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Actual Economy

Local
Solutions for
Global challenges



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ACTUAL ECONOMY

LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

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Level of Satisfaction in Service Marketing Mix: A Case Study of Small and Medium Business in Bangkok, Thailand

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Abstract

Good customer service is important for the success of small and medium business enterprises in Thailand. The objective of this study was to investigate a relationship between the customer service of marketing mix and the level of customers' satisfaction from purchasing goods and service from small and medium business enterprises around Bangkok, Thailand. Based on the survey of 200 Thai customers who frequently purchased goods and services from small and medium business enterprises, the data of the level of satisfaction for each factor of marketing mix was collected and analyzed. A stratified and simple random Sampling was applied by using questionnaire in collecting the data. The findings revealed that the means values can be used to rank these variables from highest mean to lowest mean as follows: 1) Actual service received from staff, 2) Physical Environment of Service Center, 3) System and process of Service, 4) Quality of products and Service, 5) Location of small and medium business enterprises, 6) Market Price, and 7) Promotion and Distribution.

Key-words Customer Service, Marketing Mix, Satisfaction, Small Business

Introduction

From the survey of customers, eight out of ten customers say that customer service can influence their choices of brand and the majority of customers will leave the small and medium enterprises if they are treated poorly (BSI, 2014). The Small and success companies must understand the level of satisfaction of their customers towards their services. Small and medium business enterprises are the most important driving forces of Thai economy and offer many local jobs and generate income in every community. In general, many small and medium business enterprises may not use a full scale of Marketing plan as well as marketing campaigns; all small and medium business enterprises are actually under the strong influence of marketing technique and consumers' interaction of supply and demand (Kotler, 2003). The small and medium business enterprises in Thailand have been growing along with an increasing demand of goods and services which results from the growing economy of Thailand for the last three decades.

Literature review

What is the definition of good customer service? Good customer service, according to the British Standard for Customer Service, is about the understanding the need of different customers and be able to deliver a promise of good quality of products and services (BSI group, 2014). Marketing mix for small and medium business enterprises can be defined as the ability of small and medium business enterprises to enhance customer to recognize the information about the specific brand (D.A., Aaker, 1991). In addition, proper marketing mix can enhance loyalty for small and medium business enterprises which can be defined as a positive feedback from consumers, a willingness from consumers to repurchase (Wongleedee, 2012). Many experts and researchers agreed that the customers' willing to purchase and repurchase at the specific store of small and medium enterprises is the best sign of strong loyalty (Siriwan, 2003). Importantly, a proper and marketing mix plays an important role to enhance the store loyalty.

Conclusions

The demographic findings revealed that the majority of the respondents were male and female at the same proportion, aged between 40- 50 years old. The majority had at least undergraduate degree and some had a master degree as their highest level of education. Most of the respondents were customers with an average income per month between 20,000 - 50,000 Baht.

TABLE - Mean and Standard Deviation

Category	Mean	Standard Deviation	Level of Opinion
1. Actual service received from staff	4.57	.974	Very good
2. Physical environment of service	4.55	.574	Very good
3. System and process of service	3.89	.854	Good
4. Quality of products and services	3.78	.851	Good
5. Location of small and medium enterprises	3.75	.874	Good
6. Market price	3.72	.885	Good
7. Promotion and distribution	3.67	.740	Good

Table shows means and standard deviations of seven market variables or categories. The means values can help to rank these variables from high to low mean as follows: 1) Actual service received was rated with a mean of 4.57 and 0.974 SD, 2) Physical Environment of Service was rated with a mean of 4.55 and 0.574 SD, 3) System and process of service was rated with a mean of 3.89 and 0.854 SD, 4) Quality of products and services was rated with a mean of 3.78 and 0.851 SD, 5) Location of small and medium enterprises was rated with a mean of 3.75 and 0.874 SD, 6) Market Price was rated with a mean of 3.72 and 0.885 SD, and 7) Market Promotion and Distribution was rated with a mean of 3.67 and 0.740 SD. The marketing mix of product and service revealed to be perceived by the customers at a good level reflects the reason why small and medium business enterprises have a focus to put more concern on service and reliable staff.

Since this research study used primarily quantitative technique to examine and obtain the results, the major limitation came from the incomplete information about customers' reason behind their level of satisfaction. Therefore, a mixed method of qualitative and quantitative technique might be better technique. An in-depth interview may be a helpful technique to gain more knowledge and insight of what customers really think about level of satisfaction.

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