

Abstract

Nowadays, the market for consumer product has become highly competitive. The company has to realize the influencing factor for customer satisfaction that is the main objective. So, the company has tried to select the best means to provide service the customers. In the same time, the company has organized the operation to gain competitive advantage over other competitors. This research aims to study consumer overall purchase satisfaction because the researcher would like to know which factors are the most influencing to customers.

This research has two objectives: (1) to find out the relationship between attribute satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall; (2) to find out the relationship between store satisfaction and consumer overall purchase satisfaction of Oishi Ramen at Bangkapi Mall

Surveying by questionnaire is used and 400 respondents each was distributed one to fill out. After collecting the data, 13 hypotheses are tested by using Spearman correlation coefficient for analyzes.

According to the results of the analysis, there is a positive relationship between attribute satisfaction, store satisfaction and consumer overall purchase satisfaction.

Therefore, Oishi Ramen should pay attention to flavour. By adjusting it to meet the customer needs. In the same time they should carefully select raw material and give more discount price to persuade more customers to purchase their product. Additionally, the personnel manager should provide continuous training programs on service

improvement, personality development to enable employees to provide proper service to the customers.

Finally, future research is recommended to study the comparison of customer satisfaction between Oishi Ramen and other competitors and should measure the customer satisfaction of respondents who use home delivery service.

