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Factors Influence Behavioural Intention in Cambodia Spa Industry

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Abstract

Purpose: This study investigates and tests the significance of key customer satisfaction influencing factors that lead to behavioral intention as perceived by spa customers. **Research design, data, and methodology:** The self-administered survey method was used in the study. A probability model and multi-stage sampling were employed. The systematic random selection technique was used to select 450 customers from ten spas. The six constructs' causal relationship was investigated using structural equation modelling (service quality, spa image, perceived value, technological innovation, customer satisfaction, and behavioural intention). **Results:** Customer satisfaction has the greatest impact on behavioural intention, followed by service quality, and that customer satisfaction acts as a mediator between service quality and behavioural intention. Furthermore, service quality has the greatest influence on customer satisfaction, followed by technological innovation. Spa image and perceived value are unimportant predictors of satisfaction and intention. **Conclusions:** The finding suggests that providing superior service quality to spa customers during the spa service process can increase customer satisfaction and behavioral intention. Meanwhile, technological innovation or adaptation will allow customers to better communicate and engage with the spa, and spa managers will be able to better understand their customers' needs and develop strategies to increase their satisfaction.

Keywords: Cambodia, Service quality, technological innovation, customer satisfaction, behavioural intention

JEL Classification Code: I12, I31, M31, O30

1. Introduction[1]

In comparison to other ASEAN countries such as Thailand, Indonesia, Malaysia, and Singapore, Cambodia's spa industry is still in its infancy. In terms of service or concept, Cambodia has contributed nothing new to the industry. In recent years, the term "spa" has gained recognition and popularity among the lifestyle population. Beauty care, medical-spa care, anti-aging, slimming, massage, and fitness are the most well-known sectors. According to Intelligent Spas' first-ever survey in 2007, there were 35 spa establishments in Cambodia, with 12 (34 percent) being day spas and 23 (64 percent) being destination spas. The report predicted a 14 percent growth rate between 2008 and 2010 (Intelligent Spas, 2010). Since that time, no official survey or census has been conducted on a national scale. However, the researcher, refer to the author of this study, conducted an establishment count of spa and massage-based facilities on its website and social media platforms in March 2020 and discovered that at least 160 spa and massage establishments were operating in Cambodia's two main cities, Phnom Penh and Siem Reap. Among the 160 spas, 109 (86 percent) were day spas, while 51 (14 percent) were destination spas. When compared to data from the Intelligent Spa Report 2007, there has been a

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significant increase in the number of massage and spa establishments over the last 12 years, particularly the number of day spas (35 spas in 2007 against 160 spas in 2020). One reason for this rapid growth is that day spas have lower financial barriers to entry than hotel/resort spas and destination spas, which require more capital investment (Tabacchi, 2010).

Day spas can be found primarily in the central business districts of Phnom Penh (77 spas) and Siem Reap (83 spas), the world's most attractive tourist destination. Day spas are better suited to most people who live in a crowded city with hectic lifestyles. Day spas primarily target the local market rather than the international tourist market because they are designed to provide a healing, beautifying, or pampering experience where customers spend a short period of time per visit and are likely to return on a regular basis (Purateera et al., 2009).

Due to local and regional entry and low capital investment, the spa market, particularly day spas, is expected to become more competitive in the future. The ASEAN Service Liberation Agreement will undoubtedly have a significant impact on the spa and hospitality industries in the region, as it allows spa owners to expand their spa business to other ASEAN nations. As a result, spa owners and operators require more information and data in order to research, design, and implement effective marketing strategies in order to remain competitive and profitable in the market. As a result, this study will be the first academic and published research paper ever conducted in Cambodia.

The study's objectives are to investigate four influential customer satisfaction factors (service quality, spa image, perceived value, and technological innovation) that lead to behavioral intention and to test their importance as perceived by day spa customers. As a result, day spa managers would be able to allocate resources more effectively and develop strategic plans more efficiently. Previous research has found that service quality is a predictor of customer satisfaction, and that both service quality and customer satisfaction have a significant impact on behavioral intention (González & Brea, 2005). Furthermore, the image is a necessary antecedent of perceived value, and perceived value is a significant determinant of customer satisfaction (Ryu et al., 2012). Moreover, in determining value, image, and satisfaction, technological innovation is more important than marketing innovation (Fuentes-Blasco et al., 2017).

2. Literature Review

2.1. Service Quality

Several authors have argued that the quality and value of goods and services that a company can provide determines its competitive advantage (Silvestri et al., 2017). Although the subject has been studied since the 1980s, consistency in services is the foundation of competitive advantage (Santouridis et al., 2012). There are numerous definitions of service quality (SQ), but it is most commonly defined as the extent to which a service meets the needs or desires of its customers (Wisniewski, 2001). SQ was defined by Grönroos (2006) as the result of a process that balances perception and expectations of the services offered to clients, whereas Parasuraman et al. (1988) defined it as an overall assessment of services of a particular business resulting from a comparison of a business's performance with general customer expectations of how the business in the industry should operate.

This study's definition of "service quality" is based on Parasuraman et al. (1985)'work, and it can be thought of as a measure of the gap between client service expectations and perceived service. If expectations [of day spa overall service and treatment] are higher than [actual] performance [provided by staff and therapist], the perceived quality is poor, which leads to customer dissatisfaction, and vice versa.

2.2. Spa Image

Image is a critical component of organizations, according to Kandampully and Suhartanto (2003), because it influences customers' perceptions of products and services, as well as their purchasing decisions and behaviour. When a customer is loyal to a brand or a company, he or she willingly cooperates, ignores competitors, and ensures the company's long-term profitability (Hur et al., 2011). Image management research began in the 1950s, and there is a large body of literature on the subject. Most authors base their work on Martineau (1958, p. 47)'s classical concept, which states that "image is the way in which the shopper's mind pictures the store, partly by its functional qualities and partly by its atmosphere of psychological attributes". Grönroos (1998) and Keller (1993) defined an image as a view of an entity stored in customer memory that acts as a filter on how the business is run. Similarly, Baloglu and Brinberg (1997) defined an image as the sum of people's opinions, ideas, and experiences about a particular location or destination.

This study adopted Martineau (1958)'s classic definition by defining the "spa image" as how a customer's mind pictures the spa, partly because of its functional qualities [of treatment] and partly because of its atmosphere of psychological attributes [cheerful and enchanting].

2.3. Perceived Value

In recent years, perceived value (PV) has received a lot of attention (Gallarza et al., 2016), but according to Khalifa (2004), the concept of 'value' has become a well-worn and misunderstood concept in the studies of social sciences in general, and management studies in particular. Sweeney (1994) contended that value is an amorphous concept with varying definitions depending on context. The most commonly used definition comes from Zeithaml (1988, p. 14), who defines "value" as "...the consumer's overall assessment of the utility of a product based on perceptions of what is perceived and what is given". According to Woodruff (1997), customer PV is a customer's preference for and evaluation of product attributes, attribute performances, and consequences of use that encourage (or obstruct) the customer's preferences in use situations.

This study adopted Zeithaml (1988)'s definition of "perceived value," defining it as a customer's overall assessment of the utility of a [day spa] service [overall and treatment] and or [retail] product based on his/her perceptions of what has been received [benefits] and what has been given [sacrifices].

2.4. Technological Innovation

Despite the fact that retailers are among the most powerful players in developed countries, there is relatively little conceptual and empirical research on retail innovation when compared to other industries (Hristov & Reynolds, 2015). The implementation of new technologies, services, products, marketing concepts, processes, and business methods to improve a company's economic performance is referred to as innovation (Townsend, 2010). Throughout history, technological innovation (TI) has been a driving force in economic development, productivity growth, and, ultimately, a rising standard of living (Abernathy & Clark, 1985). TI has recently established itself as a long-term strategic investment that can create a competitive advantage by creating value for users, thanks to the implementation and advancement of information and communication technologies (ICT) (Thiesse et al., 2009). Many pieces of literature have highlighted the benefits of ICT adoption, such as cost savings, increased customer loyalty, improved operational performance, improved customer support, and increased productivity (Sirirak et al., 2011).

Thiesse et al. (2009)'s definition was used in this study. Technological innovation is the introduction, adoption, or development of information, communication, and technologies (ICTs) such as the internet, websites, social media, mobile technologies, software, application, or system that leads to increased customer satisfaction or improves customer services, greater operating efficiency, cost reductions, or higher productivity.

2.5. Customer Satisfaction

Customer satisfaction (CS) is the most important factor in determining the consistency of products or services offered to customers. According to some studies, acquiring a new customer costs five times as much money and energy as keeping an existing customer (Pizam et al., 2016). According to World Tourism Organization (1985), CS is a psychological term that refers to the feeling of well-being and happiness that results from receiving what one wishes for and desires from a desirable product or service. Klaus (1985) defined satisfaction as the customer's subjective evaluation of a consumption experience based on some relationship between the customer's perceptions and the product's objective attributes. Woodside et al. (1989) agreed that satisfaction in the service industry should be regarded as a post-purchase phenomenon because it represents how much a person likes or dislikes a service after experiencing it.

This study adopted Pizam et al. (2016)'s definition of "customer satisfaction," defining it as the outcomes of a [day spa] experience based on a comparison of those outcomes to expectations.

2.6. Behavioural Intention

A feature of the person's attitude toward performing the behaviour is the subjective norm, which reflects the person's interpretation of whether relevant others believe one should or should not perform the behaviour (Adjzen & Fishbein, 1980). Behavioral intention (BI) is defined by Warshaw and Davis (1985) as having made deliberate plans to act or not act on a specific behaviour in the future. Zeithaml et al. (1996) defined BI as a customer's reaction to a service received, noting that BI is an important predictor of whether a customer will remain with a company or defect. Oliver (2014) defined BI as the claimed likelihood of engaging in a specific behaviour. Customers strongly confirm their likelihood of returning to the provider when the behavioral elements are favourable, i.e., the intention of service providers, and then share positive feedback with someone they meet. Other studies have included an attitude component in BI, which, if successful, could lead to increased consumer loyalty (Han & Ryu, 2009).

BI refers to verbal signals based on a personal intention, which may include (i) revisit [rebuy] and (ii) word of mouth (WoM) referrals (James, 2007, as cited in Wu, 2009, p. 20). Favourable intentions include: (i) saying positive/good things about the organisation to others (Boulding et al., 1993); (ii) referring the service to others (Parasuraman et al.,

1991; Reichheld & Sasser, 1990); (iii) spending higher with the company (Lin & Hsieh, 2007); (iv) showing loyalty to the company (Rust & Oliver, 1994); and (v) paying a premium price (Lin & Hsieh, 2007).

In this study, the term "behavioral intention" was used to describe a customer's response or reaction to a [day spa] service encountered (Zeithaml et al., 1996) or to reflect someone's beliefs about how he/she intends to act or react in certain situations (Adjzen & Fishbein, 1980).

2.7. Relationships of Service Quality, Customer Satisfaction, and Behavioural Intention

Customers' perceptions of quality and satisfaction, as well as the outcome of behavioral intentions, all have an impact on a company's profitability (Anderson et al., 1994). Several previous studies (González et al., 2007; Dagger et al., 2007; Qin & Prybutok, 2008; Wang, 2017) discovered clear links between SQ, CS, and BI. González et al. (2007) discovered a strong causal relationship between SQ and CS in the spa industry. According to the findings, high SQ results in high CS, which results in a favourable BI. According to Dagger et al. (2007), health SQ is an important factor in patient satisfaction and BI, with high levels of CS resulting from high levels of perceived SQ. Qin and Prybutok (2008) discovered that the variables SQ and CS have a direct and positive impact on BI in the US fast-food industry. In a recent study on Taiwan's medical tourism industry, Wang (2017) discovered that SQ had a direct impact on BI while also having an indirect impact on BI via CS.

According to previous research, CS mediates the relationship between SQ and BI (Brady & Robertson, 2001; Channoi, 2014; Lee et al., 2004; Woodside et al., 1989). In the American hospital industry, Woodside et al. (1989) discovered that SQ has an indirect impact on BI through overall CS. Likewise, Brady and Robertson (2001) discovered the same results in the American and Ecuadorian fast-food industries (i.e., SQ → CS → BI). The discovery revealed that CS serves as a partial intermediary between SQ and BI. Furthermore, Channoi (2014) discovered that in beach resort hotels in Thailand, CS completely mediates the relationship between SQ and BI. As a result, the study investigates the significant relationships between the three constructs of SQ, CS, and BI in Cambodian day spas. Thus,

H_1: Higher perceptions of service quality has a significant influence on behavioural intentions.

H_2: Higher perceptions of service quality has a significant influence on customer satisfaction.

H_7: Higher customer satisfaction has a significant influence on behavioural intentions.

2.8. Relationships of Spa Image, Perceived Value, Customer Satisfaction, and Behavioural Intention

Previous research has revealed clear links between image, PV, CS, and BI. Bloemer and Ruyter (1998) discovered that a store image can influence a customer's BI via store satisfaction with a specific department store. Castro et al. (2007) discovered that the image of the destination influences the future behavior of tourists based on tourist satisfaction. Ryu et al. (2008) discovered that the overall image of a quick-service restaurant is a significant determinant of consumer PV and CS in the fast food and casual restaurant industry. Lai et al. (2009) discovered that corporate reputation affects customer PV and that both CS and customer PV are important predictors of loyalty in their Chinese telecom research. They also discovered that client PV and CS mediate the impact of SQ and corporate image on client loyalty. As a result, the study investigates the significant relationships between the four constructs, spa image, PV, CS, and BI, in Cambodian day spas. Thus,

H_3: Spa image has a significant influence on customer satisfaction.

H_4: Spa image has a significant influence on customer perceived value.

H_5: Customer perceived value has a significant influence on customer satisfaction.

2.9. Relationships of Technological Innovation, Customer Satisfaction, and Behavioural Intention

There has been no previous research on the use of technology or ICT in the spa industry. However, most hotel studies have found that the level of ICT advancement affects satisfaction and/or subsequent outcomes (Moliner-Velázquez et al., 2019). According to Sirirak et al. (2011), there is a positive relationship between ICT use, CS, return intention, and positive WoM. Bulchand et al. (2011) stated that using Wi-Fi is an excellent way to increase CS and social media ratings. According to Kuo et al. (2015), several aspects of the hotel website are linked to WoM referrals. Sirirak et al. (2011) discovered, however, that ICTs in hotels have no effect on CS or referrals. Renko and Druzijanic (2014) stated that TI enables retailers to better understand their customers' needs and develop strategies to increase their satisfaction. The findings of Fuentes-Blasco et al. (2017) indicated that perceived TI increased CS.

According to the claims made above, it is widely accepted that advancements in ICT improve service delivery while adding value to consumers (Moliner-Velázquez et al., 2019). It is critical to link ICT adoption to CS while keeping in mind that individual expectations and emotions must be considered when explaining technology acceptance (Dieck et al., 2017). As a result, the study investigates the significant relationships between the three constructs of TI,

CS, and BI in Cambodian day spas. Thus,

H_6: Technological innovation in spa experience has a significant influence on satisfaction.

3. Research Methods and Materials

3.1. Research Framework

This study's conceptual framework was derived from three previous research frameworks. The first framework developed by Thongkern (2016) is a comprehensive hierarchical ideal that includes the primary and subdimensions of service quality as well as the interrelationships among the five high-order marketing constructs based on Thai day spa customers' perceptions. The second framework introduced by Ryu et al. (2012) is an integrated model that evaluates the effects of three restaurant service quality dimensions on restaurant image, perceived value, customer satisfaction, and behavioral intention. The third framework developed by Fuentes-Blasco et al. (2017) indicates marketing and technological innovations, as independent variables, have direct influences on satisfaction and an indirect effect through store image, consumer value, and store brand equity.

There are three types of variables in this study: (i) independent variables, (ii) mediator, and (iii) dependent variables. The independent variables are service quality, spa image, perceived value, and technological innovation. There is only one mediating variable, customer satisfaction, and one dependent variable, behavioural intention, which is the heart of this study.

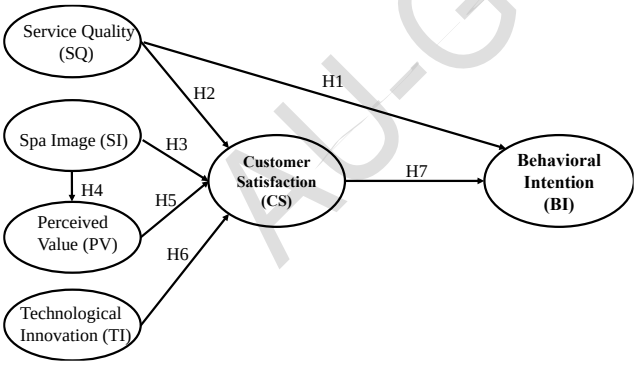

Figure 1: The Conceptual Framework

The researcher intends to investigate seven relationships among these variables using this conceptual framework, including the relationship between (i) service quality and behavioral intention (H_1), (ii) service quality and customer satisfaction (H_2), (iii) spa image and customer satisfaction (H_3), (iv) spa image and perceived value (H_4), (v) perceived value and customer satisfaction (H_5), (vi) technological innovation and customer satisfaction (H_6), and (vii) customer satisfaction and behavioural intention (H_7).

3.2. Methodology

The study applied a quantitative approach using the self-administered survey method. To investigate factors related to behavioral intention, a closed-ended questionnaire and a five-point Likert scale were used. Before it was pilot-tested, the drafted questionnaire was tested to see if it covered all the variables the researcher wanted to collect data on and if there were any unnecessary questions, as well as its validity and reliability using the Item-Objective Congruence technique. Cronbach's alpha was used to test the reliability of the collected data. A probability and multi-stage sampling were applied for selecting the sample. The data was undergone three-stage analyses: preliminary data analysis, descriptive analysis, and inferential analysis. Structural equation modelling (SEM) was used to analyse the structural relationships of the six constructs.

3.3. Population and Sampling Size

According to Hair et al. (2007)**,** a target population is an entire group of elements relevant to a research project, and they have information researchers intended to collect; or share communal characteristics. In this study, the target population is Cambodian citizens aged 18 and up who have used day-spa services in Cambodia, both male and female, and frequent spa users.

The sample size, according to Sekaran and Bougie (2010), is the number of cases chosen to represent the study population. Blunch (2017) believed that in the structural equation model (SEM), a sample size that is too small could generate many problems. Additionally, Ainur et al. (2017) explained that sample size affects some of the Goodness of fit indices (GFI), and Boomsma (1985) added that a minimum number of sample sizes for SEM are between 100 or 200. Soper (2019) invented a calculator to define the appropriate sample size for any study using SEM to analyse statistics. Based on Soper (2019), the sample size for this study is 403, but the researcher collected data from 450 day-spa users.

3.4. Sampling Technique

Sampling is the process of extracting a sample from a specific population. In any research, it is impossible to assess or survey every element of a population; thus, researchers select a group of people for the assessment (Mohsin, 2016). This study used two-stage probability sampling strategies: (i) simple random sampling for day-spa

establishments as the primary sampling unit (PSU) and (ii) systematic random sampling for day-spa visitors as the secondary sampling unit (SSU). At the PSU level, ten (10) day spas were chosen at random from a sample frame of 77-day spas. At the SSU level, the researcher changed the interval from every 2nd spa visitor to every spa visitor after the pilot test due to the low rate of customers' turnout during the Covid-19 pandemic's travel restriction. As a result, every spa visitor has a chance to be chosen, and he or she is asked to participate in the survey and, if agreed, they were asked screening questions for eligibility. Only eligible spa customers are asked to self-administer the entire questionnaire via Google Surveys. From each participating spa, 45 customers were chosen at random.

3.5. Questionnaire Design

According to Hair et al. (2013) and Gray (2019), a questionnaire is a research tool consisting of questions, prompts, and scales designed to distribute to respondents to gather and produce primary data. Firstly, the researcher developed a questionnaire by adapting questions from the three previous studies of Thongkern (2016), Ryu et al. (2012), and Fuentes-Blasco et al. (2017). Secondly, the researcher modified some questions to reflect and fit the Cambodian day spa context. Finally, the validity and internal consistency reliability of the adapted and modified questionnaire were assessed. The final questionnaire was divided into four sections. The first section includes screening and general questions, which are used to screen or filter out irrelevant respondents and to determine the frequency of spa visits. The second section is the core section for measuring independent variables, which includes service quality (4 items), spa image (3 items), perceived value (3 items), technological innovation (3 items), and customer satisfaction (3 items). The third section assesses the dependent variable: behavioral intent (4 items). The demographic information for the respondents is provided at the end of the questionnaire. In August 2021, data was collected, and 450 questionnaires were completed.

4. Results and Discussion

4.1. Demographic Information

From the 450 respondents, five demographic variables (gender, age, occupation, education, and income) were investigated. The majority of spa-goers are men. According to the survey results, female respondents outnumbered male respondents by a margin of 21.1 percent (95) to 78.9 percent (355). Spa services are popular among economically active people. According to the data, the majority of respondents (48 percent) were between the ages of 36 and 45, followed by those between the ages of 26 and 35 (27.6 percent) and those between the ages of 46 and 55 (48.6 percent) (16.9 percent). The youngest (18-25 years old) and oldest (56 years old and above) quantiles accounted for only 4.9 percent and 2.7 percent of total respondents, respectively. Spa-goers are a well-educated demographic. More than half of those polled had a higher education degree (45.3 percent) have a master's degree and 5.8 percent have a degree beyond a master's degree), with a bachelor's degree coming in second (37.1 percent).

Spa goers are a subset of the lifestyle population. The majority of respondents are wage earners with higher income levels. Entrepreneurs and business owners had the highest proportion of total respondents (44.2 percent), followed by private sector and government employees (18.9 percent and 15.1 percent, respectively). Professionals (doctors, architects, and engineers) had a 14 percent share. Housewives (4 percent), NGO employees (2.4 percent), and unemployed and students (4 percent) had lower proportions (1.4 percent). Entrepreneurs and business owners may earn the most money compared to other respondents. According to the data, 40.9 percent (184) of respondents had a monthly income of more than US$ 3,000. 34.4 percent (155) of respondents had monthly incomes ranging from $1,000 to 3,000 USD, classifying them as middle-income earners. Only 24.7 percent (111) of those polled made less than $1,000 per month.

4.2. Confirmatory Factor Analysis

Following completion of all preliminary analyses and confirmation that the results were usable, the dataset was further analysed using the AMOS software program to generate Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM). CFA is also referred to as a Measurement Model. The SEM investigates how the observed indicators (questionnaire items) are affected by unobserved or latent variables (service quality, spa image, perceived value, technological innovation) (Arbuckle, 2008). It is also used to assess the quality of all measurement model constructs by evaluating construct validity (convergent and discriminant validity) and overall fit indices.

Convergent validity refers to the results of constructs that are related to other items measuring the same construct or that share a high proportion of variance (Pallant, 2013). It can be assessed by the composite reliability (CR) or internal consistency. It can be measured using Cronbach's alpha, factor loading, and average variance extracted (AVE). Values applied for this study were (i) Cronbach's Alpha (CA) > 0.7 (Nunnally, 1978), (ii) Factor Loading (Standardized Coefficients) > 0.5 (Hair et al., 2006), (iii)

Composite Reliability (CR, Construct Reliability) > 0.7 (Hair, 2009), and (iv) Average Variance Extracted (AVE) > 0.5 (Fornell & Larcker, 1981). Table 1 indicates a high level of convergent validity of the model. All variables observed have factor loadings greater than the acceptable threshold level of 0.5. All latent variables' composite reliability and Cronbach's Alpha values exceed the threshold level of 0.7 and have very close reliability values.

Table 1: Confirmatory Factor Analysis Results, Composite Reliability (CR), and Average Variance Extracted (AVE)

Variables	Sources of Questionnaire	No. of Items	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
Service Quality	Thongkern (2016)	4	0.724 - 0.877	0.866	0.873	0.634
Spa Image	Ryu et al. (2012)	3	0.607 - 0.789	0.750	0.760	0.516
Perceived Value	Ryu et al. (2012)	3	0.769 - 0.864	0.864	0.867	0.685
Tech. Innovation	Fuentes-Blasco et al. (2017)	3	0.783 - 0.876	0.877	0.879	0.708
Customer Satisfaction	Thongkern (2016)	3	0.783 - 0.829	0.846	0.848	0.651
Behavioural Intention	Thongkern (2016)	4	0.773 - 0.868	0.897	0.903	0.700

Discriminant validity is the process by which two conceptually similar constructs are conceptually distinct, or how measurements are not supposed to be related. Q-sorting, the chi-square difference test, and the average variance extracted (AVE) analysis are just a few of the techniques used to test discriminant validity. According to Fornell and Larcker (1981), discriminant validity is evaluated by computing the square root of the AVE of each construct. Based on this study, the values of discriminant validity (values listed in diagonal in Table 2) are larger than all inter-constructs/factor correlations. Therefore, the discriminant validity is supportive.

Table 2: Discriminant Validity

Construct	SQ	SI	PV	TI	CS	BI
SQ	**0.80**					
SI	0.52	**0.72**				
PV	0.42	0.70	**0.83**			
TI	0.65	0.34	0.28	**0.84**		
CS	0.78	0.57	0.51	0.72	**0.81**	
BI	0.79	0.54	0.48	0.61	0.80	**0.84**

SQ = Service Quality; SI = Spa Image; PV = Perceived Value; TI = Technological Innovation; CS = Customer Satisfaction.
BI = Behavioural Intention

The Goodness of Fit test developed by Jöreskog and Sörbom in 1993 to measure the proportion of variance and the estimated population covariance, or it establishes the discrepancy between the observed values and those that would be expected of the model in a typical distribution case, is used to evaluate model fit (Kenton & Estevez, 2021). There are many Goodness of Fit tests, but the most common is the Chip-square test. According to Kline (1998), at least four Goodness of Fit tests are needed. One of them is Chi-square. The next set can be selected one from GFI, NFI, CFI, or SRMR; one from AGFI, TLI, or RMSEA; and the last one from IFI, SRMR or RMSEA. As shown in Table 3, seven common Goodness of Fit tests and their acceptable values were used for this study, and all seven indices should be a good fit by the sample data. Model generation and evaluation were carried out using the SPSS-AMOS software. If any of the seven indices is not fit, the model must be modified until all seven indices are fit. The first CFA revealed that the model fitted with five Goodness of fit indices (chi-square, RMR, RMSEA, AGFI, and NFI). As a result, the researcher improved the model's fit by connecting residual error of some observed variables, preferably those with higher values, and rerunning AMOS. As of this time, the CFA analysis result met the acceptable threshold levels for all required Goodness of fit indices, as shown in Table 3, and had a better fit for all required indices.

Table 3: Goodness of Fit Results from CFA

Indices	Acceptable Values	Results
CMIN/DF	≤ 4, Kline (2005)	2.870
RMR	< 0.05, Hair (2009)	0.018
RMSEA	≤ 0.08, Hair et al. (1998), Browne (1993)	0.065
GFI	≥ 0.90, Hu and Bentler (1999)	0.918
AGFI	≥ 0.80, Segars and Grover (1993)	0.879
CFI	≥ 0.95, Hu and Bentler (1999)	0.958
NFI	≥ 0.90, Hair et al. (1998)	0.937

4.3. Structural Equation Model

SEM depicts relationships between latent constructs of both dependent and independent variables and combines several approaches of common structures to represent a research model in a framework (Chaipoopirutana, 2018). Its goal is to examine a theoretical causal model composed of a set of predicted covariances between variables and then determine whether it is plausible in comparison to the observed data (Jöreskog, 1970; Wright, 1934).

To compare the results of the SEM analysis of the study data, the researcher chose seven Goodness of fit indices (Chi-square, RMR, RMSEA, GFI, AGFI, CFI, and NFI). The first SEM analysis revealed that the study's structural model only fit one index of goodness model (AGFI). As a result, the study's structural model was modified to account for the goodness of fit of all seven selected indices. In AMOS, the researcher modified the model by connecting the two-headed arrows of some variables with high values of M.I. and Par Change of modification indices covariances. As a result, the SEM of the study data was a good fit with all seven Goodness of fit indices chosen, as shown in Table

4 below.

Table 4: Goodness of Fit Results from SEM

Indices	Acceptable Values	Results
CMIN/DF	≤ 4, Kline (2005)	2.574
RMR	< 0.05, Hair (2009)	0.020
RMSEA	≤ 0.08, Hair et al. (1998), Browne (1993)	0.059
GFI	≥ 0.90, Hu and Bentler (1999)	0.927
AGFI	≥ 0.80, Segars and Grover (1993)	0.889
CFI	≥ 0.95, Hu and Bentler (1999)	0.965
NFI	≥ 0.90, Hair et al. (1998)	0.944

4.4. Results of Hypothesis Testing

After SEM confirmed the fit of the seven goodness indices, the researcher tested the structural model's path coefficients (standardized regression weight) to see which one best fit the data. The path analysis determines the direct causal effect on each endogenous variable in the SEM, and the results are presented as β values (standardized regression weight), t-values (critical ratios), and p-values (statistically significant). A statistically significant causal effect or relationship is indicated by covariance with a t-value greater than 1.96 and a p-value less than 0.05. Tables 5 and 6 show the results.

Table 5: Hypothesis Results of the Structural Model

Hypotheses	Paths	Standardized path Coefficients (β)	S.E.	t-value > 1.96	Test Results
H_1	SQ → BI	0.169	0.065	2.148*	Supported
H_2	SQ → CS	0.591	0.041	10.586**	Supported
H_3	SI → CS	0.395	0.920	0.667	Not Supported
H_4	SI → PV	0.970	0.085	11.964**	Supported
H_5	PV → CS	-0.216	0.850	-0.375	Not Supported
H_6	TI → CS	0.278	0.032	5.777**	Supported
H_7	CS → BI	0.727	0.099	8.179**	Supported

Note: * p-value < 0.05, ** p-value < 0.001

Table 6: Direct, Indirect, and Total Effects of Relationships

	Independent Variables (Determinants/Exogenous)					
Dependent Variables	Effect	Service Quality	Spa Image	Perceived Value	Technological Innovation	Customer Satisfaction
Perceived Value (PV)	DE	-	0.970**	-	-	-
	IDE	-	-	-	-	-
	TE	-	0.970**	-	-	-
	R^2 = 0.940					
Customer Satisfaction (CS)	DE	0.591**	0.395	-0.216	0.278**	-
	IDE	-	-0.209	-	-	-
	TE	0.591**	0.186	-0.216	0.278**	-
	R^2 = 0.792					
Behavioural Intention (BI)	DE	0.169*	-	-	-	0.727**
	IDE	0.430	0.135	-0.157	0.202	-
	TE	0.599*	0.135	-0.157	0.202	0.727**
	R^2 = 0.764					

Note: DE is Direct Effect; IDE is Indirect Effect; TE is Total Effect

The result of **Hypothesis 1**, the relationship between service quality and behavioral intention revealed that service quality had a significant and positive effect on behavioral intentions with the standardized path coefficient of β = 0.169, t-value = 2.148, and p-value < 0.05. There is a statistically significant direct causal relationship (0.169*) and total causal relation (0.599*) between service quality and behavioural intention. This significant and positive effect suggests that any change in service quality will have a proportionate effect on behavioral intentions, thereby supporting Hypothesis 1.

The result of **Hypothesis 2**, the relationship between service quality and customer satisfaction revealed that service quality had a significant and positive effect on customer satisfaction with the standardized path coefficient of β = 0.591, t-value = 10.586, and p-value < 0.001. There is a statistically significant direct causal relationship between service quality and customer satisfaction (0.591**). This significant and positive effect implies that any change in service quality will have a proportionate effect on customer satisfaction, thereby supporting Hypothesis 2.

The result of **Hypothesis 3**, the relationship between spa image and customer satisfaction revealed that spa image had a negligible effect on customer satisfaction with the standardized path coefficient of β = 0.395, t-value = 0.667, and p-value > 0.05. There is no statistically significant direct causal relationship (0.395) and total causal relationship (0.186) between spa image and customer satisfaction. This insignificant effect implies that any change in spa image will not have a proportionate effect on customer satisfaction, thus contradicting Hypothesis 3. The total causal effect of spa image on behavioral intention was not statistically

significant (0.135).

The result of **Hypothesis 4**, the relationship between spa image and customer perceived value revealed that spa image had a significant and positive effect on perceived value with the standardized path coefficient of β = 0.970, t-value = 11.964, and p-value < 0.001. There is a statistically significant direct causal relationship between spa image and perceived value (0.970**). This significant and positive effect suggests that any change in spa image will have a proportionate effect on perceived value, thereby supporting Hypothesis 4.

The result of **Hypothesis 5**, the relationship between customer perceived value and satisfaction revealed that perceived value had a negligible effect on customer satisfaction with the standardized path coefficient of β = -0.216, t-value = -0.375, p-value > 0.05. There is no statistically significant direct causal relationship between perceived value and customer satisfaction (-0.216). This insignificant and negative effect implies that any change in perceived value will not have a proportionate effect on customer satisfaction, thus contradicting Hypothesis 5. The total causal effect of perceived value on behavioral intention is not statistically significant (-0.157).

The result of **Hypothesis 6**, the relationship between technological innovation and customer satisfaction revealed that technological innovation had a significant and positive effect on customer satisfaction with the standardized path coefficient of β = 0.278, t-value = 5.777, and p-value < 0.001. There is a statistically significant direct causal relationship between technological innovation and customer satisfaction (0.278**). This significant and positive effect implies that any change in technological innovation will have a proportionate effect on customer satisfaction, thereby supporting Hypothesis 6. The total causal effect of technological innovation on behavioral intention is not statistically significant (0.202).

The result of **Hypothesis 7**, the relationship between customer satisfaction and behavioral intention revealed that customer satisfaction had a significant and positive effect on behavioral intention with the standardized path coefficient of β = 0.727, t-value = 8.179, and p-value < 0.001. There is a statistically significant to direct causal relationship between customer satisfaction and behavioural intention (0.727**). This significant and positive effect suggests that any change in customer satisfaction will have a proportionate effect on behavioral intention, thereby supporting Hypothesis 7. Customer satisfaction is also a potential mediator of the relationship between service quality and behavioral intention (0.430).

5. Conclusions and Recommendations

5.1. Conclusions

According to the findings, the five selected constructs (service quality, spa image, perceived value, technological innovation, and customer satisfaction) account for 76% of behavioural intention (R^2 = 0.764). Customer satisfaction and service quality are the two most important determinants that have a significant impact on behavioral intention. Customer satisfaction is the most important predictor of behavioral intention and act as a mediator between service quality and behavioral intention. Spa image, perceived value, and technological innovation are not significant predictors of behaviour. This significant and positive effect implies that any change in customer satisfaction and service quality will have a proportionate effect on behavioral intention. On the contrary, any change in spa image, perceived value, or technological innovation will not have a proportional impact on behavioral intention.

The study also indicates that service quality, spa image, perceived value, and technological innovation account for 79% of customer satisfaction (R^2 = 0.792). The two most important determinants that have a significant impact on customer satisfaction are service quality and technological innovation. Customer satisfaction is not affected by spa image or perceived value. The significant and positive effects imply that any change in service quality or technological innovation will have a proportional impact on customer satisfaction. On the contrary, any change in spa image and perceived value will have no proportional effect on customer satisfaction.

Five of the seven hypotheses tested are statistically significant and supported (Hypothesis 1, 2, 4, 6, and 7), while two are not statistically significant and are not supported (Hypothesis 3 and 5). According to the findings, spa managers should concentrate on continuously improving service quality and innovating information and communication technology. This finding suggests that providing superior service quality to spa customers during the spa service process can increase customer satisfaction and behavioral intention. Meanwhile, technological innovation or adaptation will allow customers to better communicate and engage with the spa (bringing the spa closer to the customer), and spa managers will be able to better understand their customers' needs and develop strategies to increase their satisfaction.

5.2. Recommendations

This study is an important step toward understanding the issues involved in operationalizing spa customers' behavioral intentions. However, several new research areas of interest have emerged because of the limitations. As a result, four recommendations for future research are made

in this study. To begin, future researchers could use the same conceptual framework used in this study to conceptualize and measure the perceptions of spa customers in different cities throughout Cambodia and other countries. The constructs investigated in this study may help to improve understanding of interrelationships in various cultural settings. Second, future researchers may expand on the current conceptual framework by incorporating additional potential constructs such as commitment, customer engagement, customer emotion, switching cost, and trust. Furthermore, testing the direct, mediating roles of the other constructs could provide a better understanding of the constructs' interrelationships. Third, future researchers may expand on the current conceptual framework by incorporating sub-dimensional constructs to create a hierarchical framework for the day spa study, particularly the service quality. Fourth, this study's sample is limited to Cambodian day spa customers. As a result, replication of this study based on customer perceptions of different types of spas in other countries would be valuable, as the information could provide a deeper understanding of the interrelationships between the constructs identified in this study.

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