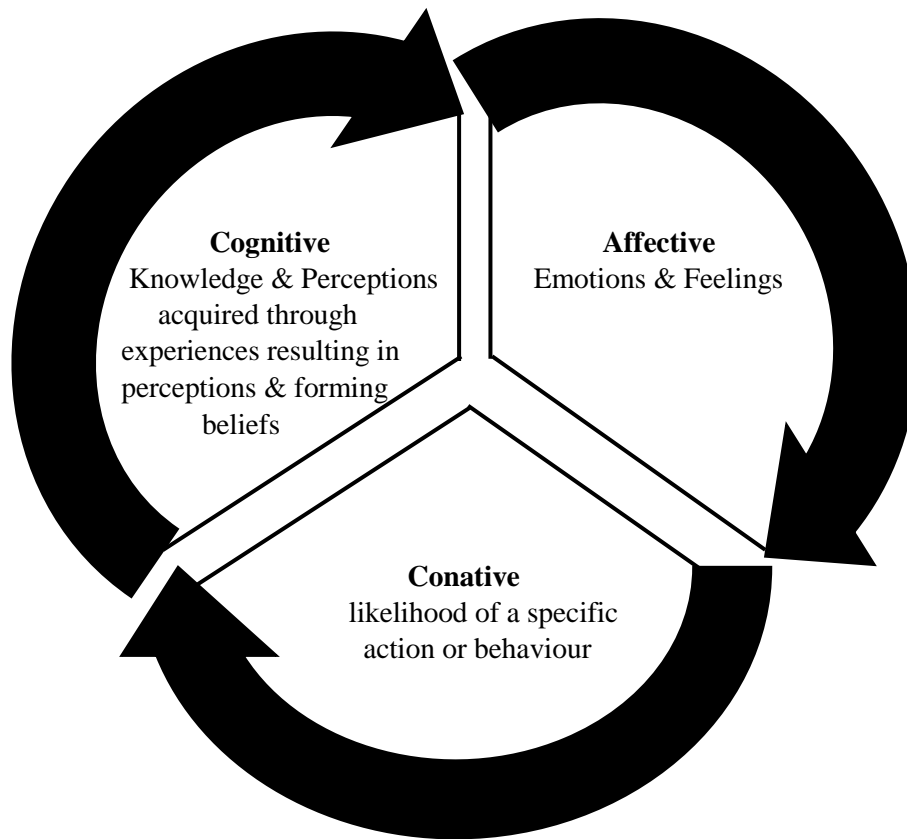
Source: Schiffman & Kanuk (2004)

As shown in the Figure (2.1), the tri-component model is used to examine customer attitude and behavioural intentions towards JJ Express. In this study, cognitive attitude and affective attitude are to be used as the key concepts for examination of customer attitude which is defined as a set of beliefs, experiences and feelings forming a predisposition to act in a given circumstance.

2.3   Influencing Factors on Customer Attitude

There are many factors influencing customer attitude. This study examines perceived value, perceived service quality and brand image as the main influencing factors of customer attitude and behavioural intentions how they related to each other.

2.3.1 Perceived Value

The role of value has been becoming more important for both firms and customers as it is one of the most powerful tools in the market today (Dodds, 1991). In marketing, value is more likely specified from the perspective of a customer. Perceived value refers to a customer assessment or evaluation by comparison with the benefits of a product or service and the perceived sacrifices or costs (Zeithaml, 1988).

According to Kuo, Wu, and Deng (2009), it is claimed that perceived value is the difference between the amount of money that a customer wishes to pay and the amount that is actually paid for a product or service. Perceived value varies on the basis of the different types of products or services provided, as well as the personal characteristics of the customers.

Customer perceived value (CPV) becomes crucial for a company to make sure customer loyalty. Consequently, firms must clearly and thoroughly understand their customer perceived value (CPV). Out of different dimensions to measure CPV by a number of researchers, Sweeney and Soutar (2001) claimed that the CPV model should be improved with better designed dimensions that more accurately identify the significant values perceived by consumers. They identified four dimensions of CPV; Emotional Value, Functional Value, Social Value and Monetary Value.

(1) Emotional Value

Emotional value means the individual feelings or affective states on any product supplied or any service provided. When a product or service has the ability to affect a customer feeling or emotion, it is endowed with emotional value (Sheth & Newman, 1991). Customer emotional response to their environment may directly influence their decision on consumption of a product or service. Emotional response is also closely connected with product experience and satisfaction. Creating a favourable condition for consumption also has significant effects in stimulating emotional response, and there are also other non-textual clues that may also become the factors that stimulate consumption (Hirschman & Holbrook, 1982).

(2) Functional Value

Functional value is the usefulness and effectiveness resulted from the perceived quality and expected performance of a product or service. Customer perception of the function, efficacy and property of products or services can be measured by customer perception of the functional value of those products or services. If a product has some functional value and meet consumer need of using the function, then the product is endowed with functional value.

(3) Social Value

Social value is how customers are perceived by others when using a product or service. Social value includes the value of pursuing an identity in the society where customers show their social statuses and spending power through consumption of specific products or services in order to gain approval in the society and communities as well as to obtain a sense of belonging. With the intention of obtaining the approval of social groups and observing existing social norms, people would try to build self-image by consuming the specific products or services. It is more important for people in a high social class that a product can indicate their prestige, status or class awareness instead of considering its basic functions (Shaw, 1985).

(4) Monetary Value

Monetary value is the satisfaction in respect of effort, cost or time spent using a product or service (Zeithaml,1988). It may be defined that a product or service is endowed with monetary value if such product or service can provide the customers with the quality which deserve the money they paid. Monetary value represents purchasing power. Customers wish to receive the quality of the service or product which deserves the money they paid. When customers receive the value, which deserve the money they paid, it may increase the monetary value of such product or service.

2.3.2 Perceived Service Quality

Service quality is a core element that a company need to focus on achieving its business goals. When the market becomes competitive, service quality become a crucial factor that determines the success of a company (Parasuraman et al., 1988). Service quality is a key strategic factor for companies to differentiate their products and services from competitors. Providing high quality service is essential to sustain competitive advantage.

Service quality is defined as the difference between customer expectation for service performance and customer perception of the service actually received. According to Oliver (1977), service quality can be defined as the consequence of customer comparisons between their expectations for the service they use and their perceptions of service they have received. If customer perceptions exceed their expectations, the service is considered to be excellent. If their perceptions satisfy their expectations, the service is considered to be good. If their perceptions fall below their expectations, the service is considered to be bad.

Service quality is defined as the overall judgement of a service by customers (Eshghi et al., 2008), whereas other researches defined it as how well a service meets customer needs or expectations. Service quality is a basis of efficiency which leads to profitability. Thus, improving service quality to fulfil or surpass customer expectation is vital for a company to sustain its business. Park et al (2004) had defined the five dimensions of service quality as follows: Tangibility, Reliability, Responsiveness, Assurance and Empathy.

(1) Tangibility

Tangibility means physical facilities, equipment and physical appearance of the personnel of a company. According to Ananth et al (2011), tangibility in private banks is modernized and sophisticated equipment, facilities, dress code of employees and visually-appealing materials. Physical appearance might have considerable influence the customer level of satisfaction (Bitner, 1990).

(2) Reliability

Reliability is referred to the ability of a company to conduct service dependably and properly. This can be measured in express-bus lines by examining on-time

performance, efficiency of check-in process, and accuracy of bookings and ticketing. It is claimed that reliability is the most important feature that customers normally wish to obtain in the area of quality service.

(3) Responsiveness

Responsiveness is defined as the willingness to help customers and provide prompt service as customers requested in addition to their regular service. This includes the understanding of customer needs and wants, individual attention given by the employee, willingness to solve service problem and prompt response to emergency situation.

(4) Assurance

Assurance is the ability to inspire trust and confidence in general knowledge to answer questions and show courtesy to customers. According to Sadek et al (2010), in British banks, assurance is considered as the polite and friendly and helpful employees, provision of financial advice, interior comfort, eases of access to accounts information and the knowledgeable and experienced management team.

(5) Empathy

Empathy is the caring and personalized attention which a company provides its customers with. Parasuraman et al (1991) considered individual attention and convenient operating hours as the two major elements in their evaluation of empathy. Ananth (2011) referred to empathy as paying individual attention, convenient operation hours, and the understanding customer specific needs.

2.3.3   Brand Image

In general, brand image is an image of a company accepted by the customers on the basis of what the company stands for, which may influence the customer choice. According to Keller (1993), brand image is considered as the brand associations held in customers memory towards the company brand. Chu et al (2012) stated that brand image is based on the evaluation of the product or service quality of the company by the customers. Brand image is the symbolic meaning how customers recall the specific features of the product or service.

Connor and Davidson (1997) described that a company with a good image is more likely to gain competitive advantage in the market as it will have noticeable effects on the customer intention of purchase. Brand image can influence a customer choice of company when service attributes are difficult to evaluate. Brand image enables a company to establish a brand position, to insulate the brand from its competitors, and to enhance the brand market performance.

2.4   Behavioural Intentions

Behavioural intentions are essential factors that trigger an individual willingness to perform certain behaviour. According to Oliver and Swan (1989), behavioural intention is an individual anticipated or planned future behaviour. Behavioural intentions were defined as a perceived relationship between oneself and some behaviour (Jaccard & King, 1977).

Other researches such as Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and Behavioural Reasoning Theory (BRT)) also claim that behavioural intention is crucial indicator of customer future behaviours (Ajzen ,1985; Baker & Crompton, 2000; Fishbein & Ajzen, 1975; Westaby, 2005). As per these models, customer behavioural intentions depend on attitudes toward behaviour, the subjective norm, and perceived control with each predictor weighted for its importance in relation to performance of the behaviour that triggers future behaviour.

Behavioural intention is used to predict whether they would continue to use a company services or products or defect and switch to competitors. Therefore, behavioural intention is one of the most important factors for an organization. The better an organization understands the customer behaviour, the more appropriate marketing strategies marketers and managers will be able to adopt, which will help the organization to develop and customize their products and services and to attract new customers and to retain existing ones.

2.5   Previous Studies

This study is based on three previous research papers from foreign universities and the theory of reasoned action. The first research aims to analyze the influence of customer perceived values (functional value, emotional value, epistemic value, social value and conditional value) on customer attitude, purchase intention and actual purchase behaviour towards innovative products (Apple watch) in Taiwan. The research framework starts from the independent variables which are functional value, emotional value, epistemic value, social value and conditional value. Then to the dependent variables which are customer attitude, purchase intention and actual purchase behaviour.

Figure (2.2) Conceptual Framework of Shwu Ing Wu
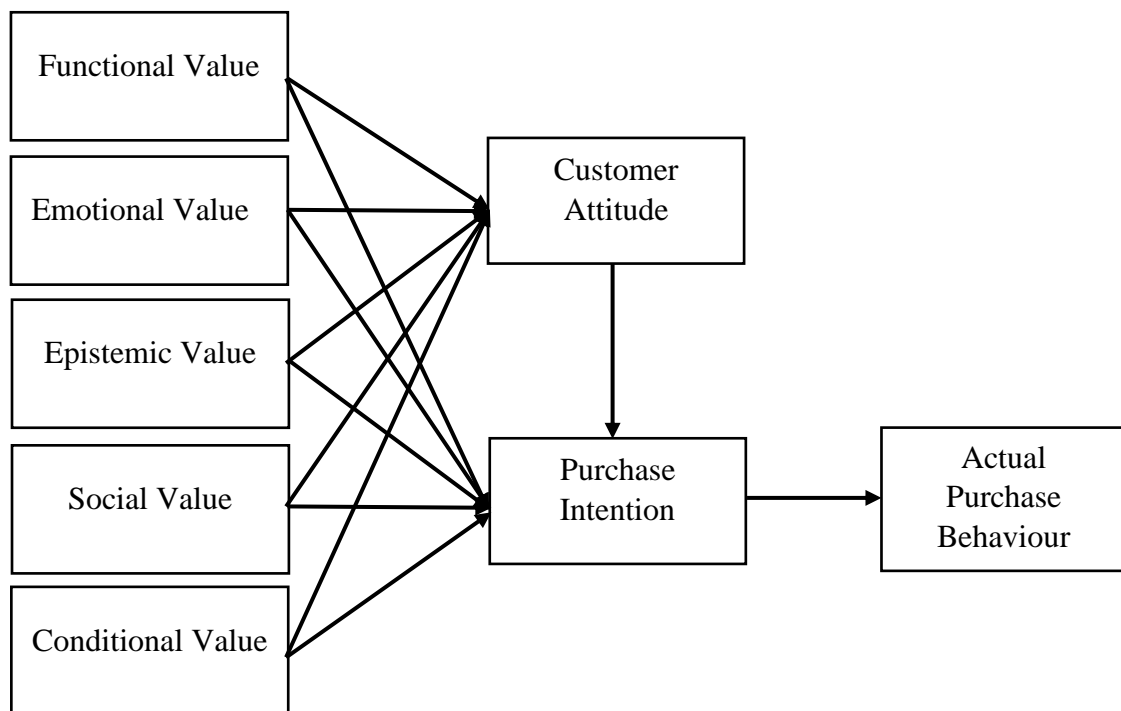
Source: Shwu Ing Wu (2016)

The study found that the influence of five independent variables on customer attitude is concerned. Out of five variables, conditional value has highly significant effect on customer attitude. The influence of five independent variables on purchase intention is also significant. Among then, emotional value creates positive effect on customer purchase intention. Customer attitude has significant effects on purchase intention. Purchase intention also has great effect on actual purchase behaviour. To summarize,

both emotional value and conditional value have great influence on purchase intention and actual purchase behaviour towards Apple watch. The conceptual framework of this previous research is shown in Figure (2.2).

The second research is to discover the linear relationship of service quality, customer satisfaction, customer attitude and customer loyalty for banks in Saudi Arabia. The conceptual framework of the research starts from the independent variables which are five dimension of service quality: tangibility, reliability, responsiveness, assurance and empathy, then lead to dependent variables which are customer attitude, customer satisfaction and customer loyalty.

Figure (2.3) Conceptual Framework of Adil Zia
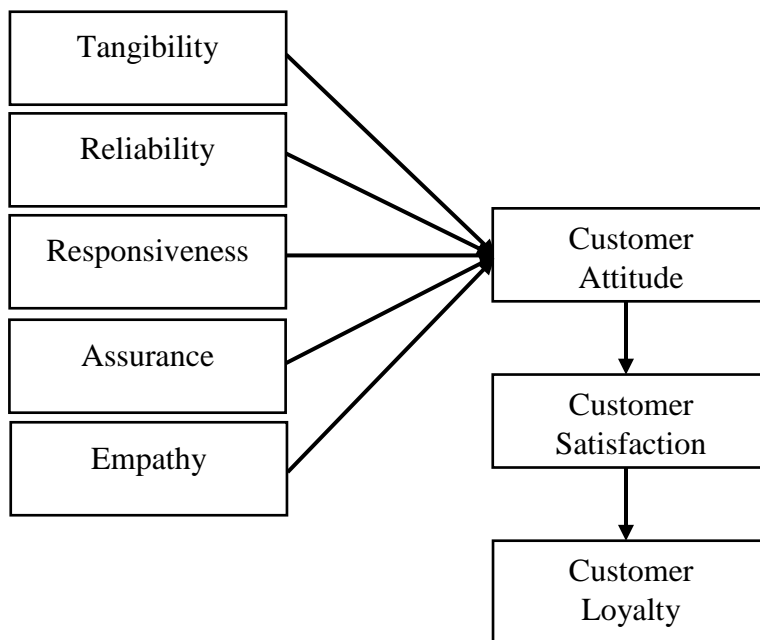
Source: Adil Zia (2020)

The research discovered that there exists a linear relationship of service quality, customer attitude, customer satisfaction in the formation of customer loyalty. The conceptual framework of this previous research is illustrated in Figure (2.3).

The third research is the impact of brand image and discounted price on consumer attitude and purchase intention in outlet mall in Taiwan. This research intends to understand the influence of outlet mall brand image and discounted price on purchase intention, and to explore the mediating effect of customer attitude in this model. The conceptual framework of the research starts from the independent variables which are

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brand image and discounted price and then lead to the dependent variables which are customer attitude and purchase intention.

Figure (2.4) Conceptual Framework of Ping Chu Liao
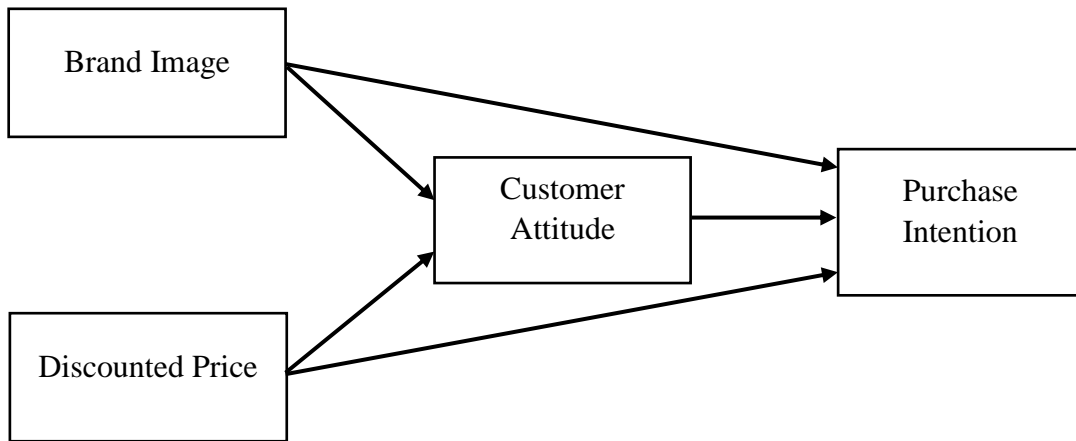
Source: Ping Chu Liao (2016)

The research revealed that brand image has positive effect on customer attitude, as well as direct effect on purchase intention. The effect of brand image on purchase intentions is in the customer attitude generated by brand image. The conceptual framework of this previous research is presented in Figure (2.4).

The theory of reasoned action -TRA (Fishbein & Ajzen, 1980) aims to explain the relationship between attitudes and behaviors within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioural intentions.

Figure (2.5) Theory of Reasoned Action
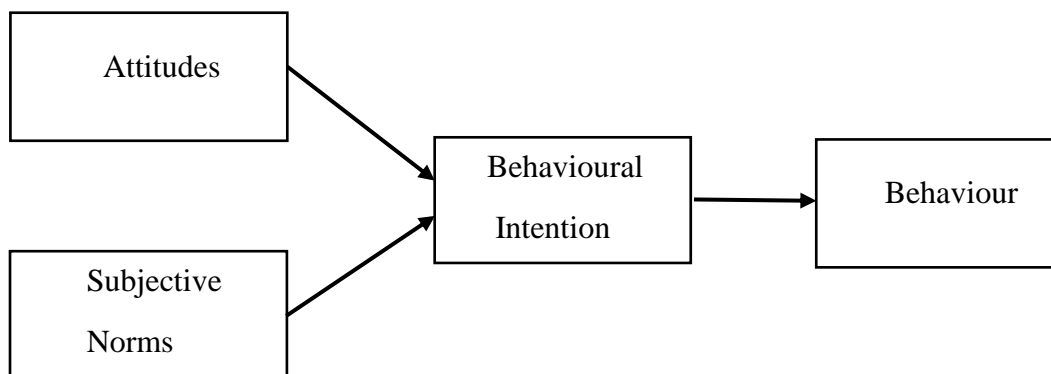
Source: Fishbein & Ajzen (1980)

According to TRA, attitudes are one of the most important factors of behavioural intention, and they refer to how people feel about a particular behaviour. The customer attitude has significant effect on behavioural intentions.

2.6   Conceptual Framework of the Study

As shown in Figure (2.6), the conceptual framework of this study is developed from theoretical concepts and the previous studies. This study aims to examine the influencing factors on customer attitude and how customer attitude and behavioural intentions relate to each other. In this study, the independent variables (influencing factors) are perceived value, perceived service quality and brand image, customer attitude is served as moderator and dependent variable is behavioural intentions.

Figure (2.6) Conceptual Framework of the Study
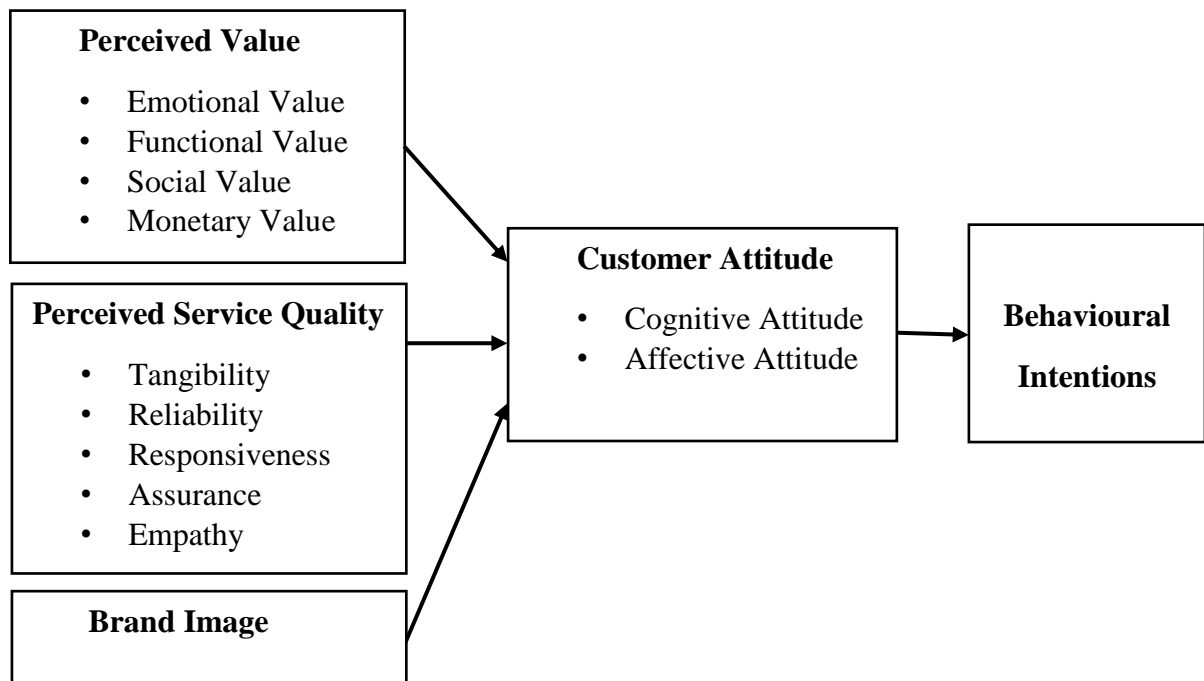
Source: Own Compilation (2022)

Perceived value, perceived service quality and brand image are defined as influencing factors to examine how they affect customer attitude. Perceived value is measured by four variables which are emotional value, functional value, social value and monetary value. High customer perceived value can lead to positive attitude. To evaluate

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perceived service quality, five main variables: tangibility, reliability, responsiveness, assurance and empathy are defined. Positive customer attitude can also be formed by high consumer perception of service quality. Brand image is also one of the influencing factors and it can build favourable customer attitude.

In this study, tri component attitude model which is composed of cognitive attitude, affective attitude and conative attitude is applied to measure customer attitude but conative attitude is omitted to apply to this analysis because it differs from the cognitive attitude and affective attitude. Cognitive attitude indicates beliefs, experiences, knowledge, opinions and affective attitude expresses emotions and feelings about a product or service that occur in the mind of customers. Conative attitude represents likelihood or tendency that an individual will perform a specific action or behaviour as a result of attitude of mind. Generally, conative attitude is defined as an expression of customer intention to buy. The action of buying products is depend on attitude of mind. Hence, it is obvious that conative attitude has a similar meaning to behavioural intention which is also described as the likelihood of customer purchasing a product or behaving in a certain way. This study will also analyze how customer attitude affect behavioural intentions. Customers with good attitude can enhance favourable behavioural intentions towards the product or service.

Therefore, this study explored the influencing factors: perceive value, perceived service quality and brand image and how they affect customer attitude and behavioural intentions towards JJ Express.

CHAPTER 3
PROFILE AND SERVICES OF JJ EXPRESS

This chapter contains five parts. Profile of JJ Express including its vision & mission, motto, the number of employees and departments is presented in the first part, services provided by JJ Express and service quality of JJ Express are explained in the second and third parts respectively. The fourth part presents profile of respondents. In the last part, analysis of the components of customer attitude is presented by mean score and standard deviation.

3.1   Profile of JJ Express

JJ Express (Joyous Journey) was established in 2011. JJ Express has taken the lead by deviating from convention and influences and by introducing using brand new buses, providing service on buses in the same way that it is provided on planes. Therefore, it has marked an important milestone in the transportation sector.

JJ Express was the first Express bus company to introduce and define what the VIP buses are meant to be. JJ Express uses brand new express buses and employs bus attendants to create flying experience for customers. Moreover, JJ Express was the first express bus company which offer online ticketing with website, iPhone app and Android phone app. JJ Express is famous for leading the industry with innovation and service. JJ Express is the choice of travellers, businessmen, elite travellers and citizens when it comes to travelling and transportation in Myanmar. JJ Express operates among major cities: Yangon, Mandalay, Bagan, Taungyi (Inle or Inlay lake, Kalaw) and Naypyidaw, Monywa, Meikila, Bago and Kyauk Se.

JJ Express is the winner of the TripAdvisor "Certificate of Excellence 2019 and the first and sole Winner of "Best safety express" for 2018/19 from AMI (Aya Myanmar Insurance).

The vision of JJ Express is to be the most admired transportation service provider in Myanmar. The mission of JJ Express is to provide excellent customer service through comfortable, safe and affordable ride without sacrificing quality. JJ Express states their motto "JJ Express, Just like flying First class" because JJ Express provides service which

is like given on a plane. JJ Express company employs 300 employees who work in five departments. They are (1) Ticketing Department (2) Operation Department (3) Human Resources Department (4) Admin Department and (5) Cargo Operations Department.

3.2 Services Provided by JJ Express

The services provided by JJ Express are transportation service, ticketing, insurance service, safety service, Entertainment Service, Catering Service and Charter Service.

3.2.1 Transportation Service

JJ Express runs among Yangon, Mandalay, Bagan, Taungyi (Inlay lake, Kalaw) and Naypyidaw, Monywa, Meikila, Bago and Kyauk Se. JJ Express uses only HIGER Brand new buses, the most comfortable and the safest 3 axle buses for highway. There are three classes, first class, business class and dream bus.

First class coaches have single seat and double seat (2+1) which means 3 seats per row. There are 33 seats on a coach. The first class has a crew of 4 staffs: 2 drivers, 1 bus attendant girl and 1 helper.

Business class is for the passengers who are driven economically to their destinations on new buses with 2+2 Super seats, 4 seats per row. Each coach has 44 seats. The business class does not have a bus attendant girl. Two drivers take turn driving and resting. Business Class (2+1) is cheaper than first class (2+1).

Dream Bus has 16 separate rooms (1 seat per room) which is designated to prevent the spread of covid 19. During the covid 19 pandemic, JJ Express was the first express bus company in Myanmar which introduced such kind of bus for social distancing and privacy in order to reduce the spread of virus on the bus.

JJ Express provides free shuttle bus service (Ferry Service) and they are different for each city depending on the regulation. The bus has the first aid kit and bus attendants have the training and red cross certificate to use it in case of emergency. The employees have limited English but they have proper training and experience, so they are able to help both English speaking and non-English speaking tourists successfully.

3.2.2   Ticketing

Customers can make inquiries about JJ Express's schedules and routes by phones or going to the JJ Express point of sales in person. Customers can select the seats from JJ Express Website or register by Application " JJ Express Myanmar". Payment can be made by Visa / Master / MPU / KBZ Direct Pay.

Booking cannot be cancelled and is non-refundable as soon as JJ Express receives booking and full payment from customers. Customers can change the date or time of ticket two days before scheduled departure and service charge is 20%.

3.2.3   Safety Service

The bus has the first aid kit and bus attendants have completed first-aid training and red cross certificate that they can use in times of emergency.

JJ Express drivers have over ten years of experience driving large vehicles and have passed the driving training given by HIGER bus company. They are skilful drivers and drive carefully and safely. They have to take medical check-ups every six months and only those who pass them are permitted to drive. (passed medical check- up A, B, C test).

Only after the fleet department has checked engines, tires, water, fuel, air pressure, and engine oil on a daily basis, the respective journeys are allowed to begin. When buses reach specific predetermined kilometers, a complete overhaul, including complete maintenance and comprehensive maintenance are conducted at the HIGER service center. JJ Express buses are professionally maintained by certified engineers and JJ Express brings brand new buses every year.

3.2.4   Insurance Service

JJ Express provides adequate insurance cover with passengers. JJ Express and AMI Myanmar Insurance makes strategic alliances for the insurance program and ticket price includes premium fees. It covers life insurance for JJ Express passengers and auto insurance for vehicles.

3.2.5 Other Services

Other Services are entertainment service, catering service and charter service. As entertainment service, each seat has a tablet and headphones that allows passengers to watch movies, play games and listen to music. JJ Express provides snack boxes, coffee, soft drinks, and digestive sweets as a catering service. In addition, a water bottle and a towel are provided. JJ Express provides car rental services under the name "Bus Rental Zone." Customers can rent a car for a group trips, family vacations or for business.

3.3   Service Quality of JJ Express

In this study, service quality of JJ Express is measured by five dimensions which are tangibility, reliability, responsiveness, assurance and empathy.

3.3.1   Tangibility

The physical environment of JJ Express bus gate is clean. Passengers can sit and wait for departure in the lounge branches, which offer entertainment, modern furniture, clean restrooms, and others. JJ Express tickets are particularly eye-catching and appealing. JJ Express only uses brand new HIGER buses, which are the most comfortable and safe 3 axle buses for highway travel.

JJ Express has three classes of service: first class, business class and dream bus. On first class coaches, single and double seats (2+1) are available (3 seats per row). There are 33 seats on a coach. Business class is also modern buses with 2+2 Super seats (4 seats per row). There are 44 seats on a coach. The Dream Bus is partitioned with 16 rooms, each room has one seat which is designed to avoid the spread of Covid 19. JJ Express was the first express bus company in Myanmar to introduce such kind of bus for social distancing and privacy in order to reduce the spread of virus on the bus. All classes of JJ Express have two drivers and they alternate driving and resting duties.

In all classes, JJ Express provides in-bus entertainment facilities. Each seat has a tablet and headphones so that passengers can watch movies, play games and listen to music. Air condition system is also incredible, so passengers can ride in comfort in fully air-conditioned buses. As a catering service, JJ Express offers snack boxes, coffee, soft drinks, and digestive sweets. A water bottle and a towel are also available.

The employee of JJ Express including drivers and conductors must dress nice and tidy uniforms. Therefore, the employees of JJ Express are neat-appearing. JJ Express considers physical facilities, equipment, and employee appearance are important when offering customer service.

3.3.2 Reliability

In order to make inquiries about JJ Express's schedules and routes, customers can ask via phones or go to JJ Express points of sales in person. In Yangon, tickets are sold at 4 ticket sales outlets which are located at Yuzana Plaza, Aung Mingalar Station, Aung San Station and U Chit Maung Street and more than 60 ticket sales agents. Other ticket sales outlets are located at Kywesekan Station in Mandalay, Maw Cherry Station in Taunggyi, Naung Oo Station in Bagan, Bawga Thiri Station in Naypyitaw, Karlaywin Station in Monywa, Meikila, Bago and Kyauk Se. The location of ticket sales outlets is in busy places so, it can make it easier for customers to go and buy tickets. Furthermore, customers can also book seats on JJ Express Website or through "JJ Express Myanmar" application. Customers can make Payment by Visa / Master / MPU / KBZ Direct Pay. Customers may find it quick, easy and safe to buy tickets online.

Buses leave on time according to the schedule. JJ Express makes sure to be punctual for departure and arrival time. Buses do not leave earlier or later than the scheduled time. JJ Express values punctuality greatly. Another key function of customer service is baggage handling. JJ Express has well-trained staff to move passengers' luggage from a check-in counter at a departure bus gate, to a bus cargo hold, and finally to a collecting point at an arrival bus gate. JJ Express also does a very good job with boarding service. Staff help the passengers with smooth boarding process. JJ Express delivers the service exactly as promised.

3.3.3 Responsiveness

JJ Express trains its employees how to deal with customers in a friendly and kind manner. The employees are inspired to be willing to help customers in a courteous and patient manner. JJ Express educates the employee who are in charge of ticketing to listen to the customers' questions and answer them patiently as well as service crews to respond and fulfil customers' requests. Customers' safety is also taken into consideration when

recruiting drivers. Thus, JJ Express hires skilled drivers with over ten years of experience driving large vehicles. They take driving training by HIGER bus company to drive safely and carefully. JJ Express hires highly motivated individuals and strives to improve its customer service-oriented culture by focusing on the requirements and needs of its customers. JJ Express prioritizes customers and responds to them quickly and efficiently.

3.3.4 Assurance

As JJ Express prioritizes safety first, buses are always inspected before departure. The buses are only allowed to leave after the fleet department has checked the engines, tires, water, fuel, air pressure, and engine oil. The drivers are forbidden to use drugs and drink alcohol and drug and alcohol tests are conducted before the departure. Bus attendants have passed first-aid training and can help passengers in times of emergency. JJ Express gives effective trainings to the drivers to improve their abilities, as well as in-service trainings to service crews to develop their skills and knowledge and be polite and courtesy when providing customer service.

3.3.5 Empathy

JJ Express operates four ticket sales outlets and over 60 ticket sales agents in Yangon, as well as other stations and sales agents in other cities of Myanmar that make it easier and more convenient for the customers to purchase tickets. Points of sale are commonly located in downtown and easily accessible areas. JJ Express also handles customer complaints. Sales Department is in charge of solving customer complaints. The sales associates are trained to handle customer complaints in a polite and friendly manner. Customers can make suggestions or complaints through phone calls, on the official website and Facebook page of JJ Express. Customers can also ask questions in the website's FAQ section, and JJ Express will respond. Passengers are covered by insurance while travelling with JJ Express. JJ Express maintains strong customer relationships by providing its customers with caring and personalized attention.

3.4   Profile of Respondents

The five demographic segments are analyzed to describe the demographic profile of respondents. They are gender, age, education, monthly income and occupation. The summary of demographic profile of respondents is shown in Table (3.1).

As shown in Table (3.1) below, 384 respondents participated in the survey, 206 males and 178 females. In terms of percentages, male respondents account for 53.6% of the total respondents and female respondents account for 46.4%.

Table (3.1) Demographic Profile of Respondents

Sr. No	Demographic Factors	Description	No. of Respondents	Percentage (%)
		Total	**384**	**100.0**
1	**Gender**	Male	206	53.6
		Female	178	46.4
2	**Age**	18-25 years	96	25.0
		26-30 years	121	31.5
		31-35 years	86	22.4
		36-40 years	34	8.9
		Above 40	47	12.2
3	**Education**	High School	1	0.3
		Undergraduate	8	2.0
		Bachelor	225	58.6
		Diploma	18	4.7
		Master	120	31.3
		PhD	3	0.8
		Others	9	2.3
4	**Monthly Income (MMK)**	Under 500,000	193	50.3
		500,001 to 1,000,000	119	31.0
		1,000,001 to 1,500,000	31	8.0
		1,500,001 to 2,000,000	13	3.4
		Above 2,000,000	28	7.3

5	**Occupation**	Student	50	13.0
		Government Employee	77	20.1
		Private Employee	166	43.2
		Self-Employee	65	16.9
		Dependent	5	1.3
		Others	21	5.5

Source: Survey data (2022)

The second analysis is based on the age distribution. Age is one of the most common demographic categories. Age of respondents is classified into five groups as those between the ages of 18 and 25, those between the ages of 26 and 30, those between the ages of 31 and 35, those between the ages of 36 and 40, and those over the age of 40. Among them, 121 respondents are between 26 and 30 years old, 31.5% and it is the largest group of respondents. The second largest group of respondents is between 18 and 25 years old which includes 96 respondents, 25.0%. There are 86 respondents between 31 and 35 years old who account for 22.4%, 34 respondents between 36 and 40 years old who account for 8.9% and 47 respondents between above 40 years old who account for 12.2% of the total.

Educational levels of the respondents are separated into seven categories as high school, undergraduate, bachelor, diploma, master, PhD and others. According to the table (3.1), Bachelor is the largest group, with 225 respondents and 58.6% response rate. The second largest group is Master which has 120 respondents, accounting for 31.3 % of the total. The rest of groups are diploma with 18 respondents, 4.7% response rate, undergraduate with 8 respondents, 2.0% response rate, PhD with 3 respondents ,0.8% response rate, high school with only 1 respondent, 0.3% response rate and 9 respondents are in others category with 2.3%. Informal education, vocational education and certificate in respective sectors of education include "Other category".

Based on monthly income, respondents are divided into five different groups: Under 500,000 Kyats, 500,001 Kyats to 1,000,000 Kyats, 1,000,001 Kyats to 1,500,000 Kyats, 1,500,001 Kyats to 2,000,000 Kyats and above 2,000,000 Kyats. According to the survey results, 193 respondents earn less than 500,000 kyats per month, accounting for 50.3%. and it is the largest group. There are 119 respondents who get monthly income

between 500,001 Kyats - 1,000,000 Kyats with 31.0%. The other groups are between 1,000,001 Kyats -1,500,000 Kyats with 31 respondents, 8.0%, between 1,500,001 Kyats - 2,000,000 with 13 respondents, 3.4% and above 2,000,000 Kyats with 28 respondents, 7.3% respectively.

In the occupational analysis, respondents are into five categories: student, government employee, private employee, self-employee, dependent and others. Private employee with 166 respondents, 43.2% make up the largest group. The second largest group is government employee which has 77 respondents, 20.1%. There are 65 self-employed people with 16.9%, 50 students with 13.0%, 5 dependent people with 1.3%. The other respondents are 21 people with 5.5%. Freelance, internship and volunteer include "other category".

CHAPTER 4

ANALYSIS OF CUSTOMER ATTITUDE AND
BEHAVIOURAL INTENTIONS TOWARDS JJ EXPRESS

This chapter describes customer attitude and behavioural intentions, towards JJ Express, as well as the effect of influencing factors on customer attitude and behavioural intentions using the linear regression method.

4.1 Analysis on Influencing Factors on Customer Attitude

In this study, the influencing factors on customer attitude are analyzed. Five different questions are asked to collect data for emotional value, functional value, social value and monetary value as perceived value, tangibility, reliability, responsiveness, assurance and empathy as perceived service quality and brand image. The collected results are shown below.

4.1.1 Emotional Value

This section is to analyze emotional value that customers derive from riding JJ Express. It includes five statements and 384 respondents are surveyed. Each item is rated on a scale of 1 to 5, (1 = strongly disagree to 5 = strongly agree). The result is shown in Table (4.1).

Table (4.1) Emotional Value

Sr. No	Items	Mean	Std. Deviation
1	Being relaxed when using JJ Express.	4.11	0.667
2	Riding JJ Express is enjoyable.	4.05	0.613
3	Riding JJ Express gives pleasure.	3.99	0.687
4	Riding JJ Express makes feel positive.	3.96	0.663
5	Feeling safe and secure when riding JJ Express.	4.04	0.649
Overall Mean		4.03	

Source: Survey Data (2022)

The mean value of each question on emotional value of JJ Express is presented in Table (4.1). The overall mean value 4.03 is greater than neutral which shows that

customers have positive emotion when using JJ Express. The highest mean value indicates that customers feel relaxed and comfortable when riding JJ Express. The second, third and fourth mean values show that customers have enjoyable and cheerful experience when travelling with JJ Express and it brings them pleasures. Customers feel positive about JJ Express. The last mean value describes that JJ Express makes customers feel safe and secure during their ride. In short, it is found that customers agree that travelling with JJ Express is pleasant and joyful. As an express bus service provider, JJ Express maintains the customer positive emotions about riding experience.

4.1.2 Functional Value

This section is to analyze functional value that comes from customer perceptions of the function and effectiveness of JJ Express. The result is shown in Table (4.2).

Table (4.2) Functional Value

Sr. No	Items	Mean	Std. Deviation
1	Reliability of JJ Express service	3.94	0.631
2	Offering acceptable standard of quality.	4.03	0.580
3	Fulfilling the needs of customers well.	3.91	0.626
4	Getting passengers to their destination on time.	4.15	0.687
5	Offering consistent service quality.	3.98	0.627
Overall Mean		4.00	

Source: Survey Data (2022)

According to the Table (4.2), the overall mean value 4.00 shows that customers have good perceptions of the function, usefulness and effectiveness of JJ Express. The greatest mean value proves that JJ Express gets passengers to their destination on time. The second greatest mean value shows that JJ Express provides high level of quality that is considered acceptable. The third greatest mean value indicates that JJ Express delivers desirable service quality to its customers consistently all the time. The fourth greatest mean value shows that reliability of service given by JJ Express is high. JJ Express performs service as customers expected. Due to the last mean value, JJ Express meets the needs of its customer well. To summarize, customers believe that JJ Express has high functional value. JJ Express satisfy customer needs by providing reliable service consistently and gains customer trust.

4.1.3   Social Value

This section is to analyze social value that is evaluated by customers. The result is shown in Table (4.3).

Table (4.3) Social Value

Sr. No	Items	Mean	Std. Deviation
1	Feeling accepted by others.	3.81	0.641
2	Making a good impression on other people	3.84	0.653
3	Having a positive social image.	3.92	0.651
4	Having social approval.	3.74	0.667
5	JJ Express is a smart choice for travelling	3.85	0.604
Overall Mean		3.83	

Source: Survey Data (2022)

As shown in Table (4.3), the overall mean value 3.83 is higher than neutral which mentions that JJ Express is well recognized in the society. The highest mean value shows that JJ Express is well perceived by the society and contributes positive social image. The second highest mean value indicates that people think JJ Express is a good option for travelling. The rest of mean values prove that JJ Express makes good impression and gains acceptance from the society. JJ Express is regarded accepted by social standards. To conclude, JJ Express has the high level of social approval. The society has a good opinion about JJ Express. JJ Express sustains a positive social image and it is an important aspect of business.

4.1.4 Monetary Value

This section is to analyze monetary value that is perceived by customers. The result is shown in Table (4.4).

Table (4.4) Monetary Value

Sr. No	Items	Mean	Std. Deviation
1	Good for the price paid.	3.96	0.565
2	Reasonably priced.	3.95	0.594
3	The price is economical.	3.78	0.682
4	The price is acceptable.	3.97	0.530
5	The price is affordable.	3.92	0.594
Overall Mean		3.92	

Source: Survey Data (2022)

As presented in Table (4.4), the overall mean value indicate that customers generally agree that the fare price of JJ Express is suitable. The pricing of JJ Express is determined based on the price that customers can afford. Customers perceive that JJ Express offers reasonable fare price and they believe that it is worth the price paid. Customers recognize that the price of JJ Express is reasonably priced which increase the monetary value. In brief, JJ Express provides the customers with the quality which deserve the money they paid. The price of JJ Express has economic value. Price is a factor that customers consider when choosing a product or service. Monetary value is one of the key elements for a business to attract the customers.

4.1.5 Tangibility

This section is to analyze tangibility of JJ Express which means physical facilities, equipment and appearance of personnel. The result is shown in Table (4.5).

Table (4.5) Tangibility

Sr. No	Items	Mean	Std. Deviation
1	The employees of JJ Express are neat-appearing.	3.89	0.538
2	The seat space is wide and comfortable.	3.93	0.636
3	Providing in-bus entertainment facilities.	3.90	0.693
4	Providing catering service. (food & beverage)	3.80	0.705
5	Providing fully air conditioning system.	4.22	0.650
6	The physical environment of bus gate is clean	3.80	0.712
7	The branches of lounge have convenient waiting arrangements.	3.73	0.708
Overall Mean		3.89	

Source: Survey Data (2022)

According to the Table (4.5), all mean values of Tangibility are greater than the neutral score 3 and the overall mean of tangibility has high value. The highest mean value reveals that most customers agree that air conditioning system of JJ Express is excellent. Other mean values claim that the physical environment of bus stations of JJ Express has a high standard of cleanliness and customers can sit and wait comfortably for departure in the lounge branches. The coach seat design is wide and it can make passengers comfortable. Customers also appreciate the way of providing entertainment service by JJ Express is flexible and enjoyable. The catering service of JJ Express is regarded as high. The employees of JJ Express are neat and tidy in appearance. To summarize, tangibility in service quality offered by JJ Express has high level standard. Physical facilities of JJ Express for seating comfort, seat space, in-bus entertainment service, meal service, appearance of the employee create positive impression on customers.

4.1.6　Reliability

This section is to analyze reliability of JJ Express which refers to ability to perform the promised service dependably and accurately. The result is shown in Table (4.6).

Table (4.6) Reliability

Sr. No	Items	Mean	Std. Deviation
1	Buying tickets online is quick, easy and safe.	3.98	0.700
2	Performing the service right as it promises to do so.	3.90	0.539
3	Being punctual for departure and arrival.	4.02	0.617
4	Reliable for carrying luggage and cargo.	4.04	0.614
5	The advertising and promotional messages reflect reality.	3.82	0.623
	Overall Mean	3.95	

Source: Survey Data (2022)

According to the above results, most customers accept that service of JJ Express has high reliability. It can be seen that the greatest mean value is 4.04 and it shows that JJ Express has good luggage-carrying procedure. Generally, customers do not feel concern about their luggage being lost or damaged because the staff of JJ Express carry out that task very well. The second greatest mean value proves that JJ Express is punctual for departure and arrival times. The other mean values indicate that JJ Express performs the promised service exactly and online ticketing system meets customer satisfaction. To conclude, most customers believe in JJ Express service. JJ Express is able to give service that meet customer expectations and they keep their service promise.

4.1.7 Responsiveness

This section is to analyze responsiveness of JJ Express which represents willingness to help customers and provide prompt service. The result is shown in Table (4.7).

Table (4.7) Responsiveness

Sr. No	Items	Mean	Std. Deviation
1	Willingness of the employee to help customers.	3.88	0.599
2	Willingness of the employee to respond to customers request.	3.89	0.592
3	The employees give prompt service.	3.85	0.597
4	Willingness of the drivers to drive safely and carefully.	4.04	0.558
5	Willingness of the service crews to help customers.	3.95	0.558
Overall Mean		3.92	

Source: Survey Data (2022)

As tabulated in Table (4.7), the overall mean value 3.92 indicates the role of responsiveness in service quality had a positive outcome. JJ Express makes sure that its employees are eager to help customers in a polite and friendly manner. The employees are inspired and given training to better understand customer needs and wants in order to promote their service. As a result, customers have strong desire to fulfil customer requests and solve service problem and prompt response to emergency situation. In conclusion, the employees of JJ Express have a good concept of customer care. The employees are always helpful and polite to the customers.

4.1.8 Assurance

This section is to analyze assurance of JJ Express which means knowledge and courtesy of the employees and their ability to inspire trust and confidence. The result is shown in Table (4.8).

Table (4.8) Assurance

Sr. No	Items	Mean	Std. Deviation
1	Feeling safe along the trip with JJ Express.	4.00	0.508
2	The employees are quick and efficient in service delivery.	3.93	0.531
3	The employees are consistently courteous with customers.	3.89	0.536
4	The employees are well-informed to answer customer questions.	3.89	0.563
5	Skill of the drivers and conductors	3.98	0.545
Overall Mean		3.94	

Source: Survey Data (2022)

From the table above, it is obvious that assurance of JJ Express has a high overall mean value. In general, the employees of JJ Express treat the customers with respect and courtesy. The employees undergo trainings for the purpose of improving their skills and knowledge so that they can perform speedy and efficient customer service. JJ Express also provides effective trainings to the drivers to develop their abilities and expertise which makes them skillful drivers. Customers feel safe and relaxed during the journey with JJ Express because of the high abilities of the employees. To conclude, JJ Express ensures that its employees engage with customers in a way that fosters trust and confidence in JJ Express service. The employees of JJ Express are knowledgeable and skillful to deliver consistently good customer service.

4.1.9 Empathy

This section is to analyze empathy of JJ Express which refers to providing customer care and individualized attention to the customers. The result is shown in Table (4.9).

Table (4.9) Empathy

Sr. No	Items	Mean	Std. Deviation
1	Giving individual attention to customers.	3.84	0.596
2	The operating hours of JJ Express is convenient	3.89	0.589
3	The employees understand customers specific needs.	3.78	0.662
4	Maintaining strong customer relationships	3.84	0.642
5	The employees are patient to answer questions.	3.82	0.620
6	Providing travel insurance for customers.	3.81	0.769
	Overall Mean	3.83	

Source: Survey Data (2022)

According to the above outcome, customer assessment of service quality based on empathy has got a high score 3.83. The employees of JJ express have a good understanding of what customers need and want and try to help customers to the best of their abilities. The employees have the patience to listen and answer the customer questions. JJ Express also provides caring and personalized attention to its customers. In addition, JJ Express arranges travel insurance for the customers. JJ Express is able to build sustainable customer relationships based on good customer experience. In short, JJ Express pays attention to provide a good service experience to its customers. JJ Express always listen carefully to its customers and give individual attention to achieve customer satisfaction.

4.1.10 Brand Image

This section is to analyze brand image of JJ Express which is evaluated by customers. The result is shown in Table (4.10).

Table (4.10) Brand Image

Sr. No	Items	Mean	Std. Deviation
1	Making a good impression on its customers.	3.97	0.528
2	Having better image than its competitors.	3.80	0.657
3	Having a good reputation.	3.97	0.500
4	JJ Express brand is trustworthy.	3.94	0.556
5	JJ Express brand gets good word of mouth publicity.	3.88	0.576
Overall Mean		3.91	

Source: Survey Data (2022)

As shown in the Table (4.10), the overall mean value shows JJ Express has high customer perceptions of brand image. Customers have a favourable opinion of JJ Express company which creates a good company reputation. The way a business operates influences public opinions. JJ Express is able to make positive impression on customers that is perceived as trustworthy. Most customers believe that JJ Express has a better image compared to its competitors. Since customers feel good about JJ Express service, they tell others about their good experience of using JJ Express. To sum up, customer perceptions of the brand image towards JJ Express is high. Most customers agree that JJ Express creates a unique brand image that differs from the competitors.

4.2   Analysis on Customer Attitude

This part is to analyze customer attitude towards JJ Express. In this study, two variables: cognitive attitude and affective attitude are used to measure customer attitude.

4.2.1   Cognitive Attitude

This section is to analyze cognitive attitude which refers to customer beliefs, knowledge and perceptions of JJ Express acquired through their experience with JJ Express. The result is shown in Table (4.11).

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Table (4.11) Cognitive Attitude

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Sr. No	Items	Mean	Std. Deviation
1	Travelling with JJ Express is safe and secure.	4.00	0.508
2	Using new and modern buses which are safe and comfortable.	4.01	0.598
3	The drivers are skillful and drive carefully.	4.04	0.551
4	Buses are clean and comfortable.	3.99	0.613
5	Offering good service quality.	3.96	0.580
Overall Mean		4.00	

Source: Survey Data (2022)

The overall mean value of the above table indicates that most customers adopt positive cognitive attitude towards JJ Express. The greatest mean value shows that customers believe that JJ Express has seasoned drivers who drive safe and carefully. According to the second greatest mean value, customers accept that JJ Express uses brand new and modern buses to run the routes. The rest of mean values states that customers also agree with the following facts. JJ Express keeps the coaches clean and make them customers feel comfortable. JJ Express consistently provides high-quality service which inspires customer trust in the company. In short, JJ Express has got positive cognitive attitude through their experience with JJ Express. Customer beliefs and knowledge about JJ Express can make positive effect on JJ Express.

4.2.2 Affective Attitude

This section is to analyze affective attitude which represents customer emotion or feeling that derived from using JJ Express. The result is shown in Table (4.12).

Table (4.12) Affective Attitude

Sr. No	Items	Mean	Std. Deviation
1	Enjoying travelling with JJ Express	3.98	0.582
2	Feeling sophisticated to travel by new and modern buses.	4.07	0.699
3	Appreciating the customer service.	3.93	0.577
4	Appreciating customer service skills of employees.	3.92	0.564
5	Like enquiry service and ticketing service	3.91	0.676
Overall Mean		3.96	

Source: Survey Data (2022)

As tabulated in Table (4.12), the overall mean value shows that customers express positive emotions like joy, happiness, relax, gratitude and interest when travelling with JJ Express. The highest mean value proves that customer feel sophisticated to travel by new and modern coaches. Customers appreciate JJ Express service and abilities of its employees to perform services. Customers also appreciate the inquiry and ticketing services which allow them to know in detail about the routes of JJ Express. JJ Express provides enjoyable experience for the customers. In brief, JJ Express has good affective attitude that comes from customer emotion or feeling. Most customer enjoy themselves on JJ bus ride.

4.3   The Effect of Influencing Factors on Cognitive Attitude

This section is to find out the effect of influencing factors on cognitive attitude which refer to belief, knowledge and experience of the customers. In this study, linear regression is used to test the relationship between independent variables– perceived value, perceived service quality, brand image and dependent variable – cognitive attitude. The result is shown in Table (4.13).

Table (4.13) The Effect of Influencing Factors on Cognitive Attitude

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	VIF
	B	Std. Error	Beta			
(constant)	0.163	0.130		1.255	0.210	
Perceived Value	0.250***	0.059	0.221	4.262	0.000	3.465
Service Quality	0.455***	0.069	0.410	6.570	0.000	5.001
Brand Image	0.274***	0.050	0.267	5.470	0.000	3.055
R	0.839					
R Square	0.704					
Adjusted R Square	0.702					
F Value	301.876***					
Durbin-Watson	1.899					

Source: Survey Data (2022)

Note: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the Table (4.13), the model can explain 70.4% about the variation of the cognitive attitude of the respondents since the value of R square is 0.704. The model can explain 70.2% about the variance of the independent variables (perceived value, service quality and brand image) and dependent variable (cognitive attitude) because adjusted R square is 0.702. The value of F-test which represents the overall significance of the models, turned out highly significant at 1% level.

The value of R is 0.839 which lies between 0 and 1. It indicates that both independent variables and dependent variable are correlated. All VIFs (Variance Inflation Factor) of independent variables are less than 10, so there is no problem of multi -

collinearity (correlation between independent variables). The value of Durbin-Watson is closed to 2 (1.899) which indicates that there is no auto correlation in the sample.

According to the outcome, perceived value, service quality and brand image are highly significant at 1% level. All of three variables have the expected positive signs which mean that an increase in each variable lead to positive cognitive attitude. A unit increase in each of the variables results in 0.221, 0.410 and 0.267 increase in cognitive attitude respectively.

Customer perceived value is essential for JJ Express to maintain positive cognitive attitude. High customer perceived value can improve customer attitude. Thus, the perceived value evaluated by customers is the main factor for improving cognitive attitude towards JJ Express.

Brand image refers to a company's reputation and it is also an important element to form positive attitudes towards products and services. Brand image is based on the evaluation of the product or service quality of the company by the customers. Therefore, it is found that brand image of JJ Express is a significant factor that can improve cognitive attitude towards JJ Express.

Among the three independent variables, service quality has the greatest standardized coefficient (Beta) which indicates that customer perceptions of service quality have greater contribution than others to improve cognitive attitude towards JJ Express. The finding of the study shows that customers became more aware of the importance of service quality today. It is important for a business to offer high quality service to its customers. Providing high level of service quality can build positive cognitive attitude towards JJ Express.

To conclude, all of three variables have significant and positive effect on cognitive attitudes of customers. Among them, service quality has the highest effect on cognitive attitudes towards JJ Express. Service quality is seen as a key aspect of choosing an express bus service provider.

4.4 The Effect of Influencing Factors on Affective Attitude

This section is to find out the effect of influencing factors on affective attitude which represents emotions and feelings of the customers. In this study, linear regression is used to test the relationship between independent variables– perceived value, perceived service quality, brand image and dependent variable – affective attitude. The result is shown in Table (4.14).

Table (4.14) The Effect of Influencing Factors on Affective Attitude

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	VIF
	B	Std. Error	Beta			
(constant)	-0.065	0.144		-0.450	0.653	
Perceived Value	0.142**	0.065	0.117	2.187	0.029	3.465
Service Quality	0.728***	0.077	0.607	9.465	0.000	5.001
Brand Image	0.159***	0.056	0.143	2.864	0.004	3.055
R	0.829					
R Square	0.688					
Adjusted R Square	0.685					
F Value	279.119***					
Durbin-Watson	1.823					

Source: Survey Data (2022)

Note: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the Table (4.14), the model can explain 68.8% about the variation of the affective attitude of the respondents since the value of R square is 0.688. The model can explain 68.5% about the variance of the independent variables (perceived value, service quality and brand image) and dependent variable (affective attitude) because adjusted R square is 0.685. The value of F-test which represents the overall significance of the models, turned out highly significant at 1% level.

The value of R is 0.829 which lies between 0 and 1. It indicates that both independent variables and dependent variable are correlated. All VIFs (Variance Inflation Factor) of independent variables are less than 10, so there is no problem of multi -

collinearity (correlation between independent variables). The value of Durbin-Watson is closed to 2 (1.823) which indicates that there is no auto correlation in the sample.

According to the result, perceived value is highly significant at 5% level while service quality and brand image have highly significant coefficient value at 1% level. All of three variables have the expected positive signs which mean that an increase in each variable lead to positive cognitive attitude. A unit increase in each of the variables results in 0.117, 0.607 and 0.143 increase in affective attitude respectively.

Customer perceived value is one of the major factors for JJ Express to keep positive affective attitude. High level of customer perceived value can improve customer attitude. The study shows that the effect of the perceived value on affective attitude is significant.

Brand image means a company's reputation and it is also an important factor in forming positive attitudes towards products and services. Brand image is based on the assessment of the product or service quality of the company by the customers. According to the result, brand image is found to cause significant effect on affective attitude.

Among the three independent variables, service quality has the highest standardized coefficient (Beta) which reveals that customer perceptions of service quality have greater contribution than others to improve affective attitude towards JJ Express. The finding of the study shows that customers are more conscious of the significance of service quality today. It is absolutely critical for a company to provide high quality service to its customers. Providing high level of service quality can create positive affective attitude towards JJ Express.

To summarize, all of three variables have significant and positive effect on affective attitudes of customers. Among them, service quality has the greatest effect on affective attitudes towards JJ Express.

4.5 The Effect of Customer Attitude on Behavioural Intentions

This part is to analyze the effects of customer attitude on behavioural intentions of JJ Express customers.

4.5.1 Behavioural Intentions

This section is to analyze behavioural intentions which refers to customer experience and willingness to revisit, recommend and remain to be loyal. The result is shown in Table (4.15).

Table (4.15) Behavioural Intentions

Sr. No	Items	Mean	Std. Deviation
1	Considering JJ Express as the first choice.	3.86	0.727
2	Choosing JJ Express If the competitors have the same price as JJ Express	3.92	0.729
3	Choosing JJ Express for the next time travelling.	3.93	0.701
4	Saying positive things about JJ Express to other people.	3.93	0.622
5	Recommending JJ Express to other people.	4.02	0.615
Overall Mean		3.94	

Source: Survey Data (2022)

From the table above, the overall mean value of behavioural intentions 3.94 refers to JJ Express has favourable behavioural intentions. The top three highest mean values show that JJ Express can keep its customers coming back. Most customers will choose JJ Express for the next time they travel. They will say positive things about JJ Express and highly recommend to make a bus journey with JJ Express. Even though, the competitors have the same price as JJ Express, most customers are believed to have high potential for continuous use and consider JJ Express as their first choice. To summarize, JJ Express, as an express bus service provider has ability to make its customers willing to revisit, say positive things about it, recommend it to other people and remain loyal.

4.5.2 The Effect of Customer Attitude on Behavioural Intentions

This section to find out the effect of customer attitude on behavioural intentions. In this study, linear regression is used to test the relationship between customer attitude and behavioural intentions. The results are shown in Table (4.16).

Table (4.16) The Effect of Customer Attitude on Behavioural Intentions

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	VIF
	B	Std. Error	Beta			
(constant)	0.019	0.158		0.123	0.902	
Cognitive Attitude	0.366***	0.070	0.293	5.251	0.000	3.227
Affective Attitude	0.619***	0.065	0.535	9.591	0.000	3.227
R	0.795					
R Square	0.633					
Adjusted R Square	0.631					
F Value	327.921***					
Durbin-Watson	1.864					

Source: Survey Data (2022)

Note: ***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the Table (4.16), the model can explain 63.3% about the variation of the behavioural intentions of the respondents since the value of R square is 0.633. The model can explain 63.1% about the variance of the independent variables (cognitive attitude and affective attitude) and dependent variable (behavioural intentions) because adjusted R square is 0.631. The value of F-test, the overall significance of the models, turned out highly significant at 1% level. The value of R is 0.795 which lies between 0 and 1. It indicates that both independent variables and dependent variable are positively correlated. The value of Durbin-Watson is closed to 2 (1.864) which indicates that there is no auto correlation in the sample.

From the table above, cognitive attitude and affective attitude have the expected positive sign and highly significant coefficient value at 1% level. Both of variables have the expected positive signs which mean that an increase in each variable lead to better behavioural intentions. A unit increase in each of the variables results in 0.293 and 0.535 increase in behavioural intentions respectively.

The standardized coefficient (Beta) of cognitive attitude and affective attitude means that customer attitude has contribution to increase behavioural intentions towards JJ Express. Cognitive attitude captures customer knowledge, beliefs, experience and perceptions of product or service and affective attitude focuses on customer emotions or feelings about product or service. These two attitude components influence customer intention to purchase products or service. Customers with positive attitude is more likely to repurchase products, say positive things about it, recommend it to other people and remain loyal. The finding of the research reveals that affective attitude is more effective than cognitive attitude in promoting behavioural intentions.

In conclusion, the results prove that customers are willing to choose JJ Express when they travel next time because they have positive attitude regarding the service quality, perceived value and brand image of JJ Express. Positive customer attitude can drive customers to continue riding JJ Express and become loyal to JJ Express. Therefore, it is crucial for JJ Express to maintain positive attitude in customer service to enhance the behavioural intentions.

CHAPTER 5
CONCLUSION

This chapter is divided into three parts. The first part contains findings and discussions form the previous chapters. It summarized the findings from mean tables and regression analysis tables of the previous chapters. The second part includes suggestions and recommendations that JJ Express should implement in order to foster positive customer attitude and behavioural intentions. The last part is needs for further research in which the researcher discusses the limitations of this study as well as what future research should focus on.

5.1 Findings and Discussions

This study focuses on the factors that influence customer attitude and how they influence on customer attitude and their behavioural intentions. Perceived value, perceived service quality and brand image are all influencing factors. Both primary and secondary data are used in this study. The sample size of 384 respondents are surveyed in order to analyze the study. To collect primary data, structured questionnaire with 5-point Likert Scales are utilized.

First of all, it is found that JJ Express achieves high perceived value derived from customer perceptions. In terms of emotional value, most customers have positive feeling on JJ Express service. Customers feel relaxed, comfortable, safe and secure, resulting in pleasant and cheerful experience with JJ Express. With regard to functional value, customers have good perceptions of the function, usefulness and effectiveness of JJ Express. Most customers agree with the fact that JJ Express consistently delivers good customer service. In relation to social value, JJ Express is well perceived by the society and contributes positive social image. JJ Express makes good impression and gains acceptance from the society. In respect of monetary value, most customers perceived that the fare price of JJ Express is reasonable and suitable. JJ Express provides the customers with the quality which deserve the amount of money they paid.

Secondly, it is observed that JJ Express provides high level of service quality to meet customer satisfaction. With reference to tangibility, physical facilities of JJ Express for seating comfort, seat space, in-bus entertainment service, meal service, appearance of the employee create positive impression on customers. In the matter of reliability of JJ

Express, its staff carry out luggage carrying procedure very well. JJ Express values punctuality that demonstrates commitment to customer service. In respect of responsiveness, the employees of JJ Express have a good concept of customer care and they are always helpful and polite to the customers. With regard to assurance, the employees of JJ Express treat the customers with respect and courtesy. The drivers are also skilled in driving. As a result, customers feel safe and relaxed during the ride. In relation to empathy, the employees provide caring and individualized attention to achieve customer satisfaction. JJ Express pays attention to provide a good service experience to its customers.

Thirdly, it is evident that customer perceptions of the brand image towards JJ Express bus company is high. Most customers have a favourable impression of JJ Express, which contributes to the company's good reputation. Customers accept that JJ Express is able to build a strong image as it helps in achieving their business goals.

Fourthly, it is seen that most customers adopt positive attitudes towards JJ Express. It reflects customer perceptions of both cognitive and affective attitudes are high. In terms of cognitive attitude, customers acknowledge that JJ Express provide high quality service and the employees also have abilities to deliver service in a way that improves customer satisfaction. In respect of affective attitude, most customers express great feelings such as joy, happiness, relax, gratitude and interest when travelling with JJ Express.

Fifthly, the survey shows that JJ Express has favourable behavioural intentions as a result of positive customer attitude. Most customers are willing to repurchase, say good things about it, recommend it to others and remain loyal.

Finally, based on the regression analyses from previous chapter, all three of influencing factors, perceived value, perceived service quality and brand image have positive effects on customer attitude. The higher customer perceptions of all three factors, the more favourable customer attitudes towards JJ Express. The most influential factor in improving customer attitude is perceived service quality. It is also found that customer attitude has significant effect on behavioural intentions. Positive customer attitude leads to favourable behavioural intentions towards JJ Express. Affective attitude is more effective than cognitive attitude in enhancing positive behavioural intentions regarding JJ Express.

To conclude, perceived value, perceived service quality and brand image are significant factors influencing on customer attitude and behavioural intentions towards JJ Express. The regression analyses indicate that there is a significant relationship between influencing factors and customer attitude as well as between customer attitude and behavioural intentions.

5.2   Suggestions and Recommendations

The survey reveals that perceived service quality is the most prominent factor in improving customer attitude towards JJ Express. It is obvious that JJ Express achieve high customer perceptions of service quality by fulfilling customer needs and expectations. Service quality is the overall evaluation of a service by customers. In today's highly competitive environment, service quality can be recognized as a competitive advantage of a business as well as one of the key elements that determines the success of a company. Hence, it is very important for JJ Express to maintain service quality to ensure the sustainability of its business. With these concepts in mind, JJ Express should try to continuously improve its service quality for the purpose of improving customer attitude.

It is also apparent that brand image is also an influencing factor in developing customer attitude towards JJ Express. Brand image is based on the assessment of the product or service quality of the company by the customers. Brand image also plays a pivotal role in stimulating customers to purchase product or service. Thus, JJ Express should improve brand image consistency and increase visibility.

The survey also confirms that that JJ Express has high perceived value that comes from customer perceptions of the service. High customer perceived value improves customer attitude towards JJ Express. For this reason, JJ Express should keep high perceived value with service quality.

Based on positive customer attitude, JJ Express has favourable behavioural intentions towards JJ Express. With the attention of increasing customer willingness to continue travelling, recommend, say good things, JJ Express should keep ahead of positive customer attitude.

In conclusion, service quality is the most significant factor that motivates customer behave positively and remain loyal to JJ Express. Therefore, JJ Express needs to consider service quality as a high priority and the above suggestions as critical points in order to achieve its business objectives.

5.3   Needs for Further Research

This study only focuses on three independent variables which are perceived value, perceived service quality and brand image. Other variables that may play an important role in determining customer attitude and behavioural intentions should be considered in further research, such as marketing mix, service innovation, price, online branding, customer trust, switching cost, and other factors, and the significance of their effects on customer attitude and behavioural intentions. A total of 384 respondents took part in this survey. Thus, a larger sample size is recommended to investigate respondents' attitudes, experiences and beliefs about other express bus service providers. In addition, the linear regression analyses of this study indicate the overall judgement of perceived value and service quality rather than the relative effect of each of the variable (e.g. tangibility, reliability, emotional value, social value and others). Therefore, future research should examine the relative effect of each variable on customer attitude so that express bus service companies can have better understanding of customer insight.

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APPENDIX A

Survey Questionnaire

Factors Influencing Customer Attitude and Behavioural Intentions towards JJ Express

(The data in this questionnaire will be used only in MBA thesis paper)

Thank you for your precious time and cooperation in completing this questionnaire.

All responses will be kept private and confidential.

Section A

Demographic Factors

1. Gender

- ☐ Male
- ☐ Female

2. Age
   - ☐ 18-25
   - ☐ 26-30
   - ☐ 31-35
   - ☐ 36-40
   - ☐ Above 40

3. Education
   - ☐ High School
   - ☐ Undergraduate
   - ☐ Bachelor
   - ☐ Diploma
   - ☐ Master
   - ☐ PhD
   - ☐ Others

4. Monthly Income (Kyats)
   - ☐ Under 500,000 Kyats
   - ☐ 500,001 Kyats to 1,000,000 Kyats
   - ☐ 1,000,001 Kyats to 1,500,000 Kyats
   - ☐ 1,500,001 Kyats to 2,000,000 Kyats
   - ☐ Above 2,000,000 Kyats

5. Occupation
   - ☐ Student
   - ☐ Government Employee
   - ☐ Private Employee
   - ☐ Self-Employee
   - ☐ Dependent
   - ☐ Others

6. Have you ever had an experience of JJ Express?

☐ Yes

☐ No

Section B – **Questionnaire about Perceived value, Perceived Service Quality, Brand Image, Customer Attitude and Behavioural Intentio**ns

Please kindly answer the following questionnaire according to the following scale.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

A. PERCEIVED VALUE

Emotional Value					
Sr.no		1	2	3	4	5
1	I feel relaxed when I use JJ Express.					

		1	2	3	4	5
2	Riding JJ Express is enjoyable.					
3	Riding JJ Express gives me pleasure.					
4	Riding JJ Express makes me feel positive.					
5	I feel personally safe and secure when I ride JJ Express.					

Functional Value						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	JJ Express services are reliable.					
2	JJ Express offers acceptable standard of quality.					
3	JJ Express fulfills the needs of customers well.					
4	JJ Express gets customers to their destination on time.					
5	JJ Express services offer consistent service quality.					

Social Value						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	JJ Express makes me feel accepted by others.					
2	JJ Express makes a good impression on other people.					
3	JJ Express has a positive social image.					
4	JJ Express gives me social approval.					
5	JJ Express is a smart choice for travelling.					

Monetary Value						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	JJ Express is good for the price paid.					
2	JJ Express is reasonably priced.					
3	The price of JJ Express is economical.					
4	The price of JJ Express is acceptable.					
5	The price of JJ Express is affordable.					

B. PERCEIVED SERVICE QUALITY

Tangibility						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	The employees of JJ Express are neat-appearing.					
2	The seat space is wide and comfortable.					
3	JJ Express provides in-bus entertainment facilities.					
4	JJ Express provides catering service. (food & beverage)					
5	JJ Express provides fully air conditioning system.					
6	The physical environment of JJ Express bus gate is clean.					
7	The branches of lounge have convenient waiting arrangements.					
Reliability						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	Buying tickets online is quick, easy and safe.					
2	JJ Express performs the service right as it promises to do so.					
3	JJ Express arrive and leave punctually.					
4	JJ Express is reliable for carrying luggage and cargo.					
5	The advertising and promotional messages of JJ Express reflect reality.					

Responsiveness						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	The employees of JJ Express are always willing to help customers.					
2	The employees of JJ Express are always willing to respond to customers requests.					

3	The employees of JJ Express give prompt service.					
4	The drivers of JJ Express are willing to drive safely and carefully.					
5	The service crews are always willing to help customers.					

Assurance						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	Customers feel safe along the trip with JJ Express.					
2	The employees of JJ Express are quick and efficient in service delivery.					
3	The employees of JJ Express are consistently courteous with customers.					
4	The employees of JJ Express are well-informed to answer customers questions.					
5	The drivers and conductors of JJ Express are skillful.					

Empathy						
Sr.no		**1**	**2**	**3**	**4**	**5**
1	The employees of JJ Express give individual attention to its customers.					
2	The operating hours of JJ Express is convenient to all its customers.					

3	The employees of JJ Express understand customers specific needs.					
4	JJ Express maintains strong customer relationships.					
5	The employees of JJ Express are patient to answer my questions.					
6	JJ Express provides travel insurance for customers.					

C. BRAND IMAGE

Sr.no		1	2	3	4	5
1	JJ Express makes a good impression on its customers.					
2	JJ Express has better image than its competitors.					
3	JJ Express brand has a good reputation.					
4	JJ Express brand is trustworthy.					
5	JJ Express brand gets good word of mouth publicity.					

D. CUSTOMER ATTITUDE

Cognitive Attitude (Belief, Knowledge & Experience)						
Sr.no		1	2	3	4	5
1	I believe that travelling with JJ Express is safe and secure.					
2	I know that JJ Express uses new and modern buses which are safe and comfortable.					
3	I believe that the drivers of JJ Express are skillful and they drive carefully and safely.					
4	I think that JJ Express buses are clean and comfortable.					
5	I agree that JJ Express offers good service quality.					

Affective Attitude (Emotion & Feeling)						
Sr.no		1	2	3	4	5
1	I enjoy travelling with JJ Express because it makes me feel safe and comfortable.					
2	I feel sophisticated to travel by new and modern					

No	Statements	1	2	3	4	5
	buses.					
3	I appreciate the customer service of JJ Express.					
4	I appreciate customer service skills of JJ Express employees.					
5	I like enquiry service and ticketing service of JJ Express.					

E. BEHAVIOURAL INTENTIONS

No	Statements	1	2	3	4	5
1	I will consider JJ Express as my first choice.					
2	If the competitors have the same price as JJ Express, I would choose JJ Express.					
3	The next time I travel, I would choose JJ Express.					
4	I will say positive things about JJ Express to other people.					
5	I will recommend JJ Express to other people.					

APPENDIX B

STATISTICAL OUTPUTS

(1) The Effect of Influencing Factors on Cognitive Attitude

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Waston
					R Square Change	F Change	df1	df2	Sig.F Change	
1	.839[a]	.704	.702	.256	.704	301.876	3	380	.000	1.899

a. Predictors (Constant), Perceived Value Mean, Perceived Service Quality Mean and Brand Image Mean

b. Dependent Variable: Cognitive Attitude Mean

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	59.425	3	19.808	301.876	.000^b
	Residual	24.934	380	0.66		
	Total	84.359	383			

a. Dependent Variable: Cognitive Attitude Mean

b. Predictors: (Constant), Perceived Value Mean, Perceived Service Quality Mean and Brand Image Mean

Coefficient[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.163	.130		1.255	.210		
	Perceived Value	.250	.059	.221	4.262	.000	.289	3.465
	Service Quality	.455	.069	.410	6.570	.000	.200	5.001
	Brand Image	.274	.050	.267	5.470	.000	.327	3.055

a. Dependent Variable: Cognitive Attitude Mean

(2) The Effect of Influencing Factors on Affective Attitude

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Waston
					R Square Change	F Change	df1	df2	Sig.F Change	
1	.829^a	.688	.685	.284	.688	279.119	3	380	.000	1.823

a. Predictors (Constant), Perceived Value Mean, Perceived Service Quality Mean and Brand Image Mean

b. Dependent Variable: Affective Attitude Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.773	3	22.591	279.119	.000^b
	Residual	30.756	380	.081		

Total	98.530	383	

a. Dependent Variable: Affective Attitude Mean

b. Predictors: (Constant), Perceived Value Mean, Perceived Service Quality Mean and Brand Image Mean

Coefficient[a]

	Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.065	.144		-.450	.653		
	Perceived Value	.142	.065	.117	2.187	.029	.289	3.465
	Service Quality	.728	.077	.607	9.465	.000	.200	5.001
	Brand Image	.159	.056	.143	2.864	.004	.327	3.055

a. Dependent Variable: Affective Attitude Mean

(3) The Effect of Customer Attitude on Behavioural Intentions

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Waston
					R Square Change	F Change	df1	df2	Sig.F Change	
1	.795[a]	.633	.631	.357	.633	327.921	2	381	.000	1.864

a. Predictors (Constant), Cognitive Attitude Mean and Affective Attitude Mean

b. Dependent Variable: Behavioural Intentions Mean

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.375	2	41.687	327.921	.000[b]
	Residual	48.435	381	.127		

		131.810	383			
	Total					

a. Dependent Variable: Behavioural Intentions Mean

b. Predictors: (Constant), Cognitive Attitude Mean and Affective Attitude Mean

Coefficient[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.019	.158		.123	.902		
	Cognitive Attitude	.366	.070	.293	5.251	.000	.310	3.227
	Affective Attitude	.619	.065	.535	9.591	.000	.310	3.227

a. Dependent Variable: Behavioural Intentions Mean