

Abstract

Research Title : The Study Behavior and Satisfaction of Customers of Shabushi Buffet
at Seacon Bangkae

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The purposes of this research are to explore the demographic consumer servicing, behavior servicing and the consumer satisfaction of customers of shabushi buffet at seacon bangkae. The samples used for this study are 400 consumers servicing at shabushi buffet at seacon bangkae. The samples are purposive sampling. Questionnaires were used to collect data. The data was analyzed as frequency distribution, percentage, mean, and standard deviation. Chi-square test was used for analysis. The results of the study showed that:

Most consumers are females, aged between 20 - 30 years, single, hold bachelor's degree, worked in private companies/enterprises, earned between 10,000-20,000 Baht. Most of them consume with their friends. The most consumers used servicing on Saturday. The service frequency is 2 times per month. The most of time is 6 pm. – 9 pm.

In addition, the researcher found that overall of the level of service satisfaction of shabushi buffet at seacon bangkae was high level. The highest satisfaction was people. Secondly, it was process. The lowest satisfaction was physical evidence.

Hypothesis testing revealed that individual factors of gender, age, occupation, marital status, educational level, and income per month are associated with consumer's service satisfaction of shabushi buffet at seacon bangkae. In addition, the researcher found that service behavior – people who consume with, the service frequency, period of time spent and time spent related to consumer's service satisfaction of shabushi buffet at seacon Bangkae.