

ABSTRACT

Travel retailing business is a type of consumption produced by people traveling around the world, with huge business opportunity and profit. Therefore, from a special commercial field duty-free shop, duty free market developing very fast. Today people can find the duty-free shops at the airport, inside an airplane, the cruise ship, and downtown duty-free shops. Moreover, duty-free shops become a major business operation bringing huge profit and market potential for the travel retail sector. This study analyst the relationship between international tourists' perceived quality, perceived value and satisfaction at duty-free shops in Bangkok.

This study is based on non-probability quota sampling method and researcher collected 400 primary data in equal proportion both from Suvarnabhumi International Airport and ABC Downtown Complex. The target population was constitute international tourists' who chose to travel to Bangkok by airplane, and who had post-purchase experience at duty-free shops in Bangkok during October and November, 2014. In order to analyze the data in details, researcher used both descriptive and inferential analysis.

Factor analysis categorized the tourists' perceived quality into three factors, namely: product feature, shopping environment and customer service. It was found that there was moderate and strong positive significant relationship between the three factors of perceived quality and international tourists' satisfaction at duty-free shops in Bangkok. Moreover, tourists' perceived value extracted into two factors, affective value and functional value. It was a strong positive relationship between affective value under perceived value, and international tourists' satisfaction while functional value factor had a weak positive relationship with international tourists' satisfaction at duty-free shops in Bangkok.

Based on the results, the researcher recommends that ABC duty-free shops in Bangkok maintain improve shopping environment factor under perceived quality and functional value factor from perceived value variables. In addition, ABC duty-free shops in Bangkok need to concern about the product prices to meet respondents' expectations and study tourists' behavioral characteristics and apply appropriate marketing mix strategy to attract new customers as well as keep existing ones.

Key Words: International tourist, duty-free shops, Bangkok, post-purchase experience, perceived quality, perceived value.

