# The Influence of Service Conveniences in Predicting Perceived Quality, Perceived Value and Usage Intention for Agricultural Machine Renting in Myanmar

**Aung Aye Chan Lwin[1], Sunida Piriyapada[2]**

Master of Business Administration,
Panyapiwat Institute of Management[1],
Lecturer of Business Administration Program
(International Program), International College,
Panyapiwat Institute of Management[2]
E-mail: aungayechanlwi@gmail.com[1]
E-mail: sunidapir@pim.ac.th[2]

## ABSTRACT

This study aims to study the influence of service conveniences on usage intention through mediating role of customer perceived quality and value to the agricultural machine service provider (AMD). Data were collected from 441 small scale farmers who get a rent from machine service provided from the government in Nay Pyi Taw, Union Territory Region and all over Myanmar. Data were analyzed by Multiple Regression Analysis and One-Way ANOVA test. The service convenience's integration dimensions and perceived quality, perceived value and then usage intention was used to examine the research variables. The results of the study show that service convenience dimensions, perceived quality, service convenience dimension and perceived value, perceived quality and perceived value, and perceived value and usage intention, all variables have positively and significantly relationship to each other. This study result could be guidelines for designing efficient not only service but also marketing strategies for agricultural machine renting service providers in Myanmar to be better attracting Myanmar farmers who use machine from agricultural mechanization tractor stations (AMTS) of AMD. In addition this research gives more valuable customer survey data for both of the private and public agricultural machine service providers.

**KEYWORDS:**    Service Conveniences, Quality, Value, Intention

## Introduction

An agriculture sector contributes 29.87% of GDP; about 20.04% of total export earnings; and employs 61.20% of the labor force in 2014-2015 of Myanmar GDP. As indicated by Census of Agriculture, in Myanmar the farming area added up to the 11.97 million hectares of the total net sown area that is 17.24% of total land area (Myo Thant & Win, 2016). Nearly all farmers who occupied the total cultivated average size of holding 2.21 hectares are mainly in Myanmar farmers. About 4.2 million hectares, which is 34.02% of the area, are currently cultivated by small-scale farmers with the average size of land holding 2.02 hectare or less than 5 acre (Naing, 2017). Most of the farmers are still using traditional cultivation techniques with the use of labors and animals. However, they starting to face with the scare of labors and renting draft animals from others because of rapidly changes of global economics. Most of young labors want to get more money for their lives and them also trying to migrate for works. They migrated to developed cities of Myanmar, like Yangon and Mandalay as well as to foreign countries like Thailand and Malaysia. On the other hand, the beef consumption of China was higher and higher; as a result, most of farms cattle are export to China via border trade. Therefore, many small scale farmers who owned less than 10 acres and smallest scale farmers who owned less than 5 acres are facing the problems for scare labors and draft animals.

Agricultural Mechanization Department (AMD) is one of the main public machine service providers of agricultural machine to farmer in Myanmar. The main objective of this department is to change traditional cultivation system to modern cultivation system by the use of machine. AMD hire agricultural machine services to the small scale farmers mainly because they cannot able to buy machine. This study will support this sector to get more successful in service to farmers and will also to private sector who wants to do this kind of business in Myanmar.

This study will be benefiting Myanmar's Agricultural Mechanization to be more upgrade in the future in terms of improving service convenience dimension, perceived service quality, perceived value and to achieve successful usage intention, using modern technology, and increasing service delivery. It will also bring the opportunities for agricultural economic sectors to run smoothly and rapidly leading to competitive advantages. This study will also advance knowledge for it has provided information on the current state of public agriculture machine rental service sector. The significant factors identified are beneficial to the further

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adoption of service convenience of AMD, the policy maker, private agriculture machine rental service, the dealer of agricultural machine distributing firms , and even to heavy machine rental services of construction business because the country is still with the need of infrastructure.

## Reviewed Literature the all Variables in the Conceptual Framework and Hypothesis Development

The literature described the related content to service convenience, perceived quality, perceived value, and recommen-dation or usage intention. It also assists to introduce the relationship with service convenience in line with changing economics, socio-cultural, technological environments and demographic patterns (Berry, Seiders, & Grewal, 2002; Brown, 1990), expected consumer are increasingly willing to get products and services which they require efficient time and effort to buy, experience, and consume. Service convenience means consumers' perception about the required time and effort to buy or utilize a service (Berry et al., 2002).

In previous research, a night out safari theme park has better contacts experiential service for visitors who visit the service facility individually and are unexpectedly involved with the service organization and its personnel

throughout the whole service process (Phungbangkruay, Patterson, Kimpakorn, & Tantiprapa, 2013). But they used only four dimensions and post-benefit was left. Berry et al. (2002) stated that, it support to cause that customers will perceived imposes post-benefit to be more convenient which possess such an encounter unless the received extra benefit. If the surgeon can reassure the patient after advice or determine a new course of recuperative, the post-surgery patients are likely to be willing to return to the surgeon for a follow-up appointment. Therefore, this particular context became the specific interest to us. In this research, we defined five dimensions as; (1) decision convenience as the required time and effort to decide on how to attain a service, (2) access convenience as the perceived time and effort needed to initiate the service delivery, (3) transaction convenience as the usage of time and effort to affect a transaction, (4) benefit conven-ience as the consumer's perceived time and effort intentions to experience the service's core benefit, (5) post-benefit convenience will be positively correlated with their perceptions of the benefit received from the additional service (Berry et al., 2002). Quality can be characterized comprehensively as prevalence or perfection. By augmentation, perceived quality can be characterized as the

customer's judgment about an item's general perfection or predominance (Zeithaml, 1988). The step prior to loyalty is the need to study perceived quality in many kinds of services lies (Baker & Crompton, 2000), it's becoming vital value of clients towards business and the organizational success. In the previous study, the researcher analyzed the existing relationship between perceived quality and service convenience on perceived value, satisfaction and loyalty to the low-cost fitness center customers (Garcia-Fernandez, et al., 2018). But they used these two factors as parallel to perceived value and not investigated the relationship between these two concepts. So, we interested on this part because perceived quality also the attribute in Myers and Shockers' (1981) formulation. Customer Reports evaluations may not occur with managers' appraisals regarding either striking ascribes or loads doled out to the characteristics. So, there must be positively relationship between the service convenience and perceived quality because both of two concepts are concerned with consumer perception and also non-monetary process. Therefore, the proposed hypotheses of this research of the relationship between service convenience and perceived quality are as follows;

**H1** Service Convenience (H1a - Decision convenience, H1b - Access convenience, H1c - Transaction convenience, H1d - Benefit convenience, H1e – Post benefit convenience) will have a positive influence to perceived quality.

Bolton and James, 1991 said that, nevertheless, perceived value for services may be more complex than a simple trade-off between product and money. Previous researchers pointed out that value is more than benefits and sacrifices, it is "give and take" (Zeithaml, 1988). The definition of service convenience is the time and effort that customers must spend when they are willing to change themselves from ordinary people to the customers of service firms (Berry et al., 2002). The work of Dai and Salam (2010), mentioned that service convenience and perceived value are positively related. However, they prove one new dimension search convenience, in this research service provider is governmental department and we will not use search convenience in our model. That is why, this research propose that the relationship between service convenience of AMD and perceived value of user farmers, as follows:

**H2** Service Convenience (H2a - Decision convenience, H2b - Access convenience, H2c - Transaction convenience, H2d - Benefit convenience, and H2e - Post

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benefit convenience) will have a positive influence to perceived value.

Bitner and Hubbert (1994) defined perceived quality as "the customers' global impression on the relative superiority or inferiority of an organization and its services". Perceived value is a much broader concept, characterized as "the assessment from the global customers on the usefulness of a product dependent on the view of what is acquired with what they offered" (Zeithaml, 1988). In this sense, value is an increasingly worldwide portrayal, comprehended as an examination of benefits and sacrifices, where the client perceives the quality of the product or service as a benefit (Caruana, Money, & Berthon, 2000; Cronin, Bardy, & Hult, 2000; Oh, 2000). The positive correlation between the perceived value and the service convenience dimensions was investigated in H2a–H2e. Therefore, a mediation approach will be proposed for this agricultural machine rental service in order to explain the connection between the service convenience dimensions, perceived quality, and perceived value. So, we hypothesize as follow;

**H3** Perceived quality mediates the influence between service convenience and perceived value.

A recommendation is an explicit encouragement to visit a service provider. Despite these facts, word-of-mouth has attained much more interest in the tangible goods sector than in the case of services. Jen and Hu (2003) showed that passengers repurchase intentions are determined by their perception on service value and the attractiveness of alternative modes. Only a few investigations have inspected the effect of perceived service value on word-of-mouth recommendation. Hartline and Jones (1996) found a beneficial outcome of perceived service value on word-of-mouth recommen- dations in the hotel service environment. In the retail context, Baker, Parasuraman, Grewal, and Voss (2002) identified a positive effect of consumers' value perceptions on store patronage intentions, which include the likelihood of both intending to shop at the store and recommending it to others. Word-of-mouth is considered a critical factor of success in service contexts. Its importance is uncertainty associated with the purchase of an intangible good, and the difficulty concerning with the assessment of the desired result prior to the consumption of the service.

The conceptual model proposes for this study suggests that when public agricultural machine rental service users' perceived service value is high, they are willing to recommend this service to others. So, we propose that H4 perceptions of higher service value have positive influence positive usage intention.

Service Convenience
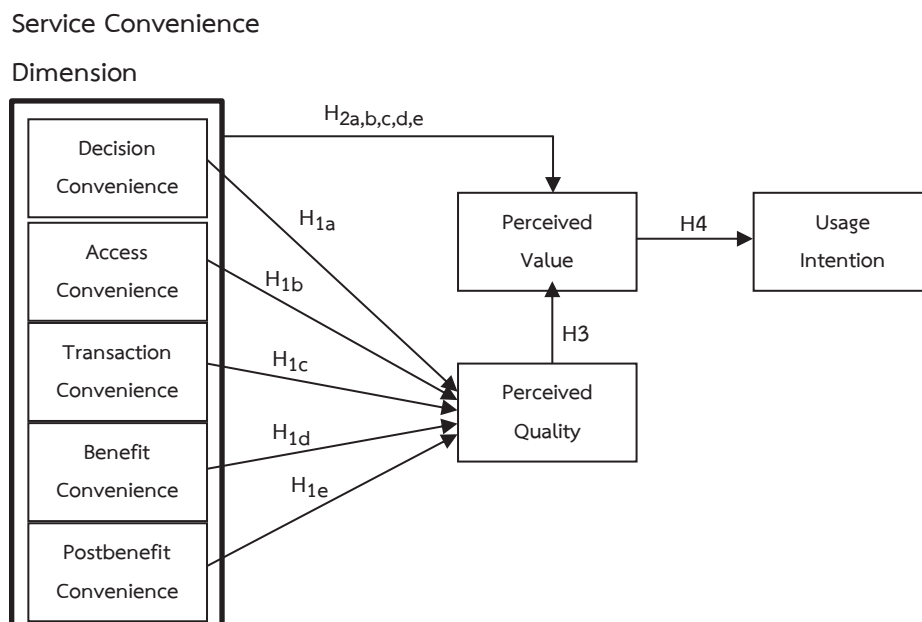
Dimension



**Figure 1**   Conceptual model

**Source:**   Author developed from Garcia-Fernadez et al. (2018); Phungbangkruay et al. (2013)

## Research Methodology and Sample

This research aims to investigate, the influence of service convenience dimension to customer perceive quality, perceive value and recommendation. A self-administered questionnaire is developed and disseminated to 400 respondents of the service user from four agricultural machine tractor stations (AMTS) for statistical analysis. These four stations represent the whole Nay Pyi Taw region and data will be collected formally via ministry order. The population of this study is the farmers who living in Nay Pyi Taw, Myanmar and having used and experienced agricultural machine service in their farm. At Nay Pyi Taw region, that's also my research area which has four (AMTS) stations and one training center of AMD. There are totally 96,565 farmers who occupied fewer than 4.04 ha (Htut, 2017). The data from public agricultural machine rental service users of Nay Pyi Taw, Myanmar will be collected to get 400 respondents from the above groups of farmers. According to the formula of Taro Yamane (Yamane, 1967), we used convenience sampling with the quantitatively to the targeted population with the total of 400 public agricultural machine rental service user. The Questionnaires form this study contains two parts, which are demographic information section and research framework section with eight variables. Respondents are met by the support of village administrators to ensure the farmers who experience on machine rental service from AMTS stations of AMD.

According to the research framework potion, a total of 40 scale items are used to measure eight variables. 450 questionnaires are distributed to the machine rental customers from AMD and all questionnaires are written to Myanmar language for avoiding language barriers. Removing the questionnaires with missing and incomplete data, total of 441 questionnaires could be appointed in final data analysis.

## Measure

The measurement of decision, access, transaction, benefit and post-benefit convenience were modified by Berry et al. (2002) and Seiders et al. (2007). Likewise, the perceived quality measurement was modified from Garcia-Fernandez et al. (2018). To capture perceived value, we used the five-point Likert scale of Garcia-Fernandez et al. (2018). To get the usage intention was adapted from Ladhari and Morales (2008); Kuo, Wu, and Deng (2009). Eventually, the demographic information like gender, age, marital status, education, area of land occupation, sowing time per year, machine renting time per year, yearly income from farm and two multiple choice questions which are kind of crops sown with a year and kind of renting machine from AMD station.

## Descriptive Statistics and Multiple Regression Analysis Results

Although to get 400 respondents of AMD machine service user for the study, I can collect 441 respondents for this research. After data collection, the measurement is using with descriptive statistics, reliability analysis and multiple regression analysis. Out of 441 respondents, about 75.74% and 24.26% of the respondents are male and female. The dominant age range of the respondents is 51 to 65 years old and there are 183 (41.50%) respondents. The respondents in second largest group are 36 to 50 years old and it is 36.96%. The other dominant age groups are above 65 years old and it has 16.33%. The result shows that the worker groups of rural area are age between 31 years old to above 65 years old. Most of the respondents are married and there are 371 (84.13%) respondents while another 10.43% are widow and remaining 5.44% is single. In educationally, the major group 272 respondents which is 61.68% of the respondents has middle school level and followed by 19.27% has high school level. The third largest one is other group and all of the other is primary school level with the amount of 61 (13.83%) respondents. The rest of 23 (5.22%) of the respondents has bachelor degree level. For the occupation of agricultural land, 267 respondents which is

the percentage of 60.54 are less than 5 acre. The other one which possesses less than 10 acre are 174 (39.46%) respectively. So, most of the farmers are occupied small amount of land area. The main sowing time per year of the respondents is two time with the amount of 302 and it has 68.48%. The second largest group is sowing three times per year with the amount of 109 (24.77%) respondents. The remaining two are above three times per year and only one time per year with the amount of 23 (5.22%) and 7 (1.59%) respectively. All of the respondents of the survey have experience on agricultural machine renting from AMD. The major group of machine renting experience is two time per year and there are 281 (63.72%) respondents while another 126 (28.57%) are above two time per year. The last one is experience only one time per year with the amount of 34 (7.71%). The major yearly income from agricultural land of the respondents is 500,001 to 1,000,000 MMK (31.29%) and the respondents who have yearly income range of 1,500,001 to 2,000,000 MMK are (24.72%). The last two are below 500,000 MMK and above 2,000,000 MMK with the amount of (18.59%) and (8.16%) respectively. Most of the farmer sown Cereal crops and Peas & Beans crops with the frequency of 181 and 41.00% of total. The second largest one is Cereal only and it is frequency of 69 with 15.60%. The third

and fourth are Cereal, Oil seed, Peas & Beans and Cereal, Oil seed, Peas & Beans and Vegetables with the frequency and percentage of 67 (15.20%) and 53 (12.00%) respectively. Most of the farmers are also renting the machine for Land preparation and Harvesting & Threshing, with the amount of 387 frequency and 87.80%. The second largest usage is for Land preparation, with the frequency and percentage of 34 and 7.70% respectively. The pilot test is made in target region (Nay Pyi Taw Area), 30 of respondents are collected for this and the Cronbach's alpha's for all variables are range from 0.704 to 0.768 respectively. The IOC test is approved by two professors from Panyapiwat Institute of Management. After collecting 441 respondents, the Cronbach's alpha's all variables are from 0.793 to 0.864. Therefore, all of the variables have high reliability. The analysis data of all service convenience dimension (decision, access, transaction, benefit and post-benefit), perceived quality, perceived value and usage intention are interpreted with number, percent, mean, standard deviation and level interpretation. To present the factors, the range of responses are divided by the possible number (4/5=0.8). The result shows that each aspect of related variables with Usage Intention have in the agree level in the level of agreement. The highest rank

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is perceived quality as the mean score of 4.13 (S.D.=0.313) and the lowest rank is access convenience as mean score of 3.98 (S.D.=0.400). To compare the means score and significant level base on demographic factors by using independent sample T-test and One-Way ANOVA. All four factors are significantly relationship with dependent variable. As a result of Pearson correlation, which the coefficients range between 0.212 and 0.756, there is no correlation greater than 0.8, meaning that the independent variables are not closely correlated to one another. The next table shows the result of hypothesis testing for current study.

The table 1 shown the hypotheses testing for current research. Firstly the analysis of service convenience dimensions (DC, AC, TC, BC, PBC) have the standardized beta value of (0.109, 0.147, 0.189, 0.316, 0.205) and have the statistically significant at 0.01 level, thus service convenience dimensions have a direct effect to perceived quality; hypothesis H1a, H1b, H1c, H1d, and H1e were supported. Secondly, the analysis of service convenience dimensions (DC, AC, TC, BC, PBC) have the standardized beta value of (0.165, 0.064, 0.216, 0.117, 0.365) and H2a, H2c, H2e (DC, TC, PBC) have the statistically significant at 0.01 level. In the rest two, H2d (BC) has the significant at 0.05. Among them H2b (AC) has the significant at 0.1 level, with the beta value of 0.071 and it is rejected in this study. In constructs, service convenience dimensions have a direct and positive effect to perceived value; hypothesis H2a, H2c, H2d and H2e were supported. Thirdly, the analysis of perceived quality ($\beta$=0.705) has direct and positive effect to perceived value, hypothesis 3 was supported. ($R^2$=37.24%). In the last testing, the analysis of perceived value ($\beta$=0.730) has direct and positive effect to perceived value, hypothesis 4 was also supported. ($R^2$=31.55%)

**Table 1**   Hypotheses estimates for predicting usage intention

| EQ | Dependent Variable | Independent Variable | Hypothesis | β | t | Hypotheses Performance |
|---|---|---|---|---|---|---|
| 1 | PQ | DC | H1a | +0.109** | 2.874 | Accepted |
| | | AC | H1b | +0.147* | 5.707 | Accepted |
| | | TC | H1c | +0.189* | 5.048 | Accepted |
| | | BC | H1d | +0.316* | 9.419 | Accepted |
| | | PBC | H1e | +0.205* | 5.473 | Accepted |
| | $R^2$ | 0.556 | | | | |
| 2 | PV | DC | H2a | +0.165* | 3.204 | Accepted |
| | | AC | H2b | +0.064 | 1.826 | Rejected |
| | | TC | H2c | +0.216* | 4.249 | Accepted |
| | | BC | H2d | +0.117** | 2.562 | Accepted |
| | | PBC | H2e | +0.355* | 6.964 | Accepted |
| | $R^2$ | 0.383 | | | | |
| 3 | PV | PQ | H3 | +0.705* | 16.140 | Accepted |
| | $R^2$ | 0.372 | | | | |
| 4 | UI | PV | H4 | +0.730* | 14.225 | Accepted |
| | $R^2$ | 0.316 | | | | |

**Note:**   Author's calculation

## Conclusion

This research was intended to investigate how the service convenience dimension factors are related to enhance the customer perceived quality, perceived value and also to the usage intention of the agricultural machine service provider. This research also tried to link with the theoretical aspect of service convenience dimension on customer perceived quality and perceived value towards usage intention or positive word of mouth by using AMD agricultural machine renting user in Nay Pyi Taw, Myanmar. The multiple regression analysis is used to investigate the influence of service convenience dimension with perceived quality as well as perceived value and relationships between perceived-quality with perceived value. This current study examined the influence of perceived value

and usage intention. According to the analysis output results, usage intention is positively and significantly influence by perceived value and then via to perceived quality as well as service convenience dimension with set of significant level at p<0.001.

## Discussion

The first finding of the research is H1a, H1b, H1c, H1d and H1e (service convenience dimension) have positively relationship with perceived quality? In previous studies, there is nothing for this finding and this is the first one to find the relationship between service convenience dimension and perceived quality. Current study want to find this two concepts and the results shown that all dimension of service convenience have significantly and positively relationship with perceived quality with the beta value of (0.109, 0.147, 0.189, 0.316, and 0.205) respectively and only decision is significant at p<0.05 but the rest four dimension are significant at p<0.001 level. Therefore, the hypothesis (H1a to H1e) service convenience dimension is positively and significantly relationship with perceived quality of AMD station from Agricultural Mechanization Department. The second finding of this study explained the measurement of qualitative data usage with five important factors: decision, access, transaction, benefit and

post-benefit conveniences which are stated by Berry et al. (2002). In my research, all dimensions of service convenience show positively relationship with perceived value with the standardized beta value of (0.165, 0.064, 0.216, 0.117, and 0.355) respectively. But only three dimensions shown significant at p<0.001 level which are (decision, transaction, and post-benefit) conveniences and benefit convenience shown significant at p<0.05 level with the value of (p=0.011). Among all dimensions, access convenience is not shown significant with the value of (p=0.069). Therefore, H2a, H2c, H2d, and H2e (decision, transaction, benefit and post-benefit convenience) have positively and significantly relationship with perceived value. The third finding of this research is to find the relationship between perceived quality and perceived value (Calabuig et al., 2015; Garcia-Fernandez et al., 2018) in direct sport contexts. The results shown with the standardized beta value of (0.705), t-value (16.140) and p<0.001 level significantly. Therefore, the hypothesis H3 can also accepted because perceived quality is positively and directly relationship with perceived value of agricultural machine users in Myanmar. According to the results of the study, the machine renting users are high concern about their usage intention upon perceived value of AMD stations and the

relationship between farmer's usage intention with perceived value has the significant level p-value (0.000*), positive relationship with the beta value of (0.730) and t-value (14.225) shown in table 1. Therefore, the hypothesis H4 is accepted that the farmer or machine user has the high usage intention on AMD machines because perceived value is positively influenced to the Myanmar farmer's usage intention on AMD machines.

## Contribution

This research study makes significant contributions to the growing of the literature from the theoretical perspective. This study extends the integration theory of service convenience dimension, perceived quality, perceived value and consumer usage intention to agricultural machine renting from AMD stations by making better understanding on how Myanmar farmers' influence on AMD station's service conveniences and service quality affect their perceived value and usage intention. In addition, other service providers of public sector can realize farmers' perception about AMD service convenience and this research result can support government sector the critical strategy to upgrade AMD station image.

## Managerial Implication

According to research findings, the machine user of the AMD were concerned about the post-benefit convenience of service that they were received advice from employees, they found different in labor cost and they can avoid yield losses. Agricultural Mechanization Department should be aware that, among all variables mentioned above perceived quality is significantly influence on Myanmar farmers' usage intention of agricultural machine from AMD than service convenience dimension. From the organization or AMD station manager view point, manager should be aware how to create positive influence of service convenience dimension, how to maintain customer perceived service value and departmental image to enhance farmer usage intention are important issues to develop country agriculture sector. The results of this study support a valuable strategy for Agricultural Mechanization Department to rethink how to attract farmers and promote to use machine from AMD stations by using effective marketing strategies such as raise the quality and quantity of machines, opening substations for more convenience in finding and specify effective pricing strategies compare with competitors' service price.

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## Suggestion

Service convenience dimensions; the result of current study shows that service convenience dimensions is positively and significantly relationship with both of perceived service quality, but with the perceived service value access convenience is not shown significant level. Another four dimensions are shown with positively significant which influence to the usage intention of farmers on AMD station. It is shown that AMD's management should emphasized not only on its service quality but also on service value which related with the factors of all dimension to get more positive usage intention from machine user farmers especially to the perceived service value and access convenience.

## Limitation and Future Research

Although current study collected a convenience sample data, the study is limited to agricultural machine renting users especially who are from Nay Pyi Taw, Myanmar. Agricultural machine renting user farmers from different regions of Myanmar have different education level, occupation area, sowing time per year, renting time per year, service conveniences, perceived quality and perceived value on the usage intention of AMD, that also result different customer usage intention. Finally, current study

research framework should be applied to other service categories such as machine rental service for construction, car rental service for transportation, others public and private service providers etc.

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