

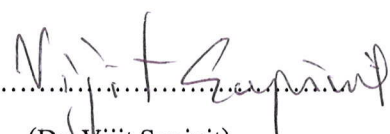
Abstract

Research Title : Customers Behavior of Savoey Restaurant at Central Westgate
Department Store

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Major : Human Resource Management

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This research aims to study the demographic, customers' behavior, and customer's satisfaction of Customers of Savoey Restaurant at Central Westgate Department Store. The samples used for this study are 400 samples from people who servicing at Savoey Restaurant at Central Westgate Department Store. Questionnaires were used to collect data. The data was analyzed as frequency, percentage, mean, and standard deviation. For hypothesis testing was used chi-square.

The results of the study showed that most customers are female, aged between 18-28 years old, hold bachelor's degree, worked in private companies, and earned between 12,001-19,000 Baht. Most customers used to Savoey Restaurant at Central Westgate Department Store, because good delicious, used to 1 - 2 times per month, service with family and decisions by themselves. In addition, Customers were satisfaction in high level. The distribution channel was most satisfaction. Subordinate was product and price was final rating.

The hypothesis testing revealed that demographic: gender, age, level of education, occupation and income related to customers' behavior at Savoey Restaurant at Central Westgate

Department Store. In addition, the researcher found that marketing mix: product, price, distribution channels and Promotion related to customers' behavior at Savoey Restaurant at Central Westgate Department Store.

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.