

## **Abstract**

Research Title : **Factors Influencing Customers' Satisfaction and Impact of Return to Equity Toward 7-eleven Store: A Case Study of Siam University Branch**

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Customer satisfaction is an important issue for every organization. Traditionally, Products and service quality play vital roles to increase customer's satisfaction and also other important factor such as value based price and store layout. All of these are important factor to increase customer satisfaction and firm's profitability. The paper will be able to present the effective discussion on the customer satisfaction. The paper discussed in different sections about the importance of customer satisfaction of the customers. This research is quantitatively designed using a survey questionnaire using convenience sampling to collect primary data from customers who shopped in 7-eleven at Siam university branch. The Company focus on high quality and respect the people who come for shopping in convenience store. They also retain them for long-term. This research could create a greater awareness on the important factor towards customer satisfaction. Thus it would highlight the influential factor which can adopted create a success of important factor towards customer satisfaction model which can adopted and personalized to each individual industries.

The result from quantitative studies have shown that 7eleven Siam university branch ,the customer feel low satisfied compare to 7eleven Bangwaek 26 so 7eleven Siam University branch should improve service quality and store layout. and the main problem of Siam university branch is store layout because inside the store has small

space so they should be rearrangement of product ,so if the store layout has more convenience to find product and service quality could be possible to make it better. On the other hand, Bangwaek 26 should be improved display outside the store for attractiveness because the location wasn't nearby the people as same as Siam University branch.

After the above research was done, the research looking forward to compare the result from various industries study, thus it would highlight the influential factor which can adopted create a success of important factor towards customer satisfaction model which can adopted and personalized to each individual industries. This research only focused on the customer satisfaction and firm's long term benefit. future research should be required for other area relevant and also focus on more specific research questions, such as location , brand awareness and promotion

*Keyword* product quality, service quality, value based price, store layout, customer satisfaction, profitability