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Abstract

This study examines the factors influencing customer satisfaction with steel mesh fencing products, focusing on product quality, price, and corporate image. Using a descriptive and inferential research design, data were collected from 506 respondents across Thailand and analyzed using multiple linear regression. The findings reveal that product quality and corporate image significantly affect customer satisfaction, while price shows no substantial impact. Product quality, particularly dimensions like performance and reliability, and a strong corporate image, enhance satisfaction by fostering trust and credibility. Recommendations emphasize improving product reliability, leveraging brand positioning, and maintaining transparent communication. Future research should explore additional variables and customer segments to refine strategies for sustained satisfaction and long-term success in the steel mesh fencing industry.

Keywords: Product quality, Price, Corporate image, Customer satisfaction, Serviceability, Perceived Quality, Steel mesh fence

Introduction

In Thailand's industrial and construction sectors, particularly the industry, customer satisfaction has emerged as a pivotal factor driving business success. Given the essential role that fencing plays in securing residential, commercial, and industrial properties, the demand for high-quality, durable, and reliable products is crucial. As the number of competing brands in steel mesh fencing increases, ensuring customer satisfaction has become a strategic focus for companies aiming to retain existing customers and attract new ones. The importance of customer satisfaction in competitive markets has been extensively studied. Kotler and Keller (2016) emphasized that customer satisfaction is the foundation for building brand loyalty and ensuring sustained growth. Businesses that meet or exceed customer expectations not only survive but thrive in competitive markets, and this is particularly true in industries like steel mesh fencing, where product performance directly impacts consumer trust. The stakes are

high: satisfied customers are more likely to become repeat buyers, and they also contribute to positive word-of-mouth, further enhancing a company's reputation.

This study examines how product quality—including performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality—along with price and corporate image, impacts customer satisfaction. As Ling (2018) studied the impact of product quality on customer satisfaction, the researcher defined product quality with 8 sub-variables (performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality). However, Garvin (1987) conceptualized product quality based on three factors of performance, durability, and reliability as essential in shaping customer perceptions. In the steel mesh fencing industry, performance is crucial, as customers seek fences that meet functional needs while withstanding environmental conditions. Ali and Raza (2015) further confirmed that meeting quality expectations enhances customer satisfaction, fostering long-term loyalty. Also, Kotler and Keller (2016) emphasized that enhanced features, like security coatings and customizable sizes, add value and boost customer satisfaction. Tailored features make customers feel they are getting more than a standard product. Reliability is also key—Monroe (2003) noted that customers trust reliable products, especially in industries like steel mesh fencing, where durability is essential. A dependable product prevents failures, maintaining trust in the brand. Zeithaml (1988) further highlighted that reliability strengthens customer retention, ensuring long-term satisfaction. In addition, Garvin (1987) emphasized durability as a key factor in product quality, especially in steel mesh fencing, where customers seek products that withstand harsh conditions with minimal maintenance. Zeithaml (1988) noted that durable products lower ownership costs, reducing the need for frequent repairs and replacements, which enhances perceived value and satisfaction. Aesthetics, though secondary in industrial products, still influence customer perception. Monroe (2003) pointed out that visually appealing designs improve the overall customer experience, even in functional products like fencing. Serviceability, as a dimension of product quality, also plays a key role to impact on customer satisfaction, as Garvin (1987) defined it as how easily a product can be maintained or repaired. In steel mesh fencing, minimizing downtime and maintenance costs is crucial. Hyun and Kang (2014) found that easy maintenance increases satisfaction, reducing the long-term burden on buyers. Perceived quality, as described by Jang and Namkung (2009), is another critical factor. It reflects a customer's overall impression of a product's superiority, including materials, durability, and brand reputation. When customers perceive high quality, they are more likely to be satisfied and remain loyal to the brand.

Price influences customer satisfaction, as Monroe (2003) noted that perceived price fairness affects purchase decisions. When customers believe a product's price aligns with its quality and features, satisfaction increases. In competitive markets like steel mesh fencing, maintaining reasonable pricing without sacrificing quality is essential. Corporate image also plays a crucial role. Dowling (2006) highlighted that a company's reputation, ethics, and transparency impact customer perceptions. A strong corporate image fosters trust and loyalty, which is especially important in industrial markets where reliability and reputation drive

purchasing decisions. In conclusion, the variables selected for this study, quality, performance, features, reliability, conformance, durability, aesthetics, serviceability, perceived quality, price, and corporate image, are grounded in extensive research that demonstrates their impact on customer satisfaction. By focusing on these factors, companies in the steel mesh fencing industry can enhance customer satisfaction. This study aims to provide valuable insights into how businesses can leverage these factors to strengthen their market position and achieve long-term growth.

Literature Review

Product Quality: Ling (2018) implied that product quality comprised eight attributes. *Performance* refers to how effectively the product serves its intended function, such as providing security and durability. It is one of the most critical dimensions of product quality that impacts customer satisfaction. *Features* describe the specific characteristics or options provided by the product, such as the ability to withstand harsh weather conditions or its flexibility in installation. These can enhance the perceived value of the product. *Reliability* denotes the consistency with which the product performs its intended function over time without failure, which is an important aspect of long-term customer satisfaction. *Conformance* refers to the degree to which the product meets established specifications or industry standards, ensuring the product functions as expected. *Durability* is the lifespan of the product and its ability to withstand wear, pressure, or damage. High durability contributes significantly to customer satisfaction, particularly in industrial products like fencing. *Aesthetics* involves the visual appeal and design of the product, including factors such as color, shape, and overall appearance. While more subjective, aesthetics can influence customer preference and satisfaction. *Serviceability* refers to the ease of repairing or maintaining the product. Products that are easier to service often lead to higher customer satisfaction due to reduced costs and inconvenience associated with repairs. *Perceived quality* is the customer's perception of the overall quality of the product based on their personal experience, expectations, and the product's brand reputation.

In addition, Garvin (1987) emphasizes reliability as a key aspect of product quality, highlighting the importance of consistent performance and durability. In industrial products, reliability is assessed by the product's ability to endure stress without failure—a critical factor for steel mesh fences exposed to environmental elements and physical forces. Standardization plays a vital role in ensuring product reliability; adhering to industry standards guarantees that steel mesh fences meet essential safety and performance benchmarks. Moreover, a product's reliability significantly influences customer satisfaction, especially for items used over extended periods. In outdoor applications like fencing, materials must resist corrosion and wear to maintain structural integrity. The ability of steel mesh fences to withstand rust and degradation over time directly indicates their reliability, thereby enhancing customer satisfaction. Furthermore, the author stated that serviceability is a key quality dimension, such

as maintenance, repair, and product longevity, especially, outdoor industrial applications, such as steel mesh fences. Prioritizing serviceability ensures durability against environmental factors, leading to long-term customer satisfaction. Also, perceived quality is crucial for customer satisfaction, reflecting how well a product aligns with expectations regarding performance, aesthetics, and longevity. Based on the outdoor materials, structural integrity and environmental resistance are key, along with ease of use and low maintenance, contributing to overall perceived quality and long-term customer satisfaction. Consistent adherence to quality standards ensures regulatory compliance and builds customer trust. Delivering reliable, high-performance products enhances customer satisfaction and encourages repeat purchases.

Hermenegildo et al. (2020) conceptualized price as the monetary cost customers pay in exchange for the product. It also includes the perception of price fairness, which can significantly impact customer satisfaction. Customers expect the price to be aligned with the perceived value of the product. **Many researchers found that price** significantly influences customer satisfaction by shaping perceived value; consumers often associate higher prices with better quality. Transparent and consistent pricing strategies foster trust and satisfaction, particularly in quality-sensitive industries. Fair pricing not only boosts sales but also enhances customer retention, as it reflects a company's credibility and reliability (Kotler & Keller, 2016; Zeithaml)

Steven et al. (2023) stated that corporate image is the perception that customers and the public have of a company. It includes aspects such as ethical business practices, branding, and trustworthiness. A strong corporate image enhances customer satisfaction and fosters loyalty. A strong corporate image, encompassing beliefs, impressions, ethical practices, sustainability, and transparency, significantly influences customer perceptions and decisions. It fosters trust, loyalty, and long-term success by shaping expectations and satisfaction levels.

Ling (2018) defined customer satisfaction as the outcome of a customer's evaluation of their experience with a product, comparing the actual product performance against their expectations. Customer satisfaction evaluates how well a product meets or exceeds customer expectations, influencing loyalty and repeat purchases. When performance aligns with or surpasses expectations, customers feel satisfied; if it falls short, dissatisfaction occurs.

Literature Review

Related Literature Review between Product Quality and Customer Satisfaction Garvin (1987) defined product quality as a multidimensional concept, including aspects like performance, reliability, durability, and aesthetics, all of which directly impact customer satisfaction. In various studies, it has been established that superior product quality leads to higher levels of customer satisfaction and loyalty. Ali and Raza (2015) demonstrated that product quality in industrial sectors, such as steel mesh fencing, correlates with customer loyalty, trust, and long-term engagement. According to Kotler and Keller (2016), the

researchers emphasized the importance of meeting customer expectations through consistent quality, noting that when customers perceive the quality of a product to meet or exceed expectations, satisfaction rises significantly. Zeithaml (1988) also highlighted that perceived quality is one of the most influential drivers of customer satisfaction. Moreover, Monroe (2003) suggested that customers' perceived value of a product, closely linked to its quality, plays a vital role in their overall satisfaction. Numerous empirical studies confirm this connection between product quality and customer satisfaction. Hyun and Kang (2014) found that in competitive markets, high product quality helps businesses differentiate themselves and maintain customer loyalty. Similarly, Jang and Namkung (2009) found that product quality, especially in tangible goods, strongly influences both customer satisfaction and emotional responses. Thus, the findings from past literature suggest that enhancing product quality in the steel mesh fence industry can significantly impact customer satisfaction, encouraging repeat purchases and long-term relationships with the company.

Conceptual Framework

This study is developed to examine the influence of key marketing and operational factors on customer satisfaction in the steel mesh fencing industry. Specifically, it focuses on how product quality (comprising performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality), price, and corporate image contribute to the overall satisfaction of customers who purchase steel mesh fencing. These constructs are grounded in established literature and are considered critical in shaping customer perceptions, influencing repurchase behavior, and sustaining long-term brand loyalty. Based on this framework, the following hypothesis is proposed:

H1_o: Product quality—comprising performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality—has no statistically significant influence on customer satisfaction.

H1_a: Product quality—comprising performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality—has a statistically significant influence on customer satisfaction.

Related Literature Review between Price and Customer Satisfaction

Monroe (2003) defined price as the monetary cost and found that price perception influences customer satisfaction, as customers tend to compare the fairness of the price with the product quality. Kotler and Keller (2016) highlighted that competitive pricing significantly enhances customer satisfaction when it aligns with customer expectations. Numerous studies demonstrate that price fairness is a critical determinant of customer satisfaction. Zeithaml et al. (1996) argued that perceived price fairness directly impacts customer satisfaction. Ali and Raza (2015) also confirmed that appropriate pricing strategies lead to higher satisfaction and customer retention, especially in highly competitive markets. The balance between price and quality is essential in creating a positive purchasing experience and driving customer satisfaction.

Related Literature Review between Corporate Image and Customer Satisfaction

A positive corporate image enhances customer satisfaction by building trust, reliability, encourage repeat business, long-term relationships and also a well-maintained corporate image can act as a buffer in competitive markets, helping companies maintain customer satisfaction even during market fluctuations or product issues (Balmer & Greyser, 2006) supported by Nguyen and Leblanc (2001) who found that corporate image directly affects customer satisfaction, especially when customers feel aligned with the company's values and reputation. However, Kotler and Keller (2016) highlighted that a well-maintained corporate image not only influences customer satisfaction but also creates positive word-of-mouth. Andreassen and Lindestad (1998) demonstrated that corporate image acts as a buffer in competitive markets, where companies with strong reputations can better maintain customer satisfaction, even when facing market fluctuations or product issues.

Related Literature Review among Product Quality, Price, Corporate Image, and Customer Satisfaction

Garvin (1987) identified key dimensions of product quality—performance, reliability, and durability—that significantly impact customer satisfaction. In the steel mesh fence industry, maintaining high quality enhances customer loyalty. Monroe (2003) emphasized that customers assess price fairness relative to perceived value, while Kotler and Keller (2016) highlighted competitive pricing as a means to build trust and attract long-term customers in competitive markets. Dowling (2006) noted that a positive corporate image fosters trust and loyalty, and Kotler and Keller (2016) added that a strong reputation deepens customer relationships, especially in repeat business industries. Zeithaml (1988) argued that product quality, price, and corporate image collectively influence customer satisfaction by shaping perceived value, which drives loyalty. Parasuraman et al. (1994) reinforced that meeting or exceeding expectations in these areas leads to lasting satisfaction and positive word of mouth. In the steel mesh fence sector, balancing these factors is crucial for sustaining customer satisfaction. Jang and Namkung (2009) found that customers who perceive value in these elements are more likely to remain satisfied and recommend the product. Hyun and Kang (2014) demonstrated that alignment of these factors not only boosts satisfaction but also fosters emotional engagement, strengthening the customer-company relationship.

Therefore, the researchers have set the first hypothesis as follows:

H2_o: Product quality, price, and corporate image have no statistically significant influence on customer satisfaction.

H2_a: Product quality, price, and corporate image have a statistically significant influence on customer satisfaction.

Figure 1

The conceptual research model



Research Methodology

Descriptive research was applied to study the influence of product quality, price, corporate image, and customer satisfaction towards steel mesh fence entrepreneurs in Thailand. A survey technique was used to distribute questionnaires, collecting quantitative data to ensure accuracy and relevance. The researcher employed a self-administered online questionnaire to enhance reliability and minimize bias. Sekaran and Bougie (2013) described survey techniques as an effective method for gathering data from a defined population, while Zikmund et al. (2023) emphasized that structured questionnaires provide valuable insights. Cooper and Schindler (2011) supported the use of self-administered questionnaires for privacy and unbiased

responses. According to Zikmund et al.'s (2023) statement, the authors defined the target population as the group of individuals relevant to a research study. Then, the researcher collected the data from customers who had purchased steel mesh fences from Sandeedensteel Co., Ltd. As Bartlett et al. (2001) suggested that increasing the sample size helps reduce the margin of error, while Burns and Bush (2014) also noted that larger sample sizes generally lead to fewer sampling errors. Similarly, Davis (2004) recommended a sample size of more than 100 respondents to ensure reliable research results. Taking these insights into account, the researcher has opted to round the sample size to 506 for this study, aiming to improve precision and reduce sampling error for more accurate findings. Based on the sampling procedure, Taro Yamane (1967) and Cochran (1977) defined sampling procedures as methods for selecting a sample based on population size, confidence levels, and error margins. In this study, a non-probability sampling technique was applied due to the challenge of identifying the exact number of customers who had previously purchased steel mesh fences. A combination of purposive and convenience sampling was used to ensure a relevant sample.

The first step of the sampling procedure in this study was purposive sampling, as defined by Patton (2002), which was employed to select customers with direct purchasing experience from Sandeedensteel Co., Ltd. This ensured that respondents had firsthand insights into product quality, price, and corporate image. To enhance data diversity, responses were collected from various regions across Thailand. The second step was convenience sampling was also used to gather data efficiently from customers who were readily available and willing to participate. Then, the sample of this study comprises customers who have purchased steel mesh fences from Sandeedensteel Co., Ltd. Efforts were made to ensure that the sample adequately represents the broader customer base within the Thai steel mesh fencing market. The respondents were selected from diverse geographic locations across Thailand, including urban, suburban, and industrial areas, which enhances the generalizability of the findings. Moreover, Sandeedensteel Co., Ltd. is recognized as one of the key players in the industry, with extensive distribution channels and a wide range of clientele. As such, the perspectives of these respondents provide meaningful insights into customer satisfaction factors within the national context.

Research Instrument/ Questionnaires

In this study, the questionnaire consists of four parts: screening questions, factors influencing customer satisfaction (product quality, price, and corporate image) as the independent variables, customer satisfaction as the dependent variable, and demographic factors. A 5-point Likert scale is used to measure respondents' agreement with each statement. Hair et al., (2000) described the Likert scale as a tool commonly used to assess attitudes and behaviors, ranging from "strongly disagree" to "strongly agree," allowing respondents to express their level of agreement. All 47 questions are covered in four parts of the research questionnaire of screening questions, independent variables, dependent variables, and demographic factors. The independent and dependent variables in parts two and three are

measured using the Likert scale, which helps gauge the intensity of respondents' opinions on a scale from 1 to 5, where 1 represents "strongly disagree," 2 represents "disagree," 3 represents "neutral," 4 represents "agree," and 5 represents "strongly agree." Burns and Bush (2014) noted that this scale, originally developed by Rensis Likert, is widely applied in marketing research. It ensures clear and neutral statements, allowing for precise measurement of all dependent variables and customer satisfaction.

Data Analysis

In this Section, reliability analysis is conducted on 506 samples to assess the consistency of responses. According to Burns and Bush (2014), reliability ensures that respondents provide stable answers over time, confirming the questionnaire's effectiveness as a measurement tool. The coefficient alpha (α) is used to test internal consistency, with a threshold of 0.6 or higher indicating acceptable reliability (Zikmund & Babin, 2013). The analysis covers product quality, price, corporate image, and customer satisfaction, all of which exceed the required threshold, confirming the reliability of each variable.

Table 1

The Summary of the Reliability Test by using Cronbach's alpha test

Variables	Reliability Value (α -test)	No. of Questions
Performance	0.794	3
Features	0.800	3
Reliability	0.795	3
Conformance	0.814	3
Durability	0.808	3
Aesthetics	0.834	3
Serviceability	0.834	3
Perceived Quality	0.796	3
Price	0.863	4
Corporate image	0.898	6
Customer satisfaction	0.908	7
Total		41

Based on Table 1, the study evaluated the reliability of variables with a sample of 506

respondents nationwide. Cronbach's Alpha values ranged from 0.794 to 0.908, all exceeding the acceptable threshold of 0.6. Customer satisfaction had the highest reliability ($\alpha = 0.908$), followed by corporate image ($\alpha = 0.898$) and price ($\alpha = 0.863$). Aesthetics and serviceability both scored $\alpha = 0.834$. Conformance, durability, and perceived quality had α values of 0.814, 0.808, and 0.796, respectively. Performance and reliability each scored $\alpha = 0.794$, while features had $\alpha = 0.800$. With 41 questions across all independent and dependent variables, the results confirm the instruments are reliable and consistent for analyzing factors influencing customer satisfaction of the steel mesh fence company.

Table 2

Summary of Demographic Factors Analysis

Demographics Factor	Characteristics	Frequency (<i>f</i>)	Percentage (%)
Gender	male	407	80.4%
Age Group	41-50	174	34.4%
Education Level	Bachelor's Degree or less	375	74.1%
Monthly Income (Baht)	15,001-20,000	121	23.9%
Region	Northeast	215	42.5%

Based on Table 2, the researcher examined 506 customers who had purchased steel mesh fencing products from the company, focusing on five demographic factors: gender, age, education level, monthly income, and region. Regarding gender, a majority of respondents were male, accounting for 80.4% of the total sample. In terms of age distribution, the largest group consisted of individuals aged between 41 and 50 years, representing 34.4% of the respondents. Concerning education level, most participants held a bachelor's degree or lower, comprising 74.1% of the sample. When analyzing monthly income, the majority earned between 15,001 and 20,000 baht, making up 23.9% of the respondents. Finally, in terms of regional distribution, the Northeast region had the highest representation, with 42.5% of the total participants.

These demographic insights offer a comprehensive understanding of the customer profile for steel mesh fencing products, providing valuable information to inform strategies in marketing, product development, and customer relationship management tailored to this specific customer group.

Table 3

The summary of the average means of each independent variable and dependent variable

Variables	The Average Mean
Product Quality	3.94
Performance	3.90
Features	3.96
Reliability	3.96
Conformance	3.96
Durability	3.94
Aesthetics	3.92
Serviceability	3.95
Perceived Quality	3.98
Price	3.95
Corporate image	3.98
Customer satisfaction	3.95

The results from Table 3 of the study report that among various factors assessed, corporate image received the highest average mean score of 3.98, indicating respondents viewed it most favorably. This is followed by customer satisfaction and price, both with a mean score of 3.95. Product quality, evaluated through eight sub-variables—performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality—has an overall average of 3.94, making it the lowest among the assessed factors.

Results and Discussion

A study involving 506 customers of Sandeedensteel Co., Ltd. examined how product quality, price, and corporate image affect satisfaction with steel mesh fences. Using Multiple Linear Regression Analysis, the research found that aspects of product quality—such as performance, features, durability, aesthetics, serviceability, and perceived quality, which were statistically significantly influenced customer satisfaction at the significant level of <0.001, 0.002, <0.001, <0.001, 0.013, and <0.001, respectively. Among these, performance had the most substantial impact. Corporate image also played a significant role in customer satisfaction, while price did not show a meaningful effect. The study suggests that companies should focus on enhancing product quality and corporate image to achieve long-term growth and customer loyalty.

Hypothesis 1: The results confirm that product quality influences customer satisfaction. The top four key dimensions of performance, perceived quality, aesthetics, and durability ($\beta = 0.200, 0.172, 0.166, \text{ and } 0.140$, respectively) play a crucial role. Garvin (1987) highlighted that high-quality products enhance customer satisfaction by meeting functional and emotional needs. Kotler and Keller (2016) also emphasized that exceeding expectations through quality builds long-term satisfaction. In the steel mesh fencing industry, customers prioritize the performance of the product, perceived product quality, aesthetics, and product durability for

security and construction purposes, making quality improvement essential for customer satisfaction and leading to positive word-of-mouth.

Hypothesis 2: Based on the results derived from the multiple linear regression analysis to test hypothesis H2o, the researcher found that product quality and corporate image were statistically significant influences on customer satisfaction, except price. The result from Table 4 indicates that the hypothesis is not fully supported across all variables. Specifically, both product quality and corporate image demonstrated statistically significant positive effects on customer satisfaction, with the significance level of < 0.001 . This indicates that when customers perceive high product quality, particularly in dimensions such as performance, perceived quality, aesthetics, and durability in a company with a credible and transparent corporate image, their overall satisfaction is likely to increase substantially.

Conversely, the variable "price" did not exhibit a statistically significant influence on customer satisfaction, as indicated by a significance level of 0.173, which exceeds the commonly accepted significance threshold of 0.05. As a result, the null hypothesis (H2o) could not be rejected in relation to price. This finding may reflect consumer behavior in the steel mesh fencing industry, where customers tend to prioritize product quality and corporate reputation over price. It can thus be concluded that in this context, customer satisfaction is not primarily driven by cost considerations, but rather by perceived value through superior product performance and a trustworthy corporate image.

Table 4

Summary of the Results from Hypothesis Testing

Hypothesis	Statistical Analysis	Level of Significance	Beta Coefficient Values	Result
H1o: Product quality in terms of performance, features, reliability, conformance, durability, aesthetics, serviceability, and perceived quality has no statistically significant influence on customer satisfaction.	Multiple Linear Regression			
-Performance				
-Features		<0.001	0.200	Rejected H1o
-Reliability		0.002	0.111	Rejected H1o
-Conformance		0.108	0.066	Fail to reject H1o
-Durability		0.191	0.053	Fail to reject H1o

Hypothesis	Statistical Analysis	Level of Significance	Beta Coefficient Values	Result
-Aesthetics		<0.001	0.140	Rejected H1 _o
-Serviceability		<0.001	0.166	Rejected H1 _o
-Perceived quality		0.013	0.099	Rejected H1 _o
		<0.001	0.172	Rejected H1 _o
H2 _o : Product quality, price, and corporate image have no statistically significant influence on customer satisfaction.	Multiple Linear Regression			
-Product Quality				
-Price		<0.001	0.597	Rejected H2 _o
-Corporate image		0.173	0.058	Fail to reject H2 _o
		<0.001	0.279	Rejected H2 _o

Conclusion

This research examined the factors influencing customer satisfaction with steel mesh fences, focusing on product quality, price, and corporate image as independent variables. Customer satisfaction, a critical metric for business success, served as the dependent variable. Data were collected from 506 customers who had prior experience purchasing steel mesh fences from Sandeedensteel Co., Ltd. The study utilized a survey method, employing a five-point Likert scale to gather responses from a representative sample. The researcher applied Multiple Linear Regression Analysis to test the two hypotheses, and the findings of demographic factors were: the majority of respondents are male, accounting for 80.4% of the total sample. The age group with the highest representation is individuals aged 41-50 years, comprising 34.4% of respondents. In terms of educational level, most participants hold a bachelor's degree or less, representing 74.1% of the sample. The monthly income earns between 15,001-20,000 baht, making up 23.9% of respondents. The Northeast region is the largest group of customers, comprising 42.5% of the total participants. Based on the first hypothesis testing, the findings reveal product quality in terms of performance, feature, durability, aesthetics, serviceability and perceived quality were statistically significant influences on customer satisfaction at the significant level of <0.001, 0.002, <0.001, <0.001, 0.013 and <0.001 at the beta value of 0.200, 0.111, 0.140, 0.166, 0.099, and 0.172, respectively. The performance variable had the highest beta value at 0.200. Conversely, reliability (Beta = 0.066, Sig = 0.108) and conformance (Beta = 0.053, Sig = 0.191) were not statistically

significant, indicating that these factors do not have a meaningful impact on customer satisfaction in this context. The results of hypothesis two showed that product quality and corporate image were statistically significant influences on customer satisfaction at the significant level of <0.001 and the beta values of 0.597 and 0.279, respectively. However, the price was insignificant.

The research findings reveal that product quality and corporate image significantly influence customer satisfaction, which can be effectively utilized in long-term investment strategies. Focusing on enhancing product quality, particularly in terms of performance, perceived quality, aesthetics, and durability, factors highly valued by customers, can drive sustained growth. Investing in innovations and technologies to improve these attributes, such as anti-corrosion coatings or designs that cater to diverse applications, will enhance product value and build customer trust. For corporate image, developing a strong brand and maintaining transparent communication can strengthen customer confidence and satisfaction. Marketing activities that highlight social responsibility, product quality, and excellent after-sales service will foster a solid relationship between the company and its customers.

Since customers prioritize quality and trust over price, investing in product quality and corporate image is a strategic move for long-term growth. By delivering high-quality products that meet customer needs and emphasizing a reliable corporate image, companies can build a customer satisfaction base and improve competitiveness in the steel mesh fence market sustainably.

Recommendation

To enhance customer satisfaction, Sandeedensteel Co., Ltd. should focus on product performance by conducting rigorous testing to ensure compliance with industry standards for strength, corrosion resistance, and durability. Investing in research and development to improve features such as anti-corrosion coatings and reinforced structures will increase reliability. Regularly gathering and analyzing customer feedback will help refine products based on actual needs, while ensuring installation teams are well-trained will prevent performance issues caused by improper setup. Strengthening the performance dimension of products will reinforce the company's competitive position in the steel mesh fencing market. Findings from hypothesis testing indicate that product quality and corporate image significantly influence customer satisfaction, with product quality being the most critical factor. To maintain a competitive edge, the company should continuously innovate to enhance product durability, reliability, aesthetics, serviceability, and conformance. A holistic approach, focusing on both functional and design aspects, will ensure that steel mesh fences meet diverse customer needs. Maintaining high manufacturing standards and offering robust after-sales services will further strengthen customer trust. Effective marketing campaigns and customer testimonials can reinforce the company's reputation as a leader in the industry.

A strong corporate image also plays a crucial role in building customer satisfaction. Consistently delivering high-quality products, maintaining transparency, and emphasizing

ethical business practices will enhance brand credibility. Since the price was not statistically significant in influencing customer satisfaction, this suggests that customers prioritize quality and brand image over cost. Given the durable nature of steel mesh fences, customers perceive greater value in long-term quality rather than price alone. Instead of competing on cost, the company should highlight the value of its products through innovation, strong branding, and clear communication of benefits. Conducting further research on price sensitivity across different customer segments can also help refine pricing strategies to align with market expectations. By emphasizing product quality and corporate image, Sandeedensteel Co., Ltd. can build a customer satisfaction base, strengthen its market position, and drive sustainable long-term growth.

Limitations and Future Research: This study focused exclusively on steel mesh fence customers in Thailand, limiting the generalizability of the findings to other regions or product types. Future research should consider exploring additional factors, such as service quality and environmental concerns, to provide a broader understanding of customer satisfaction determinants in related industries.

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Variables Questionnaire
Performance
1. Product performance is important to customers.
2. Product performance always meets customers' requirements.
3. Product performance meets customers' requirements better than other options in the market.
Features
4. Product features are what customers need for customers' s operation.
5. Product features are desirable.
6. Product features are more useful than other competitors.
Reliability
7. Product reliability can meet customers' needs.
8. Most products are always reliable.
9. Most of the products are more reliable than competitors.
Conformance
10. Product conformance can meet customers' needs.
11. Product always conforms to customer requirements.
12. Product is more conformant than other competitors.
Durability
13. Product durability is important.
14. Product is always durable.
15. The product is more durable than other competitors.
Aesthetics
16. Product aesthetics is important for use.
17. The product has a beautiful design.
18. The product has a better design than other competitors.
Serviceability
19. Serviceability is important to customers.
20. Product always conforms to customer requirements.
21. Product is more conformant than other competitors.

Variables Questionnaire
Perceived Quality
22. Product quality can meet customers' standards.
23. The product has high quality.
24. Product is of better quality than other competitors.
Price
25. I paid a fair price for the product.
26. I consider the product pricing policy relative.
27. I consider the product pricing policy reasonable.
28. I consider the product pricing policy acceptable.
Corporate Image
29. As one is a good corporate image. (Overall opinion)
30. This corporate image is trustworthiness and reliability.
31. This corporation's image good reputation.
32. This company always contributes to society.
33. Innovative and forward is are image of this company.
34. This company is professional.
Customer Satisfaction
35. Product has a strong focus on its customers.
36. Product design differentiates it from that of others.
37. Products are motivated to serve their customers.
38. Product top management is committed to customer satisfaction.
39. Product engages in continual monitoring of its customer satisfaction activities.
40. Product engages in a continuous improvement cycle.
41. Product engages in activities to add value to its customers.