

CUSTOMERS' SATISFACTION WITH
METRO MALL AT SUKHUMVIT SUBWAY STATION

MASTER'S PROJECT
BY
ALISA NILAWAN

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University
February 2008

CUSTOMERS' SATISFACTION WITH
METRO MALL AT SUKHUMVIT SUBWAY STATION

MASTER'S PROJECT
BY
ALISA NILAWAN

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

February 2008

Copyright 2008 by Srinakharinwirot University

ความพึงพอใจของลูกค้าที่มีต่อเมโทรมอลล์ สาขาสุขุมวิท

บทคัดย่อ

ของ

อติชา นิลวรรณ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของ
การศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
กุมภาพันธ์ 2008

อลิษา นิลวรรณ (2551).ความพึงพอใจของลูกค้าที่มีต่อเมโทรมอลล์ สาขาสุขุมวิท.

สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ:

บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:

อาจารย์โสภณ จันทะคล้อย.

สารนิพนธ์ฉบับนี้มีจุดประสงค์เพื่อสำรวจความพึงพอใจของผู้ใช้บริการที่มีต่อเมโทรมอลล์ สาขาสุขุมวิทและเพื่อศึกษาระดับความพึงพอใจของผู้ใช้บริการที่มีต่อการบริการในด้านต่าง ๆ ของศูนย์การค้าเมโทรมอลล์ สาขาสุขุมวิท โดยใช้วิธีการสุ่มตัวอย่างจากลูกค้า 50 คน ที่มาใช้บริการที่ศูนย์การค้าเมโทรมอลล์สาขาสุขุมวิทในเดือนพฤศจิกายน 2550 โดยกลุ่มตัวอย่างตอบแบบสอบถาม และผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าร้อยละ

ผลการศึกษาพบว่าปัจจัยหลักที่มีอิทธิพลต่อการตัดสินใจของผู้ที่มาใช้บริการเป็นอย่างมากในการมาใช้บริการของศูนย์การค้าเมโทรมอลล์ สาขาสุขุมวิท คือ การมีร้านอาหารและเครื่องดื่ม ราคาของสินค้าเหมาะสมกับคุณภาพของสินค้า สถานที่ตั้งและการตกแต่งที่ทันสมัย ข้อมูลจากการบอกเล่าและการมอบคูปองส่วนลดเพื่อแลกซื้อสินค้าในราคาพิเศษ และความกระตือรือร้นของพนักงานที่ให้บริการ และผลของการศึกษาพบว่าผู้ที่มาใช้บริการของศูนย์การค้าเมโทรมอลล์พอใจต่อการให้บริการด้านต่าง ๆ ของศูนย์การค้าเมโทรมอลล์ สาขาสุขุมวิท ในด้านของคุณภาพของสินค้า การตกแต่งภายใน ความรวดเร็วในการให้บริการ ความสะอาด เครื่องแต่งกายของพนักงาน ประสิทธิภาพและคุณภาพของบริการ การลดราคาของร้านค้าภายในศูนย์การค้า และ ราคาที่เหมาะสมกับสินค้าและบริการที่ได้รับ

CUSTOMERS' SATISFACTION WITH
METRO MALL AT SUKHUMVIT SUBWAY STATION

AN ABSTRACT
BY
ALISA NILAWAN

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University
February 2008

Alisa Nilawan. (2008). *Customers' Satisfaction with Metro Mall at Sukhumvit*

Subway Station. Master's Project, M.A. (Business English for

International Communication). Bangkok: Graduate School, Srinakarinwirot

University. Project Advisor: Ms. Sopin Chantakloi.

The objectives of this study were to survey customers' satisfaction with Metro Mall at Sukhumvit station and to explore the level of customers' satisfaction toward the existing services of Metro Mall at Sukhumvit station. The fifty customers were randomly selected to answer the questionnaires in November 2007. The data were analyzed using percentage.

The findings of the study reveal that the customers considered food and beverage shops, reasonable price compared with the product quality, modern decoration and location of mall, word of mouth and discount coupon available, and prompt and attentive services of salespersons are the main factors influence customers on visiting Metro Mall at Sukhumvit station. The findings also show that the overall customers' satisfaction level toward the existence service and performance of Metro Mall at Sukhumvit station was at satisfied level, especially in terms of standard quality of products, interior design, speed of service, cleanliness, uniform of salesperson, productivity and quality, shop discount, and reasonable price when compared with the products quality and quantity.

The master's Project Advisor, Chair of Business English for International Communication, and Oral Defense Committee have approved this master's project Customers' Satisfaction with Metro Mall at Sukhumvit Subway Station by "Alisa Nilawan" as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakarinwirot University.

Master's Project Advisor

.....
(Ms. Sopin Chantakloi)

Chair of Business English for International Communication Program

.....
(Assistant Professor Dr. Tipa Thep-Ackrapong)

Oral Defense Committee

..... Chair
(Ms. Sopin Chantakloi)

..... Committee
(Assistant Professor Sirinna Boonyasaguan)

..... Committee
(Dr. Wanlapa Thaijinda)

The Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakarinwirot University.

.....Dean of the Faculty of Humanities
(Associate Professor Chaleosri Pibulchol)

February....., 2008

ACKNOWLEDGEMENTS

This research was accomplished with the contributions and support from many people. I would like to take opportunity to express my appreciation to them.

Firstly, I would like to express my deep appreciation and gratitude to Ms. Sopin Chantakloi, my master project's advisor, for her kind guidance, excellent comments, and encouragement through the course of this research study. Without her, this success would not have been achieved.

My gratitude is extended to Assistant Professor Sirinna Boonyasaguan, Dr. Wanlapa Thaijinda, Dr. Saengchan Hemchua, and Assistant Professor Dr. Tipa Thep-Ackrapong the committee members, for their valuable suggestions throughout my master's project.

I would also like to express my gratitude to the salespersons of the retail shops in Metro Mall at Sukhumvit subway station for providing me with valuable information. Thanks are also given to all instructors in the Business English for International Communication Program for their teaching, dedication, and advice.

Finally, deepest appreciation is given to my family and friends for their understanding and encouragement during my study.

Alisa Nilawan

TABLE OF CONTENTS

Chapter		Page
1	INTRODUCTION	1
	Background	1
	Statement of the problem	8
	Objectives of the study	9
	Research questions	9
	Significance of the study	9
	Scope of the study	10
	Definition of terms	11
2	RELATED LITERATURE REVIEW	12
	Retailing and shopping mall	12
	Satisfaction	13
	Service	20
	Marketing mix	23
	Relationship marketing	27
	Related previous research	28

TABLE OF CONTENTS (CONT')

Chapter		Page
3	METHODOLOGY	32
	Participants of the study	32
	Research instrument	32
	Procedure of the study	35
4	FINDINGS	36
	General information of the respondents	36
	Aspects influencing the customers to use the services of Metro Mall at Sukhumvit station	38
	Satisfaction level of Metro Mall customers with its existing services...	44
5	CONCLUSION AND DISCUSSION	54
	Summary of the study	54
	Discussions of the major findings	55

TABLE OF CONTENTS (CONT')

Chapter	Page
5 (continued)	
Limitations and recommendations for further study	66
REFERENCES	
APPENDIX	
VITAE	

CHAPTER 1

INTRODUCTION

Background

Traffic congestion is reaching intolerable level in many metropolitan areas in both developed and developing countries. New building developments are considered one of the major causes of congestion-related problems in these cities. In Thailand, traffic congestion has long been a critical problem for decades. According to the study of Bangkok Transportation in 1971, entitled "Bangkok Traffic Congestion: Is there a solution", Bangkok is one of the world's most heavily congested cities and has a bad mass transit system as well as a city plan (Thailand Development Research Institute. 1998: 1). Consequently, the Thai government has put a lot of effort to solve the chronic traffic problem, for instance, more streets and highways have been constructed. However, the problem has not been efficiently solved yet.

Therefore, the government has recently cooperated with the Bangkok Metro Public Company Limited (BMCL) and Mass Rapid Transit Authority of Thailand (MRTA) to construct Thailand's first underground subway that is graciously named by the king

as “Metropolitan Rapid Transit Chalerm Ratchamongkhon” - “Celebration of Royal Auspice” - or informally as the “MRT Blue Line.” This project lies twenty meters beneath Bangkok’s street and runs for twenty kilometers between Bang Sue and Hua Lamphong stations. The total cost of the project is 100 billion baht. The Blue Line was opened for a limited public trial over several weeks starting April 13, 2004 and was officially opened on July 3, 2004. According to the continuously increasing number of MRT passengers and the rising amount of its revenue within six months, its operation BMCL and MRTA to planned expand the new subway route. Therefore, on September 28, 2004, the cabinet approved the detailed design and the construction of an initial extension section, the Purple line: Bang Yai - Bang Sue section with approximately twenty-three kilometers long. The total cost is 46,704 million baht. There will be sixteen elevated central platform stations along the route. In terms of project benefit, the Office of Transport and Traffic Policy and Planning (OTP's Study), the expected passenger number of purple line in year 2010 will be 461,000 per day (Mass Rapid Transit Authority of Thailand, 2000).

Mass Rapid Transport (MRT) is successful because MRT is a new transportation system in Thailand that offers convenient and rapid travel with reasonable

price for people who live in Bangkok and vicinity areas: Nonthaburi, SamutPrakarn, Pathum thani and etc. MRT carries approximately 40,000 passengers per hour, so this transportation system can carry more than 404,000 passengers per day (Bangkok Metro Public Company Limited. 2004).

According to the increasing number of MRT daily passengers, MRT thinks that their passengers do not use the subway for travel only, but in the future they will also use the subway station as a place for meeting and shopping. Therefore, BMCL and MRTA planned to develop the area within the subway stations to be a shopping center. These underground shopping malls are coming with a concept of a new era of cosmopolitan shopping lifestyle.

Consequently, BMCL has established the Metro Mall Development. Co. Ltd as a subsidiary to handle the retail trading inside MRT subway station areas, and the Metro Mall Co. Ltd hires professionals to run the underground department store for BMCL.

The main objective of Metro Mall is to respond to the needs and lifestyle of MRT customers and trendy people. BMCL plans to open the shopping outlets at eleven stations: Khlong Toei, Queen Sirikit National Convention Center, Sukhumvit, Phetchaburi, Phra Ram 9, Thailand Cultural Center, Ratchadaphisek, Lat Phrao,

Phahon Yothin, Chatuchak Park and Kamphaeng Phet. Sukhumvit station will be the first one, followed by Phahon Yothin, Thailand Cultural Centre, and Chatuchak. In year 2007, all eleven underground malls will be available (Bangkok Metro Public Company Limited. 2005).

According to the survey of BMCL and Chor. Karnchang PCL from 22 to 24 March 2004 on the business of shopping mall at the subway station, there are many strengths and promising opportunities that other shopping centers may not compete with Metro Mall. Besides the survey, several printed media also emphasize the strengths of Metro Mall as follows:

Firstly, there are about 200,000 commuters now taking the subway daily. Some 40,000 use the Sukhumvit station alone, and Metro Mall predicts 10% of them, 4,000 people, are likely to stop to shop (The Nation. 2005).

Second, a variety of products (food and beverages) and services (micro branches of banks and the Internet shops) make the cosmopolitan daily life become easier. This can be ascertained by the opinion of Miss Wanida Mareukasamas, a subway passenger. She stated that, "I can walk from the train to my office. I may drop by at a sales counter to arrange a cleaning service for my home. If I am hungry, I may

respond to that delicious fresh pretzel aroma from the early opening Auntie Anne's outlet. On the way home, when I pick up the key to my condo from the cleaning service, I may decide to sit down and have a foot massage" (Bangkokpost. 2005). Mr. Kunanun Tayayouth, a marketing director of the Metro Mall Co., also asserted that "Metro Mall not only provides a variety of good quality products, but it is also located on the business and property area. You cannot find retail locations where shoppers drop by twice a day, like these Metro Malls in the subway. They are like Jet petrol stations, outlets where people go for shopping, not refueling but for refreshment. This is because the mall is located directly on the way home" (Bangkok Post. 2005).

Third, according to an article in Positioning Magazine (2005), Metro Mall has cooperated with MRT offering a discount promotion, as a marketing strategy, to grab the attention of MRT customers to buy goods and use the service in Metro Mall.

On the other hand, while BMCL survey focused mainly on the advantages of Metro Mall, many articles in the newspapers, business journals and websites, and people involving the business at Metro Mall have been discussing the problems they encountered concerning the design and the revenue of the outlets in Metro Mall at Sukhumvit station, and their discussions sounded completely contrast to what stated in

the BMCL survey. The problems discussed are summarized as follows:

First, the number of the customers buying products or using the services in Metro Mall at Sukhumvit station after a three months' launch has not yet reached its expectation. According to an article of Thai Post on November 21, 2005, the sales revenue of each shop is not quite good. An employee of a coffee and ice-cream shop said that, "the average number of customers does not exceed ten people per day, and the rate of the income is about 200-300 baht a day".

Next, although Metro Mall is situated in the crowded area, many passengers do not pay much attention to the shops in Metro Mall. Many customers who use MRT service are business or working people, so they probably hurry to work and do not have enough time to shop at Metro Mall. This was supported by an article in Prachachart Thurakij newspaper from June 26 to 29, 2003, it noted that many kiosks located in some Skytrain stations at Sanam Pao, Saphan Kwai, Phra Khanong, and so on, have closed their business because the number of passengers and customers is far below the target level and most Skytrain passengers prefer the fast transportation rather than shopping around the stations.

In addition, an article posted on the web board of Metro Mall showed that not

many people know about the mall. It revealed that the public relations plan of Metro Mall is ineffective. Even a frequent passenger who uses the subway daily did not know about the opening of Metro Mall. Many people complained about the location and the entrance of Metro Mall. It is very difficult to notice because it is located at the corner, and the entrance billboard is inconspicuous. If people did not notice the billboard or know about the location, they will definitely walk past it (The Nation. 2006). Since the location and the entrance of a mall significantly attracts its customers, in many countries, like England, Japan, Hong Kong, and Singapore, they put the retail shops along the path to the train because it is convenient for the passengers to stop and shop on the way to the train.

Obviously, the results of MRT study seem to be contrast with the information gained from the dealers and Metro Mall customers. Therefore, the researcher was interested in exploring the customers' satisfaction toward the Metro Mall performance and service at Sukhumvit station. The researcher also aimed to study the factors influencing customers to visit Metro Mall at Sukhumvit station, and to measure the customers' satisfaction level toward the existing services of Metro Mall. Moreover, the effective service technique which attracted more customers would be explored.

Statement of the Problem

According to a number of recent articles in the newspapers, the business journals and the Internet web boards concerning the business of Metro Mall, they revealed that the number of customers and the revenue of each retail shop in Metro Mall at Sukhumvit station were quite low. They summed up that the reasons the customers bought less were due to the location and the performance of Metro Mall, and a lack of effective promotion and service.

Accordingly, the reasons claimed might affect the productivity of Metro Mall in terms of revenue and the number of customers and might lead to the disadvantages of launching new branches of Metro Mall in the near future. Therefore, this study proposed to examine the satisfaction level of customers toward Metro Mall at Sukhumvit station which is the first launch of Metro Mall project. The study would also explore the factors that met the customer needs and the service aspects that could help maintain the old customers and attract the new ones.

Objectives of the Study

This study served two objectives:

1. To survey customers' satisfaction with Metro Mall at Sukhumvit station
2. To explore the level of customers' satisfaction with the existing services of

Metro Mall at Sukhumvit station.

Research Questions

The research questions are as follows:

1. What regard aspects are considered having influenced customers to visit

Metro Mall at Sukhumvit station?

2. What is the level of customers' satisfaction with the existing services

of Metro Mall at Sukhumvit station?

Significance of the Study

This study would reveal the important aspects influencing the Metro Mall customers' decision on visiting Metro Mall and explore the level of customers' satisfaction toward the existing of the services of Metro Mall at Sukhumvit station.

The results of this study would help Metro Mall Co. to understand the customers' needs. Furthermore, the study will reveal what service aspects of Metro Mall that satisfy its customers. It will help the retail shops to develop the quality of services in order to increase the customers' satisfaction levels. In addition, the study will be beneficial to the retail shops located in Metro Mall at the Sukhumvit station to improve their business. Also the results of the study will provide some significant information concerning effective services to gain the customers' satisfaction for the future branches of Metro Mall.

Scope of the Study

This research was aimed to study the aspects influencing Metro Mall customers' decision on visiting Metro Mall as well as to explore the level of customers' satisfaction with Metro Mall at Sukhumvit station. A set of questionnaire will be randomly distributed to fifty customers of different ages and genders visiting and shopping at Metro Mall at Sukhumvit station in November 2007.

Definition of Terms

1. Mass Rapid Transit Authority of Thailand (MRTA) is authorized to operate Mass Rapid Transit Systems within Bangkok and the vicinity areas.

2. Metro Mall at Sukhumvit station which provided twenty-two shops of seven types. The shops are a convenience stores (7-11), a bank, IT-communication, a bookstore, financial Institutes (Quick Cash, Easy Buy, KTC), food and drinks, and other retailers such as a drug store, an eye glasses store, a cosmetic store, a barber, a jewelry, a gold shop, and music store, etc. The first Metro Mall was launched at Sukhumvit station on September 9, 2005, followed by Phahon Yothin, Thailand Cultural Centre, and Chatuchak station.

CHAPTER 2

RELATED LITERATURE REVIEW

This chapter provides related secondary data concerning customer satisfaction and service marketing. This research reviews five areas as follows: (1) definition of retailing and shopping mall, (2) the satisfaction theories, (3) the service theories, (4) the marketing mix (8Ps), (5) the relationship marketing, and (6) related previous studies on customer satisfaction

1. Definition of Retailing and Shopping Mall

Stanton; Etzel and Walker (1994: 390) state that retailing (or retail trade) consists of the sale of goods or merchandise for personal or household consumption, either from a fixed location such as a department store or kiosk, or from a fixed location and related subordinated services. Shops may be on residential streets, or in the shopping streets with few or no houses, or in shopping center.

In addition, Kotler and Armstrong (1993: 346) define retailing as all the activities involved in selling goods or services directly to final consumers for their personal, non business use.

A shopping mall is one of retail store types. Hartwick (2004) describes the shopping mall as a place where a collection of shops all adjoin a pedestrian area, or an exclusively pedestrian street, that allow shoppers to walk without interference from vehicle traffic.

2. Satisfaction Theories

This part will be revealing the significance of the satisfaction in many aspects of service business. Those aspects are the following:

2.1 Definition of Satisfaction in Service Business

Reisinger and Turner (2003:176) state that satisfaction refers to the comparison of expectation with experiences in terms of performance as when experiences differ negatively from expectations, dissatisfaction occurs. They also suggest that satisfaction

is gained only when the expectations are met or exceeded, and the best way to satisfy customers is to exceed their expectations.

According to Oliver (1996:42), customer satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment.

Zeithaml and Bitner (2004:86) explain that satisfaction is the customers' evaluation of a product or service to see whether that product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service.

After consumers have made acquisition, consumption, disposition decisions, they can evaluate the outcomes of their decisions. If their evaluations are positive; if they believed their needs or goals have been met, they feel satisfaction. Satisfaction can be associated with feeling of acceptance, happiness, relief, excitement, and delight. So, when consumers have a negative evaluation of an outcome, they feel dissatisfaction. Dissatisfaction can be related to feeling of tolerance, distress, sadness, regret, and outrage (Hoyer; and MacInnis. 2004:280) Thus, satisfaction is both a subjective feeling and objective evaluation that a decision has fulfilled a need or goal.

Dissatisfaction occurs when consumers have negative feelings and believe that their goals or needs have not been fulfilled. Marketers need to keep consumers satisfied because losing customers can be very costly in the long run (Lamb; Hair; and McDaniel. 2004:119).

Kotler (1994:40) asserts that satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance or outcome in relation to the person's expectation. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.

2.2 Meeting Customer Expectations and Need

2.2.1 Expectations

Kotler (1994:40) defines that expectations are formed on the basis of the buyer's past buying experience, statements made by friends and associates, and marketer and competitor information and promises. If marketers raise expectation too high, the buyer is likely to be disappointed. On the other hand, if the company sets

expectations too low, it won't attract enough buyers although it will satisfy those who buy.

The major responsibility for fulfilling the expectations created by the marketing department and by the past experiences of repeat guests' lies with the operations side of the organization. If what guests get falls short of what they have been led to expect or what they have learnt to expect, they will be unhappy. They will not think back later on a delightful, carefully planned guest experience; they will remember the events surrounding the poor service as a bad experience (Ford; and Heaton. 2000:16).

Collier (2000:196) explains that customer expectation can be established by advertising, previous personal experience, conversations with other users of the service and the like. Therefore, the actual performance level of the service delivery system depends on many controllable factors such as process design, compensation programs, training programs and employee scheduling, and uncontrollable factors such as the behavior of other customer and influence, can affect the performance level of the service delivery system.

2.2.2 Needs

Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression (Kotler; and Armstrong. 2003:5).

Customers buy goods and services to meet specific needs, and they evaluate the outcomes of their purchases based on what they expect to receive. Lovelock (2004:112) notes that needs are deeply rooted in people's unconscious minds and concern long-term existence and identity issues. When people feel a need, they are motivated to take actions to fulfill it.

Harris (1996:4) demonstrates that every customer comes into the customer situation with differing wants. Although wants are frequently difficult to identify and may be occasionally unrealistic, all customers have five basic needs. Those needs are following:

2.2.2.1. Service: customers expect the service that they think is appropriate for the level of purchase that they are making.

2.2.2.2. Price: the cost of everything we purchase is becoming increasingly important. People and business want to use their financial resources as efficiently as possible.

2.2.2.3. Quality: customers want the products that they purchase to be durable and functional until the customer decides to replace them. This requirement of quality mandates that manufacturers and distributors produce products that live up to the customers' expectations of durability.

2.2.2.4. Action: customers need action when a problem or question arises. So, when they have a need or question arise, someone will be ready and waiting to help them and that they are an important priority.

2.2.2.5. Appreciation: customers need to know that we appreciate their business. Service providers can convey this appreciation in many appropriate ways. Customers' mailing lists, informational newsletters, special discounts, courtesy, and name recognition are good beginnings to showing our customers our appreciation.

2.3 Delivering Customer Value and Satisfaction

Today's customers face a growing range of choices in the products and services they can buy. They base their choices on their perceptions of quality, value and

services. Company needs to understand the determinants of customer value and satisfaction. Customer delivered value is the difference between total customer value and total customer cost. Customers will normally choose the offer that maximizes their delivered value (Kotler; and Armstrong. 1999:465).

2.4 Retaining Customers

In the past, many companies took their customers for granted. Their customer did not have many alternative suppliers, or the other suppliers were just as deficient in quality and service, or the market was growing so fast that the company did not worry about fully satisfying its customers. In contrast, today's companies need to pay closer attention to their customers, because of they are smarter, more price conscious, more demanding, less forgiving and they are approached by many more competitors with equal or better offers.

Kotler (1994:60) explains that most marketing theory and practice centers on the art of attracting new customer rather than on retaining and existing ones. The emphasis traditionally has been on making sales rather than building relationship, on pre-selling and selling rather than caring for the customer afterward. A company would be rise to

major customer satisfaction regularly, because the key to customer retention is customer satisfaction.

3. Service Theories

3.1 Definition of Services

Service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of the party (Kotler and Armstrong. 2003:7).

Haksever; Render; Russel; and Murdick (2000:3) define the meaning of services as economic activities that produce time, place, form, or psychological utilities.

Collier (2000:197) states that service is any primary activity that does not directly produce a physical product, that is, the nongoods part of transaction between buyer (consumer) and seller (provider).

If the services organizations can create their products or service that exceed customer expectations, it will create more opportunity to form the impression to the customers.

3.2 Service Quality

Collier (2000:197) also demonstrates that service/quality is a comparison by the customer between his/her expectations before experiencing the service with actual service delivery system performance.

Consequently, service quality is a critical perception. In the case of pure service, service quality will be the dominant element in the customers' evaluations. Moreover, in cases where customer service or services are offered in combination with a physical product, service quality may also be very critical in determining customer satisfaction (Zeithaml; and Bitner. 2004:92). It is obvious that consumers judge the quality of services based on their perceptions of the technical outcome provided, the process by outcome was delivered, and the quality of the physical surroundings where the service is delivered.

There are 5 specific dimensions of service quality that revealed in the research of Zeithaml which followed: reliability, responsiveness, assurance, empathy and tangible.

Reliability: ability to perform the promised service dependably and accurately.

Responsiveness: willingness to help customers and provide prompt service.

Assurance: employees' knowledge and courtesy and their ability to inspire trust and confidence.

Empathy: caring, individualized attention given to customers.

Tangibles: appearance of physical facilities, equipment, personnel, and written materials.

These dimensions represent how consumers organize information about service quality in their mind. But, sometimes customers will use all of the dimensions to determine service quality perceptions, at other times not.

3.3 Service Encounter

Zeithaml; and Bitner (2004: 99) acknowledge that from the customer's point of view, the most vivid impression of service occurs in the service encounter or "moment of truth" when the customer interacts with the service firm. So, service encounter is one or more moments of truth, which a customer comes into contact with any aspect of the organization, and thereby has an opportunity to form an impression.

The service personnel are the most important factor in most high-contact service encounters, where they have direct, face-to-face interactions with customers, but they can also affect service delivery in low-contact situations, as in telephone-based service encounter. Knowledgeable customers often expect employee to follow specific scripts during the service encounter; excessive deviation from these scripts can lead to dissatisfaction (Lovelock. 2004: 124). Therefore, handling service encounters effectively on the part of the employee usually combined learned skills with the right type personality. Be careful recruitment, training, compensation, and motivation which are essential input. In particular, gaining a better understanding of how customers evaluate, select, use, and abuse services should lie at the heart of strategies for service design and delivery.

4. Marketing Mix (The Eighth Components of Integrated Service Management)

When discussing strategies to market manufactured goods, marketers usually address four basic strategic elements: product, price, place (or distribution), and promotion (or communication). These categories are often referred to as the 4Ps of the marketing mix. However, the distinctive nature of service performances, especially such

aspect as customer involvement in production and importance of the time factor, requires that other strategies elements be included.

Recently, Lovelock (2004: 15-17) expressed that using 8Ps model of integrated service management is required for success in any competitive service business.

Product Elements: managers must select the features both the core product (either a good or service) and the bundle of supplementary service elements surrounding it, with reference to the benefits desired by customers and how well competing products perform. In short, they must be attentive to all aspects of the service performance that have the potential to create value for customers.

Place and Time: delivering product elements to customers involves decisions on the place and time of delivery as well as on the methods and channels employed. Firms may delivery service directly to customers or through intermediary organizations such as retail outlets that receive a fee or percentage of the selling price to perform certain tasks associated with sales, service, and customer contact. Speed and convenience of place and time for the customer are becoming important determinants in service delivery strategies.

Process: creating and delivering product elements to customers requires the design and implementation of effective process that describe method and sequence of actions in which service operating systems. Badly designed processes are likely to annoy customers when the latter experience slow, bureaucratic and ineffective service delivery. Similarly, poor processes make it difficult for frontline staff to do their jobs well, result in low productivity, and increase the likelihood of service failures.

Productivity and Quality: productivity relates to how inputs are transformed into outputs that are valued by customers, whereas quality refers to the degree to which a service satisfies customers by meeting their needs, wants, expectations. Improving productivity is essential to keep costs under control, and service quality is essential for product differentiation and building customer loyalty.

People: customers will often judge the quality of the service they receive based on their assessment of the people providing that service. Successful service firms devote significant effort to recruiting, training, and motivating their personnel.

Promotion and Education: this component plays three vital roles: providing needed information and advice, persuading target customers of the merits of specific

product, and encouraging them to take action at specific times. Promotional activities may serve to marshal arguments in favor of selecting a particular brand or use incentives to catch customers' attention and motivate them to act.

Physical Evidence: the appearance of building, landscaping, interiors furnishing, equipment, staff members, signs, printed materials, and other visible cues all provide tangible evidence of firm's service quality. Service firms need to manage physical evidence carefully, because it can have a profound impact on customers' impressions.

Price and Other User Costs: this component addresses management of the expenditures and other outlays incurred by customers in obtaining benefits from the service product. Customers may bear in purchasing and using a service, including time, mental and physical effort, and unpleasant sensory experiences, such as noises and smells.

5. The Relationship Marketing

Payne (1993: 30 - 33) explains the definition of the relationship marketing as the attraction, maintaining and enhancing the customer relationship.

Therefore, the attraction of new customers is merely the first step in the marketing process. We can summarize the Relationship Marketing theory of Payne Adrian into three complementary perspectives.

- The nature of the way the company view their relationships with customer is changing. Emphasis is moving from a transaction focus to a relationship focus with the aim of long-term customer retention.
- The service organization becomes concerned with the development and enhancement of more enduring relationships with other external markets including suppliers, recruitment, referral and influence, as well as internal markets.
- A recognition that quality, customer service and marketing activities need to be brought together. A relationship marketing orientation focuses on bringing the three elements into closer alignment and ensuring their combined synergistic potential released.

6. Related Previous Research

Previous secondary data related to this study in terms of factors and service aspects that influence the satisfaction of customers toward the service businesses are explored as follows:

“The Customers’ Satisfaction toward Big C Department Store Services in Petchaburi” was studied by Ununt Glinglaow (2004). The research aimed to study customers’ satisfaction toward Big C department store service in Petchaburi in five aspects namely: product, price, place, promotion and service, and the comparison of customers’ satisfaction toward Big C department store service in Petchaburi. the study was conducted with 400 customers using the service of Big C. The results showed that the overall satisfaction of customers is in high average. There are two service aspects: the price of goods and the marketing promotion, that the customers are not satisfied. There was statistical significant difference for the satisfaction at level 0.1 in overall aspects from the customers with the marital status and income.

Research by Yatinnee Jaturongkagul (2004) entitled “Consumers’ Satisfaction toward the Department Stores in Bangkok Metropolitan Area” was carried out to study consumers’ satisfaction toward the service of department stores located in Bangkok

metropolitan area. The study was conducted with 900 consumers who preferred to buy goods and services available in department stores located in Bangkok metropolitan area. The results of the study indicated that most of the customers are satisfied with the services of the department stores at the highest level, but the marketing promotion is in the moderate level. There was no statistical significant difference for the satisfaction in overall aspects from the customers with the different sex, different age, different occupation, education and income. There was statistical significant difference for the satisfaction at level 0.5 in overall aspects from the customers with the marital status.

With regard to the customers' satisfaction toward the shopping mall services, Weeraphol Eiamsopha (2003) studied the demographic factors effecting consumers' behavior and satisfaction toward The Emporium Shopping Complex, and the correlation between consumers' behavior and satisfaction toward The Emporium Shopping Complex. The results revealed that most of the sample groups come to the Emporium because it is near their workplace. Their friends are the main influential factor for their buying decision. In terms of the consumers' satisfaction to The Emporium, it showed that consumers are satisfied in an average level of 4.00 in the feature, 3.44 in human

resource, 3.46 in location and the total average in satisfaction for all aspects is 3.78 which is in a high satisfaction level.

Overseas research also explored the aspects of shopping mall. For instance, Adkin LeHew; Melody L; & Linda M. Cushman (JSCR: 1998: online) studied "Time Sensitive Consumers' Preference for Concept Clustering: An Investigation of Mall Tenant Placement Strategy ". The main purpose of this study was to determine the preference of time-sensitive consumers for store placement within the malls, and obtain descriptive information that would better identify the time-sensitive consumers. This study was conducted 3,000 female consumers residing within the United States. The results of the study showed that highly-time sensitive consumers did prefer concept-clustering strategies, but the relationship between time sensitivity and tenant placement preferences of consumers was not strong. Time-pressured respondents indicated that the various concept-clustering strategies would increase their shopping satisfaction.

Previous research investigated the customers' satisfaction on different aspects of shopping mall. Some studies of customers' satisfaction based on the 5Ps of marketing mix. This study differs from those previous studies since it will focus on the 8Ps of marketing mix introduced by Lovelock (2004) and the researcher will explore the

essential of this marketing mix toward the services and performance of Metro Mall at Sukhumvit station.

CHAPTER 3

METHODOLOGY

This chapter presents the methodology of the research. It contains four sections: subjects of the study, procedures of the study, research instrument, data collection and data analysis. The details are as follows:

1. Subjects of the Study

The subjects of this study consisted of fifty customers of Metro Mall at Sukhumvit subway station. They were selected randomly to answer the questionnaires in November 2007.

2. Research Instrument

The researcher used a questionnaire specially designed as an instrument for this study. To avoid language barriers, the questionnaire was in Thai (see Appendix A) and an English questionnaire was prepared as the requirements of this project (see

Appendix B). The questionnaire is divided into three parts:

2.1 Preliminary Interviews

In order to design a questionnaire to effectively answer the research questions, in August 2007 the researcher interviewed ten customers shopping at Metro Mall at Sukhumvit station. The interview concerned the information based on the objectives of the study: to focus on the aspects influencing customers' decision on visiting Metro Mall at Sukhumvit station, and to explore the level of customers' satisfaction toward the existing of the services of Metro Mall at Sukhumvit station.

2.2 Questionnaire Development

The results of the interviews were used to develop an effective questionnaire for data gathering. To standardize the questionnaire, the researcher distributed the first version of the questionnaire to ten customers shopping at Metro Mall at Sukhumvit station as a pilot study in September 2007. The feedback from this first draft of the questionnaire was used to improve a better version of the final questionnaire.

Consequently, some irrelevant items were excluded, and any ambiguous wording was clarified.

The first draft of the questionnaire was designed on the basis of information gathered from the interviews in accordance with the objectives. In addition, it was revised according to the pilot survey. Then the final draft was used in the study. The questionnaire comprises three parts:

Part I: General information of the respondents

This part concerns the gender and age of the respondents. The data were tabulated to define the profile of the fifty respondents.

Part II: Aspects influencing customers' decision on visiting Metro Mall at Sukhumvit subway station

This section identified five major aspects that influence customers on visiting and shopping at Metro Mall: product and service, price, place, promotion, and people. The results explored in this section were used to answer the first research question: What regard aspects are considered having influenced customers to visit Metro Mall at Sukhumvit station?

Part III: Customers' satisfaction level toward the existing services of Metro Mall at Sukhumvit station based on 8Ps marketing mix.

This part was designed to survey the satisfaction level of Metro Mall

customers with its services. The data collected in this part of the questionnaire were used to answer the second research question: What is the level of customers' satisfaction with the existing services of Metro Mall at Sukhumvit station?"

3. Procedures of the Study

3.3.1 Data Collection

The primary data in this study derived from responses to the questionnaires distributed to a sample group of fifty customers, both male and female of different ages, who visited and shopped at Metro Mall at Sukhumvit station in November 2007. Afterward, the complete questionnaires were verified and analyzed.

3.3.2 Data Analysis

The data gathered from the complete questionnaire were compiled and analyzed by use of descriptive statistic: percentages. The findings were presented in tables followed by explanations in chapter 4. Conclusions, recommendations for further studies and limitations of the study were elaborated in Chapter 5.

CHAPTER 4

FINDINGS

This chapter presents the findings of the data analysis. Details of the data derived from fifty complete questionnaires were divided into three parts: 1) general information of the respondents; 2) aspects influencing the customers to use the services of Metro Mall at Sukhumvit station; and 3) satisfaction level of Metro Mall customers with its existing services.

Tables are designed to show the findings in percentage and a brief discussion is presented below each table.

PART 1: General Information of the Respondents

Fifty sets of questionnaire were randomly distributed to the customers visiting Metro Mall at Sukhumvit station in November 2007. Details of general information of the respondents are presented in Tables 1 and 2.

Table 1 Gender

Gender	Number	Percentage
Male	16	32%
Female	34	68%
Total	50	100%

Table 1 presents that most of the respondents (68%) were female. While 38% of the respondents were male. More female visited this mall during the time of this study.

Table 2 Age

Age	Number	Percentage
Below 20	7	14%
21 – 30 years old	28	56%
31 – 40 years old	8	16%
41 – 50 years old	5	10%
Over 50 years old	2	4%
Total	50	100%

Table 2 shows that the majority of the respondents were 21 - 30 years old (56%), followed by 31 – 40 years old (16%), below 20 years old (14%), 41 – 50 years old (10%), and over 50 years old (4%) respectively.

PART 2: Aspects Influencing the Customers to Use the Services of Metro Mall at

Sukhumvit Station

This section presents the factors influencing the customers to use the services of Metro Mall. The aspects explored are: products and services, price, place, promotion, and people. The results are demonstrated in Tables 3 to 10.

Table 3 Shops and Services Available at Metro Mall

Availability of shops and services at Metro Mall	Number	Percentage
Food and beverage shops	31	62%
Well known and trendy shops	0	0%
Basic-need shops	11	22%
Banking service and ATM	6	12%
Counter service	0	0%
Other (please specify)	2	4%
Total	50	100%

In terms of shops and services available, 62% of the respondents indicated that they used the services at food and beverage shops available at Metro Mall. Another 22% of them visited Metro Mall because the basic-need shops were available.

To sum up, the majority of the respondents (62%) visited Metro Mall for food and beverages. It may possibly be assumed that food and beverage shops were major influence for the customers to shop at Metro Mall.

Table 4 Products

Products	Number	Percentage
Varied	39	58%
Unique	3	6%
Famous and modern	3	6%
Fresh and high quality	15	30%
Total	50	100%

Regarding the products, the majority of the respondents (58%) visited Metro Mall because there were a variety of products offered to the customers. 30% of them pointed out that they shopped at Metro Mall for fresh and quality products.

It can possibly state that two influential aspects regarding product aspects which convinced customers to visit Metro Mall are varied, and fresh and high quality products.

Table 5 Price

Price	Number	Percentage
Reasonable when compared with the product quality	19	38%
Reasonable when compared with the product quantity	10	20%
Reasonable when compared with the service provided	16	32%
Inexpensive	5	10%
Total	50	100%

Table 5 demonstrates that 38% of the respondents shopped at Metro Mall because of the reasonable price when compared with the products quality. 32%

of them revealed that they shopped at Metro Mall because the price was reasonable when compared with the provided service.

Obviously, shoppers visited and shopped at Metro Mall for the reasonable product price offered when compared with the product quality and the services.

Table 6 Location

Location	Number	Percentage
Close to residence	10	20%
Close to workplace	13	26%
On the way to destination	21	42%
Meeting point	6	12%
Total	50	100%

As shown in Table 6, the majority of the respondents (42%) visited Metro Mall because it located on the way to their desired destination. 26% of them shopped at Metro Mall because it was close to the workplace.

Regarding the location, it can possibly be that shoppers chose to shop at the store that was close to their workplace or convenient to stop by.

Table 7 Place

Place	Number	Percentage
Modern decoration	25	50%
Well-organized product placement	12	24%
Signs and map directory provided	4	8%
Clear product information signs	9	18%
Total	50	100%

In terms of place, most of the respondents (50%) visited Metro Mall because of its modern design and decoration. 24% of them said that they considered the well-organized product placement as a factor when they decided to use the services of Metro Mall.

According to the results, the modern decoration and attractive design attracted shoppers to visit Metro Mall.

Table 8 Advertising

Advertising	Number	Percentage
Word of mouth	34	68%
Brochure	5	10%
Radio broadcasting	0	0%
Television	0	0%
Advertising in newspaper or magazine	5	10%
Other (please specify)	6	12%
Total	50	100%

Table 8 shows that the majority of the respondents (68%) knew Metro Mall from word of mouth while 12% of them knew Metro Mall because they passed by the mall.

To sum up, it can plausibly be that word of mouth is the major aspect regarding the advertising aspects which highly influenced customers to shop at Metro Mall.

Table 9 Promotion

Promotion	Number	Percentage
Free product tester	7	14%
Sales discount	18	36%
Discount coupon available	25	50%
Total	50	100%

Table 9 presents that 50% of the respondents used the services of Metro Mall

since the discount coupons were available. Meanwhile, 36% of them stated that they shopped at Metro Mall because the sales discounts were provided for the customers.

To sum up, it is possible that when discount coupons and sales discounts are available for customers at a certain shop, most of them tend to shop there.

Table 10 Salesperson

Salesperson	Number	Percentage
Prompt/attentive service	16	32%
Proper uniform	5	10%
Courteous of staff	7	14%
Knowledgeable staff	16	32%
Other (please specify)	6	12%
Total	50	100%

Table 10 demonstrates that 32% of the customers visited Metro Mall because of the prompt and attentive services of the salespersons. In addition, 32% of them shopped at Metro Mall because the staff were knowledgeable.

Concerning the salesperson explored in the study, prompt and attentive service, and knowledgeable staff were influential aspects affecting the respondents' decision on visiting Metro Mall.

To sum up, the findings of part two revealed that the most influential aspects concerning five aspects, products and services, price, place, promotion, and people, affecting customers to use the services of Metro Mall are the availability of food and beverage shops, reasonable prices of products when compared with its quality, the mall's modern design and decoration, word of mouth, knowledgeable salespersons and their prompt and attentive service.

PART 3: Satisfaction Level of Metro Mall Customers with its Existing Services.

This section presents the satisfaction levels of the customers with the existing services of Metro Mall at Sukhumvit station. The service aspects explored in this study were based on 8P's marketing mix (Lovelock. 2004): products, place, process, productivity and quality, people, promotion, physical evidence, and price. The results are presented in Tables 11 to 18.

Table 11 Products

Aspects	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
A variety of product available for all kinds of customers	0	0%	7	14%	26	52%	13	26%	4	8%
Unique and trendy	2	4%	8	16%	14	28%	21	42%	5	10%
Standard quality	0	0%	2	4%	10	20%	29	58%	9	18%

Table 11 shows the respondents' satisfaction toward three aspects: a variety of products available for all kinds of customers, unique and trendy products, and standard product quality.

In terms of a variety of products, 34% of the customers said that they were satisfied with this aspect.

Regarding the aspect of the unique and trendy products, 42% of the respondents claimed that they were satisfied and 10% of them were very satisfied.

In terms of standard quality, 58% of the customers indicated that they were satisfied and 18% of them were very satisfied.

To conclude, the results indicated that 76% of the respondents were satisfied with the standard quality, 52% of the respondents were satisfied with the unique and

trendy of product, and 34% of them were satisfied with the variety of product. It is plausible to assume that the product strategy employed at Metro Mall in terms of a variety of product, unique and trendy products, and standard quality of products satisfied most of the respondents.

Table 12 Place

Aspects	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Location	4	8%	15	30%	15	30%	10	20%	6	12%
Cleanliness	0	0%	6	12%	10	20%	26	52%	8	16%
ATM and counter service available	0	0%	6	12%	15	30%	14	48%	5	10%

Concerning the place, three aspects were explored: location, cleanliness, and ATM and counter services available. The results showed that 32% of the customers were satisfied with the location; however, 38% of them were dissatisfied with this aspect.

In terms of cleanliness of Metro Mall, 52% of the respondents were satisfied and 16% of them were very satisfied.

In terms of ATM and counter services available at Metro Mall, 48% of the

respondents were satisfied and 10% of them mentioned that they were very satisfied.

According to the results, it can be concluded that cleanliness and ATM and counter service available meet most of the respondents' expectation while location meet some of the respondents' expectation.

Table 13 Process

Aspects	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Convenience when buying products and using services	0	0%	4	8%	16	32%	18	36%	12	24%
Speed of services	1	2%	1	2%	18	36%	26	52%	8	16%
Distinctive product placement/service counter	5	10%	8	16%	20	40%	6	12%	11	22%
Clear product information signs	2	4%	10	20%	19	38%	10	20%	9	18%
Salesperson's attentiveness	0	0%	10	20%	10	20%	20	40%	10	20%

The process aspects explored are: convenience when buying products and using services, speed of service, distinctive product placement/service counter, clear product information signs, and salesperson's attentiveness.

In terms of convenience when buying products and using services of Metro Mall, 36% of the respondents mentioned that they were satisfied and 24% of them stated

that they were very satisfied.

Regarding the speed of service, 52% of the respondents were satisfied. In addition, 16% of them were very satisfied.

Concerning attentiveness of salespersons, 40% of the respondents were satisfied whereas 20% of them stated that they were very satisfied.

To sum up, the results indicated that in terms of the process aspects, the convenience when buying products and using the services, salespersons' attentiveness, and the speed of service, were over all ranked at satisfied level. Convincingly, it is possible that shoppers shopped at Metro Mall because three aspects, the convenience of buying products and using the services, salesperson's attentiveness, and the speed of service, satisfied their needs and met their expectation.

Table 14 Productivity and Quality

Aspects	Very		Dissatisfied		Neutral		Satisfied		Very	
	dissatisfied								Satisfied	
	N	%	N	%	N	%	N	%	N	%
Quality of products meets expectation	1	2%	7	14%	12	24%	19	38%	11	22%

Concerning the productivity and quality aspect, the results showed that 38% of

the customers were satisfied and 22% of them were very satisfied with the quality of products.

To conclude, the majority of the respondents (60%) were satisfied with the productivity and quality aspect. It can possibly be noted that the productivity and quality strategy employed by Metro Mall satisfied most of the respondents.

Table 15 People

Aspects	Very dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Proper uniform of salesperson	1	2%	5	10%	12	24%	17	34%	15	30%
Good manners of salesperson	2	4%	4	8%	21	42%	14	28%	9	18%
Ability to provide services and products information of salesperson	0	0%	13	26%	13	26%	17	34%	7	14%

Table 15 presents the level of the respondents' satisfaction with three aspects of the salespersons at Metro Mall: proper uniforms, staff of good manners, and ability to provide services and product information.

The results revealed that most of the respondents (34%) were satisfied with the proper uniform of the salespersons, and 30% of them were very satisfied.

In terms of the good manners of salesperson, 46% of the respondents mentioned that they were satisfied with this aspect.

Concerning the knowledge on services and products' information, 48% of the respondents mentioned that they were satisfied with this aspect.

To sum up, the findings revealed that the salesperson aspects: wearing proper uniforms, having good manners and being able to provide services and product information were over all rated at satisfied level.

Table 16 Promotion

Aspects	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Shop discount	0	0%	2	4%	20	40%	18	36%	10	20%
Special event	0	0%	6	12%	16	32%	16	32%	12	24%

Concerning the promotion, two aspects; shop discount and special event, were explored. The results showed that 36% of the customers were satisfied with the shop discount and 20% of them were very satisfied with this aspect.

Regarding the special event, 56% of the respondents mentioned that they were satisfied.

In conclusion, most of the respondents were satisfied with the shop discount promotion and the special event organized by shops in Metro Mall. It can possibly be inferred that the promotion offered as shop discount and special events satisfied most of the respondents.

Table 17 Physical Evidence

Aspects	Very dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Exterior design	2	4%	11	22%	15	30%	17	34%	5	10%
Interior design	0	0%	0	0%	12	24%	18	36%	20	40%

Table 17 shows the level of the respondents' satisfaction with two aspects: exterior design and interior design.

In terms of exterior design, 34% of the customers were satisfied, and 10% of them were very satisfied.

Regarding the interior design, 40% of the respondents pointed out that they were very satisfied, and 36% of them were satisfied.

To conclude, 76% of the respondents were satisfied with the interior design, and 44% of them were satisfied with the exterior design. It can be plausibly inferred that interior design affected most of the respondents more than the exterior design.

Table 18 Price

Aspects	Very Dissatisfied		Dissatisfied		Neutral		Satisfied		Very satisfied	
	N	%	N	%	N	%	N	%	N	%
Reasonable price when compared with its quality and quantity	0	0%	7	14%	17	34%	14	28%	12	24%
Cheaper price compared with other malls	2	4%	15	30%	20	40%	9	18%	4	8%
Affordable price	1	2%	3	6%	27	54%	13	26%	6	12%

Regarding the price, three aspects explored were reasonable price when compared with the product quality and quantity, cheaper price when compared with other malls, and affordable prices.

The results revealed that 28% of the respondents said that they were satisfied and 24% of them were very satisfied with the reasonable price when compared with the product's quality and quantity.

In terms of cheaper price compared with other malls, 34% of the respondents stated that they were dissatisfied while 26% of them were satisfied with this aspect.

Concerning the affordable price of product at Metro Mall, 38% of them were satisfied with this aspect.

To conclude, the results indicated that most of the respondents (52%) were satisfied with the price since it was reasonable when compared with the product quality and quantity, and 38% of them were satisfied with the affordable price. However, 34% of them did not think that the product price at Metro Mall was lower than those in other malls. It can possibly be assumed that the customers found the price reasonable when compared with the product quality and quantity. Also, the affordable price satisfied some of the respondents. Nevertheless, some of the respondents believed the price offered at Metro Mall was not lower than those in other malls.

The findings based on the 8Ps marketing mix explored in this study revealed that seven aspects, products and services, place, process, productivity and quality, people, promotion, and physical evidence, satisfied the customers' needs and met their expectation. The discussion of the major findings is elaborated in chapter 5.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter contains three main sections: summary of the study, discussion of the major findings, and limitations and recommendations for further studies.

Summary of the Study

MRT is one of the most convenient and outstanding transportation systems in Thailand which carries more than 404,000 passengers per day. According to the increasing number of daily passengers, MRT realizes that their passengers do not use the subway for traveling only, but in the near future, they will use the subway station as a place for meeting and shopping as well. Consequently, Metro Mall has been operated to serve MRT customers, and Sukhumvit station is the first launch of Metro Mall project. Accordingly, this study was conducted to explore the services available at Sukhumvit station. The details of the study are as follows:

This study was conducted with fifty customers visiting or shopping at Metro Mall

at Sukhumvit station in November 2007, and the respondents were randomly selected.

The purposes of the research were to explore customers' satisfaction with Metro Mall at Sukhumvit station and to measure the customers' satisfaction level with the existing services of Metro Mall at Sukhumvit station.

The data from fifty complete questionnaires were tabulated and analyzed to answer two research questions:

1. What regard aspects are considered having influenced customers to visit Metro Mall at Sukhumvit station?
2. What was the level of customers' satisfaction with the existing services of Metro Mall at Sukhumvit station?

Discussion of the Major Findings

The following are the major findings addressing the research questions posed in the study.

Research question1: What regard aspects are considered having influenced customers to visit Metro Mall at Sukhumvit station?

Generally, people visit or shop at a shopping mall depending on their preference. Also, some malls may be able to influence or attract people more successfully than others. This study aimed to explore aspects influencing customers' decision on visiting Metro Mall at Sukhumvit station focusing on five major aspects: products and services, price, place, promotion, and people. The major findings addressing research question one are as follows:

In terms of products and services, the study found that food and beverage shops, and a variety of products offered to the customers were the most important aspects influencing customers in visiting Metro Mall (see Tables 3 and 4). Obviously, most of the customers who used the service of Metro Mall are mainly the MRT passengers using the subway as their transportation. Moreover, MRT is considered as a fast transportation by which people get to places faster. Therefore, according to the time constraint of individual daily life, it can possibly be assumed that food and beverage

shop offered at the subway station is another convenient alternative for the passengers to stop by during the rush hours.

In addition, in terms of a variety of products, it can possibly be implied that Metro Mall offered different and variety products in order to fulfill the needs of all walks of life that are its target customers.

Concerning the price, the findings revealed that most of the shoppers visited and shopped at Metro Mall because the price was reasonable when compared with the product quality and the service provided. It can plausibly be inferred that price is an influential factor that affects the customers to visit and buy products at Metro Mall. The results can be ascertained by the study of El Mercado Minorista Co., Ltd (2005: Online). The company surveyed the Hispanic retail shopping habits reveals price and familiarity drive sales. It was found that 53% of the respondents pointed out that the price was the primary driver of retail buying decisions. Likewise, the product price offered at Metro Mall seemed to impact people to stop and shop there.

Regarding the place aspect, modern decoration as well as the mall location seems to affect most of the respondents on visiting Metro Mall (see Tables 6 and 7).

The study can be supported by an article in Small Business Resources Journal entitled,

“Selected for Women Entrepreneurs” (2006: Online). It stated that the shopping centers with great appeal, nice decoration and atmosphere could satisfy the customer’s needs and influence their buying decision. Therefore, decoration and location play an important role on influencing people to shop at a certain place.

In terms of promotion aspect, the majority of the respondents stated that word of mouth and discount coupons offered were influential factors attracting them to shop at Metro Mall. Regarding word of mouth, it can be assumed that word of mouth is one of the most powerful strategies in today’s market when the information is transferred by friends and family members who are viewed as trustable people. The results of this study supported by the study of Sungjoon Nam (2006) as it was also found that badly serviced customers would talk about the service experiences to others. Therefore, service providers should maintain the overall service quality level at least at a certain level to prevent a bad reputation about the service provider.

Regarding the discount coupon offer, it can possibly be assumed that the discount coupons available at Metro Mall could influence the customers to use the service and shop at there. The findings can be well supported by Tellis (1997). Tellis stated that sales promotion acts as a competitive weapon by providing an extra

incentive for the target audience to purchase or support one brand over another. One should add that effective sales promotion increases the basic value of a product for a limited time and directly stimulates consumer purchasing, selling effectiveness, or the effort of the sales force. It can be used to inform, persuade, and remind target customers about the business and its marketing mix. Some common types of sales promotion include samples, coupons, sweepstakes, contests, in-store displays, trade shows, price-off deals, premiums, and rebates.

In terms of salesperson, the results showed that prompt and attentive service and knowledgeable staff were crucial factors that attracted the respondents to shop at Metro Mall. Likewise, according to Jin (2004), in this era of relationship marketing, the salesperson plays an important role in the formation of long-term relationships with customers. Numerous marketing activities, including commercial advertisement, induce customers to the store. In a non self-service store; however, the salesperson has the most influence over the customer purchase decision-making behavior. Consumers differ in their susceptibility to salesperson influence. Accordingly, salespersons of Metro Mall seem to attract customers to return to shop and visit the place.

To sum up, the findings showed that food and beverage shops, reasonable price compared with the product quality, the mall's modern decoration and location, word of mouth and available discount coupons, and prompt and attentive services of salespersons are influential aspects affecting customers' decision on visiting Metro Mall at Sukhumvit station.

Research question 2: What is the level of customers' satisfaction with the existing services of Metro Mall at Sukhumvit station?

The findings revealed that the overall customers' satisfaction with the existing services of Metro Mall at Sukhumvit station based on 8Ps marketing mix (Lovelock, 2004), products, place, process, productivity and quality, people, promotion, physical evident, and price, was at satisfactory level.

In terms of product, the majority of the respondents were satisfied with this aspect. It can possibly be assumed that the product strategy employed at Metro Mall concerning a variety of products, unique and trendy products, and standard quality of products met the expectation and needs of Metro Mall customers. In short, a variety of

product available for different kinds of customers seemed to influence most of the customers to visit and shop at Metro Mall.

In terms of place aspect, Metro Mall cleanliness satisfied most of the customers.

It was convincing that cleanliness played a crucial role on affecting customers' satisfaction. It can plausibly be implied that customers will pleasantly shop at a place with clean environment and Metro Mall could satisfy and meet the customers' needs in terms of cleanliness.

Concerning the process, the results indicated that the satisfaction level of the most respondents was rated at a satisfactory level, especially in terms of the convenience when buying products and using services, salespersons' attentiveness, and the speed of service. It can plausibly be assumed that the customers were likely to choose the place for shopping and use the service at a shopping place with regard to the speed of service and convenience when using certain services or buying products. The study is well supported by an article in the Corporate Strategy Forum entitled, "Agent Based Modeling for Marketing Strategies and Planning" (2006) stating that there are agents / distributors who sell products for the company. They have their own methods of working and their selling effectiveness affects the final decision made by consumer whether to buy the product or not. The factors, such as price attractiveness, product appeal etc., also affect the final decision by consumers. Accordingly,

considering customers' satisfaction, selling process is another important factor that has to be considered.

In terms of productivity and quality aspect, the findings showed that the satisfaction level of the respondents with this aspect was rated as satisfied. This can possibly be stated that the product quality of Metro Mall met the expectation of their customers. Generally, customers tend to evaluate the quality of a shopping place based on the quality of products and services available at the certain place. Accordingly, the quality of products employed at Metro Mall seemed to meet the customers' satisfaction as well as influence their purchase intentions on shopping at Metro Mall.

Regarding salespersons, the results revealed that the majority of the respondents were satisfied with this aspect especially in terms of the salespersons' uniform. It can plausibly be implied that the customers considered the uniform of salespersons as one of the influential factors affecting their decision on visiting a shopping place. Generally, it is a natural instinct to form an opinion of someone based on the first impressions. A person's appearance plays a significant role in the impression, especially on his/her customers. One key to successful business is to

always look professional for the customers. Accordingly, it can possibly say that salespersons with proper uniform are able to attract customers.

Regarding promotion aspect, most of the customers were satisfied with this aspect. Convincingly, the promotion available at Metro Mall seemed to be able to attract the customers to shop at Metro Mall. Generally, the promotion focusing on discounts and special events seems to appeal to customers to shop at a certain place. Therefore, the promotion employed by Metro Mall, offering discounts and special events, can be considered as a factor appealing to its customers.

In terms of design and decoration of Metro Mall, the results indicated that the majority of the respondents were satisfied with Metro Mall interior design. This can possibly be inferred that Metro Mall interior design met the customers' satisfaction. Due to the fact that Metro Mall is a new era of the shopping mall, it was created and decorated with modern style and concept. In order to serve the need of modernize people. The results informed that modern design and decoration is one of the most important factors that grab people attention and influence their buying decision.

Concerning the price aspect, most of the respondents were satisfied with reasonable price compared with the product quality and quantity. It can plausibly be assumed that Metro Mall offered the products that the customers were satisfied with the reasonable price and its quality and quantity, and this aspect met most of the customers' satisfaction. We may infer that the price aspect is one of the influential factors affecting customers' decision on using the services or shopping at a place. Usually, customers are always looking for good deals that he can buy, that meets his/her need better, and the deals with which he/she is satisfied. Therefore, reasonable prices, the product quality and quantity can possibly be assumed as influential aspects on customers' satisfaction.

To conclude, the findings indicated that the overall customers' satisfaction level with the existing services of Metro Mall at Sukhumvit station was at satisfactory level, especially in terms of standard quality of products, interior design, speed of service, cleanliness, uniform of salesperson, productivity and quality, shop discount, and reasonable price when compared with the products quality and quantity. Consequently, the findings of this study support that the existing service of Metro Mall at Sukhumvit station met the satisfaction and expectation of their customers.

In addition, it can possibly be concluded that products and services, price, place, promotion, and people are the influential aspects affecting customers' decision making, and 8Ps marketing mix based on products, place, process, productivity and quality, people, promotion, physical evident, and price meet the satisfaction of Metro Mall customers.

Since service of shopping business is highly competitive, the shopping outlet owners need to improve the service aspects and to enhance the business. Therefore, the findings and the data of this study can be used as guidelines for them as well as the new business people who want to start a shopping outlet business successfully.

Limitations and Recommendation for Further Study

This study was limited to some factors. Firstly, the study was limited in terms of the number of respondents of only fifty customers visiting Metro Mall at Sukhumvit station, so the number of the respondents and the survey location were limited. Hence, further study should explore the satisfaction of a large number of customers with the new expansion of new branches of Metro Mall projects such as Phahon Yothin, Chatu Chak and Thailand Cultural Center. The results then can represent Metro Mall overall aspects more accurately.

Secondly, the percentage was employed as a statistic tool to analyze the data of this study. The analyzing may not generate the most reliable findings. Therefore, further study should employ the advance statistics to analyze the data to obtain accurate and reliable findings.

Thirdly, the questionnaire employed as an instrument for this study explored general or board ideas and information from the respondents. Accordingly, opened-ended questionnaire leading to in-depth results is recommended as a further study tool.

REFERENCES

REFERENCES

- Adkin L; Melody L; & Linda M. C. (1998). *Time Sensitive Consumers' Preference for Concept Clustering: An Investigation of Mall Tenant Placement Strategy*. [Homepage of JSCR]. Retrieved January 4, 2008, from <http://www.JSCR.com/article/search/consumer>.
- Bangkok Metro Company Limited. (2004). *About BMCL*. [Homepage of Bangkok Metro Company Limited]. Retrieved June 3, 2005, from <http://www.bangkokmetro.co.th/aboutbmcl>.
- Bangkok Metro Company Limited. (2005). [Homepage of Bangkok Metro Company Limited]. Retrieved July 13, 2005, from <http://www.bangkokmetro.co.th/map.aspx?Lang=En&Menu=8>
- Bangkok Post. (2005, March 16). *The MRT Bangkok Metro Underground*. [Homepage of Bangkokpost]. Retrieved April 18, 2005, from <http://www.Bangkokpost.com/economicnews>.
- Byoungho Jin. (2004, November 29,). *Consumer Susceptibility to Salesperson Influence in Korean Department Stores*. [Homepage of Harworth Press]. Retrieved December 27, 2007, from <http://www.haworthpress.com/store/ArticleAbstract.asp>.
- Collier, A. D. (2000). *The Service/Quality Solution: Using Service Management to Gain Competitive Advantage*. Milwaukee: ASQC Quality Press.

Corporate Strategy Forum. (2006, August 11). *Agent Based Modeling for Marketing Strategies and Planning*. [Homepage of Management Log]. Retrieved December 21, 2007, from http://www.managementlogs.com/archives/2006/corporate_strategy_archive.html

Ford, C. R; & Heaton, P. C. (2000). *Managing the Great Experience in Hospitality*. Canada: Delmar Thomson Learning.

Gildin, Suzanna Z. (2001). *Understanding the Power of Word of Mouth*. Sao Paulo: Mackenzie Administration.

Haksever, C; Render B; Russel S. R; & Murdick G. R. (2000). *Service Management and Operations*. 2nd ed. New Jersey: Prentice-Hall.

Harris, K. E. (1996). *Customer Service: A Practical Approach*. New Jersey: Prentice-Hall.

Hartwick, M. J. (2004). *Mall Maker: Victor Gruen, Architect of an American Dream*. USA: University of Pennsylvania Press.

Hoyer, Wayne D. & MacInnis, Deborah J. (2004). *Consumer Behavior*. 3rd ed. New York: Houghton Mifflin.

Kingaard, Jan. (2006). *How to Select a Shopping Center Location*. [Homepage of Entrepreneur Management]. Retrieved December 15, 2007, from <http://www.entrepreneur.com/management/operations/location/article.html>

Kotler, P. (1994). *Marketing Management: Analysis, Planning, Implementation, and Control*. 8th ed. New Jersey: Prentice-Hall.

Kotler, P; & Armstrong, G. (1993). *Marketing*. New Jersey: Prentice- Hall

International, Inc.

----- (1999). *Principles of Marketing* 8th ed. New Jersey: Prentice- Hall

International, Inc.

----- (2003). *Marketing: An Introduction*. 6th ed. New Jersey: Prentice- Hall

International, Inc.

Lamb, Charles W; Hair, Joseph H; & Mcdaniel, Carl. (2004). *Marketing*. 7th ed.

Canada: Library of Congress Cataloging-in-Publication Data.

Lovelock, C. (2004). *Service Marketing: People, Technology, Strategy*. 4th ed.

New Jersey: Prentice-Hall:.

Mass Rapid Transit Authority. co. th. (2000). *MRTA Project” by Public Relations*

Division. [Homepage of MRTA]. Retrieved June 27, 2005, from

<http://www.mrta.co.th/eng/index.htm>.

Metro Mall. (2006, June 28). *Metro Mall*. [Homepage of Metro Mall. co. th.]. Retrieved

October 11, 2006, from <http://www.metromall.co.th/webboard>

Ministry of Transport and Communications. (1999). *Transportation Master Plan*

1999 - 2006: Executive Summary. Bangkok: Thailand Development Research

Institute Foundation.

Oliver, L. R. (1996). *Satisfaction: A Behavioral Perspective on the Consumer*.

New Jersey: McGraw-Hill.

Payne, A. (1993). *The Essence of Service Marketing*. New York: Prentice-Hall.

Reisinger, Y; & Tuner, W. L. (2003). *Cross-Cultural Behavior in Tourism:*

Concepts and Analysis. Oxford: Butterworth-Heinemann.

Stanton, W. J; Etzel, M. J; & Walker, B. J. (1994). *Fundamentals of*

Marketing. 10th ed. New York: McGraw-Hill.

Sungjoon Nam. (2006, March). *The Effect of Service Quality and Word-of-Mouth on*

Customer Acquisition, Retention and Usage for a New Technology. [Homepage

of Social Science Research Network]. Retrieved December 23, 2007, from

http://papers.ssrn.com/sol3/abstract_id=969770.

Tellis, G. J. (1997). *Advertising and Sales Promotion Strategy.*

Boston: Addison-Wesley

Thailand Development Research Institute. (1998). *Executive Summary: Study on*

Project Appraisal for Planning. Bangkok: Thailand Development Research

Institute.

The El Mercado Minorista Co., Ltd. (2005, December 13). *The Hispanic Retail*

Shopping Habits Reveals Price and Familiarity Drive Sales. [Homepage of

Furniture World]. Retrieved December 15, 2007, from [http://www.furninfo.com/](http://www.furninfo.com/absolutenm/templates/NewsFeed.asp?articleid=5742)

[absolutenm/templates/NewsFeed.asp?articleid=5742](http://www.furninfo.com/absolutenm/templates/NewsFeed.asp?articleid=5742)

Utthasit Maurnmart. (2005, October). *Underground Shopping.* Positioning Magazine.

[Homepage of Positioning Magazine]. Retrieved September 24, 2006,

from <http://www.positioningmagazine.com>.

Wisarut Bholsithi. (2005, August 20). *Metro Mall opens first at Sukhumvit subway station on September 2 within 22 shops*. Thairath. [Homepage of 2Bangkok]. Retrieved November 7, 2005, from <http://www.angkor.com/2bangkok/Subway/news>.

Zeithml, A. V; & Bitner, J. M. (2004). *Service Marketing: Integration*

Customer Focus Across the Firm (3rd ed.). New Jersey: McGraw-Hill.

ญาณินี จาตุรงค์กุล. (2546). *ความพึงพอใจของผู้บริโภคที่มีต่อการให้บริการของห้างสรรพสินค้าในเขตกรุงเทพมหานคร*. ปรินซ์นิพนธ์ บธ.ม. (การตลาด). กรุงเทพฯ: บัณฑิตวิทยาลัย ศรีนครินทรวิโรฒ. ถ่ายเอกสาร.

วีระพล เอี่ยมโสภณ. (2547). *พฤติกรรมและความพึงพอใจของลูกค้าต่อศูนย์การค้าดิเอ็มโพเรียมช้อปปิ้งคอมเพล็กซ์*. สารนิพนธ์ บธ.ม. (การตลาด). กรุงเทพฯ: บัณฑิตวิทยาลัย ศรีนครินทรวิโรฒ. ถ่ายเอกสาร.

อุ้นันท์ กลิ่นเกลลา. (2546). *ความพึงพอใจของลูกค้าที่มีต่อการให้บริการของห้างสรรพสินค้าบิ๊กซี จำกัด (มหาชน) สาขาเพชรบุรี*. สารนิพนธ์ กศ.ม. (ธุรกิจศึกษา). กรุงเทพฯ: บัณฑิตวิทยาลัย ศรีนครินทรวิโรฒ. ถ่ายเอกสาร.

APPENDIX

QUESTIONNAIRE

This questionnaire is designed to survey the satisfaction of customers with services of Metro Mall at Sukhumvit subway station. Your responses will greatly provide information for conducting the study, so please kindly fill out all the questions. All the information will be used only for this study and will be strictly kept confidential.

Part I: Personal Information

Directions: Please answer the questions by checking (☐) in front of the alternative according to your information.

1. Gender

(☐) Male

(☐) Female

2. Age

(☐) below 21 years old

(☐) 21 - 30 years old

(☐) 31 - 40 years old

(☐) 41 - 50 years old

(☐) over 50 years old

Part II: Aspects Influencing the Customers to Use the Services of Metro Mall

Directions: Please answer the questions by checking (☐) in front of the alternative according to your opinion.

1. Which one of the following aspects most influences you to use Metro Mall services?

(Choose only one answer)

1.1 Available shops and services

(☐) Food and beverage shop

(☐) Well-known and trendy shop

(☐) Basic –need shop

(☐) Banking service and ATM

(☐) Counter service

(☐) Others (please specify)

1.2 Products

(☐) Varied products

(☐) Unique

(☐) Well-known and trendy

(☐) High quality and fresh

(☐) Others (Please specify)

2. Which of the following price aspects most influences you to use Metro Mall services?

(Choose only one answer)

- ☐ Reasonable price when compared with its quality
- ☐ Reasonable price when compared with its quantity
- ☐ Reasonable price when compared with the service provided
- ☐ Inexpensive
- ☐ Others (please specify)

3. Which of the following physical evidence aspects most influences you to use Metro Mall services? (Choose only one answer)

3.1 Location

- ☐ Close to residence ☐ Close to workplace
- ☐ On the way to desired destination ☐ Meeting point
- ☐ Others (please specify).....

3.2 Place

- ☐ Modern decoration
- ☐ Well-organized product placement
- ☐ Signs and map directory provided
- ☐ Clear product information signs
- ☐ Others (please specify).....

4. Which of the following marketing promotion aspects most influences you to use Metro Mall services? (Choose only one answer)

4.1 Advertising

- ☐ Word of mouth ☐ Brochure
- ☐ Radio broadcasting ☐ Television
- ☐ Advertising in newspaper or magazine
- ☐ Others (please specify).....

4.2 Promotion

- ☐ Free product for testing ☐ Sales discounts
- ☐ Discount coupon available
- ☐ Others (please specify).....

5. Which of the following salesperson aspects most influences you to use Metro Mall services? (Choose only one answer)

- () Prompt and attentive service
- () Proper uniform
- () Courteous staff
- () Knowledgeable staff
- () Others (please specify).....

Part III: Satisfaction level of Metro Mall customers toward Services

Directions: Please check (✓) the level of your satisfaction toward the performance and services of Metro Mall at Sukhumvit station.

**5 point = Very Satisfied, 4 point = Satisfied, 3 point = Neutral,
2 point = Dissatisfied, 1 point = Very Dissatisfied**

Satisfaction level Items	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Product					
A variety of products available for anyone					
Unique and trendy					
Standard quality					
Place					
Location					
Cleanliness					
ATM and counter service available					
Process					
Convenient to buy products and use services					
Speed of service					
Distinct product placement/service counters					
Clear product information signs					
Salesperson's attentiveness					

Items \ Satisfaction level	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Productivity and Quality					
Quality of products meet the expectation					
People (Staff)					
Proper uniform					
Good-mannered					
Knowledgeable on information of products and services					
Promotion					
Shop discount					
Offer the special event					
Physical evidence					
Exterior design					
Interior design					
Price					
Reasonable price when compare with its quality and quantity					
Cheaper price compared to other malls					
Affordable price					

Recommendations

.....

.....

.....

Thank you for your cooperation!!!

แบบสอบถาม

เรื่อง ความพึงพอใจของลูกค้าที่มีต่อเมโทรมอลล์ สาขาสุขุมวิท

แบบสอบถามนี้ได้จัดทำขึ้นเพื่อเป็นส่วนประกอบในการทำสารนิพนธ์ของนิสิตปริญญาโท สาขาวิชา ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ ภาควิชาภาษาตะวันตก มหาวิทยาลัยศรีนครินทรวิโรฒ โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง ความพึงพอใจของลูกค้าที่มีต่อเมโทรมอลล์ สาขาสุขุมวิท ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการช่วยตอบแบบสอบถาม โดยแบบสอบถามจะประกอบด้วย 3 ส่วนดังนี้

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2 ข้อมูลเกี่ยวกับปัจจัยที่ทำให้ท่านตัดสินใจใช้บริการภายในศูนย์การค้าเมโทรมอลล์

ส่วนที่ 3 ระดับความพึงพอใจของผู้ใช้บริการที่มีต่อการบริการในด้านต่าง ๆ ของศูนย์การค้าเมโทรมอลล์

ส่วนที่ 1: ข้อมูลส่วนตัว

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน () ที่ตรงกับข้อมูลและความคิดเห็นของท่านมากที่สุด

1. เพศ

() ชาย

() หญิง

2. อายุ

() ต่ำกว่า 21 ปี

() 21 - 30 ปี

() 31 - 40 ปี

() 41 - 50 ปี

() มากกว่า 50 ปี

ส่วนที่ 2: ข้อมูลเกี่ยวกับปัจจัยที่ทำให้ท่านตัดสินใจใช้บริการภายในศูนย์การค้าเมโทรมอลล์ สาขาสุขุมวิท

คำชี้แจง โปรดใส่เครื่องหมาย ✓ ลงใน () หน้าข้อความที่ตรงกับความคิดเห็นของท่าน

1. ปัจจัยที่สำคัญที่สุดข้อใดที่ทำให้ท่านตัดสินใจใช้บริการด้านผลิตภัณฑ์และการบริการ (เลือกตอบได้เพียง 1 ข้อ)

1.1 องค์ประกอบภายในศูนย์การค้า

() มีร้านอาหารและเครื่องดื่ม

() มีร้านค้าที่มีชื่อเสียงและทันสมัย

() มีร้านค้าที่ตรงกับความต้องการพื้นฐาน

() มีธนาคารรับฝาก-ถอนเงินและตู้ ATM

() มีศูนย์บริการชั้นพื้นฐานที่ตรงกับความต้องการ เช่น counter service

() อื่น ๆ (โปรดระบุ)

1.2 องค์ประกอบด้านสินค้า

() สินค้าหลากหลายตรงกับความต้องการ

() สินค้าแตกต่างจากที่อื่น

() สินค้ามีชื่อเสียง ทันสมัย

() สินค้ามีคุณภาพ ใหม่ สด

() อื่น ๆ (โปรดระบุ)

2. ปัจจัยด้านราคาที่สำคัญที่สุดข้อใดที่ทำให้ท่านตัดสินใจใช้บริการ (เลือกตอบได้เพียง 1 ข้อ)

- () ราคาเหมาะสมกับคุณภาพสินค้า () ราคาเหมาะสมกับปริมาณสินค้า
() ราคาเหมาะสมกับการให้บริการ () ราคาถูก
() อื่น ๆ (โปรดระบุ)

3. ปัจจัยที่สำคัญที่สุดข้อใดที่ทำให้ท่านตัดสินใจใช้บริการในด้านภาพลักษณ์ของสถานที่ให้บริการ (เลือกตอบได้เพียง 1 ข้อ)

3.1 ด้านสถานที่ตั้ง

- () ใกล้สถานที่พักอาศัย () ใกล้ที่ทำงาน
() เป็นทางผ่าน () เป็นจุดนัดพบ
() อื่น ๆ (โปรดระบุ)

3.2 ด้านสถานที่

- () การตกแต่งสถานที่สวยงาม ทันสมัย () มีการจัดวางสินค้าหาได้ง่าย
() มีป้ายหรือแผนผังบอกตำแหน่งร้านค้า () มีป้ายแสดงข้อมูลของสินค้าอย่างชัดเจน
() อื่น ๆ (โปรดระบุ)

4. ปัจจัยด้านการส่งเสริมการตลาดที่สำคัญที่สุดแบบใดที่ทำให้ท่านตัดสินใจใช้บริการ (เลือกตอบได้เพียง 1 ข้อ)

4.1 การโฆษณาประชาสัมพันธ์ด้านใด ที่ส่งผลให้ท่านมาใช้บริการภายในศูนย์การค้าเมโทรมอลล์

- () จากคำบอกเล่า () ได้รับใบปลิว แผ่นพับ
() ได้ยินโฆษณาทางวิทยุ () ได้พบเห็นโฆษณาทางโทรทัศน์
() ได้อ่านคำโฆษณาและการประชาสัมพันธ์ทางหนังสือพิมพ์ เช่น ไทยรัฐ ข่าวสด เดลินิวส์ ฯลฯ
() อื่น ๆ (โปรดระบุ)

4.2 การส่งเสริมการขายประเภทใดส่งผลให้ท่านมาใช้บริการภายในศูนย์การค้าเมโทรมอลล์

- () มีการแจกสินค้าทดลองใช้ () มีการลดราคา
() มีคูโปงเพื่อแลกซื้อสินค้าในราคาพิเศษ
() อื่น ๆ (โปรดระบุ)

5. ปัจจัยด้านบุคลากรที่สำคัญที่สุดข้อใดที่ทำให้ท่านตัดสินใจใช้บริการ (เลือกตอบได้เพียง 1 ข้อ)

- () มีความกระตือรือร้นในการให้บริการ () แต่งกายสุภาพเหมาะสม
() มีความสุภาพ อ่อนน้อมและให้เกียรติ
() มีความเชี่ยวชาญในตัวสินค้าและด้านบริการ
() อื่น ๆ (โปรดระบุ)

ส่วนที่ 3: ระดับความพึงพอใจของผู้ใช้บริการที่มีต่อการบริการในด้านต่าง ๆ ของศูนย์การค้าเมโทรมอลล์

สาขาสุขุมวิท

คำชี้แจง ท่านมีความคิดเห็นเกี่ยวกับการให้บริการของศูนย์การค้าเมโทรมอลล์ในเรื่องต่อไปนี้อย่างไร
กรุณาใส่เครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของท่าน

5 คะแนน = มากที่สุด, 4 คะแนน = มาก, 3 คะแนน = ปานกลาง, 2 คะแนน = น้อย, 1 คะแนน = น้อยที่สุด

ระดับความพึงพอใจในการใช้บริการ ศูนย์การค้าเมโทรมอลล์	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ด้านลักษณะของสินค้า					
สินค้ามีความหลากหลายและเหมาะสมสำหรับทุกคน ในครอบครัว					
สินค้ามีความแปลกใหม่และทันสมัย					
สินค้ามีคุณภาพ					
ด้านสถานที่					
สถานที่ตั้งของศูนย์การค้า					
ความสะดวกของสถานที่					
สิ่งอำนวยความสะดวกต่างๆ เช่น ตู้ ATM, Counter Service,					
ด้านวิธีการให้บริการ					
ความสะดวกในการซื้อสินค้าและการใช้บริการ					
ความรวดเร็วในการให้บริการ					
การจัดวางสินค้า/บริการมีการแบ่งหมวดหมู่อย่างชัดเจน					
จัดทำป้ายบอกสินค้าอย่างชัดเจน					
มีการดูแลลูกค้าอย่างทั่วถึง					
ด้านประสิทธิภาพและคุณภาพ					
คุณภาพของสินค้าเป็นไปตามที่คาดหวัง					

ระดับความพึงพอใจในการใช้บริการ ศูนย์การค้าเมโทรมอลล์	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ด้านบุคลากร(พนักงาน)					
แต่งกายสุภาพเหมาะสม					
มีความสุภาพอ่อนน้อมและให้เกียรติ					
มีความเชี่ยวชาญในตัวสินค้าและด้านบริการ					
ด้านการส่งเสริมการตลาด					
การลดราคาของร้านค้าภายในศูนย์การค้า					
การจัดกิจกรรมพิเศษ (Event) ต่างๆ					
ด้านทางกายภาพของศูนย์การค้า					
รูปแบบอาคารที่มีเอกลักษณ์					
การตกแต่งร้านค้า					
ด้านราคาสินค้าที่จำหน่าย					
ราคาเหมาะสมกับสินค้าและบริการที่ได้รับ					
ราคาของสินค้าถูกกว่าเมื่อเทียบกับศูนย์การค้าอื่น					
ราคาของสินค้าเหมาะสมกับค่าครองชีพในปัจจุบัน					

ข้อเสนอแนะหรือความคิดเห็นต่าง ๆ ในสิ่งที่มีผลต่อการเลือกใช้บริการศูนย์การค้าเมโทรมอลล์ สาขาสุเมวิท

.....

.....

.....

ในโอกาสนี้ผู้ทำวิจัยต้องขอขอบพระคุณอย่างสูงที่ให้ความร่วมมือในการกรอกแบบสอบถามฉบับ

คณะผู้จัดทำ

VITAE

VITAE

Name: Miss Alisa Nilawan

Date of Birth: December 23, 1981

Place of Birth: Bangkok

Address: 17/29 Soi Raewadee 37, Tiwanont Road, Taladkwan,
Muang, Nonthaburi

Educational Background :

1996	English-German Satrinonthaburi School
2002	B.A. Rajamangala Institute of Technology
2008	M.A. Srinakharinwirot University