

Abstract

Research Title : Behavior and Satisfaction of Customer towards the Service at
Centralplaza Rama 2

Researcher : Miss Naraphon wichitrattana

Degree : Master of Business Administration

Major : General Management

Advisor :

.....
(Dr. Vijit Supinit)
.....13/ Aug / 2016.....

This research aims to explore the personality, behavior and study the customer's satisfaction as well as study the factors that were relation between personality, service behavior and satisfaction on the service of at Centralplaza Rama 2. Sample group used consumers at Centralplaza rama 2 totally 400 persons by using purposive random sampling and statistical method used in data analysis was frequency distribution, percentage, mean, and standard deviation and chi square was used to test hypothesis results, it was found by research results that

The result of the study showed that most consumers were female, aged between 20 – 30 years, single, as private companies/enterprises, hold bachelor's degree and earned to 10,000 - 20,000 baht and expensed to 5,000 – 10,000 bath. In addition, Most of them used service was near the house, frequency of service were 2 times per month, most Saturdays during 18:01 - 20.00, Most of lover was joint service together and the satisfaction of most service was human factor and place factor was the least satisfied. For assumption test, it has found that sex, age, marital status, occupation, education level, income, and expense were related to satisfaction on the service at Centralplaza rama 2. Besides, it also has found that cause options, frequency of used, on the

service, time to used, person to share services and type of service were related to satisfaction on the service at Centralplaza Rama 2.

To be the information for entrepreneurs to plan the marketing strategies and give most satisfaction to consumers, entrepreneurs should be trained on manners, dress personality and help solve problems for the greatest satisfaction and least satisfaction of the service was parking. The entrepreneurs should be more parking or transfer for users for satisfaction of service and repeat.