

Relationships among Service Quality, Customer Expectations, Attitudes, and Revisit Intention: A Study of Pet-Friendly Shopping Malls in Bangkok, Thailand

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Abstract

This study examines the relationships among service quality, customer expectations, customer attitudes, and revisit intention in the context of pet-friendly shopping malls in Bangkok, Thailand. Grounded in Expectation–Confirmation Theory and the Theory of Planned Behavior, expectations and attitudes are conceptualized as mediators in the service quality–loyalty relationship. Data from 418 Thai respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that service quality strongly influences expectations ($\beta = 0.865$) and moderately affects attitudes ($\beta = 0.391$), while expectations significantly shape attitudes ($\beta = 0.572$). Attitudes, in turn, strongly predict revisit intention ($\beta = 0.575$). The model explains substantial variance in attitudes ($R^2 = 0.866$) and expectations ($R^2 = 0.747$), and a moderate proportion of revisit intention ($R^2 = 0.331$). Findings reveal that service quality alone does not directly predict loyalty; instead, expectations and attitudes act as critical mediators. The study contributes to service quality research in an emerging retail domain and offers practical guidance for mall managers to improve service design, manage expectations, foster positive attitudes and encourage sustainable revisit intentions.

Keywords: Service quality, Customer expectation, Customer attitudes, Revisit intention, Pet-Friendly shopping mall

1. Introduction

Over the past decade, consumer behavior in urban areas has undergone significant transformation, particularly among the new generation of consumers who increasingly view pets as “companion animals” or members of the family. This shift reflects a growing demand for commercial services that can accommodate pets as part of everyday life (Euromonitor International, 2023). Globally, the pet economy has expanded rapidly as pets are increasingly regarded as family members rather than property, stimulating demand for pet-friendly services across tourism, hospitality, and retail domains, including hotels, restaurants, and destinations (Meng et al., 2024; Shao et al., 2024; Veas-González et al., 2025). Recent studies have examined pet owners’ motivations and behavioral intentions in various tourism settings (Meng et al., 2024; Moral-Cuadra et al., 2025; Shao et al., 2024). However, the literature has focused predominantly on accommodation and destination experiences, with comparatively little attention on pet-friendly

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shopping malls as everyday leisure and consumption spaces. Unlike transient hospitality services, shopping malls serve as critical “third places” or multi-functional urban hubs where pet owners engage in frequent, routine consumption and social interaction (Müller & Bujdosó, 2024). Consequently, understanding the service dynamics within these complex retail environments is essential for capturing the evolving nature of modern urban pet-inclusive lifestyles.

A second gap concerns the theoretical lenses used to explain customer loyalty outcomes in pet-related contexts. Prior research has frequently applied the Theory of Planned Behavior (TPB) or related decision-making frameworks to explain pet owners’ intentions (Ajzen, 1991; Meng et al., 2024; Quan et al., 2024). At the same time, Expectation–Confirmation Theory (ECT) has been widely used to understand how expectations and disconfirmation processes shape satisfaction and revisit intention in various service settings (Oliver, 1980; Lima & Reis, 2024). Yet, empirical work integrating ECT and TPB to capture both cognitive (expectations) and attitudinal mechanisms underlying revisit intention in pet-friendly environments remains scarce. Existing studies more often focus on satisfaction as a mediator between service quality and loyalty (Boro, 2022; Han, 2022; Seow et al., 2024), rather than on expectations and attitudes as sequential mediators.

This research specifically addresses the emerging phenomenon of pet-friendly shopping malls in Bangkok. While the city has seen a proliferation of malls marketing themselves as pet-friendly, academic research has not kept pace with this development. Existing studies in pet tourism rarely consider shopping malls as a distinct type of service environment, even though they constitute important urban social spaces (Müller & Bujdosó, 2024; Quan et al., 2024; Veas-González et al., 2025). As a result, little is known about how service quality in these malls shapes customers’ expectations, attitudes, and revisit intentions. In Thailand, pet ownership has risen steadily, with the market care projected to exceed USD 1.4 billion by 2026, driven largely by Bangkok residents who allocate substantial household expenditure toward pet-related products and services. This growth has positioned pets as central to consumer lifestyles, especially in metropolitan areas where pets are integrated into recreational activities.

Consequently, this phenomenon has prompted changes in the retail landscape, particularly among shopping malls, which have adapted by transforming into pet-friendly spaces to meet niche consumer needs and differentiate themselves in a competitive market. While the number of fully pet-friendly malls across Thailand remains limited, Bangkok accounts for the majority, with high-profile malls such as Mega Bangna, Central Eastville, and The Mall Bangkokapi dedicating extensive areas for pet services, designated pet zones, and pet-related events. Compared to secondary cities, Bangkok demonstrates both a higher density of malls and greater purchasing power among pet owners, making it an ideal case for examining the nexus between pet services and loyalty. Designing these services goes beyond merely allowing animals into the premises. It necessitates a comprehensive approach to service quality, encompassing reliability, safety, cleanliness, attentiveness, and responsiveness (Parasuraman et al., 1988). Customer perceptions of this quality are linked to pre-existing expectations, which shape attitudes toward the service location (Zeithaml, Berry, & Parasuraman, 1993). Despite demand, research on pet-friendly malls remains in its early stages in Thailand, particularly in Bangkok, where empirical data on factors influencing customer satisfaction is scarce (Kongchim & Davtyan, 2023).

To address these gaps, this study proposes a conceptual framework illustrated in Figure 1. As depicted in the model, Service Quality is positioned as the primary antecedent that directly influences Expectations (H1) and Customer Attitudes (H3). Furthermore, the model explores the

sequential process where Expectations shape Customer Attitudes (H2), which subsequently act as the final driver of Revisit Intention (H4). By testing these paths, this study aims to: (1) extend service quality research into pet-friendly shopping malls in Bangkok, (2) integrate ECT and TPB by modelling expectations and attitudes as mediators, and (3) provide empirical evidence from an emerging urban market using variance-based structural equation modelling (Hair et al, 2021).

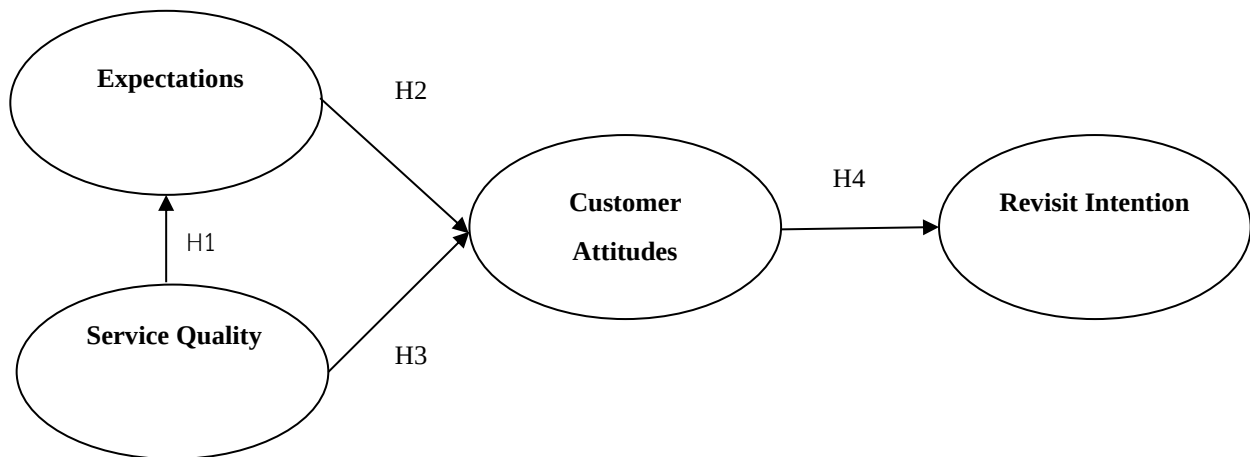


Figure 1. Research framework and hypotheses

2. Literature Review

Service Quality

Service quality is a critical factor that directly influences customer satisfaction and loyalty (Parasuraman, Zeithaml, & Berry, 1985), especially in-service industries where the intangible nature of services means that customers primarily assess quality based on their service experience. One of the most widely adopted conceptual frameworks for measuring service quality is developed by Parasuraman, Zeithaml, and Berry (1988). This defines service quality across five dimensions: Tangibles (e.g., facilities, equipment, cleanliness, and staff appearance), Reliability (the ability to perform promised services dependably and accurately), Responsiveness (willingness to help customers and provide prompt service), Assurance (staff knowledge, courtesy, and ability to instill trust and confidence), and Empathy (personalized attention and care).

The service quality evaluates the gap between customer expectations and perceptions of actual service received, with this gap reflecting the perceived level of service quality (Parasuraman et al., 1988). In the context of pet-friendly shopping malls, the service quality dimensions can be adapted to include specific elements such as cleanliness and pet safety (Tangibles and Assurance), staff capability in providing pet-related advice (Empathy), and the ability to promptly handle complaints or issues (Responsiveness). Thus, the service quality serves as a useful tool for developing and improving services to meet the needs of both pet owners and their animals.

Customer Expectations and Theoretical Foundations of Expectation–Confirmation Theory and the Theory of Planned Behavior

Customer expectation is a central concept in the Expectancy-Disconfirmation Theory (EDT), which posits that customer satisfaction occurs when actual service experiences meet or exceed expectations. Conversely, when performance falls short of expectations, dissatisfaction results (Oliver, 1980). Customer expectations also function as a mediating variable, explaining how perceived service quality influences customer attitudes (Chen & Chen, 2010). If expectations are high and the service delivered meets those expectations, a positive attitude is likely to form. In contrast, unmet expectations may lead to negative perceptions. In the context of pet-friendly malls, expectations may involve sensitive aspects such as cleanliness, separation of pet and non-pet zones, and the availability of pet amenities (e.g., pet restrooms or leash tie-up points). These expectations influence trust, satisfaction, and overall attitudes toward the service environment.

Expectation–Confirmation Theory (ECT) posits that consumers form expectations prior to consumption, compare perceived performance against these expectations, and update their satisfaction and subsequent behavioral intentions based on the degree of confirmation or disconfirmation (Oliver, 1980). In service settings, perceived service quality can be viewed as a cognitive assessment of performance that shapes expectations regarding future service encounters and the likelihood of continued patronage. Recent applications of ECT highlight the importance of pre- and post-consumption expectations in shaping satisfaction and continuance intentions in both online and offline services (Alshammari et al., 2024; Lima & Reis, 2024). In pet-related services, expectation–performance dynamics are particularly salient because pet owners are highly sensitive to safety, hygiene, and emotional well-being of their animals (Hobbs et al., 2024; Veas-González et al., 2025).

The Theory of Planned Behavior (TPB) explains behavior as a function of behavioral intentions, which are primarily determined by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB has been widely applied in tourism and hospitality to predict revisit and purchase intentions, including in pet-related travel and consumption contexts (Bosnjak et al., 2020; Meng et al., 2024; Quan et al., 2024). In these studies, attitudes toward pet-friendly services emerge as a key predictor of behavioral intention, while beliefs about the outcomes of using such services—such as perceived benefits, emotional attachment, and social prestige—serve as the cognitive foundation for attitudes (Maidin et al., 2025; Veas-González et al., 2025). This study integrates ECT and TPB by conceptualizing perceived service quality as a cognitive evaluation that shapes customers’ expectations regarding pet-friendly mall services, consistent with ECT, and by treating attitudes toward visiting pet-friendly malls as the proximal determinant of revisit intention, consistent with TPB. Specifically, service quality is posited to influence expectations about the reliability, safety, convenience, and emotional value of pet-friendly mall services, which in turn shape global attitudes toward visiting such malls. These attitudes then drive revisit intention, while expectations may also have a direct influence on revisit intention. In this way, expectations and attitudes jointly mediate the service quality–loyalty relationship within a unified ECT–TPB framework.

Customer Attitudes

Customer attitude plays a vital role in consumer decision-making, especially in the modern service context where emotional and experiential value creation is key (Kotler & Keller, 2016).

Attitudes reflect positive or negative feelings toward a business or service and directly influence revisit intention and long-term loyalty. According to the Theory of Planned Behavior (TPB), developed by Ajzen (1991), attitude is a primary determinant of behavioral intention, the intention to use pet-friendly shopping mall services. Understanding customer attitudes helps inform communication strategies, market positioning, and service design. Customer attitudes are shaped by past experiences, perceived service quality, marketing communication, and personal values.

Revisit Intention

Revisit intention is a key concept in tourism and service literature, as it directly affects customers' choices of destinations or service providers. It also reflects the effectiveness of service quality strategies, marketing, and customer experience management. The Theory of Planned Behavior (TPB) suggests that behavioral intention is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Additionally, the Expectation-Confirmation Theory (ECT) explains that when actual experiences meet or exceed expectations, satisfaction is enhanced (Oliver, 1980), leading to loyalty and increased intention to return (Oliver, 1999). In the context of tourist site or service management, understanding and enhancing revisit intention is crucial to improving competitiveness and fostering sustainable development within the tourism and service industries. Also, tourism research, tourist satisfaction is recognized as a critical determinant of future behavioral intentions. These intentions, often referred to as indicators of loyalty, typically encompass both the willingness to recommend the destination to others and the likelihood of returning in the future (Chi and Qu, 2008). Revisit intention specifically reflects how strongly a tourist is inclined to return to the same destination. Positive and fulfilling travel experiences often lead to a heightened intention to revisit. For instance, Meng and Han demonstrated that satisfaction among working-holiday tourists significantly and positively affects both their intention to revisit and their likelihood of engaging in positive word-of-mouth communication (Yoon and Uysal, 2005). Overall, extensive research has aimed to identify factors that enhance tourist satisfaction and, in turn, encourage repeat visitation. The consensus across many studies confirms a strong positive link between satisfaction and the intention to revisit.

Service Quality in Retail and Pet-Friendly Contexts

Service quality is defined as the overall judgment of a service's excellence or superiority (Parasuraman et al, 1985). In this study, service quality is conceptualized as a multidimensional construct encompassing tangibles, reliability, responsiveness, assurance, and empathy. In pet-friendly malls, tangibles involve cleanliness and pet facilities; reliability relates to consistent enforcement of pet policies; responsiveness refers to staff promptness in addressing pet-owner needs; assurance covers staff knowledge of pet safety and hygiene; and empathy reflects personalized attention to pet-owner interactions. Prior studies link service quality to satisfaction and loyalty (Zeithaml et al, 1996; Cronin et al, 2000).

Also, service quality is widely recognized as a central antecedent of customers' evaluative beliefs and expectations regarding future service encounters. In tourism and hospitality, higher perceived service quality across dimensions such as tangibles, reliability, responsiveness, and assurance has been shown to raise expectations about future performance and value (Boro, 2022; Han, 2022; Seo & Jang, 2025). In pet-related contexts, positive evaluations of service quality in pet-friendly hotels, restaurants, and destinations similarly enhance beliefs about safety, comfort,

and enjoyment for both owners and pets (Meng et al., 2024; Shao et al., 2024; Veas-González et al., 2025). Accordingly, this study proposes

H1: Perceived service quality has a positive effect on customers' expectations regarding pet-friendly shopping mall services.

Service Quality and Attitudes

Beyond expectations, service quality also shapes global attitudes toward service providers. Prior research indicates that favorable assessments of service quality contribute to more positive attitudes toward destinations, hotels, and restaurants, which in turn enhance loyalty-related outcomes (Han, 2022; Seow et al., 2024; Timur, 2018). In pet-related services, high-quality facilities, clear pet policies, and staff responsiveness foster positive emotional and cognitive appraisals of pet-friendly venues (Müller & Bujdosó, 2024; Shao et al., 2024). Given that pet owners often prioritize their animals' well-being when evaluating service experiences, service quality is expected to exert a strong positive influence on attitudes toward visiting pet-friendly malls.

H2: Perceived service quality has a positive effect on customers' attitudes toward visiting pet-friendly shopping malls.

Expectations and Attitudes

Attitudes reflect evaluative responses toward a service (Ajzen, 1991). In retail contexts, positive attitudes predict loyalty and revisit intention (Kotler & Keller, 2016). Attitudes are shaped by expectations, perceived quality, and prior experiences. ECT suggests that expectations, together with perceived performance and disconfirmation, shape post-consumption evaluations and attitudes (Oliver, 1980). In TPB, beliefs about the likely outcomes of a behavior serve as the cognitive basis for attitudes (Ajzen, 1991). Recent work in pet tourism and pet-related consumption shows that expectations concerning safety, emotional benefits, and social value are linked to more favorable attitudes toward pet-friendly services and destinations (Lima & Reis, 2024; Maidin et al., 2025; Quan et al., 2024). In the context of pet-friendly malls, customers who hold high expectations about the reliability, cleanliness, and enjoyment of the pet-friendly environment are likely to develop more positive attitudes toward visiting such malls.

H3: Customers' expectations regarding pet-friendly shopping mall services have a positive effect on their attitudes toward visiting pet-friendly shopping malls.

Expectations and Revisit Intention

Revisit intention reflects loyalty and future behavioral commitment. Research confirms its role in tourism and retail competitiveness (Chi & Qu, 2008; Yoon & Uysal, 2005). In pet-friendly malls, revisit intention is critical for sustaining customer traffic and differentiation. Expectations also play a direct role in shaping intentions, particularly in emerging service contexts where customers rely heavily on anticipatory beliefs to guide future behavior (Alshammari et al., 2024; Oliver, 1980). Studies in tourism and pet-related markets show that positive expectations regarding value, safety, and enjoyment can foster stronger revisit or continuance intentions (Lima & Reis, 2024; Seow et al., 2024; Veas-González et al., 2025). In pet-friendly malls, customers who expect consistently high-quality pet facilities, clear policies, and enjoyable experiences for their pets are more likely to plan future visits. Thus:

Attitudes and Revisit Intention

Within TPB, attitude toward the behavior is the most proximal cognitive determinant of behavioral intention (Ajzen, 1991; Bosnjak et al., 2020). Numerous tourism and hospitality studies confirm that favorable attitudes toward destinations, hotels, restaurants, or attractions are strongly associated with revisit intention and word-of-mouth (Boro, 2022; Han, 2022; Seow et al., 2024). In pet-related settings, attitudes toward pet-friendly services significantly drive travel, purchase, and payment intentions (Meng et al., 2024; Moral-Cuadra et al., 2025; Veas-González et al., 2025). Accordingly, this study posits,

H4: Customers' attitudes toward visiting pet-friendly shopping malls have a positive effect on their revisit intention.

3. Methodology

This study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the causal relationships among service quality, expectations, customer attitudes, and revisit intention. The use of PLS-SEM is justified for several reasons. First, the research addresses an emerging phenomenon, pet-friendly retail services in Bangkok where theoretical development is still limited. PLS-SEM is particularly suitable for exploratory research and theory development in underexplored contexts. Second, PLS-SEM is prediction-oriented, focusing on explaining variance in key dependent variables such as revisit intention, which aligns with the objectives of this study. Third, the proposed model involves complex mediation effects (expectations and attitudes as mediators), which PLS-SEM can effectively estimate with higher statistical power compared to covariance-based SEM. Fourth, the sample size of 418 respondents satisfies the 10-times rule commonly applied in PLS-SEM, ensuring robust estimation of the structural model (Hair et al., 2021).

The assessment of the measurement model followed standard PLS-SEM procedures, including evaluation of indicator reliability (outer loadings), internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (average variance extracted, AVE), and discriminant validity assessed via the heterotrait–monotrait ratio (HTMT) and the Fornell–Larcker criterion (Henseler, Ringle, & Sarstedt, 2015). Structural model assessment included examination of path coefficients, effect sizes (f^2), R^2 values, and predictive relevance (Q^2). Model fit was evaluated using the Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI), which are appropriate for variance-based SEM (Hu & Bentler, 1999; Hair et al., 2021).

The research focused on Thai nationals aged 18 years and older who had visited pet-friendly shopping centers in Bangkok. This demographic selection aligns with established practices in tourism behavior research, where adult populations are typically targeted to ensure cognitive capacity for informed consent and meaningful responses. A total of 418 participants were recruited for this investigation. Given the absence of precise population parameters for Thai tourists visiting pet-friendly retail establishments in Bangkok, the sample size was calculated using established formulas for infinite or unknown populations. The sample size calculation methodology referenced by Waiwanichkul and Udomsri (1995) represents a foundational approach in Thai academic research for determining appropriate sample sizes when dealing with undefined population parameters. The study also employed a quantitative research framework with systematic data collection procedures. This methodological approach is consistent with best

practices in tourism research, where structured questionnaires provide standardized data collection across diverse respondent groups.

Data collection was conducted through direct approach methods within pet-friendly shopping venues throughout Bangkok. The research team implemented on-site recruitment strategies, targeting respondents during their actual shopping experiences to enhance ecological validity. The primary focus was placed on working-age adults between 25 and 60 years, representing the economically active segment most likely to engage in discretionary tourism and retail activities. This demographic targeting strategy reflects established practices in consumer behavior research, where working-age populations are prioritized due to their purchasing power and decision-making autonomy in leisure and tourism contexts. Because all constructs were measured using a single survey instrument, the potential risk of common method bias (CMB) was examined. Following the recommendations of Podsakoff et al. (2003) and Kock et al. (2021), both procedural and statistical remedies were applied. Procedurally, respondent anonymity was ensured and measurement items for different constructs were separated within the questionnaire. Statistically, Harman's single-factor test was conducted, indicating that the first factor explained less than 50% of the total variance. In addition, full collinearity variance inflation factor (VIF) values were examined, and all values were below the recommended threshold of 3.3, suggesting that common method bias is unlikely to pose a serious concern in this study.

All constructs in this study were operationalized as reflective latent variables measured with multi-item Likert-type scales. Measurement items were adapted from established instruments in the tourism and hospitality literature and then tailored to the pet-friendly shopping mall context. Service quality items reflected perceptions of tangibles, reliability, responsiveness, assurance, and empathy, drawing on prior work in tourism and hospitality service quality (Boro, 2022; Han, 2022; Seo & Jang, 2025). Expectations items captured anticipated performance and value of pet-friendly mall services, consistent with ECT-based measures of expectation and confirmation (Lima & Reis, 2024; Oliver, 1980). Attitude items were adapted from TPB-based scales assessing overall evaluation of performing a behavior (Ajzen, 1991; Bosnjak et al., 2020), while revisit intention items were adapted from tourism loyalty and revisit studies (Arevin et al., 2024; Seow et al., 2024).

The initial pool of items was first reviewed by three hospitality and tourism academics and two industry practitioners with experience in managing pet-friendly services to ensure content validity and contextual relevance. Based on their feedback, minor wording adjustments were made to improve clarity and fit with the Bangkok mall context. The items were then translated into Thai and back-translated into English by bilingual experts to ensure semantic equivalence. A pilot test with sample of 30 pet owners who had visited pet-friendly malls in Bangkok was conducted to assess reliability and item performance. Items with low item-total correlations or conceptual redundancy were removed or refined. Cronbach's alpha values in the pilot study exceeded the recommended threshold of 0.70 for all constructs, indicating satisfactory internal consistency (Hair et al., 2022).

4. Results

Table 1 presents the factor loadings of the measurement items on their respective constructs.

Table 1 Factor Loadings

	Customer Attitudes	Customer Expectation	Revisit Intention	Service Quality
ATI1	0.885			
ATI2	0.896			
ATI3	0.884			
ATI4	0.848			
EXP1		0.897		
EXP2		0.886		
EXP3		0.862		
EXP4		0.852		
REI1			0.913	
REI2			0.941	
REI3			0.941	
SEQ2				0.831
SEQ3				0.863
SEQ4				0.876
SEQ5				0.855
SEQ1				0.678

Customer Attitudes (ATI1–ATI4): Loadings range from 0.848 to 0.896, exceeding the recommended threshold of 0.70, indicating that all items strongly represent the construct. Customer Expectation (EXP1–EXP4): Loadings range from 0.852 to 0.897, suggesting that all indicators are highly reliable and valid measures. Revisit Intention (REI1–REI3): Loadings are exceptionally high from 0.913 to 0.941, demonstrating excellent convergent validity. Service Quality (SEQ1–SEQ5): Four items (SEQ2–SEQ5) show strong loadings from 0.831 to 0.876, while SEQ1 has a loading of 0.678, slightly below the 0.70 threshold. However, according to Hair et al. (2021), items with loadings between 0.40 and 0.70 may be retained if the construct reliability and AVE are satisfactory. To summarize, all factor loadings exceed the recommended threshold of 0.70, except SEQ1 (0.678), which remains acceptable as the construct reliability and AVE values meet the recommended criteria. The loadings for customer attitudes range from 0.848 to 0.896, while customer expectations range from 0.852 to 0.897. Revisit intention indicators demonstrate particularly high loadings between 0.913 and 0.941, indicating strong convergent validity. Service quality indicators also show satisfactory loadings ranging from 0.831 to 0.876.

Table 2 Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Attitudes	0.901	0.902	0.931	0.771
Customer Expectation	0.897	0.899	0.928	0.764
Revisit Intention	0.924	0.925	0.952	0.869
Service Quality	0.880	0.893	0.913	0.678

This table reports Cronbach's alpha, composite reliability (ρ_a , ρ_c), and average variance extracted (AVE) for all constructs. Reliability: All Cronbach's alpha values are above 0.88 (ranging from 0.880 to 0.924), exceeding the threshold of 0.70, which indicates high internal consistency. According to composite reliability, both ρ_a and ρ_c values exceed 0.89 across all constructs, further confirming construct reliability. Convergent Validity (AVE): AVE values range from 0.678 to 0.869, all surpassing the minimum threshold of 0.50, demonstrating that each construct explains more than 50% of the variance in its indicators. To summarize, table 2 reports the reliability and convergent validity of the constructs. Cronbach's alpha values range from 0.880 to 0.924, exceeding the recommended threshold of 0.70, indicating strong internal consistency. Composite reliability values range from 0.913 to 0.952, further confirming construct reliability. The average variance extracted (AVE) values range from 0.678 to 0.869, exceeding the minimum threshold of 0.50, demonstrating satisfactory convergent validity.

Table 3 Discriminant Validity (HTMT)

	Customer Attitudes	Customer Expectation	Revisit Intention	Service Quality
Customer Attitudes				
Customer Expectation	1.011			
Revisit Intention	0.630	0.628		
Service Quality	0.986	0.966	0.606	

Table 4 Discriminant Validity (the Fornell–Larcker criterion)

	Customer Attitudes	Customer Expectation	Revisit Intention	Service Quality
Customer Attitudes	0.878			
Customer Expectation	0.910	0.874		
Revisit Intention	0.575	0.572	0.932	
Service Quality	0.885	0.865	0.552	0.824

According to table 3 and table 4, discriminant validity was assessed using both HTMT and the Fornell–Larcker criterion. While HTMT values between Customer Attitudes–Expectations (1.011) and Service Quality–Customer Attitudes (0.986) exceeded the conventional thresholds (Henseler et al., 2015), this outcome is theoretically plausible given the close conceptual link between these constructs. Importantly, the Fornell–Larcker criterion supported acceptable discriminant validity, as the square root of AVE for each construct exceeded its correlations with other constructs (Fornell & Larcker, 1981). This pattern is consistent with prior studies in tourism and service research where expectations and attitudes are conceptually related constructs within consumer evaluation processes (Cronin et al., 2000; Zeithaml et al., 1996).

Prior to evaluating the structural relationships, collinearity among indicators was examined using variance inflation factor (VIF) values. The results show that most VIF values were below the recommended threshold of 3.3, with the highest value being 4.136. Although two indicators slightly exceeded the stricter 3.3 threshold suggested for common method bias detection (Kock et al., 2021), all values remained well below the critical threshold of 5.0 recommended for

multicollinearity in PLS-SEM (Hair et al., 2022). Therefore, multicollinearity is not considered a serious concern in this study.

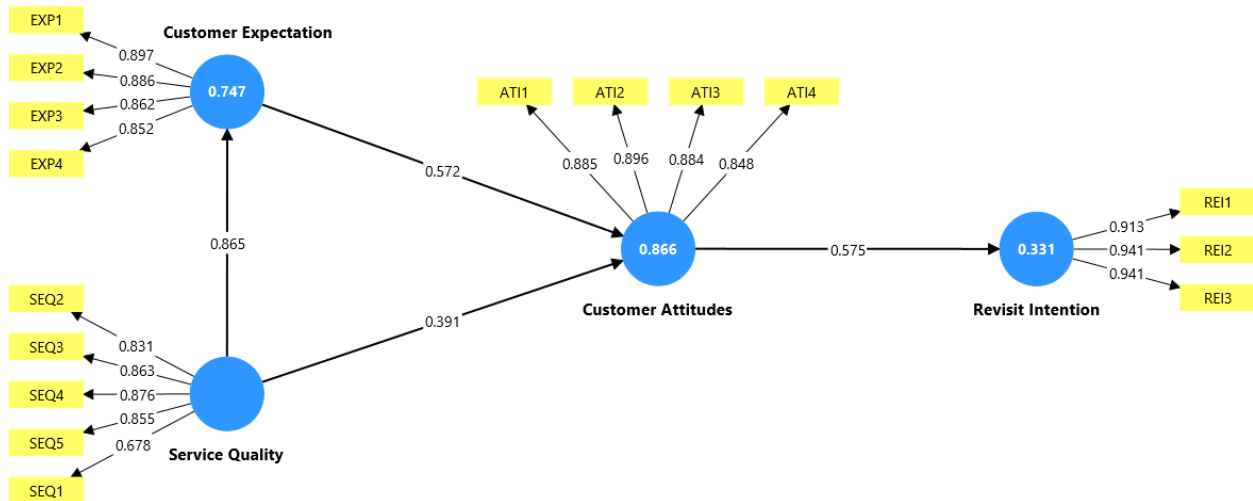


Figure 2. PLS-SEM Structural Model Results.

The structural model results are presented in Figure 2 and in Table 5, the analysis reveals several significant relationships among the constructs. Service quality has a strong positive effect on customer expectations ($\beta = 0.865$), supporting H1, and also positively influences customer attitudes ($\beta = 0.391$), providing support for H2. Furthermore, customer expectations significantly affect customer attitudes ($\beta = 0.572$), supporting H3. In addition, customer attitudes exhibit a strong positive effect on revisit intention ($\beta = 0.575$), supporting H4.

The explanatory power of the model is substantial for customer expectations ($R^2 = 0.747$) and customer attitudes ($R^2 = 0.866$), while the variance explained in revisit intention is moderate ($R^2 = 0.331$). These findings indicate that expectations and attitudes play a crucial role in explaining revisit intention in the context of pet-friendly shopping malls. Specifically, service quality exerts a strong influence on customer expectations and a moderate influence on customer attitudes, suggesting that service quality not only directly shapes attitudes but also indirectly influences them through expectations. In turn, customer attitudes strongly predict revisit intention, highlighting attitudes as the most critical determinant of loyalty-related behavior.

Overall, the results underscore the mediating role of expectations and attitudes in translating service quality into revisit intentions. This suggests that customer loyalty in pet-friendly shopping malls is primarily driven by psychological and evaluative processes rather than by service quality perceptions alone. Consequently, enhancing service quality and effectively managing customer expectations are essential strategies for fostering positive attitudes and encouraging repeat patronage.

Table 5 Hypothesis Testing Table

Hypothesis	Path	β	t-value	p-value	Results
H1	Service Quality → Expectations	0.865	>1.96	<0.001	Supported
H2	Service Quality → Attitudes	0.391	> 1.96	<0.001	Supported
H3	Expectations → Attitudes	0.572	> 1.96	<0.001	Supported
H4	Attitudes → Revisit	0.575	> 1.96	<0.001	Supported

5. Discussion

Overall, the results provide empirical support for the proposed ECT–TPB model in the context of pet-friendly shopping malls in Bangkok. Perceived service quality exerts significant positive effects on customers’ expectations and attitudes, while both expectations and attitudes are positively associated with revisit intention. These findings are consistent with prior research in tourism and hospitality, which emphasizes the central role of service quality and attitudes in shaping loyalty-related outcomes (Boro, 2022; Han, 2022; Seow et al., 2024), and extend them to the emerging domain of pet-friendly retail environments (Meng et al., 2024; Shao et al., 2024; Veas-González et al., 2025).

The findings confirm that service quality does not directly predict revisit intention but instead operates through expectations and attitudes as mediators. This underscores the importance of cognitive and affective mechanisms in transforming perceived service quality into loyalty behaviors. In other words, service quality shapes expectations, which then influences customer attitudes, ultimately leading to repeat visitation. These results are consistent with prior studies highlighting the indirect pathways of service quality on behavioral intentions (Cronin et al., 2000; Oliver, 1997).

Customer expectations emerged as a key driver of attitudes and an indirect contributor to revisit intention. This aligns with Expectation–Disconfirmation Theory, which suggests that when services meet or exceed expectations, customers develop more favorable evaluations (Oliver, 1980; Zeithaml et al, 1996). Thus, expectation management becomes a strategic tool for service providers seeking to sustain positive evaluations and long-term loyalty.

Furthermore, customer attitudes exhibited a strong direct effect on revisit intention, reinforcing their role as the most immediate determinant of loyalty-related behavior. This finding supports the Theory of Planned Behavior, which identifies attitudes as central predictors of intention (Ajzen, 1991). In practical terms, this indicates that fostering positive emotional and cognitive responses among customers is critical for ensuring repeat visits to pet-friendly malls.

For theoretical contribution, this study extends the service quality literature into the relatively underexplored domain of pet-friendly retail environments in Thailand. By confirming the mediating roles of expectations and attitudes, it refines the understanding of how service–loyalty relationships operate in specialized retail contexts. This contributes to both consumer behavior and service management scholarship by demonstrating the interplay between service quality perceptions, psychological mediators, and loyalty outcomes. As this study, it contributes to the literature in three main ways. First, it extends service quality research into the emerging context of pet-friendly

shopping malls, a setting that has received limited attention compared with pet-friendly hotels, restaurants, and destinations (Meng et al., 2024; Shao et al., 2024; Veas-González et al., 2025). By demonstrating how service quality influences expectations, attitudes, and revisit intention in this retail environment, the study adds to a growing body of work on pet-related consumption and tourism behavior (Moral-Cuadra et al., 2025; Müller & Bujdosó, 2024; Quan et al., 2024). Second, the study advances theoretical understanding by integrating ECT and TPB within a unified model. The findings highlight the roles of expectations and attitudes as sequential mediators between service quality and revisit intention, thus enriching traditional satisfaction-based loyalty models (Boro, 2022; Han, 2022; Seow et al., 2024). This integrated perspective suggests that loyalty in pet-friendly environments is driven not only by post-consumption satisfaction but also by anticipatory beliefs and attitudinal evaluations grounded in ECT and TPB (Ajzen, 1991; Oliver, 1980). Third, the study contributes methodologically by applying PLS-SEM and contemporary validity criteria such as HTMT to a novel service context, following recent calls for more rigorous assessment of discriminant validity in variance-based SEM (Hair et al., 2022; Henseler et al., 2015). The approach demonstrates how complex mediating mechanisms in emerging service phenomena, such as pet-friendly malls, can be modelled effectively using PLS-SEM.

For practical implications, for mall managers, the results provide actionable insights: (1) invest in clean, safe, and well-zoned pet facilities to enhance tangibles and assurance; (2) train staff in empathy, responsiveness, and pet-safety protocols; (3) proactively manage expectations through transparent communication of pet policies; and (4) strengthen emotional engagement by organizing pet-related activities and events. These measures can cultivate favorable attitudes, build trust, and foster stronger revisit intentions. As the finding, it offers several implications for managers of shopping malls and retail developers aiming to position their properties as pet-friendly destinations. First, the strong influence of service quality on expectations and attitudes underscores the importance of investing in high-quality pet-related facilities and services. This includes dedicated pet zones, clear and visible pet policies, hygiene and safety infrastructure, and staff training tailored to interactions with pet owners and animals (Müller & Bujdosó, 2024; Shao et al., 2024). Second, the mediating role of expectations suggests that managers should manage and align expectations through transparent communication. Accurate information about pet-related rules, amenities, and event programming via websites, social media, and on-site signage can reduce expectation–performance gaps and foster more favorable attitudes and stronger revisit intentions (Lima & Reis, 2024; Veas-González et al., 2025). Third, the centrality of attitudes in predicting revisit intention indicates that pet-friendly malls should design experiences that appeal both to pets and their owners’ emotions. Events such as pet meet-ups, adoption days, or themed photo zones, as well as collaborations with pet brands, can enhance emotional attachment and community feeling among pet owners, thereby strengthening loyalty behavior (Moral-Cuadra et al., 2025; Shao et al., 2024). Mall managers can also segment customers based on their expectations and attitudes to tailor marketing strategies to high-potential segments, such as frequent pet-owning visitors.

6. Conclusion

This study demonstrates that service quality influences revisit intention indirectly through the mediating roles of expectations and attitudes in the context of Bangkok’s pet-friendly shopping malls. The results reveal that improving service quality alone is insufficient; strategic emphasis

must be placed on expectation management and the cultivation of positive attitudes to secure customer loyalty.

Future research should broaden the scope by examining other moderators such as type of pet, household income, and cultural background, which may shape the strength of these mediating effects. Additionally, longitudinal approaches are encouraged to capture evolving customer perceptions and behavioral intentions over time, thereby offering deeper insights into the sustainability of pet-friendly retail development.

This study responds to the growing importance of pets in consumers' lives by examining how service quality in pet-friendly shopping malls shapes expectations, attitudes, and revisit intentions. The integrated ECT-TPB framework and PLS-SEM analysis provide evidence that expectations and attitudes are key mechanisms linking service quality to loyalty in this emerging service context. While the findings offer both theoretical and managerial contributions, they are subject to limitations related to cross-sectional design, non-probability sampling, and the focus on a single city. Future research could employ longitudinal designs, comparative studies across cities or countries, and additional constructs such as satisfaction, perceived risk, or social norms to further advance understanding of pet-friendly retail experiences.

7. Recommendations

This study advances academic knowledge by empirically validating the mediating roles of customer expectations and attitudes in shaping revisit intention within the pet-friendly retail sector. In doing so, it extends the applicability of established service quality theories to a specialized retail context. From a managerial perspective, the findings highlight that building customer loyalty and encouraging repeat visits require more than just delivering basic service quality. Instead, mall operators should actively manage customer perceptions and cultivate positive emotional experiences to sustain long-term patronage. This strategic orientation allows shopping malls to implement targeted service improvements, secure competitive advantage, and achieve sustainable growth in this emerging market segment.

For future research, the mediating mechanisms identified in this study warrant further exploration across different geographical contexts, demographic groups, and types of pet-friendly businesses to strengthen external validity and generalizability. Scholars may also refine the conceptualization of expectations and attitudes by examining their distinct dimensions or by investigating moderating variables such as pet type, household income, or cultural values. Additionally, adopting longitudinal research designs could provide valuable insights into how customer perceptions, attitudes, and revisit intentions evolve over time, thereby deepening understanding of loyalty formation in dynamic retail environments.

8. Limitations

Although some HTMT values exceeded the suggested thresholds, this may reflect the inherent conceptual closeness between expectations, attitudes, and service quality in consumer behavior. Prior studies have also noted strong associations among these constructs in tourism and retail contexts (Cronin et al., 2000; Zeithaml et al., 1996). Thus, while discriminant validity should be interpreted with caution, the findings remain theoretically consistent. The high HTMT values reflect the conceptual closeness of service quality, customer expectations, and attitudes in

consumer psychology. Similar overlaps have been reported in prior tourism and retail studies (Cronin et al., 2000; Zeithaml et al., 1996)

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