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CUSTOMER SATISFACTION AND CUSTOMER LOYALTY
TOWARDS PHOTOGRAPHY SERVICES IN YANGON

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CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS PHOTOGRAPHY SERVICES IN YANGON

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ABSTRACT

The objective of this investigation is to investigate the factors that influence customer satisfaction and to evaluate the impact of customer satisfaction on consumer loyalty toward photography services in Yangon. Independent variables, which are influencing factors in this study, include tangibility, price, promotion, staff competence, trust, responsiveness, and process. The research methods employed were descriptive and quantitative. The data utilized was both primary and secondary. Application of the Cochran (1977) sampling formula to an unknown population yielded a sample size of 385 customers. The online survey employs straightforward random sampling to collect a structured questionnaire with a 5-point Likert scale from 385 customers. The application of regression analysis is essential for determining the impact of independent and dependent variables. The research determined that price, staff competence, trust, and process are the only factors that have a statistically significant positive impact on customer satisfaction. Tangibility, promotion, and responsiveness did not have a significant effect on customer satisfaction. According to the regression results, trust is the most effective factor in determining customer satisfaction, with process, staff competence, and price following in that order. The regression result also suggests that customer contentment has a positive and substantial impact on consumer loyalty toward photography services in Yangon. Based on the findings, photography services in Yangon should protect the confidentiality of photographs of customers. They should partner with good makeup artists to offer makeup service relevant to the skin types and preference of customers. In addition, photography services should provide comprehensive training to employees on all packages and services. Finally, photography services should introduce a flexible payment plan that allows customers to make partial payments.

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CHAPTER 1

INTRODUCTION

In contemporary society, the culture of photo shooting has burgeoned, significantly influenced by advancements in smartphone technology and the omnipresence of social media platforms such as Instagram, TikTok, and Facebook. These platforms have democratized access to photography, transforming it into a ubiquitous form of self-expression and communication. High-quality smartphone cameras and user-friendly photo-editing applications have enabled individuals to produce professional-grade images, leading to a rise in amateur and semi-professional photographers who curate visually compelling content and influence digital aesthetics and trends. Social validation through likes, comments, and shares further embeds photography into everyday life. Additionally, the photo shooting culture extends beyond personal expression to professional and commercial spheres, with themed photo shoots and professional services gaining popularity for significant life events like weddings and graduations. The culture has also spurred niche markets in fashion, travel, food, and street photography, fostering communities dedicated to creative excellence. The proliferation of photo studios and picturesque outdoor locations caters to this demand, reflecting and shaping contemporary social practices and aesthetic values through the dynamic interplay of technology, creativity, and social interaction.

The photo shooting industry experienced a significant boom during the late 20th and early 21st centuries, driven by rapid technological advancements and the proliferation of digital media. The transition from film to digital photography in the 1990s marked a pivotal moment, as digital cameras offered unprecedented convenience, cost-efficiency, and flexibility, thereby attracting both amateur enthusiasts and professional photographers. Concurrently, the rise of the internet and social media platforms, such as Facebook, Instagram, and later TikTok, created new avenues for sharing and consuming photographic content, exponentially increasing the demand for high-quality images. The accessibility of photo-editing software and the advent of smartphones with advanced camera systems further democratized photography, enabling individuals to produce and disseminate professional-grade images with ease. This period also saw significant growth in niche markets within the industry, including wedding, fashion, travel, and commercial photography, each contributing to the overall expansion. The synergy between

technological innovation, digital connectivity, and cultural shifts towards visual communication catalyzed the boom in the photo shooting industry, cementing its role as a vital component of contemporary media and culture.

The photo shooting service industry has seen a significant rise in competition, propelled by technological advancements and the increasing demand for high-quality visual content across diverse sectors. The accessibility of advanced digital cameras and sophisticated yet user-friendly editing software has lowered the barriers to entry, leading to an influx of new competitors ranging from freelance photographers to specialized boutique studios. Social media platforms like Instagram and TikTok have further intensified this competition by providing a global showcase for photographers to display their work and attract potential customer. This heightened competition is characterized by a diverse array of service providers, including amateurs, semi-professionals, and niche market specialists offering customized services in areas such as wedding, fashion, travel, and food photography. Consequently, established photo shooting services must continually innovate in service delivery, marketing strategies, and customer engagement to maintain their market position. The dynamic nature of this industry demands that competitors adapt swiftly to technological advancements and evolving consumer preferences, thereby driving continuous evolution and enhancement of service offerings.

The photo shooting industry has become increasingly competitive in recent years, spurred by advancements in technology and the growing demand for high-quality visual content across various sectors. In the highly competitive photo shooting service industry, customer satisfaction and customer loyalty are paramount for sustaining long-term success and profitability. High levels of customer satisfaction, achieved through the delivery of exceptional service quality, personalized experiences, and consistent communication, are crucial in fostering strong customer relationships and encouraging repeat business. Satisfied customers are more likely to exhibit brand loyalty, demonstrating a preference for a specific service provider over competitors, which can result in increased lifetime value and reduced customer acquisition costs. Moreover, loyal customers often become brand advocates, leveraging word-of-mouth and social media to positively influence potential customer and expand the provider's customer base. In an industry where reputation and customer feedback significantly impact business growth, maintaining high customer satisfaction and loyalty is essential for differentiating oneself in the market, driving customer retention, and achieving sustained competitive advantage. Consequently, photo

shooting service providers must continuously invest in understanding and exceeding customer expectations, leveraging technological advancements and innovative service delivery to enhance the overall customer experience.

In the competitive realm of photo shooting services, maintaining superior service quality is crucial for establishing and sustaining a leading position. Service quality encompasses critical dimensions such as reliability, responsiveness, assurance, empathy, and tangible outcomes, collectively shaping the overall customer experience. Consistently delivering high-quality services ensures customer receive exceptional value that meets or exceeds their expectations, thereby fostering satisfaction and cultivating long-term loyalty. This commitment not only differentiates photo shooting providers from competitors but also enhances their reputation and credibility within the market. To uphold exemplary service quality, continual investment in professional development is essential, leveraging cutting-edge technologies and adhering to industry best practices. Implementing regular feedback mechanisms enables ongoing assessment of customer satisfaction and facilitates targeted improvements. Additionally, tailoring services to individual customer needs, maintaining transparent communication, and ensuring timely service delivery are pivotal strategies. By prioritizing service excellence, photo shooting providers can cultivate enduring customer relationships, stimulate repeat business, and attract new clientele through positive referrals, thereby positioning themselves for sustained growth and success in the industry.

In Myanmar, as in many global contexts, service quality, customer satisfaction, and customer loyalty are pivotal factors in the success of photo shooting services. The cultural and economic landscape of Myanmar is increasingly embracing digital connectivity and social media platforms, which have democratized access to photography and heightened expectations for service excellence. In this competitive environment, maintaining superior service quality is imperative for photo shooting providers to establish a reputable presence and sustain long-term growth. Service quality in Myanmar's photo shooting industry encompasses reliability in delivering promised services, responsiveness to customer inquiries and requests, assurance of professionalism and expertise, empathy towards customer preferences and needs, and tangible outcomes that exceed customer expectations. Achieving high levels of customer satisfaction through personalized experiences and effective communication is crucial for fostering loyalty among customers. Satisfied

customers are more inclined to return for future services and recommend providers to others, thereby enhancing brand reputation and expanding market reach through positive word-of-mouth and referrals. Therefore, photo shooting services in Myanmar must prioritize continuous improvement, innovation, and customer-centric strategies to uphold service excellence, nurture enduring customer relationships, and achieve sustained success amidst evolving consumer demands and competitive pressures. With more ordinary Myanmar people having access to high-end cameras, cellphones, and photo-sharing websites like Facebook, Instagram, and others, photography is also starting to flourish as an art form. Broadly speaking, there are generally three categories of photography: advertising, commercial, and personal (Photography Association, 2024).

1.1 Rationale of the Study

The Photography industry, encompassing portrait, commercial, and personal photography services, has experienced a downturn over the five years leading up to 2023 due to challenging economic conditions and rising competition from smartphone cameras. In Myanmar, this competition is particularly fierce, highlighting the growing importance of customer satisfaction for photography services. The sector's economic impact on the country is significant, both directly and indirectly, making the industry's economic contribution substantial.

Photography services are actively seeking effective strategies to attract more customers and remain viable in this competitive landscape. Understanding the factors that influence customer satisfaction and loyalty is crucial for these services. The photography industry in Myanmar is dynamic and evolving, with 201 photography services currently operating in Yangon. As consumers become more selective in their choices, business competition intensifies. Consequently, the marketing mix, service quality, and trust become essential tools to elicit the desired responses from the target market.

In today's service-driven environment, effective marketing is paramount. Efficient operations alone are no longer sufficient for success. Marketing's primary role is to deliver customer value, attract new customers, and retain existing ones. The service marketing mix enhances opportunities for maintaining existing customers and attracting new ones by providing satisfaction. Customer satisfaction is critical in the photography business. Exceptional customer service fosters customer loyalty and generates valuable referrals. A

positive consumer perception builds trust in the company, and maintaining customer satisfaction is expected to enhance customer loyalty.

Customers are visual beings, and their satisfaction with a photography service is influenced by what they see or feel. Therefore, the tangibility of a photo studio is attractive to customers. Pricing is a crucial element in any business strategy, influencing a company's revenue, market share, and profitability. Fair pricing that reflects the quality of the service is essential in the consumer decision-making process.

Promotions are vital for drawing attention to products or services that might otherwise go unnoticed. Relevant promotions are key to attracting customers and achieving satisfaction. Competent employees are essential for delivering high-quality services. As the first point of contact, employees create lasting impressions and influence the company's image positively or negatively. Their behavior and attitude significantly affect customer perceptions of service quality. Photography services must provide reliable and prompt service to earn customer trust. Customers value timely service and courteous employees, and long wait times can lead to disappointment. Ensuring customers receive their desired service at the expected time is crucial for maintaining satisfaction and loyalty.

The photography service sector in Yangon lacks comprehensive empirical studies that specifically address these aspects. As the industry experiences increased competition, the need to identify and prioritize factors that contribute to customer satisfaction and loyalty becomes paramount. Previous research often focuses on generic service industries, and there is a gap in literature concerning the unique challenges and opportunities within the photography service domain in Yangon. Understanding the intricacies of customer satisfaction and loyalty in this context will not only aid service providers in tailoring their offerings but also contribute to the overall development of the local photography industry.

Research on photography services is scarce. Consequently, this study draws on previous research in related service industries such as hospitality, banking, and aesthetics. This study is pioneering within the Myanmar photography industry and will be invaluable for photography services aiming to enhance their businesses. Satisfied consumers often become advocates, recommending the business to friends and family. Therefore, this study investigates the factors that influence customer satisfaction and loyalty in photography services in Yangon.

1.2 Objectives of the Study

The main objectives of this study are as follow:

- (i) To examine the influencing factors on customer satisfaction towards photography services in Yangon
- (ii) To analyze the effect of customer satisfaction on customer loyalty towards photography services in Yangon.

1.3 Scope and Method of the Study

The sole emphasis of this investigation is on the satisfaction and loyalty of customers to photography services in Yangon. Latha Township is home to 26 photography services (Photography Association, 2024). This investigation implements a two-stage straightforward random sampling methodology. The initial stage involves the selection of four photography services from a pool of 26 photography services in Latha Township using the simple random sampling method. The second stage involved the application of the Cochran (1977) sampling formula to an unknown population. The calculation was based on a 95% confidence interval, resulting in a sample size of 385 consumers. Quantitative and descriptive research methodologies. This investigation employs both primary and secondary data. The study employs a two-stage random sampling procedure. Simple random sampling is employed to collect a structured questionnaire with a 5-point Likert scale from 385 consumers. Data from the Myanmar Photographers Association, previous published papers, research papers, relevant textbooks, and international studies accessed through internet websites comprise secondary data.

1.4 Organization of the Study

Five distinct chapters comprise this investigation. The first chapter of the study provides an introduction to the research, which includes the rationale, objectives, scope, and method of the study, as well as the paper's organization. The theoretical context, previous studies, and conceptual framework of the study are the focus of Chapter two. Background of Photography Services in Yangon is the subject of Chapter three. The fourth chapter delves into the examination of customer satisfaction and loyalty toward

photography services in Yangon. Lastly, chapter five summarizes the results and discussions, as well as the necessity for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents concept of customer satisfaction, factors affecting customer satisfaction, customer loyalty and corporate image. In addition, it presents the previous studies and conceptual framework of the study.

2.1 Concept of Customer Satisfaction

Service marketing is the process of promoting and selling intangible services, as opposed to physical products. It encompasses strategies and tactics that are intended to generate, communicate, and distribute value to consumers through services. Service marketing, in contrast to product marketing, emphasizes the distinctive attributes of services, including intangibility, inseparability, variability, and perishability, necessitating distinct strategies to guarantee customer satisfaction and loyalty. The objective is to efficiently manage and market the intangible components of the service in order to satisfy the requirements and expectations of the customer. This frequently involves highlighting the quality of the service, customer relationships, and the overall service experience (Kotler, Bowen, Makens, & Baloglu, 2017).

Any act or performance that is essentially intangible and does not result in ownership of anything that one party can offer to another (Kotler, 1990). The customer's fulfillment response is satisfaction. It is a judgmental that a product or service feature, or the product or service itself, provides a gratifying level of consumption-related fulfillment (Oliver, 1977). According to Oliver (1980), customer satisfaction is the emotional response of a customer that leads them to choose a product or business over another that meets their specific needs. Westbrook and Reilly (1983) defined The emotional response to the experience provided by, or associated with, specific products or services purchased, retail outlets, or even molar patterns of behavior, as well as the overall marketplace, is known as customer satisfaction.

Westbrook (1987) has traditionally elucidated that satisfaction is a cognitive phenomenon. Consequently, a customer may be content with the primary product or service but simultaneously assess the performance as mediocre. Additionally, the customer may

compare the performance to what it should have been or could have been. According to Rust and Verhoef (1994), customer satisfaction is a condensed concept that is associated with the emotional response to service performance. This concept is derived from the perspective of the customers' opinion of the service quality in comparison to their own perception of service performance. Customer satisfaction is a critical concern for all types of businesses. Business organizations strive to provide the highest quality of service to their customers and also investigate factors that may enhance their satisfaction levels (Hokinson, 1995). When consumers evaluate a product or service, Oliver (1997) defines customer satisfaction as a response that arises when they experience a pleasurable level of consumption-related fulfillments.

In the marketing areas, customer satisfaction is a critical factor (Thurau and Klee, 1997). Post-purchase satisfaction is the consumer's assessment of the overall service experience, including the procedures and outcomes. It is a feeling reaction or affective (emotion) state that occurs when the consumer's expectations, desires, and needs are either met or surpassed during the service experience. (Hunt, 1997).

All tangible and intangible assets can be associated with satisfaction (Ewing, 2000). According to Giese and Cote (2000), customer satisfaction is a response that is "emotional or cognitive," is associated with a specific focus (expectations, product, and consumption experience), and occurs at a specific time (after consumption, after choice, and based on an accumulated experience."

Fornell (2001) investigated the notion that satisfaction is a direct reflection of an overall experience and also suggests that consumers should perceive the product or service as being consistent with their ideal or standard normal. Barsky and Nash (2003) assert that the organization optimizes profitability by fostering customer satisfaction, expanding its market share, and encouraging product purchases. Gilbert et al. (2004) contend that customer satisfaction serves as an illustration of the evaluation process by which customers anticipate that the service they receive will be contingent upon their service experience. According to Olsen et al. (2005), the term "customer satisfaction" describes how a consumer feels or assesses a specific product or service.

In addition, Evans et al. (2006) defined customer satisfaction as the sentiment or perspective that a customer holds toward a product or service subsequent to its utilization.

Zeithaml and Bitner (1996) found that the level of satisfaction was contingent upon the quality of the product, the price, the situation, and the individual.

Thus, Burn and Neisner (2006) assert that customer satisfaction is not solely a cognitive response to service, but also a cognitive and affective response. The assessment of customer satisfaction is dependent on both cognitive and affective responses to service encounters. The evaluation of customer satisfaction is based on the discrepancy between the product's actual performance and the previously held expectations. Customer satisfaction is the subjective evaluation of the satisfaction level by consumers and their response to the state of satisfaction (Hanif et al., 2010).

2.2 Factors Affecting Customer Satisfaction

Typically, the assessment of customer satisfaction entails the evaluation of a variety of dimensions, including the overall customer experience, price, service quality, and product quality (Fornell et al., 1996). Success in business is contingent upon customer satisfaction. Customer Satisfaction Factors are essential in guaranteeing that satisfied consumers are not merely one-time purchasers; they are the lifeblood of any organization. The service marketing mix (7Ps) is the foundation of this study, which includes price, promotion, and process. Service quality is the foundation of staff competence, tangibility, trust, and responsiveness. The subsequent section will provide an explanation of these factors.

2.2.1 Tangibility

In 1977, Shostack defined tangibility as the physical or observable components of a service. In a service environment, these elements may encompass tangibles that customers can observe and interact with, such as facilities, equipment, and the appearance of personnel. Service quality is substantially determined by tangibility. It pertains to the tangible and visible components of a service that are tangible and observable to customers. The physical environment, equipment, and the appearance of facilities are all examples of tangibles.

Parasuraman et al. (1988) asserted that tangibles enable consumers to provide a logical representation of the services, which can be used as an evaluation of the content of

the service. SERVQUAL's "solid" dimension, tangibility, was defined by Parasuraman et al. (1988). In contrast, Zeithaml et al. (1990) suggested that tangible factors are relatively insignificant in a number of service quality studies. Design factors, social factors, and ambient factors comprise the tangible environment, according to Bitner (1992).

Parasuraman et al. (1998) defined tangibility as the physical appearance, apparatus, and conveniences of an individual. While Santos (2002) defined tangibles as the tangible components of a service, which encompasses the appearance of physical facilities, tools and equipment, personnel, and communication material. According to Zeithaml et al. (2006), tangible evidence pertains to the physical manifestation of the service, including personnel, equipment, and facilities. Tangibles encompass the physical appearance of communication materials, apparatus, and facilities, all of which serve as tangible evidence of the services provided. Consumers can provide a physical representation of the services, which can be used to evaluate the content of the service. This is due to the existence of tangibles. In general, the palpable aspects of service quality pertain to the synthetic physical environment.

Tangibles encompass the physical design, personnel appearance, and cleanliness of the rooms and service areas (Markovic et al., 2010). The appearance of communication materials, personnel, equipment, and physical facilities. In the mobile phone industry, the quality of service that consumers anticipate is influenced by the equipment used, such as computers, handsets, office furniture, and pleasant office buildings (Gabriel, 2012).

2.2.2 Price

Certain products or services require the sacrifice of something, such as price (Zeithaml, 1988). Frequency of price revision is important to profit on market fluctuations. Instead of setting a single price, businesses typically create a pricing structure that takes market segmentation variance into account (Dalon & Simon, 1996). Price is a feature that some types of goods or services need the sacrifice of (Zeithaml, 1998). One component of the marketing mix that may fluctuate over time is price, which can rise or fall at any time. The marketing mix component that generates income is price; all other elements result in costs (Kotler, 2000).

Pricing sensitivity among customers was defined as how they reacted to a price adjustment. Price bundling has the potential to reduce price sensitivity, according to

Stremersch and Tellis (2002). Price, in the words of Kotler and Armstrong (2004), is the sum of money required to purchase goods or services. According to Xia et al. (2004), pricing fairness refers to the consumer's evaluation and feelings surrounding the reasonableness, acceptability, or justification of the difference (or lack thereof) between a seller's price and the price of a comparable third party. The price of products and services, stated in monetary units, is the exchange rate. Price is the only component of marketing that generates revenue or profit for the business, and it is the only component of marketing that is flexible enough to alter swiftly, according to Guntur (2009).

Kotler (2012) defines price as the sum of money that is required to purchase a good or service. One of the biggest factors influencing a consumer's decision is price. One of the marketing mix's most adaptable components is price. Unlike the product characteristics and channel commitments, it is rapidly modifiable. Price is a measurement of the exchange rate for the advantages received by an individual or group at a certain time and place, which can be equivalent to money or other items (Volkmar et al., 2022). This phrase "price" describes the monetary worth of an item or service. According to Hoekstra and Leeflang (2022), price is the sum of money that a product or service costs, or the amount of value that customers exchange in exchange for the advantages of possessing or utilizing it. The value (in money) that customers must pay to acquire or use the goods or services provided is another way to define price. Moreover, price frequently affects how well buyers perceive a product. Certain instances, especially in the niche product market, believe that expensive products are of superior quality. The organization's one is the last one. The primary factor influencing market demand is a product's price (Luo et al., 2022).

2.2.3 Promotion

The term "promotion" describes the techniques used to persuade a customer to buy a product. According to Evans and Berman (1997), promotion is any type of communication intended to enlighten, convince, and/or remind people about the products, services, reputation, ideas, and social effect of a company or individual. In an organization's marketing stimulus, promotion is the component that informs, persuades, and reminds the market about a product (Stanton et al., 1994). Promotion also refers to actions that convey the product's superiority and convince the target market to purchase it. The four main forms of communication that make up the marketing communication mix, also known as the

promotional mix, are public relations, sales promotion, advertising, and personal selling (Kotler, 1997).

Along with product creation, price, and distribution, promotion is a component of marketing (Kotler & Armstrong, 2001). As in many other industries, the tourist sector must make significant efforts to promote itself due to the strength of branding and brand loyalty (Erol, 2003).

In today's competitive business environment, promotional activities are becoming more and more important due to the following factors: growing geographic and cultural distance between producers and consumers; population growth leading to an increase in consumers; markets expanding due to revenue growth; increased competition from substitute products; growing and dispersed number of intermediaries; changing consumer needs and wants as a result of rising per capita income; consumers seeking unique, high-quality, and featured products; seasonal variations in demand; and growing brand loyalty among consumers. Promotion is the term used to describe the actions used to inform clients about the advantages of goods or services in an effort to persuade them to buy them (Kotler et al., 2005).

Alma (2006) defines promotion as a type of communication that aims to draw attention to, educate, remind, and persuade potential customers about the goods and services by providing explanations and supporting arguments. Promotion is a component of the marketing mix that includes efforts at persuasion through communication to get customers to accept services provided to the tourism market (Kozak, 2006). One of the elements affecting a company's sales strategy's effectiveness is promotion. Unfortunately, customers are unaware of a company's superior product quality. Making a customer's buying decision will be challenging (Mothersbaugh et al., 2007). Promotion, in the context of the marketing mix, stood for the several facets of marketing communication, i.e., the dissemination of product information with the aim of eliciting a favorable customer attitude and response. Direct selling, public relations, sales force, advertising, and sales promotion are examples of promotional techniques. Every element of the promotional mix contributes to the company's attempt to inform prospective customers about its offerings and encourage them to purchase products or services. Marketing campaigns educate customers on the benefits and drawbacks of items as well as their costs and availability. Thanks to this information, consumers may save money and time by cutting down on search expenses. Promotion is a tool that businesses can employ in their marketing campaigns to reach their

target audience, inform them about the items they offer, and cultivate a favorable impression of their brand. (Mucuk, 10).

2.2.4 Staff Competence

The term "staff competency" describes a worker's ability to meet social and task expectations, especially those pertaining to the company (Rao, 2000). According to Rao (2000), skills are seen to be the most important mediator between training interventions and job performance.

Human capital has grown to be an important resource for businesses, both present and future. Any organization's primary resource for gaining a competitive advantage is its workforce. A business's ability to function and create value from its available resources depends on its human capital, not on its physical assets like land, buildings, or commodities. Since a dynamic global marketplace and growing foreign competition have forced organizations to become more effective and flexible in response to the rapidly changing environment, there is a constant need for competent and capable employees in both public and private sectors (Gould-Williams, 2003).

The term "staff competency" describes the skills or aptitudes of specific people who identify and are acknowledged as constituting the organization's workforce (Bartram, 2004). Building core competencies and competitive skills is a crucial part of creating a capable business, according to Thomson and Strickland (2004). According to them, developing competitive capabilities and core competencies will make it possible to execute strategies well. They also claim that maintaining an updated competence/capability portfolio—which is based on strategy and external conditions—will ensure that an organization can execute strategies effectively. In HRM, competence has emerged as a critical component for creating a capable organization.

Training programs that are effective in improving staff capabilities can also increase employee performance as a whole. Through training, they can acquire the necessary knowledge, abilities, and mindset to carry out their current job more successfully and to get ready for future employment (Rodrigues & Chincholkar, 2005). Enhancing one's knowledge and abilities will result in better service performance, which could influence frontline personnel' creativity, operational efficiency, and provision of high-quality services.

Competency is the capacity of an individual to execute and complete a task or meet an expectation. Competency is the ability of a person to operate within a specific framework or situation. (Source: Rossilah (2008).

2.2.5 Trust

If someone anticipates something to happen, then they have faith that it will. The ability to rely on another person when things are uncertain is known as trust. This enthusiasm stems from a prior experience-based comprehension of the other portion. It also creates an anticipation that the other person will produce something nice, unaffected by the chance that the effort might result in something bad (Worchel, 1979). Customer trust is the conviction and assurance that a business or brand has in its ability to keep its word and fulfill its commitments to its customers. It is essential to fostering client loyalty and is impacted by things like company reputation, customer service, and product quality (Larzerelle & Huston, 1980). According to Lewis and Weigert (1985), trust is confidence in the face of risk as well as predictability.

According to Sitkin and Roth (1993), trust is the confidence and anticipation that the trustee will carry out a desirable activity. According to Cummings and Bromiley (1996), trust is the evaluation of the sincerity and dependability of other people. Behavioural intentions that indicate reliance on a spouse are what constitute trust. It is a firm conviction that the other is trustworthy, straightforward, kind, and truthful.

The definition of customer trust, according to Costabile et al. (2002), is the belief in the validity of the customer's viewpoint based on past interactions or transactions that met the customer's expectations for product performance and satisfaction. As to Kendra's (2003) assertion, trust is the psychological aspect that comprises accepting oneself for what it is—deficits based on the good intentions and aspirations of others. According to Ba and Pavlou (2002), trust is an evaluation of one's relationship with people who, in an unpredictable environment, will carry out specific transactions in accordance with expectations.

Barnes (2004) states that trust is the readiness of an individual to act in a certain way based on the conviction that their partners will fulfill their expectations, with the common understanding being that a person's statements, promises, or representations made

by others may be relied upon. It's true that a solid business basis is confidence. No business transaction will occur in the absence of a trust. One crucial element in transitioning from a transaction-based to a pattern-based relationship is customer trust. It is also linked to the services that are rendered, communicated, or promoted, and it is bolstered by all of the available products. Being confident is crucial for the business since without trust, a company cannot build a genuine relationship. As a result, customer confidence in the business is essential (Murphy et al.

Thomas (2009) expounded on the definition of trust, stating that it is the anticipation of favorable consequences, which are contingent upon the anticipated conduct of a third person. The expectation of the parties in a transaction with any organization throughout a service experience is characterized as trust, and it also pertains to the risks involved with the concerned organization assuming and acting on such expectations. Within specific contextual boundaries and constraints, trust is an expectation.

2.2.6 Responsiveness

Zeithaml et al. (1996) investigated the relationship between responsiveness to prospective requests or issues and overall customer satisfaction levels. Responding to consumers' needs and offering timely services is what Parasuraman et al. (1998) characterized as responsiveness. According to Zeithaml et al. (2000), responsiveness refers to the capacity of service providers to handle customer problems and promptly reply to requests. According to Voss's (2000) research, most customers consider prompt service to be of the highest caliber.

2.2.7 Process

Policies, procedures, mechanization, employee discretion, customer involvement, customer direction, and activity flow were all outlined by Booms and Bitner (1981) (Rafiq & Ahmed, 1995). The application of action and function that adds value to low-cost, highly advantageous items for the customer is known as a process. This definition is more applicable to services than to goods. It is quite challenging to balance service supply and demand when there is concurrent process management production and consumption (Magrath, 1986).

A process is an operating system's actual set of protocols, workings, and activity flow that enable the delivery of a service. Customers can also evaluate the service based on the operational flow of the business, which includes the actual delivery processes that they encounter (Zeithaml et al., 2006). Providing items to clients requires the design and implementation of effective processes. A procedure describes how service operation systems work. Because services are provided to clients slowly and ineffectively, it appears that poorly designed processes produce issues for the customer. Likewise, deficient procedures cause issues for frontline staff members and hinder them from carrying out their responsibilities efficiently, which partly lowers productivity and raises the risk of service outages (Lovelock & Wright, 2000).

The customer's level of satisfaction with the purchase is contingent upon both the speed of the procedure and the skill of the service providers, as per Hirankitti et al. (2009). Process management hence guarantees quality's availability and consistency. A process is a collection of steps and actions carried out in a certain order to deliver a service. Certain services are quite complicated and call for the user's active participation. Another feature of the process is a customized or standardized service (Nugroho & Irena., 2017).

2.3 Customer Loyalty

According to Reichheld and Sasser (1990), customer loyalty can be characterized by a variety of factors, including likelihood of not switching, repeat business, a good attitude, long-term commitment, intention to prolong the relationship, and positive word-of-mouth expression. Customer loyalty, according to Dick and Basu (1994), is the degree of the correlation between a person's attitude toward a certain entity (brand, service, retailer, or vendor) and their likelihood to use them again.

When customers' expectations and experiences are surpassed, they feel satisfied, and this is how customer loyalty grows. After establishing loyalty, organizations need to take steps to make sure it stays that way (Hammond et al., 1996). According to Neal et al. (1999), loyalty is the percentage of times a customer chooses the same good or service within a given category relative to the total number of purchases made within that category, provided that the customer has convenient access to other acceptable goods or services within that category.

Oliver (1999) asserts that social bonding, personal resilience, perceived product superiority, and their synergistic effects all contribute to ultimate customer loyalty. As a result, loyalty will encourage recurrent purchases of the same good or service regardless of promotional initiatives or external circumstances (Oliver, 1999). Should a customer have remained loyal to the retailer even in the absence of marketing efforts, such as those from competing companies, situational influences, stimulants leading to purchases, excellent communication strategies, and frequent purchases from the same manufacturer, the customer would have remained the retailer's most devoted client (Bowen & Chen, 2001).

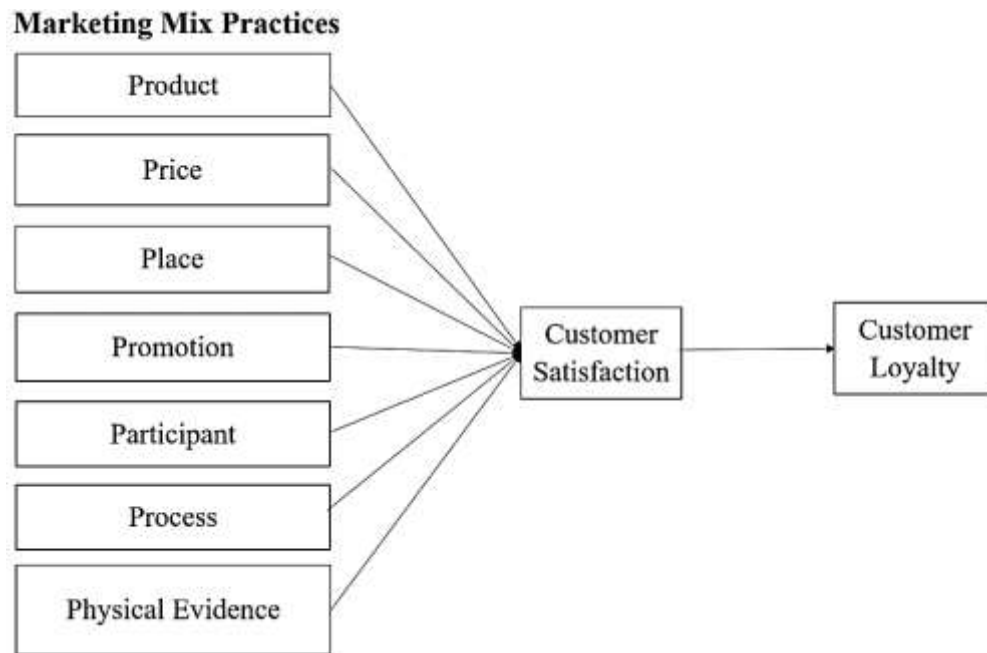
According to Oliver's (1999) definition, loyalty is the steadfast determination to repeatedly buy the same brand or set of products or services in the future, even in the face of external factors and marketing campaigns that could persuade consumers to switch. Customer loyalty is the degree to which a satisfied customer intends to use a particular supplier for goods or services in the future (Ismail, 2002). Furthermore, Beerli et al. (2004) defined customer loyalty as the frequency of repeat purchases or the proportional volume of same-brand purchases. Loyal customers are those who occasionally purchase goods or services from the business.

2.4 Previous Studies

The present investigation draws upon three prior investigations to establish a theoretical foundation and construct a conceptual framework. Khumnualthong (2015), Almatrafi, D. (2018) & Joudeh, J. M., & Ala'O, D. (2018); Mumbua, K. S. (2012).

Khumnualthong (2015) set out to look into what influences a customer's loyalty and level of satisfaction with medical aesthetic clinics in Bangkok. A quantitative study served as the foundation for the design of this investigation. The survey questionnaire served as the study tool for data collection in this investigation. Four hundred people provided the data. Figure 2.1 displays Khumnualthong's (2015) conceptual framework.

Figure (2.1) Effects of Service Marketing Mix (7Ps) on Customer Satisfaction and Customer Loyalty of Medical Aesthetic Clinics

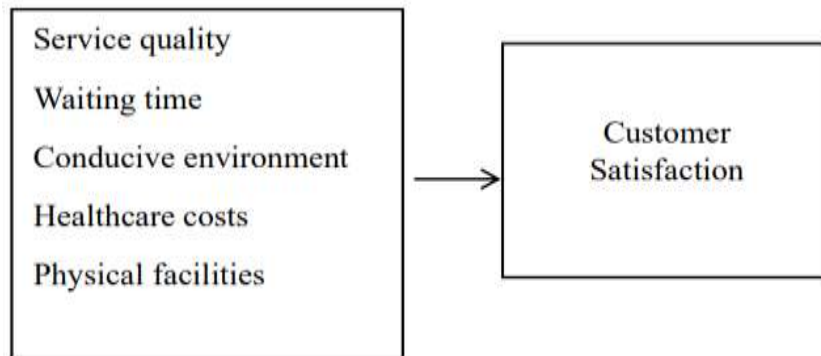


Source: Khumnualthong (2015)

The findings demonstrated that three elements significantly improved customer satisfaction: promotion, people, and tangible evidence. Four factors—Product, Price, Place, and Process—did not, however. The findings also demonstrated a statistically meaningful, if rather weak, correlation between customer loyalty and satisfaction.

Based on research on the variables influencing medical care at The Kenyatta National Hospital Cancer Treatment Center, Mumbua, K. S. (2012). The preceding research structure begins with the variables that are independent of this study, including waiting times, healthcare prices, conducive environments, and service quality, then moves on to dependent variables like customer satisfaction. Figure (2.2) depicts the conceptual model from this earlier study article.

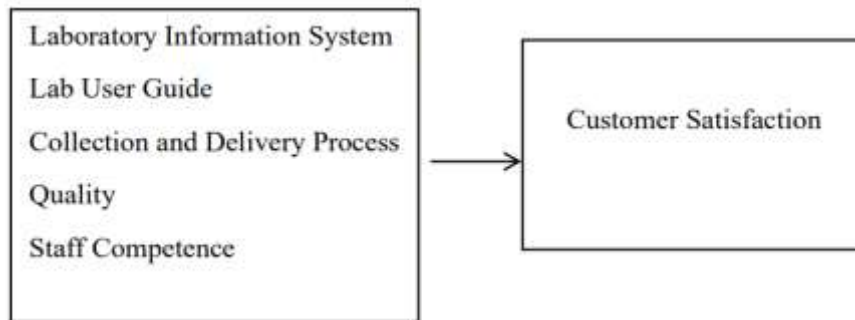
Figure (2.2) The Model of Factors Influencing of Medical Services at the Kenyatta National Hospital Cancer Treatment Centre



Source: Mumbua, K. S. (2012)

According to the conceptual model above, hospital internal causes account for the majority of the elements that impact customer satisfaction. Customer satisfaction is consequently the dependent variable, whereas hospital environment is the independent variable, in these connections. As a result, both internal and external environment elements serve as moderating variables, defining the relationship between the independent and dependent variables. According to the conceptual framework above, waiting times, medical expenses, healthcare quality, and the state of the hospital's physical facilities are some of the elements and causes that contribute to customer satisfaction. Customer satisfaction with clinical laboratory services offered at King Abdullah Medical City in Makkah was the subject of a study by Almatrafi, D. in 2018. The preceding study framework begins with the laboratory information system (LIS), the lab user manual, the collection and delivery process, staff competency, and quality as independent factors. It then moves on to the dependent variables, like customer satisfaction. Figure (2.3) shows the conceptual model from this earlier study article.

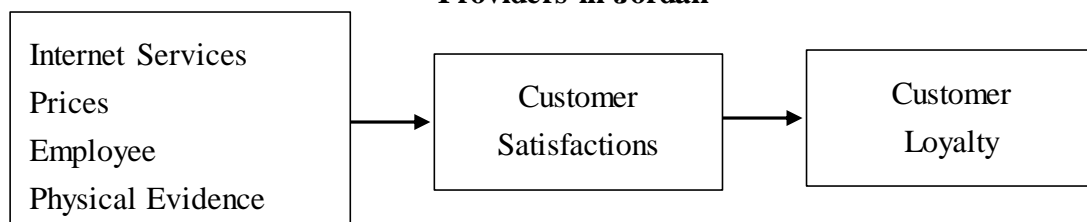
Figure (2.3) Assessment of Customer Satisfaction with the Clinical Laboratory Services



Source: Almatrafi, D (2018)

Customer loyalty and satisfaction are considered to be crucial to the performance and profitability of the business, according to the assessment findings. It is critical to comprehend the connection between the ideas of customer loyalty and customer satisfaction. These are two ideas that are crucial to any business's ability to succeed. Every business that wants to improve business performance and foster greater customer loyalty must prioritize customer satisfaction. Service Quality, Customer Satisfaction, and Loyalty in an Internet Service Provider in Jordan were defined by Joudeh and Ala'O (2018). The prior research structure begins with the Internet services, prices, employees, and physical evidence as independent factors of this study. It then moves on to the dependent variables, like customer satisfaction. Figure (2.4) depicts the conceptual model from this earlier study article.

Figure (2.4) Service Quality, Customer Satisfaction and Loyalty in Internet Service Providers in Jordan



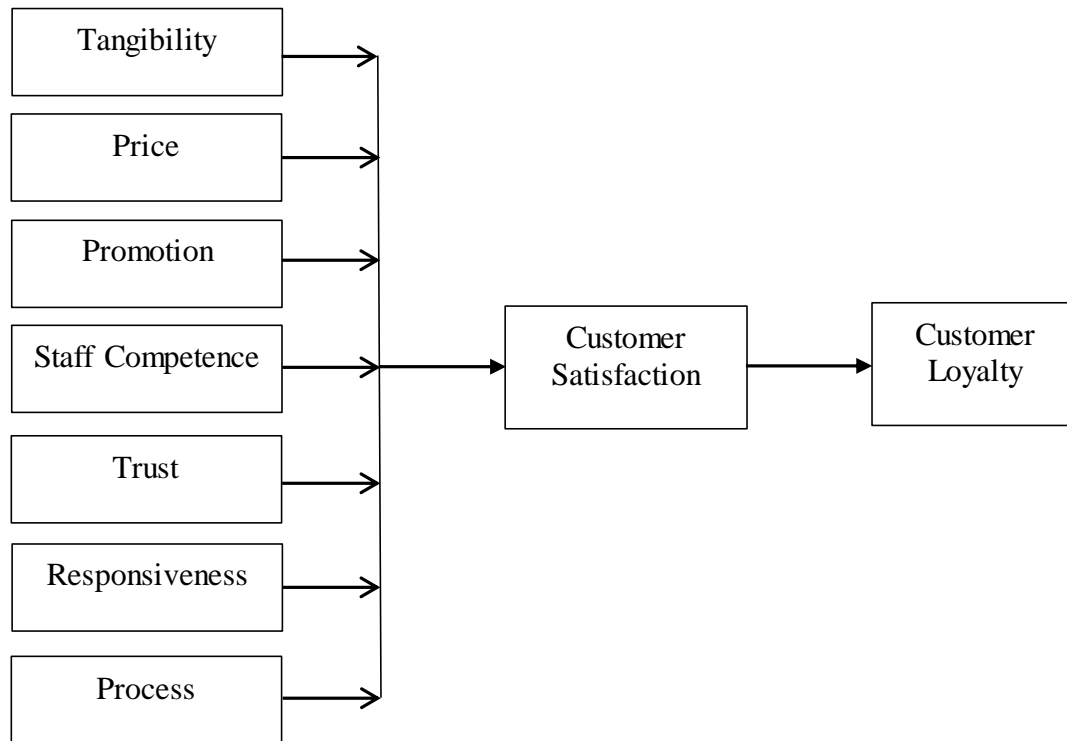
Source : Joudeh & Ala'O (2018)

From the conceptual model above the factors that affect customer satisfaction are triggered off by mostly the Price, Services. The nature of the relationships therefore is such that customer satisfaction is the dependent variable while Price, Services and so on are the independent variable. And there is also a relationship between customer satisfaction and customer loyalty.

2.5 Conceptual Framework of the study

By thoroughly referring the three previous studies, the conceptual framework of the study is developed. Figure (2.5) presents the conceptual framework of the study.

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation, 2024

As shown in Figure (2.5), independent variables, influencing factors consist of seven factors such as Tangibility, Price, Promotion, Staff Competence, Trust, Responsiveness, and Process. As the first part of the study, this study examines the effect of influencing factors on customer satisfaction. As the second part, it analyzes the effect of customer satisfaction on customer loyalty towards photography services in Yangon.

Working Definition

Tangibility in this study means impressive appearance of personals, equipment, and the physical environment of photo studio.

Price in this study means costs of reasonable service charges based on the packages offered by photo studio.

Promotion in this study means attractive discounts, seasonal promotions, free camera test at the event, free photo stands etc.

Staff Competence in this study means creative vision, skillful, patient, and knowledge of indoor and outdoor photos.

Trust in this study means trust of customers towards photo studio service.

Responsiveness in this study means willingness to help customers, fast feedback for every inquiry with respect, and prompt service.

Process in this study means simple, easy, well-organized, and one-stop service offered by photography services.

Customer satisfaction in this study means measurement that determines how happy customers are with a industry/company's services, and capabilities.

Customer loyalty in this study means an ongoing emotional relationship between industry/company and your customers, manifesting itself by how willing a customer is to engage with and repeatedly purchase from it versus its competitors.

CHAPTER 3

BACKGROUND OF PHOTOGRAPHY SERVICES

This chapter presents the history of photography service, and characteristics of photography service. In addition, it includes satisfactory photography services on customer satisfaction. Those services emphasize tangibility, price, promotion, staff competence, trust, responsiveness, and process.

3.1 History of Photography Service

Unlike India and much of South-East Asia, where photographic activity began soon after its European debut in 1839, it took over a decade for photography to reach Burma. The Western presence in Burma was minimal, consisting mainly of merchants, missionaries, and adventurers. Photography was introduced to Myanmar by British Army physician John McCosh in 1852. During this period, advancements in photographic technology led many to open photo studios and take fashion photography more seriously. This changed rapidly with the Second Anglo-Burmese War in 1852. There was a huge influx of British military personnel and with them the first photographers reached the shores of Burma. Many of the early photographers in Burma had a background in the British military or administration and had gained experience in photography while stationed in India (Smith, J. (2023).

Film photography has a long history in Myanmar. In the day and age of phone cameras it is hard to imagine the challenges a 19th century photographer faced in Burma. Climate, wayward chemicals and an absence of ready supply were obstacles hard to overcome. Working in a photo studio was one thing, travelling around the country with cumbersome equipment, glass bottles filled with volatile chemicals and a portable darkroom, an entirely different proposition. The extreme heat in summer were able to evaporate chemicals and splitting wooden camera cases. The humidity during the monsoon season could distort camera cases to an extent that the glass plate holder would jam solid. Dust was another hazard which could mar a negative with a shower of dots (Smith, J. (2023).

In Myanmar, photography is also beginning to take off as average Myanmar people have wider access to high-end cameras and smartphones, as well as photo sharing services like Facebook and Instagram.

3.2 Characteristics of Photography Service

Photographs aim to evoke an emotional response from viewers and effectively communicate the photographer's intended message or purpose. The photo studio environment is designed to meet the needs of the photographer, allowing them to create beautiful images without worrying about the quality of the surroundings.

In general, it is thought there are three kinds of photography; commercial photography, advertising photography, and personal photography. Commercial photography is a specialized branch of photography focused on creating images for business use. This type of photography is used in advertising, marketing, and promotional campaigns to showcase products, services, or brands in the most appealing way. Commercial photographers work closely with businesses to understand their goals and target audience, crafting visuals that effectively communicate the desired message. This often involves a combination of technical skills, creativity, and a keen understanding of marketing principles. Whether it's product shots, lifestyle imagery, or corporate portraits, commercial photography aims to enhance a company's image, attract customers, and ultimately drive sales.

Commercial photographers are generally hired by retail or wholesale businesses to benefit the sale of products or introduce promotions. They take photos of merchandise, buildings or models among other things, which are later used to display a product or service. In practice, this means that commercial photo shoots are completely dedicated to accurately capturing the way a product looks, and the artistic styling of the shoot is often kept to a minimum.

Advertising photography is a specialized field of photography dedicated to creating compelling and persuasive images specifically designed for advertising campaigns. This type of photography focuses on visually capturing the essence of a product, service, or brand to engage and attract the target audience. Advertising photographers work closely with creative teams, including art directors, marketing strategists, and graphic designers, to produce images that align with the overall marketing concept and brand identity. These

images are used across various media platforms, such as print ads, digital banners, social media, and billboards, to enhance brand visibility and drive consumer interest. The goal of advertising photography is to evoke emotions, tell a story, and ultimately influence purchasing decisions by presenting products or services in the most appealing and memorable way.

The characteristics of advertising photography include its focus on creating compelling and persuasive images that are specifically tailored for advertising campaigns. This type of photography emphasizes visually capturing the essence of a product, service, or brand in a way that engages and attracts the target audience. Key characteristics involve collaboration with creative teams such as art directors, marketing strategists, and graphic designers to ensure the images align with the overall marketing concept and brand identity. Advertising photography is versatile, designed for use across various media platforms including print ads, digital banners, social media, and billboards. Its primary goals are to enhance brand visibility, evoke emotions, tell a story, and ultimately influence purchasing decisions by presenting products or services in the most appealing and memorable way possible.

Commercial photography and advertising photography, while closely related, have distinct focuses and applications within the realm of visual marketing. Commercial photography is a broad category dedicated to creating images for business use, encompassing advertising, marketing, and promotional campaigns. The primary goal of commercial photography is to showcase products, services, or brands in the most appealing way to enhance a company's image, attract customers, and drive sales. Commercial photographers often work directly with businesses to understand their goals and target audience, producing visuals that effectively communicate the desired message. The scope of commercial photography includes product shots, lifestyle imagery, and corporate portraits, with an emphasis on accurately capturing the product's appearance. The artistic styling of commercial photo shoots is typically kept to a minimum, focusing instead on the clarity and detail needed to display merchandise or services accurately.

In contrast, advertising photography is a more specialized field that concentrates specifically on creating compelling and persuasive images for advertising campaigns. This type of photography aims to visually capture the essence of a product, service, or brand to engage and attract the target audience. Advertising photographers work closely with creative teams, including art directors, marketing strategists, and graphic designers, to

produce images that align with the overall marketing concept and brand identity. The images created in advertising photography are versatile and designed for use across various media platforms, such as print ads, digital banners, social media, and billboards. Unlike commercial photography, advertising photography places a stronger emphasis on evoking emotions, telling a story, and influencing purchasing decisions by presenting products or services in the most appealing and memorable way. The key difference lies in the focus on storytelling and emotional appeal in advertising photography, compared to the functional and straightforward representation in commercial photography.

Personal photography is a branch of photography dedicated to capturing the moments, experiences, and memories of individuals for their private use. Unlike commercial or advertising photography, which focuses on business objectives, personal photography is about documenting personal milestones, such as birthdays, weddings, vacations, and everyday life moments. The aim is to create a visual record that holds sentimental value and can be cherished for years to come. Personal photographers often work closely with their subjects to ensure the photos reflect their personalities and emotions authentically. This type of photography emphasizes intimacy and authenticity, capturing candid and posed shots that tell the story of an individual's life. Personal photography not only preserves memories but also allows individuals to express their creativity and document their unique perspectives.

Personal photography is characterized by its dedication to capturing intimate and meaningful moments in the lives of individuals for personal enjoyment and preservation. Unlike commercial photography, which serves business purposes, personal photography focuses on documenting significant personal milestones such as birthdays, weddings, vacations, and everyday moments. The primary goal is to create a visual archive that holds sentimental value, allowing individuals to reminisce and cherish memories over time. Personal photographers collaborate closely with their subjects to ensure the photos authentically reflect their personalities, emotions, and unique perspectives on life. This genre of photography values authenticity and intimacy, capturing both candid and posed shots that narrate the story of an individual's journey and experiences. By preserving these moments, personal photography enables individuals to express their creativity and preserve a legacy of memories that are deeply personal and meaningful.

Photo studios come in different types, each with unique characteristics and benefits. Commercial Studios: These large, versatile spaces are ideal for fashion, editorial, and

advertising photography. They come fully equipped with lighting, backdrops, and other amenities, providing photographers complete control over the environment. Portrait Studios are specialized in capturing the beauty and personality of people, these studios offer an intimate and controlled environment for photographing subjects. They provide a range of backdrops, lighting, and props, making each shoot unique.

Studios are designed for capturing images of products for use in marketing and advertising. They provide a controlled environment for capturing high-quality product images, focusing on details and features. Product photography studios often have specialised equipment to produce the best results. Each type of photo studio has its unique benefits. Commercial studios offer complete environmental control, making them ideal for large-scale projects like fashion or advertising. Portrait studios provide an intimate and controlled environment for capturing the beauty and personality of individuals. Product photography studios specialize in capturing the best images of products with the highest quality and details.

Working in a studio for photography services can vary greatly in terms of the quality of the amenities offered. Higher-end studios may provide complimentary parking, kitchenettes, relaxation areas, showers, toilets, air conditioning, makeup chairs, and rearrangeable open-plan designs. These studios may also be located in well-lit buildings with large windows which allow natural light to enter.

On the other hand, cheaper options may only offer a basic room with a few lights. While the type of gear available may differ from one studio to the next, ensure it has the modern equipment such as Photographic lights, Lighting gels, Additional lighting stands and rigs Lamps, Several pieces of high-end furniture (stools and vintage pieces), and Multiple wall surfaces (bricks, cement, painted, or wood).

3.3 Photography Services

This section presents the service marketing practices of Photography Service in Yangon to achieve customer satisfaction. Those practices include tangibility, price, promotion, staff competence, trust, responsiveness, and process.

3.3.1 Tangibility of Photography Service

Tangibility of photography service include photos, albums, photo CDs, photography equipment & studio space.

Photos are the primary tangible output of a photography studio's service. They encapsulate moments, emotions, and memories, transforming intangible experiences into physical, visual representations. As the final product delivered to customers, photos serve as a testament to the studio's skill, creativity, and ability to capture moments in a compelling manner. Customers can physically hold, display, and share these photos, making them a tangible reminder of special occasions like weddings, birthdays, or family gatherings. The quality and style of these photos directly influence customer satisfaction and their likelihood to recommend the studio to others, highlighting their critical role in the studio's service marketing mix.

Albums provide a tangible way to organize and preserve a collection of photos, offering customers a physical format to cherish and revisit their memories. In the service marketing mix of a photography studio, albums enhance the overall customer experience by presenting photos in a cohesive and visually appealing manner. Customers can flip through pages, reliving moments captured by the photographer, which strengthens their emotional connection to the studio's services. High-quality albums with customizable designs and materials not only showcase the studio's commitment to excellence but also serve as valuable keepsakes that customers treasure for years. Offering albums as part of the service enhances perceived value and customer satisfaction, contributing to positive word-of-mouth referrals and repeat business.

A Photo CD or digital files serve as a modern tangibility element in the service marketing mix of a photography studio. These digital formats provide customers with convenient access to their photos in a versatile and shareable medium. Customers receive a tangible product that contains all their images in a digital format, allowing them to view, print, and share photos easily across various platforms. The Photo CD represents the studio's technological proficiency and commitment to meeting modern customer expectations for digital accessibility. Including a Photo CD as part of the service offering enhances customer convenience and satisfaction, catering to diverse preferences for accessing and storing photographic memories digitally. This tangibility element reinforces the studio's capability to adapt to evolving technological trends while maintaining high standards of service delivery in the competitive photography market.

Photography equipment forms the cornerstone of any professional studio's toolkit, essential for capturing high-quality images across a variety of settings and subjects. Cameras are the primary instruments, with DSLR (Digital Single Lens Reflex) and

mirrorless cameras offering versatility and advanced features tailored to different photographic needs. These cameras are paired with a range of lenses including portrait, kit, wide-angle, and telephoto lenses, each serving specific purposes from capturing detailed portraits to expansive landscapes. Lighting equipment plays a pivotal role in setting the mood and enhancing visual clarity, whether in a controlled studio environment with studio or indoor lighting setups, or outdoors using natural light or portable lighting solutions. Additionally, furniture and fixtures such as posing stools, chairs, and dressing accessories contribute to creating the right ambiance and ensuring comfort during shoots, accommodating various cultural and stylistic preferences from Myanmar traditional attire to Western wedding outfits. Together, this equipment not only enables photographers to deliver technically proficient images but also supports the studio's capability to cater to diverse customer needs and artistic visions effectively.

The studio space often features different backdrops for any purpose of photography (e.g., portrait, commercial, fashion), including solid colors, textured backgrounds, and themed sets. Photo studios have different kinds of backdrops hanged on the wall.

Photo studios in Yangon usually arrange 20x45 feet space for proper shoots. Hall type/studio type is set at least 1000 square feet. Studios make decent space for photo shooting and guest waiting. Studios are designed as professional layout for photo shooting any type of photography (e.g., portrait, commercial, fashion).

Photo studios are equipped with different kinds of cameras. The most common camera models are shown in Table (3.1).

Table (3.1) Camera Models and Lens of Photo Studios in Yangon

Equipment	Types
Camera	DSLR (Digital Single Lens Reflex)
	Mirrorless
Lens	Portrait Lens
	Kit Lens
	Wide Lens
	Tele Lens
Lightings	Studio/Indoor Lighting
	Outdoor Lighting
Furniture & Fixtures	Chairs, posing stools, Full make up table setup, Different type of artificial flowers & fabric
Dressing: (Both for male & female)	Myanmar Traditional Dressing set Other nationality dressing set (Kachin, Shan, Kayin, Mon & Yakhine etc.) Western dressing set Korean dressing set Japanese dressing set Chinese dressing set Myanmar Traditional Wedding dressing set Western Wedding dressing set

Source: Survey data, 2024

Photo studios have dressing rooms for customers to change outfits during photo sessions. In addition, photo studios provide refreshments or amenities to customers during their visit. They also have finished prints, photo books, albums, and framed photos produced from photo sessions.

Car parking facilities serve as a crucial tangibility for a photo studio, providing convenience and accessibility to customers visiting the studio for photography sessions. Ample and well-maintained parking spaces ensure that customers can easily park their vehicles close to the studio entrance, minimizing any inconvenience or stress associated with finding parking. This tangibility enhances the overall customer experience by offering a hassle-free arrival and departure process, allowing customers to focus on their photo

session without concerns about parking logistics. Additionally, accessible parking facilities contribute to a positive first impression of the studio, reflecting professionalism and consideration for customer comfort. By incorporating car parking as part of its service offerings, a photo studio demonstrates its commitment to customer satisfaction and ensures a smooth and pleasant experience for customers from the moment they arrive.

3.3.2 Photography Service Price

Pricing strategy of photo studio is based on tiered packages that cater to different customer needs and budgets. Studios have a basic package with essential services, a mid-tier package with additional perks, and a premium package based on customization. This approach allows customers to choose the option that best suits their requirements and budget, making services more accessible. Packages can include different shoot durations, number of photos, or additional services such as prints or albums.

Different types of photography are set different pricing strategies. Pricing wedding photography differs from pricing portrait or event photography. Weddings are typically one-time events with a higher emotional value, which demands higher prices. Pricing strategies of photo studio based on market trends, demand, and changes in business. Table (3.2) presents the pricing for different types of photography service.

Table (3.2) Pricing for Different Types of Photography Service

Package	Description	Types of Photography Service	Price (MMKs)
Basic	Indoor	Graduation Photography	500,000
		Portrait/Family/Friendship Photography	400,000
		Prewedding Photography	800,000
		Commercial/Product Photography	600,000
		Walk-in (per photo)	10,000
	Outdoor	Minimum 10 photos (per photo)	10,000
Premium	Indoor	Graduation Photography (Extra 2 hrs)	700,000
		Portrait/Family/Friendship Photography (Extra 2 hrs)	550,000
		Prewedding Photography (Extra 4 hrs)	1,000,000
		Commercial/Product Photography (Extra 2 hrs)	80,000
		Walk-in (per photo) (include photo frame for each photo)	15,000
	Outdoor	Minimum 10 photos (per photo) (include photo frame for each photo)	15,000

Source: Survey data, 2024

Photography services in Yangon offer different price ranges for indoor and outdoor photography services. In addition, they provide customized services and offer reasonable price based on the needs and wants of the customers.

3.3.3 Promotion

Promoting a photo studio business is a challenging task. Studios make informative brochures that display studio's work, services, and any special offers. For online marketing, photo studios make online advertisements and page on Instagram, Facebook, to connect with their audience. Building of online presence by regularly posting high-quality images, viewers become potential customers. Photo studios run targeted ads and promotions on these platforms to reach a wider audience. In addition, they often do lucky draw. Photo studios use current customers as part of photography marketing plan. They ask them to

help current customers spread the word about their photography business and offer them a special discount or free gift on their next session for every new customer they refer.

As seasonal promotions, photo studios give 10 % discount on any package (both indoor & outdoor) from 1st July to 30th Sept. In addition, there are special Christmas and New Year promotion 5 % discount on any package (both indoor & outdoor) from 1st Dec to 31st Jan. As Valentine Promotion, studios give 5 % Discount. Between July to Sept, promotion for any pre-wedding package, Studio gives extra 3 printed photos with frame (10"x12"). 10% discount for graduation photo package is also offered during graduation season.

As referral promotion, photo studios provides 5% discount for Portrait/Family/Friendship Photography on 2nd Purchase, 5% discount for both referral person and referee person. In addition, customers get 5% discount on each purchase by posting Facebook post by mention and tag to photo studio FB page.

For B2B or corporate promotion, photo studios offer Contract base special promotion (3,6months or 1 year contract) such as employee profile photo align with HR department. They also offer special rates for event or campaign shooting on contract base. There is also family Plan Promotion to any family member of a family as a regular customer who may get 5% discount for each purchase.

3.3.4 Staff Competence

In the context of a photo studio business, staff competence is critical for ensuring high-quality services and customer satisfaction. Photo studios appoints staff who have expertise in various photography techniques, including portrait, commercial, and event photography. Those staff understand lighting, composition, and camera settings.

For photo editing, photo studios have staff who have proficiency in software such as Adobe Photoshop, Light room, and other editing tools. Those staff have creative editing skills that are crucial for delivering high-quality photos. In addition, photo studios give customer service trainings to all staff and professional trainings respective to their tasks to improve competency of staff. Therefore, staff have familiarity with different types of cameras, lenses, and lighting equipment. As staff have enough skills and knowledge, technical issues can prevent downtime and maintain productivity.

3.3.5 Trust

For the trust of the customers, photography services used to post their photos and on social media so that customers can view the high quality photos. They also make social media page where customers make comments and refer to their friends. Moreover, photography services have computerized booking system that records every instructions of customers. By delivering the right service at the first time, photography services get the trust of customers. Moreover, photography service always try to give printed photos to customers according to their promise. Usually, customers get photos within 7days.

3.3.6 Responsiveness

Photography services give prompt service once customers enter the studios. Staff welcome and explain the available service packages. Staff listen to the preference of customers and give suggestions to customers. Moreover, staff can check and reply fast whether desired date of customers is available or not. Staff can respond fast for the needs during shooting. Photography services provide fast feedback on viber, and messengers. Customers can also get full information immediately via phones.

In photography services, being responsive on time starts with clear and efficient communication to ensure customers' needs are understood and appointments are scheduled without delay. This includes promptly addressing inquiries, confirming bookings, and accommodating any changes in schedule to maintain customer satisfaction. During photo sessions, punctuality is essential to respecting customers' time and ensuring a smooth workflow that captures moments effectively. Moreover, delivering edited photos within agreed-upon deadlines demonstrates the studio's reliability and commitment to meeting customer expectations. By consistently prioritizing responsiveness on time, photography services not only enhance customer experience but also build trust, loyalty, and a positive reputation in the competitive photography industry. This dedication to punctuality and professionalism ultimately contributes to long-term customer satisfaction and business success.

3.3.7 Process

Photography services provide clear process once customer inquiry about the service. They used to provide one stop service for the convenience of customers. For the payment, photography services accepts mobile payments without extra charges. Once customers make bookings, photography services assign the responsible persons for those customers. Responsible persons explains about the process and contacts to customers to remind details such as makeup test, shooting rehearsal etc.

CHAPTER 4

ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY TOWARDS PHOTOGRAPHY SERVICES IN YANGON

This chapter presents the research design, followed by reliability test. In addition, it presents the customer survey data for influencing factors. Then, it includes the regression analysis for the relationship between influencing factors and customer satisfaction. Finally, it describes the effect of customer satisfaction on customer loyalty towards photography services in Yangon.

4.1 Research Design

This study focuses only on the effect of influencing factors and customer satisfaction and loyalty of photography services in Yangon. Both primary and secondary data are referred. To get the primary data, structured questionnaire with 5-point likert scale is applied.

This study uses two stages sampling method. At the first stage, 4 photography services among 26 photography services from Latha Township are selected by simple random sampling method. At the second stage, by Cochran (1977) sampling formula for unknown population, the calculation was based on 95 % confidence interval and got 385 customers as sample size. The formula and calculation are as follow:

$$n = \frac{Z^2 p(1-p)}{e^2}$$

Where:

n = sample size

Z = Z-score is the confidence level chosen by the researcher

p = the estimated proportion of an attribute that is present in the population

e = margin of error or confidence interval

Structured questionnaire that has two sections. In section A, demographic data of the respondents are explored. In Section B, influencing factors, customer satisfaction and

customer loyalty are asked by using 5-point Likert scale. Survey period was 10th May 2024 to 30th May 2024 by developing Google form. Descriptive and quantitative research methods are applied in this study. Secondary data include records from photography services and photo association, previous published papers, earlier research papers, relevant text books and international studies through internet websites. Regression analysis is applied to achieve the research objectives.

4.2 Reliability Test

In research, reliability describes the degree that the results of a given *study* can be repeated or replicated under the same conditions. Reliability refers to how dependably or consistently a test measures a characteristic. Hair et al. (2010) identified value level of reliability Cronbach's alpha shown in Table (4.1)

Table (4.1) Value Level of Reliability Cronbach's Alpha

Sr. No.	Cronbach's Alpha Value Level	Level of Reliability
1	0.0 - 0.20	Less Reliable
2	>0.20 – 0.40	Rather Reliable
3	>0.40 – 0.60	Quite Reliable
4	>0.60 – 0.80	Reliable
5	>0.80 – 1.00	Very Reliable

Source: Hair et al. (2010)

As shown in Table (4.1), Hair et al. (2010) identified five score ranges for level of reliability. In this test, value level of reliability stated by Hair et al. (2010) is applied. The results of Reliability test are presented in Table (4.2) presents the reliability result.

Table (4.2) Reliability Test

Sr. No.	Variable	No. of Items	Cronbach's Alpha
1	Tangibility	7	.883
2	Price	7	.736
3	Promotion	7	.839
4	Staff Competence	7	.932
5	Trust	7	.889
6	Responsiveness	7	.934
7	Process	7	.877
8	Customer Satisfaction	7	.929
9	Customer Loyalty	7	.946

Source: Survey Data, 2024

According to Table (4.2), Cronbach's Alpha values for all the variables show that all the scores are greater than 0.7. As a result, it is said to have good reliability and the findings are valid for the study.

4.3 Demographic Data of the Respondents

Demographic analysis is the collection and analysis of broad characteristics about group of people and populations. Demographic data can be varied depending on the specific survey or study being conducted. Characteristics such as gender, age, marital status, education, and salary are included in this survey for customer satisfaction and loyalty. Table (4.3) indicates the frequency and percentage of the population of 385 customers of the photography service.

Table (4.3) Demographic Data of the Respondents

Sr. No.	Item	Category	No. of Respondents	Percent
		Total	385	100
1	Gender	Male	160	41.6
		Female	225	58.4
2	Age (Year)	26-35	171	44.4
		36-45	160	41.6
		46-55	49	12.7
		Above 55	5	1.3
3	Marital Status	Single	154	40.0
		Married	220	57.1
		Other	11	2.9
4	Education	High School	6	1.6
		Undergraduate	4	1.0
		Graduate	209	54.3
		Master	166	43.1
5	Income (MMK)	Under 300,000	19	4.9
		300,001 - 600,000	14	3.6
		600,001 to 900,000	61	15.8
		Above 900,000	291	75.6

Source: Survey Data, 2024

The Table (4.3) presents a comprehensive survey of 385 respondents, covering various demographic and socio economic characteristics. Notably, the majority of the respondents are female (58.4%), which suggests that the sample is predominantly female dominated. In terms of the age, the respondents are predominantly in the 26-35 years age range (44.4%), followed by those aged 36-45 years (41.6%), and those aged range 46-55 years (12.7%). The smallest age group contains only 5 respondents who are above 55 years old (1.3%) falling within this category. The marital status of the respondents is also noteworthy, with 57.1% being married, 40% being single, and 2.9% occupies the others category consisting of divorced people. The educational level of the respondents is also varied with 54.3% holding a graduate degree, while 43.1% have a master degree, 1.6% indicates high school status, and the rest 1% is undergraduate. In terms of monthly salary,

the respondents are spread across various income ranges. The majority (75.6%) earns above 900,000, followed by those who earn 600,001- 900,000 (15.8%). The next highest income range is 300,001 to 600,000 with (3.6%) of the respondents falling within the category. The lowest income range is under 300,000 with only 4.9% of the respondents falling within the category. The table provides a comprehensive overview of the demographic and socio economics characteristics of the respondents, highlighting the diversity of the sample in terms of gender, age, marital status, education, and salary.

4.4 Descriptive Statistic of Key Variables

In this section, influencing factors and customer satisfaction assessed by 7 factors in the structured questionnaire. It was examined by 5 point Likert scale which ranges from 1 (strongly disagree) to 5 (strongly agree) to each statement. For the Likert responses, the interpretations are carried out based on Best (1977), which is described in Table (4.4).

Table (4.4) Mean Rating Scale

Sr. No.	Score Range	Mean Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Neutral
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Best, 1977

Regarding the 5 point Likert scale based on Best (1977), the mean score from 1 to 1.8 reflect very low, followed by 1.81 to 2.60 indicates low, 2.61 to 3.40 indicates neutral, 3.41 to 4.20 indicates high, and 4.21 to 5.00 indicates very high. In this study, the interpretations of the findings are based on the score ratings of Best (1977).

4.4.1 Customer Perception on Tangibility

There are 7 factors that can distinguish a product or service from competitors that creates value for the customer. In this section, the photography service is determined by 7 key elements comprised of Tangibility, Price, Promotion, Staff Competence, Trust, Responsiveness, and Process.

Tangibility covers the physical items or equipment in the photo studios in Yangon. Table (4.5) presents customer perceptions towards the tangibility of the photography service.

Table (4.5) Mean Score of Tangibility

Sr. No.	Description	Mean Score	Std. Dev
1.	Modern equipment (cameras, lightings, computers etc.) at studio	4.05	0.89
2.	Appealing physical facilities.	3.94	0.85
3.	Neat appearance of staff supports customers	3.86	0.87
4.	Relevant clothes and accessories for camera shooting	3.85	0.87
5.	Sufficient car parking space	3.02	0.94
6.	Various photography backdrops	3.65	0.95
7.	Ample spaces for camera shootings	3.65	0.87
Overall Mean		3.72	

Source: Survey Data, 2024

In Table (4.5), the mean value of Tangibility responses indicates a high level of satisfaction with the photography service across various aspects. Each statement related to modern looking equipment, appealing physical facilities, neat appearance of supportive staff, relevant costumes and accessories for shooting, enough car parking lots, multi photography backdrops, and enough spaces for camera shootings, overall satisfaction scored above 3.01, with the highest mean value being 4.05 for the statement “Modern equipment”. This suggests that respondents feel that photography service influences their tangibility experience. The overall mean score 3.72, shown in Table (4.4), further supports this tangibility experience, indicating a consistent favorable perception across all measured aspects.

4.4.2 Customer Perception on Price

Price is the amount that consumers willing to pay for a product or a service. Table (4.6) presents pricing experience of the respondents exposed to photography service as indicated by their responses to various statements. Each statement reflects a different aspect of their pricing experience under the photography service.

Table (4.6) Mean Score of Price

Sr. No.	Description	Mean Score	Std. Dev
1.	Feeling value for money for photography service	3.72	0.90
2.	Providing fair prices for photo studio services	3.59	0.88
3.	Offering fair transportation charges for outdoor shooting	3.39	0.94
4.	Offering discounts	3.22	0.91
5.	Allowing partial payments	2.49	0.92
6.	Accepting mobile banking without taking extra charges	3.95	0.89
7.	Providing affordable pricing	3.61	0.87
Overall Mean		3.42	

Source: Survey Data, 2023

Shown in Table (4.6), the mean value of pricing experience indicates a generally favorable impact of photography service on various aspects. Each statement related to a sense of worth, fair price indoor studio, fair price for transportation for outdoor, receiving discount, able to make payment partially, no extra charges for mobile payment, and affordable price, and overall satisfaction scored above 3.21, with the highest mean value being 3.95 for the statement “Accepting mobile banking without taking extra charges”. This indicates that the respondents perceive photography service to have a positive influence on their pricing experiences. The overall mean of 3.42 supports this positive perception, demonstrating a consistent favorable pricing response to the photography service across all measure aspects.

4.4.3 Customer Perception on Promotion

The goal of promotion is to communicate to consumers that they need this product and that it is priced appropriately. Table (4.7) presents promotion experience of the respondents exposed to photography service, as indicated by their responses to various statements. Each statement reflects a different aspect of their promotion experience under the photography service.

Table (4.7) Mean Score of Promotion

Sr. No.	Description	Mean Score	Std. Dev
1.	Offering photo frames as promotional gifts	3.23	0.84
2.	Creating attractive advertisements for the photo studio	3.68	0.86
3.	Providing photo gifts	3.38	0.85
4.	Offering discounts for family photos on special occasions	3.30	0.87
5.	Promoting on social media	3.45	0.82
6.	Providing additional photos to customers	3.20	0.80
7.	Offering free editing for additional photos	3.04	0.88
	Overall Mean	3.33	

Source: Survey Data, 2024

Regarding to Table (4.7), the mean value of the promotion experience indicates a generally positive perception to photography service's promotional service on various aspects. Each statement related to promotional gift, attractive advertisement, photo gift, discount for special occasions, promotion on social media, giving additional photos, free editing additional pictures, and overall satisfaction scored above 3.03, with the highest mean value being 3.68 for the statement "Creating attractive advertisements for the photo studio". This indicates that the respondents perceive photography service to have a positive influence on their promotional experience. The overall mean of 3.33 reinforces the favorable level of customer satisfaction, indicating a consistently positive perception across all the measured aspects.

4.4.4 Customer Perception on Staff Competence

Employee competencies include specific knowledge, skills, abilities, and behaviors that an individual possesses that are relevant and necessary for their job role. Table (4.8) presents the experience of staff competency by the respondents exposed to photography service, as indicated by their responses to various statements. Each statement reflects a different aspect of their staff competence experience under the photography service.

Table (4.8) Mean Score of Staff Competence

Sr. No.	Description	Mean Score	Std. Dev
1.	Ability to suggest relevant packages or services to customers	3.65	0.85
2.	Skillful employees in general.	3.75	0.87
3.	Being courteous, friendly and distinguished with customers.	3.81	0.88
4.	Good customer care, understanding, and listening to customers' needs	3.71	0.85
5.	Supportive staff during photo shoots	3.70	0.88
6.	Being patient during photo shoots	3.77	0.84
7.	Providing advice for customers' poses	3.94	0.84
	Overall Mean	3.76	

Source: Survey Data, 2024

According to Table (4.8), the mean value of staff competence experience suggests a generally favorable impact of photography service on various aspects. Each statement related to the employees' useful advice, their capabilities, skillful and friendly staff, customer care, supportive staff during photo shooting, being patient, suggesting for customers' posing, and overall satisfaction scored above 3.64, with the highest mean value being 3.94 for the statement "Providing advice for customers' poses" in photography service. This indicates that the respondents perceive photography service to have a positive influence on their staff competence experiences. The overall mean of 3.76 supports this positive perception, demonstrating a consistent favorable staff competence experiences to the photography service across all measure aspects.

4.4.5 Customer Perception on Trust

The trust is the confidence that customers have in the brand’s ability to deliver on what it promises. Table (4.9) presents the respondents’ trust towards photography service, as indicated by their responses to various statements. Each statement reflects a different aspect of their Trust experiences under the photography service.

Table (4.9) Mean Score of Trust

Sr. No.	Description	Mean Score	Std. Dev
1.	Believing in the photographer for good photo shooting	3.96	0.82
2.	Believing in picking up pictures on time	3.70	0.98
3.	Believing in their preparation for my photo shoot	3.78	0.90
4.	Believing in not asking for extra charges	3.61	0.92
5.	Believing in the experience and competency of employees at the photo studio	3.80	0.87
6.	Securing privacy for pictures	3.59	0.99
7.	Ensuring high-quality pictures	3.88	0.86
Overall Mean		3.76	

Source: Survey Data, 2024

According to Table (4.9), the mean value of Trust indicates a high level of satisfaction with the photography service across on various experiences of Trust aspects. Each statement related to being trust to cameraman for photo shooting, trust of the timeframe for picking up pictures, their preparation for shooting, not charging additional costs, employees’ experiences and competency, privacy of customers’ pictures, and the high quality of photo output, and overall satisfaction scored above 3.58, with the highest mean value being 3.96 for the statement “Believing in the photographer for good photo shooting”. This suggests that the respondents feel that photography service positively influence on them with Trust experience at the photo studio. The overall mean of 3.76 further reinforces this positive Trust experience, indicating a consistent favorable perception across all measured aspects.

4.4.6 Customer Perception on Responsiveness

Customer responsiveness is a measure of how quickly and efficiently an organization responds to the needs of its customers. Table (4.10) presents the responsiveness experience of individuals exposed to photography service, as indicated by their responses to various statements. Each statement reflects a different aspect of their responsiveness experiences under the photography service.

Table (4.10) Mean Score of Responsiveness

Sr. No.	Description	Mean Score	Std. Dev
1.	Providing prompt service by staff	3.52	0.92
2.	Willingness to help	3.75	0.88
3.	Readiness to respond to customers' needs	3.64	0.82
4.	Adjusting the time for requested services	3.75	0.87
5.	Ability to confirm availability on customers' desired dates	3.78	0.89
6.	Quick response to customer inquiries	3.66	0.86
7.	Supportive in meeting customers' requirements during photo shoots	3.66	0.84
Overall Mean		3.68	

Source: Survey Data, 2024

According to Table (4.10), the mean value of Responsiveness indicates a generally favorable impact of the photography service across on various responsiveness aspects. Each statement related to prompt service of the staff, willingness of the staff, always be ready for responses, available time for requested services, a prompt response with availability of desired date, quick response for inquiry, supporting in time while shooting, and overall satisfaction scored above 3.51, with the highest mean value being 3.78 for the statement “Ability to confirm availability on customers’ desired dates” offered by the staff of photography service. This indicates that the respondents perceive that photography service to have a positive influence on their responsiveness experiences by the staff in photo studio. The overall mean of 3.68 supports the positive perception, demonstrating a consistent favorable responsiveness experiences to photography service across all measured aspects.

4.4.7 Customer Perception on Process

The marketing process is the series of steps businesses follow to promote their products or services to potential customers. Table (4.11) presents the process experience of individuals exposed to photography service, as indicated by their responses to various statements. Each statement reflects a different aspect of their process experiences under the photography service.

Table (4.11) Mean Score of Process

Sr. No.	Description	Mean Score	Std. Dev
1.	Simple and easy booking process	3.79	0.82
2.	Simple and convenient payment settlement process	4.04	0.80
3.	Well-organized process at the photo studio	3.84	0.83
4.	One-stop service offered by the photo studio	3.88	0.99
5.	Customizable packages available for customers	3.86	0.96
6.	Specific staff assigned to provide services according to customers' needs and preferences	3.35	0.96
7.	Make-up tests offered by the photo studio	3.22	0.88
Overall Mean		3.71	

Source: Survey Data, 2024

According to Table (4.11), the mean value of process experience indicates a generally positive perception to photography service on various process aspects. Each statement related to simple and easy booking process, simple and convenient payment, well organized process, one stop service, able to make customized package, providing specific staff for customers' needs, offering makeup test, and overall satisfaction scored above 3.21, with the highest mean value being 4.04 for the statement "Simple and convenient payment settlement process" offered by photography service. This indicates that the respondents perceive that photography service to have a positive influence on their process experiences in photo studio. The overall mean of 3.71 supports the positive perception, demonstrating a consistent favorable process experiences to photography service across all measured aspects.

Table (4.12) Overall Mean of Key Variables

No.	Overall Mean	Mean Score
1	Tangibility	3.72
2	Price	3.42
3	Promotion	3.33
4	Staff Competence	3.76
5	Trust	3.76
6	Responsiveness	3.68
7	Process	

Source: Survey Data, 2024

Table (4.12) presents overall mean scores of key variables of photography services in Yangon. All the mean scores of key variables are above the neutral value 3.0. Therefore, majority of the respondents have positive perception of photography services in Yangon.

4.4.8 Customer Perception on Satisfaction

Customer satisfaction is a measure of how well a company's products, services, and overall customer experience meet customer expectations. Table (4.12) presents the customer satisfaction with Photography Service, as indicated by their responses to various statements. Each statement reflects a different aspect of their satisfaction with the photography service.

Table (4.13) Mean Score of Customer Satisfaction

Sr. No.	Customer Satisfaction	Mean Score	Std. Dev
1.	Satisfied with staff's response and prompt services.	3.69	0.86
2.	Satisfied with photos.	3.83	0.85
3.	Satisfied with equipment used at the photo studio.	3.63	0.84
4.	Satisfied with fast process of photo studio.	3.55	0.86
5.	Satisfied with promotions of photo studio.	3.49	0.93
6.	Satisfied with prices.	3.61	0.87
7.	Satisfied with camera idea of camera man.	3.77	0.90
	Overall Mean	3.65	

Source: Survey Data, 2024

According to Table (4.13), the mean value of customer satisfaction responses indicates a high level of satisfaction with the photography service on various process aspects. Each statement related to prompt response and service, photos, the equipment, quick process, promotions, prices, idea of photographer, and overall satisfaction scored above 3.48, with the highest mean value being 3.83 for the statement “Satisfied with photos.” offered by photography service. This suggests that the respondents are generally very satisfied with the photography service. The overall mean of 3.65 reinforces this high level of customer satisfaction, indicating a consistency favorable perception across all measured aspects.

4.4.9 Customer Perception on Loyalty

Customer loyalty is a person’s willingness to interact or it is the act of choosing one company’s products or services consistently over its competitors. Table (4.14) presents the customer loyalty to the photography services in Yangon.

Table (4.14) Mean Score of Customer Loyalty

Sr. No.	Description	Mean Score	Std. Dev
1.	Planning to take photos at the photo studio in the near future.	3.35	0.84
2.	Continuing to take photos at the photo studio.	3.35	0.88
3.	Spreading positive feedback about the photo studio to friends and relatives.	3.57	0.81
4.	Recommending the photo studio to anyone seeking my advice on photo shoots.	3.66	0.90
5.	Always choosing the photo studio first whenever I need to take photos.	3.44	0.84
6.	Becoming a loyal customer of the photo studio.	3.30	0.89
7.	Visiting the photo studio even if prices increase.	3.24	0.91
Overall Mean		3.42	

Source: Survey Data, 2024

According to Table (4.14), the mean value of customer loyalty responses indicates a favorable level of loyalty to the photography service across various process aspects. Each statement related to future use, continuing my visit, spreading the positive words to friends

and relatives, recommendations, my first choice for photo shooting, being loyal customer, taking photos at the studio even if raising price, and overall satisfaction scored above 3.23, with the highest mean value being 3.66 for the statement “Recommending the photo studio to anyone seeking my advice on photo shoots.” offered by photography service. This suggests that the respondents indicate the favorable level of loyalty and long term commitment to photography service. The overall mean of 3.42 further reinforces this strong customer loyalty, indicating a consistency favorable perception across all measured aspects.

4.5 Analysis on the Effect of Influencing Factors on Customer Satisfaction

This section presents the effect of influencing factors (tangibility, price, promotion, staff competence, trust, responsiveness, and process) on customer satisfaction based on survey data collected from 385 customers of photography services. Table (4.13) presents regression result.

Table (4.15) Effect of Influencing Factors on Customer Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std Error				
(Constant)	-.288	.112		-2.582	.010	
Tangibility	.061	.040	.052	1.508	.132	2.271
Price	.190***	.043	.156	4.449	.000	2.337
Promotion	-.012	.031	-.012	-.372	.710	1.937
Staff Competence	.210***	.050	.208	4.197	.000	4.650
Trust	.328***	.046	.320	7.180	.000	3.750
Responsiveness	.073	.052	.074	1.420	.157	5.095
Process	.219***	.044	.213	4.958	.000	3.495
R ²	.801					
Adjusted R ²	.797					
Durbin-Watson	2.124					
F Value	216.201***					

Source: Survey Data, 2024, *** Significant at 1% level

According to Table (4.15), the value of adjusted R^2 is 0.797 that means this model can describe 79.7% of variation of customer satisfaction that is analyzed by tangibility, price, promotion, staff competence, trust, responsiveness, and process. The overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid. According to the findings, among seven influencing factors, price, staff competence, trust, and process have a positive and significant effect on customer satisfaction. On the other hand, tangibility, promotion and responsiveness do not have a significant effect on customer satisfaction.

Customer trust is strongly significant with customer satisfaction at 1 percent level. It is found that respondents trust the skills and ideas of photographers. Moreover, they believe that they will get the highly quality pictures when they take photos at photography services. Regression results show that the more reasonable price of photography service, the more customer satisfaction will be result.

Process of photography services is strongly significant with customer satisfaction at 1 percent level. Respondents perceive that payment settlement process is simple and convenient. In addition, photo studios offer one-stop service. Regression results show that the more convenient process of photography service, the more customer satisfaction will be result.

Staff competence is strongly significant with customer satisfaction at 1 percent level. Since staff of photography services are able to advice for customers' poses to get good photos, respondents are satisfied. In addition, respondents are satisfied with staff who are courteous, friendly and distinguished with customers. Regression results show that the more competency of staff, the more customer satisfaction will be result.

Price is strongly significant with customer satisfaction at 1 percent level. Since photography services accept mobile banking without taking extra charges, respondents feel affordable and value for money for photography service. Therefore, respondents are satisfied with service price of photography services. Regression results show that the more reasonable price of photography service, the more customer satisfaction will be result.

According to the standardized coefficient (Beta) score, customer trust has the largest value among three significant explanatory variables. It means that trust is the most effective factor on the customer satisfaction followed by process, staff competence, and price. For the customers, trust is the most important factor in using photography services

in Yangon. Then, process, staff competence, and price are also important factors for the customer satisfaction.

4.6 Analysis on the Effect of Customer Satisfaction on Customer Loyalty

This section presents the effect of customer satisfaction on customer loyalty based on survey data collected from 385 customers of photography services. Descriptive analysis of customer loyalty and regression result of customer satisfaction and loyalty are presented in this section.

To find out the effect of customer satisfaction on customer loyalty towards the photography service is analyzed by regression analysis. The regression result is shown in Table (4.16).

Table (4.16) Effect of Customer Satisfaction on Customer Loyalty

Variable	Unstandardized Coefficients		β	t	Sig.	VIF
	B	Std Error				
(Constant)	.415	.174		2.383	.018	
Customer Satisfaction	.822***	.047	.668	17.574	.000	1.000
R ²	.446					
F Value	308.830***					

Source: Survey Data, 2024, *** Significant at 1% level

According to Table (4.16), the value of adjusted R² is 0.445 that means this model can describe 44.5% of variation of customer loyalty that is analyzed by customer satisfaction. The overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid.

Relating to the second objective, regression indicates that customer satisfaction has a positive and significant effect on customer loyalty. Customers are satisfied with staff responses, prompt services, high-quality photos, and the cameraman's ideas. They intend to take photos at the studio in the future, recommend the studio to friends and relatives, and speak positively about it. The results show that greater customer satisfaction leads to increased loyalty toward photography services in Yangon.

CHAPTER 5

CONCLUSION

In this chapter, the findings and discussions are presented. Based on the findings, suggestions and recommendations are presented. Finally, further study is recommended as this study has some limitations.

5.1 Findings and Discussions

This study aims to examine the influencing factors on customer satisfaction towards photography service in Yangon and to analyze the effect of customer satisfaction on customer loyalty towards photography services in Yangon. Both primary and secondary data are used in this study. Primary data are collected from 385 customers from 4 photography services in Yangon by structured questionnaire with 5 point-Likert scale.

The demographic analysis of 385 respondents in the photography service survey reveals a predominantly female sample. The age group most represented is 26-35 years, followed by 36-45 years. Most respondents are married, and the majority hold a graduate degree. In terms of income, earn above 900,000, with smaller proportions in lower income brackets. This data highlights the diversity of the respondents in terms of gender, age, marital status, education, and salary.

The reliability analysis using Cronbach's Alpha for various variables indicates high reliability across all measured aspects. These results confirm that the items used to measure each variable are consistently reliable and suitable for the study.

Regarding tangibility of photography services, it is found that photography services in Yangon have modern equipment such as cameras, lightings, computers etc. Respondents feel that physical facilities are appealing. It can be concluded that photography services in Yangon arrange good physical facilities and equipment at their studios.

Regarding price of photography services, it is found that photography services accept mobile banking without taking extra charges or percentage, respondents feel that price of photography service is affordable and value for money. It can be concluded that photography services in Yangon set reasonable and affordable price for customers.

Regarding promotion of photography services, it is found that photography services make attractive advertisements of photo studio. In addition, customers are attracted by the promotions on social media. It can be concluded that photography services in Yangon make attractive promotions on social media like Facebook.

Concerning staff competence of photography services, it is found that staff of photography services can advise and give recommendation for customers' poses to get good photos. In addition, it is found that staff are courteous, friendly and active while giving service to customers. It can be concluded that photography services in Yangon have competence staff to service customers.

Regarding customer trust on photography services, it is found that customer trust the skills and ideas of photographers. It is found that customer believe that they will get the highly quality pictures when they take photos at photography services. It can be concluded that customers have trust on photography services in Yangon.

Concerning responsiveness of photography services, it is found that photography services are able to provide date of customer's desired date. Moreover, photography services usually provide the schedule based on customer's request. It can be concluded that customers get fast response and desired schedule.

Regarding process of photography services, it is found that payment settlement process of photography services is simple and convenient. It is also found that photo studios offer one-stop service. It can be concluded that photography services in Yangon offer convenient process for customers.

Customer trust is strongly significant with customer satisfaction at 1 percent level. It is found that respondents trust the skills and ideas of photographers. Moreover, they believe that they will get the highly quality pictures when they take photos at photography services. Regression results show that the more reasonable price of photography service, the more customer satisfaction will be result.

Process of photography services is strongly significant with customer satisfaction at 1 percent level. Respondents perceive that payment settlement process is simple and convenient. In addition, photo studios offer one-stop service. Regression results show that the more convenient process of photography service, the more customer satisfaction will be result.

Staff competence is strongly significant with customer satisfaction at 1 percent level. Since staff of photography services are able to advice for customers' poses to get good photos, respondents are satisfied. In addition, respondents are satisfied with staff who are courteous, friendly and distinguished with customers. Regression results show that the more competency of staff, the more customer satisfaction will be result.

Price is strongly significant with customer satisfaction at 1 percent level. Since photography services accept mobile banking without taking extra charges, respondents feel affordable and value for money for photography service. Therefore, respondents are satisfied with service price of photography services. Regression results show that the more reasonable price of photography service, the more customer satisfaction will be result.

Relating to the first objective, among seven factors, price, staff competence, trust, and process have a positive and significant effect on customer satisfaction while tangibility, promotion and responsiveness do not have a significant effect on customer satisfaction. Trust is the most effective factor on the customer satisfaction followed by process, staff competence, and price.

Relating to second objective, it is found that Regression indicates that customer satisfaction has positive and significant effect on customer loyalty. Since customers are satisfied with staff's response, prompt services, high quality photos, and idea of camera man, they intend to take photos at the photo studio in the future. Therefore, they often talk about positive things about photo studio to friends and relatives, and always recommend others to take photos at photo studio to anyone who seek their advice.

5.2 Suggestions and Recommendations

Photography service providers prioritize trust, recognizing its critical impact on customer satisfaction. Enhancing trust involves protecting customer photo confidentiality and obtaining permission before sharing photos on social media or other platforms, despite owning the copyright. Additionally, avoiding extra costs for services provided fosters greater customer satisfaction and trust in photography services. Implementing these measures improves customer trust and overall satisfaction with photography services.

For process, photography service providers partner with adept makeup artists to offer bespoke consultations and expert makeup application tailored to each customer's tastes and the essence of their shoot. They provide complimentary makeup trials to

customers ahead of their photo sessions, ensuring customers exude confidence and poise in front of the camera. Implementing these practices improves the convenience of the process and enhances customer satisfaction with photography services.

To enhance staff competence, photography service providers offer customer service training to employees on all packages and services. This training enables employees to confidently recommend the most relevant options based on individual customer needs and preferences. Employees actively listen to customer preferences and tailor their suggestions to match each customer's unique requirements. Additionally, staff are equipped with visual aids and detailed brochures to clearly communicate the benefits and features of each package, thereby enhancing customer understanding and satisfaction.

Regarding price, photography service providers introduce a flexible payment plan allowing customers to make partial payments, thereby increasing accessibility to a wider customer base. Additionally, they offer seasonal promotions and special deals for new customers or specific events like weddings or graduations.

Finally, photography service providers continuously monitor photography service trends to innovate and introduce new services to meet customer demands.

5.3 Needs for Further Study

This study only focuses on the customer's satisfaction and loyalty of photography services in Yangon. It does not cover the whole photography services industry. Therefore, to reflect the entire photography services industry, further study should emphasize customer satisfaction and loyalty toward photography services in Myanmar. This study focuses seven influencing factors that can effect on customer satisfaction. There may be some other factors such as service image, after sales service & service recovery. Exploring the impact of digital technologies, such as online booking platforms, virtual consultations, and digital photo delivery options, on customer satisfaction and loyalty in the photography industry. Further research can contribute valuable insights to the photography industry in Yangon, helping service providers better meet the needs and expectations of their customers and ultimately fostering stronger relationships and loyalty.

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APPENDIX A

QUESTIONNAIRE SURVEY

Dear Sir/Madam,

The purpose of this questionnaire is to collect data on the **“CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS PHOTOGRAPHY SERVICES IN YANGON”** as part of my academic research study for the MMM at YUE. I appreciate your valued time in responding to the questions and assure you of confidentiality and privacy.

Section A: General Information

1. Gender

- Male Female

2. What is your age?

- Under 25 26-35 36-45 46-55 Above 55

3. Marital Status

- Single Married Other

4. Education Background

- High School Undergraduate Graduate Master
 Ph.D

5. Salary

- Under 300,000 300,001 ~ 600,000 600,001 ~ 900,000
 Above 900,000

Section B:

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree

5 = Strongly Agree

Tangibility

No	Items	Scale				
		1	2	3	4	5
1.	There are modern looking equipment (cameras, lightings, computers etc.) at studio.					
2.	There are appealing physical facilities.					
3.	Neat appearance of staff supports customers.					
4.	There are relevant clothes and accessories for camera shooting.					
5.	There is enough car parking space.					
6.	There are various photography backdrops.					
7.	There are enough spaces for camera shootings.					

Price

No	Items	Scale				
		1	2	3	4	5
1.	I feel value for money for photography service.					
2.	Photo studios offer services in fair prices.					
3.	Transportation charges are fair for outdoor shooting.					
4.	Photo studios used to give discounts.					
5.	Photo studios accept partial payments.					
6.	Photo studios accept mobile banking without taking extra charges.					
7.	Prices are affordable.					

Promotion

No	Items	Scale				
		1	2	3	4	5
1.	Photo studio gives photo frames as promotion gift.					
2.	Advertisements of photo studio are attractive.					
3.	Studios give photo gifts.					
4.	Studios give discounts for family photos at special occasions.					
5.	Photo studio used to give promotions at Social Media.					
6.	Photo studio gives additional photos to customers.					
7.	Photo studio edits additional photos with free of charge.					

Staff Competence

No	Items	Scale				
		1	2	3	4	5
1.	The employees can suggest which package or service is relevant to customers.					
2.	The employees have expertise in general.					
3.	The employees are courteous, friendly and distinguished with customers.					
4.	The employees care, understand, and actively listens what customers want.					
5.	During photo shooting, the employees monitor customers to support all time.					
6.	Employees are patient during shooting.					
7.	Employees are able to suggest customers how to post.					

Trust

No	Items	Scale				
		1	2	3	4	5
1.	I believe that camera man at photo studio can shoot good photos.					
2.	I trust that studio will give photos according to the time its promise.					
3.	I believe that employees of studio will prepare in details for my shooting.					
4.	I trust that photo studio will not ask for extra charges.					
5.	I trust the experience and competency of employees at photo studio.					
6.	I trust on employee from studio that they will keep our photos privately.					
7.	I trust on the output photos are highly quality.					

Responsiveness

No	Items	Scale				
		1	2	3	4	5
1.	Staff provides prompt service.					
2.	Staff have willingness to help					
3.	Staff are never too busy to respond to customers' needs					
4.	Staff tell customers when the requested services will be rendered.					
5.	Staff can response customer's desired date is available or not fast.					
6.	Staff can response quickly on customers' inquiry call					
7.	Staff can take action just in time on customers' requirement during photo shooting					

Process

No	Items	Scale				
		1	2	3	4	5
1.	Photo studio booking process is simple and easy.					
2.	Payment settlement process is simple and convenient.					
3.	Process of photo studio is well organized.					
4.	Photo studio offers one-stop service.					
5.	Photo studio allows customers for customized package.					
6.	Photo studio assign specific staff to provide service according to the needs and wants customers.					
7.	Photo studio offers make up test.					

Customer Satisfaction

No	Items	Scale				
		1	2	3	4	5
1.	I am satisfied with staff's response and prompt services.					
2.	I am satisfied with photos.					
3.	I am satisfied with equipment used at the photo studio.					
4.	I am satisfied with fast process of photo studio.					
5.	I am satisfied with promotions of photo studio.					
6.	I am satisfied with prices.					
7.	I am satisfied with camera idea of camera man.					

Customer Loyalty

No	Items	Scale				
		1	2	3	4	5
1.	I consider to take photos at the photo studio in the near future.					
2.	I will continue taking photos at the photo studio.					
3.	I have said positive things about photo studio to friends and relatives.					
4.	I will recommend taking photos at photo studio to anyone who seek my advice.					
5.	Photo studio will always be first choice whenever I need to take photos.					
6.	I become a loyal customer of photo studio.					
7.	I will take photos at photo studio even the price goes up.					

APPENDIX B

Reliability Statistics

Correlations

Tangibility	Cronbach's Alpha	No. of Items
	.883	7

Price	Cronbach's Alpha	No. of Items
	.736	7

Promotion	Cronbach's Alpha	No. of Items
	.839	7

Staff Competence	Cronbach's Alpha	No. of Items
	.932	7

Trust	Cronbach's Alpha	No. of Items
	.889	7

Responsiveness	Cronbach's Alpha	No. of Items
	.934	7

Process	Cronbach's Alpha	No. of Items
	.877	7

Customer Satisfaction	Cronbach's Alpha	No. of Items
	.929	7

Customer Loyalty	Cronbach's Alpha	No. of Items
	.946	7

Effect of Influencing Factors on Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895 ^a	.801	.797	.32957	2.124

a. Predictors: (Constant), Process Mean, Promotion Mean, Tangibility Mean, Price Mean, Staff Competence Mean, Trust Mean, Responsiveness Mean

b. Dependent Variable: Customer Satisfaction Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.380	7	23.483	216.201	.000 ^b
	Residual	40.948	377	.109		
	Total	205.328	384			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Process Mean, Promotion Mean, Tangibility Mean, Price Mean, Staff Competence Mean, Trust Mean, Responsiveness Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.288	.112		-2.582	.010		
	Tangibility	.061	.040	.052	1.508	.132	.440	2.271
	Price	.190	.043	.156	4.449	.000	.428	2.337
	Promotion	-.012	.031	-.012	-.372	.710	.516	1.937
	Staff Competence	.210	.050	.208	4.197	.000	.215	4.650
	Trust	.328	.046	.320	7.180	.000	.267	3.750
	Responsiveness	.073	.052	.074	1.420	.157	.196	5.095
	Process	.219	.044	.213	4.958	.000	.286	3.495

a. Dependent Variable: Customer Satisfaction Mean

Effect of Customer Satisfaction on Customer Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.668 ^a	.446	.445	.66995	1.954

a. Predictors: (Constant), Customer Satisfaction Mean

b. Dependent Variable: Customer Loyalty Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.611	1	138.611	308.830	.000 ^b
	Residual	171.901	383	.449		
	Total	310.512	384			

a. Dependent Variable: Customer Loyalty Mean

b. Predictors: (Constant), Customer Satisfaction Mean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.415	.174		2.383	.018		
	Customer Satisfaction	.822	.047	.668	17.574	.000	1.000	1.000

a. Dependent Variable: Customer Loyalty Mean