

Independent Study Title Service Marketing Mix Factor Affecting Automobile Owner
Towards Selecting Car Suspension Repair Shops in Mueang
Samut Sakhon District

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ABSTRACT

The purpose of this independent study was to study “Service Marketing Mix Factor Affecting Automobile Owner Towards Selecting Car Suspension Repair Shops in Mueang Samut Sakhon Distric”. The data was collected by using 210 questionnaires. The samples were consumers who had selecting car suspension repair shops in Mueang Samut Sakhon distric. The data analysis were done by using descriptive statistics, frequency, percentage and mean.

The result of this study found that the most respondents were male, aged between 21-30 years old, single, having bachelor’s degree. Most respondents were companies employees with average monthly income 10,001-15,000 baht.

Service marketing mix factors affecting automobile owner towards selecting car suspension repair shops in Mueang Samut Sakhon district found that the factors were rated at high level of importance in terms of process, product, people, physical evidence and place factor. The respondents rated service marketing mix factors at a moderate level of importance in terms of promotion and price factors. The sub-factors that respondents gave the highest importance were as following. Product factor was the quality of service. Price factor was the acceptable price of service. Place factor was to easy to contact for service. Promotion factor was given the information and advisory by employees. Process factor was informed all problems to customer

before started services. People factor was employees had knowledge and skills in services. And physical evidence factor was having equipments and tools modernize and high technology.



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