

Abstract

Research Title : The Study Satisfaction of Customers Towards the Service
at Banana Leaf Restaurant, Central Rama 3

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The purposes of this research were to explore the demographic consumer servicing, behavior servicing and the consumer satisfaction at Banana Leaf Restaurant, Central Rama 3. The samples used for this study were 400 consumers servicing at Banana Leaf Restaurant, Central Rama 3. The samples were purposive sampling. Questionnaires were used to collect data. The data was analyzed as frequency distribution, percentage, mean, and standard deviation. Chi-square test was used for analysis. The results of the study showed that:

Most consumers were females, aged between 20 - 30 years, single, hold bachelor's degree, worked in private companies/enterprises, earned between 10,000 - 20,000 Baht at Banana Leaf Restaurant, Central Rama 3. Most of them consume with their friends and buy the most bakeries. The most consumers used serviced on Saturday. The servicing frequency is 2 times per month. The most of time consumers buy products of Banana Leaf Restaurant, Central Rama 3 was 18:01 – 9:00 PM. In addition, the researcher found that the level of service satisfaction at Banana Leaf Restaurant, Central Rama 3 were high level. The highest satisfaction was people. Secondly, it was process. The lowest satisfaction was physical evidence.

Hypothesis testing revealed that individual factors of gender, age, occupation, marital status, educational level, and income were associated with consumer's service satisfaction at Banana Leaf Restaurant, Central Rama 3. In addition, the researcher found that service behavior – service quality, the price of food, the marketing promotion, the physical evidence, the service, and the service frequency per month related to consumer servicing satisfaction at Banana Leaf Restaurant, Central Rama 3.