ABSTRACT

At the present, the situation of retail business competition in the category of Supercenter is severe, particularly in metropolitan Bangkok. In this business, Tesco Lotus is the market leader. To survive in this business, Tesco Lotus must know the customer expectations and perceptions to know the customer satisfaction which is the ultimate objective of every business to satisfy the customer needs and wants by meeting and even exceeding the customer expectations as much as possible.

This research was conducted to study the customer satisfaction by comparing their expectations and perceptions in terms of product, price, store layout & atmospheric, promotion and service toward Tesco Lotus Supercenter in Bangkok area. While demographic factors consist of gender, age, education levels, occupations and income levels which are direct relationship between customer expectations and perceptions of the customers. Moreover, this research apply the Disconfirmation of the Expectation Model which is the comparison process of the above variables to determine the outcome of disconfirmation to know that which is the customer satisfied or dissatisfied with Tesco Lotus in order to improve the quality of Supercenter and can satisfied the customer needs and wants as much as possible.

In this research, 201 copies of questionnaires were used as tool for collecting the primary data from the target population who are the customers of Tesco Lotus Supercenter in Bangkok area. The questionnaires composed of three parts : 26 expectation statements, 26 perceived performance statements and 5 demographic profile. The data were analyzed by using 3 types of descriptive statistic : Paired sample t-test, independent t-test, and the analysis of variance (one way ANOVA)
The result shows that there is no difference between customer’s expectations and perceptions in terms of product, price, promotion toward Tesco Lotus Supercenter. According to the Disconfirmation of Expectation Model, it means that the performances or perceptions matches or exceeds the expectations of the customers so the customers are satisfied or highly satisfied with product, price, and promotion of Tesco Lotus in Bangkok area.

However, the result shows that there is difference between customer’s expectations and perceptions in terms of store layout & atmospheric and service toward Tesco Lotus Supercenter in Bangkok area. According to the Disconfirmation of Expectation Model, it means that the performances or perceptions falls short of expectations so the customers are dissatisfied with store layout & atmospheric toward Tesco Lotus in Bangkok area.

For age and education levels, the result shows that there is no difference of customer’s expectation when segmented by age and education level. In other hands, there is difference of customer perceptions when segmented by age, education levels.

For occupation and income levels, the result shows that there is difference of customer’s expectation and perception when segmented by occupation and income levels.

Moreover, the results of gender shows that there is difference of customer’s expectation and no difference of customer perception when segmented by gender.