

Apinya Chatnoraset 2010: Satisfaction Affecting Behavioral Intentions of Asian Tourists:
A Case Study of Service Quality of Bangkok Shopping Mall. Master of Business
Administration, Major Field: Business Administration, Interdisciplinary Graduate Program.
Thesis Advisor: Associate Professor Yupawan Vannavanit, M.B.A. 169 pages.

The objectives of this research are 1) to study the shopping malls managers' service quality management 2) to study the satisfaction of Asian tourists 3) to study the behavioral intentions of Asian tourists 4) to study the level of satisfaction affecting behavioral intentions and 5) to study country of residence affecting the level of satisfaction. Research methodology applied in this study is exploratory research and descriptive research by personal depth interview and 403 questionnaires from samples that are Asian tourists from five countries: Japan, Malaysia, Korea, China and Singapore, who shopped from shopping malls in Bangkok. The data analysis employed descriptive and inferential statistics; the level of significance is at 0.05.

The result on managers' service quality management found that shopping malls managers focus more on the physical aspect than other dimensions and also focus on the personal interaction and policy. Personal data of tourists, The majority of females aged 25-44 years, Business operators and business trader, leisure is the purpose of travel, shop clothing / shoes and shop for themselves. For the levels of tourists satisfaction toward overall service quality of shopping mall were at the level of somewhat satisfied. When separated the dimensions found that the physical aspect and policy were at the level of somewhat satisfied. For reliability, personal interaction and problem solving were at the level of neutral. The result on behavioral intentions found that tourists are intention of word of mouth communications were at the level of very likely, at the level of moderate likely for purchase intention and price sensitivity, at the level of unlikely for complaining behavior. The groups of satisfied and neutral are more likely for word of mouth communications and purchase intentions than a group of unsatisfied that are more likely for price sensitivity and complaining behavior. Country of residence affecting Asian tourists satisfaction toward service quality in shopping mall especially in solving problems for the Chinese, Singaporean. Researcher proposes some recommendations as followings
1) Should have the clearly rule about returning and replacement of the goods. 2) Should be organized periodically discount sales event. 3) Should provide more than one complaint channels.

Student's signature

Thesis Advisor's signature