

**Abstract**

Research Title : Services Marketing Mix Factors Affection Decision For Residential Rental In Ratchadapisek Area Bangkok

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Degree : Master of Business Administration

Major : International Business

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Education Services Marketing Mix Factors Affection Decision For Residential Rental In Ratchadapisek Area Bangkok Data analysis and statistical methods used to analyze data. Using descriptive statistics (Descriptive statistics), which analyzes the frequency (Frequency) percentage (Percent)and comparative analysis.

The study found that the product marketing mix. There should be a check and a note of the shortcomings of the buildings and facilities are required to schedule and continue to improve and refine them in good condition regularly.

Experts have found that customers have commented on the price in a very high level. Therefore, entrepreneurs rented accommodation should be standard treatment and improved pricing continued.

The location that customers should check the opinion that there should be defects of buildings and systems. Should expand the parking area for customers increased. And should modify the environment, building a fresh and natural look.

Marketing Promotion found that opinion to the opinion that a good pub should sheets and billboards. The appeal proper Event to be linked to as many customers as more people together. Sports Management and others.

The current economic and social conditions. Influence the feelings of customers who rent a room now. When the environment changes This study should be repeated in order to get a more authentic information.