

Chollada Chaiyagul 2012: Corporate Image, Brand Equity and Customer Satisfaction in Service Marketing Mix as Influencers of Loyalty Levels: Thailand Post CO., LTD. Customers. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Thongchai Srivardhana, Ph.D. 209 pages.

This thesis aimed to investigate 1) levels of corporate Image 2) brand equity 3) satisfaction in service marketing mix 4) customer loyalty 5) relations among level of corporate image perception, brand equity and service marketing mix on customer satisfaction and customer loyalty.

The samples were 390 self service customers at post offices in Bangkok. The instrument used for collecting data was questionnaire. The samples were selected through the multi-state random. The descriptive statistical tools were percentage, arithmetic mean and standard deviation. The inferential statistical tools were Pearson Correlations and multiple regression analysis at the 0.05 level of statistically significant.

The thesis findings were as follows: The female sex samples were more than male, average age 20-29 year, Bachelor of education, office employees and the salaries between 10,001-20,000 baht. The service users evaluated corporate image perception and brand equity at good levels. The satisfaction in services marketing mix at fair levels and customer loyalty at fair levels. The results of hypothesis were that levels of corporate image perception, brand equity and satisfaction in service marketing mix significantly influenced all dimensions of customer loyalty except in the cognitive loyalty. The dimension factor of the satisfaction in service marketing mix influenced customer loyalty the most. Additionally, the levels of corporate image perception, brand equity and satisfaction in service marketing mix including contact personnel, perceived quality dimension, productivity and quality of service dimension influenced customer loyalty at high levels.

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Thesis Advisor's signature