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**THE INFLUENCE OF MARKETING MIX FACTORS SERVICE QUALITY  
AND THE CORPORATE IMAGE ON THE LOYALTY OF PICKUP  
TRUCK CUSTOMERS****Abstract:**

The research aimed to study the influence of marketing mix, service quality, and corporate image on customer loyalty of Pickup trucks in Ubon Ratchathani province, Thailand.

A questionnaire with a reliability coefficient (0.97) at a very high level was used in this study. Cluster sampling was collected from 400 customers from 5 careers in Ubon Ratchathani province: university students, entrepreneurs, company employees, workers, and civil servants. The statistics were descriptive, ANOVA, and multiple regression analysis. The results showed that different types of jobs did not differ in customer loyalty to Pickup Trucks ( $F = 1.51$ ,  $sig = 0.19 > 0.05$ ). The marketing mix, service quality, and corporate image can explain customer loyalty of Pickup Truck 74.5%. Ten sub-variables affect the loyalty of customers, which are the regression coefficient of trust ( $\beta = 0.32^{**}$ ), place ( $\beta = -0.22^{**}$ ), after-sale service ( $\beta = 0.18^{**}$ ), suggestions ( $\beta = 0.17^{**}$ ), promotion ( $\beta = 0.16^{**}$ ), access ( $\beta = 0.13^*$ ), satisfaction ( $\beta = 0.12^*$ ), and communication ( $\beta = 0.07^*$ ), respectively.

**Keywords:**

Corporate Image, Service Quality, Marketing Mix, Customer Loyalty, Pickup Truck

**JEL Classification:** F23, L17, D40