

ABSTRACT

Information technology has become part of daily life, and in this situation the competition between industrial producers is now more aggressive than ever. The fascinating total ₱7.522 million purchases in 1998 on PC market attracted many companies to come to this market. The PC market is continuously expanding and the total value of this industry is very high especially home use groups. It is imperative know and understand the real needs of customers, it is very important because products can attract new customers and satisfy the existing consumers' need. Thus, the study is focused on expectation and satisfaction of customers in PC purchase. The research objectives encompass 1) To study factors contributing to customer expectation of PC purchase in Pantip Plaza. 2) To contrast relevant factors indicating customer satisfaction in PC purchase in Pantip Plaza.

Research methodology encompasses sampling survey, the sole research technique used in this study. Convenience sampling, one of the non-probability sampling methods, is chosen. Data collection tools involve structured interviews, in which 296 sets of closed-form questionnaires were used. Probability sampling technique is chosen. Population element is people both male and female aged 18 years old or above who have ever purchased PC. There are totally 13 hypotheses conjectured for testing.

Wilcoxon Signed Rank Tests is used for testing the hypotheses which is nonparametric testing method since the test shows the variables are not distributed normally and it is paired sample. Results from the test of 13 hypotheses can be concluded that 4 of the 13 dimensions are indicators of customer satisfaction. And, dimensions which customers are satisfied with these dimensions are the capability of PC, the appearance of PC, the durability of PC, and the reasonable price of PC while 3 first positions of customer expectation are the efficiency of PC, the product warranty of PC, and the reasonable price respectively. The findings have implications for this business which will recommend about marketing mix to lead to customer satisfaction.