

## **Editorial**

This is the third volume of this Academic journal and this issue presents seven research dealing with various business related topics, namely:

The research “Factors affecting customer satisfaction on brand x green tea: a case study of Bangkok consumers” by Tipjaree Chanruechai and Maria Socorro Cristina L. Fernando, Ph.D. determines the factors affecting customer satisfaction on Brand X green tea as well as the relationship between quality of tea, price, brand image, and health concern and customer satisfaction.

The research found that the quality of tea is the most significant factor in customer satisfaction. Price and brand image have significant relationships with customer satisfaction. In contrast, health concern has no significant relationship with customer satisfaction on Brand X green tea.

The article “Measuring patients' perceived hospital service quality: A case study of Nepal's private hospitals” by Anupama Rajbhandari and Apichart Intravisit, Ph.D. describes the hospital service quality of Nepal's private hospital as perceived by Nepalese patients and to which patients' satisfaction of health service quality impact upon their behavioral intention. The research shows that correlation exists between customer satisfaction and behavioral intention.

Konark Rajbhandari and Apichart Intravisit, Ph.D.'s article on “Identification of impact of atmospheric attributes upon buying intention of customers in Bhat Bhateni Supermarket in Nepal” determined the atmospheric attributes of the supermarket and the impact made by these attributes towards buying intention of customers of the store. The findings of the research revealed the atmospheric attributes play a key role in the success of supermarket.

Nanthana Rujiramora's study on “Factors Influencing Customer Purchase Intention of Fitness Center Membership: A Case Study of MBA Students at Assumption University City Campus” determined which factors and criteria influence customer intention to purchase in fitness centers membership in central Bangkok. The results of the study showed that price is the most influencing factor toward customer purchase intention in fitness center membership, followed by facility and number of branches.

The research on the “Factors affecting customer satisfaction on organic facial foam: A case study of customers who used organic facial foam” by Wisinee Sangchanrung was conducted among teenagers and young adults aged 13 – 25 years old. It determined the relationship between and impact of customer satisfaction and product quality, reliability, price, product design. The results provided important managerial implications.

The article “Factors influencing purchase intention towards a retail clothing company” by Charnvudh Vajarodaya and Maria Socorro Cristina L. Fernando, Ph.D. investigated the factors affecting purchase intention towards a retail clothing store. The significance and relationships of perceived service quality, perceived value for money, brand awareness, and celebrity/brand congruencies on purchase intention were tested and analyzed using the MLR. The result showed that all independent variables are positive predictors of purchase intention towards a retail clothing company. The result showed that all independent variables are positive predictors of purchase intention towards a retail clothing company. This result provided important managerial implications to retail's management to focus on brand awareness to enhance customers' purchase intention and profitability.

The article “Factors influencing job satisfaction of gen x and gen y in a financial institution: A case study of global payment service department” by Navarat Siwasampattikul and Maria Socorro Cristina L. Fernando, Ph.D. involved measuring the impact of participation in decision making, empowerment, reward and recognition and workplace environment on job satisfaction of employees in a department of a bank. The findings indicated that it is important for managers to improve job satisfaction to enhance retention rate and job loyalty.

It is our hope that these research would be relevant contribution to knowledge sharing in the fields of business and economics, especially in the context of product and service quality delivery, job satisfaction, marketing and sales.

**Maria Socorro Cristina L. Fernando, PhD**

**Editor**