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A Study of Customer's Satisfaction towards Boots Pharmacy in Thailand

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ABSTRACT

The research aims to identify the factors that affect customer's satisfaction with Boots Pharmacy and increase the company's profits, customers, and market share. In Thailand, Retail pharmacies are adapting to a competitive market as domestic and foreign competitors seek more market share, and customers can easily switch between different pharmacies to buy drugs. This research will help Boots pharmacy understand more about the factors that affect customer satisfaction, to improve their business strategy planning and practice, gain more favorable comments and affection from customers, and build customer loyalty. Besides, the study can serve as a suggestion to improve the company's performance, beat competitors, and gain more market share. So, the quantitative questionnaires were conducted and also distributed 400 set of questionnaires to the people who have purchased drugs in the Boots pharmacy chain in Thailand. The descriptive analysis and multiple linear regression were used to confirm the results. A study of factors that affect customer's satisfaction with Boots Pharmacy includes convenience, price, product quality, and service quality. The result affirmed that all the factors are an effect on customer's satisfaction with Boots Pharmacy, among them, convenience is the highest effect and price is the lowest effect on customer's satisfaction with Boots Pharmacy.

KEYWORDS: Boots Pharmacy, Customer's satisfaction, Convenience, Price, Product Quality, and Service quality.