

ABSTRACT

Title:	Effectiveness of Services Marketing Factors for Selecting Doiping Mansion
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This study aims to explore effectiveness of services marketing factors for selecting Doiping Mansion and to provide information for improving Doiping Mansion business in Chiang Mai. 86 respondents were selected for the study and convenience sampling technique of non-probability sampling was adopted in the selection process.

Findings showed that the majorities (70.9%) of residents were lessees and most of them were women (55.8%). Residents were both Thai and foreigners. The majority of residents were adults' ages above 51 years olds (38.4%). They were well educated with income more than 30,000 baht (39.5%). Over half of these people were retirement residents (61.6%) and nearly 26 percent were business owners.

In terms of key services marketing factors, residents indicated that the **“process”** which was one of the seven services marketing factors, is extremely important. Safety was the most important factors, followed by **“people”** with honest staffs. In terms of **“place”** respondents prefer to stay near a location where it is easy to access transportation. Similarly, in terms of **“physical evidence”**, parking space was rated by respondents as extremely importance.

In terms of “**product/service**”, respondents indicated that the 24 hours reception service was extremely important. The free internet and cable TV which were part of the “**promotion**” of marketing factors were also indicated by respondents as very important factors. Finally, respondents indicated that current renting “**price**” is reasonable and competitive.

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