

ABSTRACT

TITLE : PROMOTION STRATEGY AFFECTING CUSTOMER LOYALTY:
A CASE STUDY OF KANTHARALAK CAR CARE SHOP,
KANTHARALAK DISTRICT, SI SA KET PROVINCE

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The purpose of this research study is (1) to examine client personal opinion data on marketing promotion strategies and customer loyalty at Kantharalak Car Care, Kantharalak District, Srisaket Province; (2) to compare customer loyalty of Kantharalak Car Care, categorized by personal characteristics; and (3) to study the influence of marketing promotion strategies on the customer loyalty of Kantharalak Car Care, Kantharalak District, Srisaket Province. This study is quantitative research that involves a sample group of 360 customers who have used the services of Kantharalak Car Care in Kantharalak District, Srisaket Province, selected through systematic random sampling. The research tools include questionnaires and the statistical methods used for data analysis are frequency, percentage, mean, standard deviation, t-test, F-test, and multiple regression analysis.

The study results reveal that (1) the majority of questionnaire respondents are female, aged between 31 and 40 years old, with the highest level of education being upper secondary/vocational. They are employed in positions such as company employees, store owners, or traders, with a monthly income ranging from 20,001 to 25,000 baht. When examining the relationship between personal characteristics and customer loyalty towards Kantharalak Car Care in Kantharalak District, Srisaket Province, it was observed that variations in age and average income levels have a significant impact on customer loyalty, with statistical significance at the 0.05 level. However, neither gender nor education level significantly affected customer loyalty in the context of the influence of marketing promotion strategies. The study found that the relationship and

marketing promotion strategies significantly affect customer loyalty to Kantharalak Car Care in Kantharalak District, Srisaket Province, at a statistical significance level of 0.01. This implies that the correlation between these factors and the efforts to promote sales has a substantial impact on the loyalty of customers.

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