

## CHAPTER FOUR

### RESULTS

This chapter reports the results of Customer Satisfaction with Thammasat University Bookstore: Tha Prchan Campus. It is divided into 3 parts

I. Demographic Information of respondents

II. Level of customer satisfaction

III. Suggestions of the respondents

#### 4.1 DEMOGRAPHIC INFORMATION OF RESPONDENTS

In this part, the respondents were asked 8 questions about their personal information and reasons for using the bookstore

*Table 1: Gender of the Respondents*

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	41	27.3
Female	109	72.7
<b>Total</b>	<b>150</b>	<b>100</b>

Table 1 showed the respondents' gender which comprised of 72.7 percent female respondents and 27.3 percent male respondents.

**Table 2: Age of the Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
16 - 20	42	28.1
21 - 25	67	44.6
26 - 30	21	13.9
31 - 35	9	6
37 - 49	5	3.4
Valid	144	96.0
Missing	6	4.0
<b>Total</b>	<b>150</b>	<b>100</b>

Table 2 showed the respondents' age: the maximum was 49 years old and the minimum was 16 years old. The age range varied and the biggest customers' age group was 21-25 years old.

**Table 3: Level of Education of the Respondents**

<b>Level of Education</b>	<b>Frequency</b>	<b>Percentage</b>
High School	5	3.3
Bachelor's Degree	125	83.3
Master's Degree	18	12.0
Doctoral Degree	1	0.7
Total	149	99.3
Missing	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

From Table 3, the data showed that most of the respondents were in Bachelor's Degree group followed by Master's Degree, High School Students, and Doctorate's Degree respectively

**Table 4: Status of the Respondents**

<b>Status</b>	<b>Frequency</b>	<b>Percentage</b>
Single	142	94.7
Married	6	4.0
Divorced/ Separated	1	0.7
Total	149	99.3
Missing	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

As seen from Table 4, 142 respondents were single while 6 respondents were married. Only 1 respondent was divorced.

**Table 5: Income per Month of the Respondents**

<b>Income/month</b>	<b>Frequency</b>	<b>Percentage</b>
No income	31	20.7
5,000 - 10,000	64	42.7
10,001 - 15,000	19	12.7
15,001 - 20,000	11	7.3
20,001 - 25,000	4	2.7
Over 25,000	20	13.3
Total	149	99.3
Missing	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

Table 5 revealed that 31 respondents had no income, 64 respondents earned 5,000 – 10,000 baht/month, 19 respondents earned 10,001 – 15,000 baht/month, 11 respondents earned 15,001 – 20,000 baht/month, 4 respondents earned 20,001 – 25,000 baht/month and 20 respondents received over 25,000 baht/month

**Table 6: Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Government Officials	5	3.3
Private Employees	28	18.7
Housewife	3	2.0
Business Owner	3	2.0
University Student	102	68.0
Others	9	6.0
<b>Total</b>	<b>150</b>	<b>100</b>

Since this research was conducted at Thammasat University: Tha Prachan Campus, most respondents were university students (68 percent). 18.7% were private employees while 3.3 percent were governmental officials. Only 2 percent were housewives and business owners.

**Table 7: Respondent's Frequency of Using the Bookstore**

<b>Using frequency per week</b>	<b>Frequency</b>	<b>Percentage</b>
1 - 2	126	84.0
3 - 5	19	12.7
Over 5	2	1.3
Total	147	98.0
Missing	3	2.0
<b>Total</b>	<b>150</b>	<b>100</b>

84 percent of customers used the bookstore 1-2 times/ week, 19 respondents or 12.7 percent used 3-5 times per week and only 2 respondents or 1.3 percent used the bookstore over 5 times per week

**Table 8: Respondents' Reasons for Using the Bookstore**

<b>Reason for using</b>	<b>Frequency</b>	<b>Percentage</b>
Convenience	112	74.7
Product Variety	14	9.3
Low Price	15	10.0
Product Quality	5	3.3
Total	146	97.3
Missing	4	2.7
<b>Total</b>	<b>150</b>	<b>100</b>

From Table 8, the majority of the respondents used the bookstore because of its convenience (74.7 percent) followed by low price (10 percent), product variety (9.3 percent), and only 3.3 percent for product quality reasons.

4.2 LEVEL OF CUSTOMER SATISFACTION WITH THAMMASAT UNIVERSITY BOOKSTORE: THA PRACHAN CAMPUS

*Table 9: Respondents Satisfaction with the Store*

Store	Very Satisfied	Satisfied	Moderate	Dissatisfied	Very Dissatisfied	Missing	Mean	SD.	Level of Satisfaction
Overall cleanliness and atmosphere	22 14.7%	63 42%	55 37.3%	7 4.7%	1 0.7%	1 0.7%	3.66	0.812	Satisfied
Big space	8 5.3%	24 16%	65 43.3%	42 28%	10 6.7%	1 0.7%	2.85	0.954	Moderate
Easy to find	38 25.3%	71 47.3%	36 24%	5 3.3%	0 0%	0 0%	3.95	0.792	Satisfied
Prominent signage	24 16%	55 36.7%	56 37.3%	12 8%	3 2%	0 0%	3.57	0.923	Satisfied
Convenient parking	3 2%	11 7.3%	30 20%	52 34.7%	53 35.3%	1 0.7%	2.05	1.019	Dissatisfied
Not too noisy	8 5.3%	41 27.3%	79 52.7%	20 13.3%	2 1.3%	0 0%	3.22	0.793	Moderate
Attractive store decoration	3 2%	25 16.7%	95 63.3%	21 14%	5 3.3%	1 0.7%	3.00	0.726	Moderate
Attractive store display	7 4.7%	40 26.7%	77 51.3%	22 14.7%	1 0.7%	3 2%	3.20	0.776	Moderate

Table 9, revealed that the respondents' level of satisfaction with the store was moderate. The customers were satisfied with the ease of finding the most. On the other hand, the customers were dissatisfied with the parking space which had a mean of only 2.05.

**Table 10: Respondents Satisfaction with Staff**

Staff	Very Satisfied	Satisfied	Moderate	Dissatisfied	Very Dissatisfied	Missing	Mean	SD.	Level of Satisfaction
Friendliness	9 6%	51 34%	72 48%	12 8%	3 2%	3 2%	3.35	0.8	Moderate
Interaction with customers	9 6%	42 28%	76 50.7%	19 12.7%	2 1.3%	2 1.3%	3.25	0.81	Moderate
Polite manner	10 6.7%	55 36.7%	74 49.3%	8 5.3%	1 0.7%	2 1.3%	3.44	0.73	Satisfied
Good temperament	12 8%	65 43.3%	65 43.3%	5 3.3%	1 0.7%	2 1.3%	3.55	0.72	Satisfied
Readiness and willingness in providing service	13 8.7%	44 29.3%	82 54.7%	7 4.7%	2 1.3%	2 1.3%	3.40	0.77	Moderate
Ability to answer customers' questions	5 3.3%	52 34.7%	73 48.7%	15 10%	3 2%	2 1.3%	3.28	0.77	Moderate
Ability to help solve customers' problem	4 2.7%	52 34.7%	81 54%	11 7.3%	0 0%	2 1.3%	3.33	0.65	Moderate
Proper attire	13 8.7%	85 56.7%	46 30.7%	4 2.7%	0 0%	2 1.3%	3.72	0.66	Satisfied

Table 10 showed that the respondents were satisfied with staff at the bookstore with regard to their proper attire ( $\bar{X}$  3.72), good temperament ( $\bar{X}$  3.55), and polite manner ( $\bar{X}$  3.44) respectively. With regard to friendliness, interaction with customers, readiness and willingness in providing service, ability to answer customers' questions, and ability to help solve customers' problem, the respondents expressed their satisfaction only at a moderate degree.

**Table 11: Respondents Satisfaction with Service**

<b>Service</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Moderate</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Missing</b>	<b>Mean</b>	<b>SD.</b>	<b>Level of Satisfaction</b>
Speed in providing service	8 5.3%	61 40.7%	63 42%	15 10%	0 0%	3 2%	3.42	0.75	Satisfied
Turnaround time of each transaction	8 5.3%	57 38%	64 42.7%	15 10%	3 2%	3 2%	3.35	0.82	Moderate
Payment options	15 10%	49 32.7%	69 46%	11 7.3%	2 1.3%	4 2.7%	3.44	0.830	Satisfied
Modernity of service equipment	14 9.3%	60 40%	57 38%	15 10%	1 0.7%	3 2%	3.48	0.83	Satisfied
Long opening hour	11 7.3%	57 38%	50 33.3%	23 15.3%	5 3.3%	4 2.7%	3.32	0.95	Moderate
Reasonable price	13 8.7%	79 52.7%	47 31.3%	9 6%	0 0%	2 1.3%	3.65	0.73	Satisfied
All year round promotion	7 4.7%	38 25.3%	74 49.3%	26 17.3%	1 0.7%	4 2.7%	3.16	0.8	Moderate
Lucky draw promotion	3 2%	13 8.7%	74 49.3%	49 32.7%	8 5.3%	3 2%	2.69	0.79	Moderate
Many products on discount	5 3.3%	31 21.7%	73 48.7%	31 20.7%	6 4%	4 2.7%	2.99	0.86	Moderate
The variety of books	16 10.7%	45 30%	54 36%	20 13.3%	12 8%	3 2%	3.22	1.08	Moderate
Books are up to date	17 11.3%	45 30%	67 44.7%	12 8%	7 4.7%	2 1.3%	3.36	0.96	Moderate
Service of bakery shop	14 9.3%	61 40.7%	64 42.7%	8 5.3%	1 0.7%	2 1.3%	3.53	0.77	Satisfied
Service of coffee corner	17 11.3%	58 38.7%	63 42%	8 5.3%	2 1.3%	2 1.3%	3.54	0.820	Satisfied
Service of magazine kiosk	19 12.7%	62 41.3%	57 38%	9 6%	1 0.7%	2 1.3%	3.60	0.81	Satisfied



According to table 11, the respondents were neither satisfied nor dissatisfied with the service aspect. However, the reasonable price of the bookstore has the highest score on the satisfaction level.

#### 4.3 OTHER RECOMMENDATIONS TO IMPROVE THE CUSTOMERS' SATISFACTION OF THAMMASAT UNIVERSITY BOOKSTORE: THA PRACHAN CAMPUS

The third part of the questionnaire asked for the customers' opinions and recommendations which were given as follows:

- No improvement was needed. It was totally good.
- The size of the bookstore was too small. The respondents required a bigger space.
- Store decoration was not nice.
- Reading corner and seats should be provided.
- It will be more convenient for the customers if the bookstore provides a locker.
- There should be more lucky draws and discount promotions; for example, point collection for premium gifts especially for university students.
- More foreign textbooks, foreign novels, and foreign articles were requested by the customers.
- Books categories tag should be provided for easier books selection.
- A bookstore brochure can give more information to the customers.
- The bookstore is closed too early on weekends. Services hours should be extended.
- The stationery section was too untidy and more goods were required.
- The staff should be friendlier and be able to provide product information. Not enough cashier counters caused long queues. Faster service from staff will help to decrease this problem.
- Sometimes books were out of stock and not updated enough.
- The customers wanted more parking spaces.

- The customers requested a computer for book searching. Moreover, some of them wanted the bookstore to have an internet café and a bigger coffee corner.
- The bookstore can attract the customers by having a yearly discount book fair.
- The ability to order books ordering via website can increase the customers' satisfaction.
- The bookstore should not limit the minimum purchase amount for credit card payment.