

ABSTRACT

Most businesses in the past are primarily concerned on how to boost sales volume and marketing is focused on making the sales. At present, there are much more challenging situations, the marketers have faced a number of tough decisions. They have had to determine not only product features, price, distribution channels, how much to spend on marketing, manage resources, but also determine and establish accompanying services with quality in order to be distinguished among competitors in the same areas or industries.

In the new marketing world, consumers will be able to access objective information and decide what they are willing to pay for what have been reached up to their desire especially service quality. Customers will continuously shift toward suppliers who can deliver greater value. By creating marketing opportunities, many companies try to improve both the product quality and service quality to achieve what potential customers' needs to be trustworthy and earn their loyalty to last longer. One lesson for management and businesses is that even after a large and loyal consumer base has been built up, the business needs to maintain product, service and quality and to keep the consumer satisfied.

This project provides an analytical basis for the research and for the thinking through the practicalities of marketing where the quality of the service play an important role for the customers. The acquisition results will be used as the guiding information necessary to assess and improve the service quality, and use it to develop competitive advantage.

This project primarily focuses on service quality of the particular mobile phone shops, Telewiz the Mall Bangkhae branch and Carrefour Bangbon branch. The

acquisition of the results have illustrated the feedbacks from the customers through the comments expressed in the questionnaires. In addition, the results from the research also show the customer satisfaction in case of the products and service provided in both outlets.

The survey is used as a research tool with 400 sampling population from the customers who visit the outlets for the services provided, analyzing with the Statistical Package for Social Sciences (SPSS) software program in evaluating the result in terms of percentage data analysis. This sampling population completed a survey designed to measure responses on a wide range of service quality as well as the customer satisfaction.

