

ABSTRACT

Research Project Title : A STUDY OF CUSTOMER SATISFACTION TOWARD
SHOPPING MALLS IN BANGKOK METROPOLIS

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Level of Study : Master Degree

Program of Study : Master of Science in Management

Year : 2008

Keywords : Customer Satisfaction

This purpose of the research is to evaluate customer satisfaction by comparing the difference between customer expectation and customer perception toward shopping malls in Bangkok Metropolis. This study focuses on Atmosphere (store design, music, scent and salesperson), and Types of Merchandise and Services Offered (product variety, uniqueness of product, social interaction place, and one stop shopping place). Moreover, this research applies customer satisfaction model known as the **Disconfirmation** of the Expectation Model, which is the comparison process of a customer's pre-purchase expectation and perception of performance.

The methodology used in this research was survey research. A self administered questionnaire was distributed to 399 respondents who single females' ages are ranging from 28-39 years old. The researcher used descriptive statistics to measure the frequency and percentage of the result to analyze shopping behavior and

demographic profile of the respondents. The Inferential statistics used was Paired Sample T-test in order to test 10 hypothesis of the study.

The results of this study indicated that customers are satisfied with music and scent toward shopping malls in Bangkok Metropolis. In the same time, they are dissatisfied with atmosphere, store design, salesperson, product variety, uniqueness of product, social interaction place, and one stop shopping place.

The recommendations, based on the findings, are that Shopping Malls should improve the performance of atmosphere, store design, salesperson, types of merchandise and services offered, product variety, uniqueness of product, social interaction place, and one stop shopping place to be better quality in order to exceed the customer's expectation.

Finally, this study concluded with some suggestions for future research study. For example, future study should examine other variables that are also a major concern to customer satisfaction.

