

ABSTRACT

According to the present, most people around the world are becoming extremely interested in health care and body shape. This important point allowed fitness equipment move towards fitness organization and fitness center by the whole country, especially in Thailand. Since Pol Lt. Col Dr. Taksin Shinnawatra's government has declared a new campaign for exercising program in public park, it makes people emphasize on good health. Most people who don't have enough time to exercise choose to go to exercise in fitness center instead. These people believed fitness center has a variety of fitness equipments to exercise. For this reason, the company that supplies fitness equipment gets more income. They also consider improving their products and develop more after-sales service by giving more promotional campaigns to fitness organizations.

In this study, questionnaires were used to collect data from a sample group of 25 customers who used to take service contract in Bangkok area. The data were computed in terms of frequency, percentage and weight average. The collected data were statistically analyzed using Statistical Package for Social Sciences (SPSS) Software.

The conclusion of the study told us that customers appreciated promotional campaigns in after-sales service and believed they can get more benefit and maintenance from the supplier. The findings of the promotional campaigns have a significant effect on improving the quality of service and increasing more income on the part of service department.