



3. ผลการวิเคราะห์เปรียบเทียบระดับความพึงพอใจของลูกค้าต่อการใช้บริการส่วน  
ทางการบริการของร้านอินเทอร์เน็ต ในจังหวัดร้อยเอ็ด ระหว่างร้านอินเทอร์เน็ตขนาดเล็กและ  
ขนาดใหญ่ พบว่า โดยรวมและรายด้านแตกต่างกันอย่างไม่มีนัยสำคัญทางสถิติ



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<b>TITLE</b>	Customers' Satisfaction Regarding Marketing Mixed Service (7Ps) at Internet Café' in Roi-Et Province		
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### Abstract

The purposes of this research were to 1) Investigate customers' satisfaction regarding marketing mixed Service (7Ps) at internet cafes in roi-et province, 2) Compare customers' satisfaction regarding marketing mixed service (7Ps) at different sized internet cafés in roi-et province, and 3) Obtain service recommendation for internet café providers in roi-et province. The samples were 384 internet café customers in roi-et province selected with quota sampling and accidental sampling. The statistics used in this research were frequency distribution, percentage, mean, and standard deviation and *t-test*.

#### research results

1. The result obtaining from data analysis concerning general information of the customers' satisfaction regarding marketing mixed Service at Internet Cafes in roi-et province showed that 60% of the customers answering the questionnaire were males, and 46.10% were during the ages of 10-15. The data also revealed that 83.3 % of the customers were students and 30.5% were studying in junior high school level (matthayomsuksa 1-3). The most customers' purpose, 56.62% of customers, of using the internet was playing games.

2. Customers' satisfaction regarding marketing mixed service at internet cafes in roi-et province was averagely at high level. The customers satisfied with an aspect of product at highest level ( $\bar{X} = 4.23$ , S.D. = 0.50), following by price ( $\bar{X} = 4.11$ , S.D. = 0.46), location, ( $\bar{X} = 4.08$ , S.D = 0.36), and service ( $\bar{X} = 4.08$ , S.D. = 0.39) respectively.

3. Customers' satisfaction regarding marketing mixed Service at internet cafes in roi-et province between big and small sizes was different with non-statistic significance.