

Kamolpun Kotikangpul 2014: The Study of Influencing between Service Marketing Mix, Brand Equity and Purchase Intention of Consumer for Beauty Clinic in Bangkok. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Miss Sirirat Kosakarika, Ph.D. 188 pages.

This research aims to study (1) causal relationship of a model between service marketing mix, brand equity and purchase intention for Beauty Clinic and (2) to find the influencing between marketing factors and purchase intention. This study is a quantitative research using descriptive and survey research. Questionnaires 400 sets were collected from respondent. The data set is analyzed by applying descriptive statistics including frequency, percentage, mean, standard deviation, confirmatory factor analysis, and structural equation model test AMOS 22.0.0 at a significant level of 0.05

The results show that 1) Process was the most influenced factor on brand awareness. For product, the most effective factor are brand loyalty, perceived quality and brand image. Perceived quality and process had the highest effect to purchase intention. 2) The product, price, promotion, process and physical evidence had a causal relationship to brand awareness. The product, process and place had a causal relationship to brand loyalty and perceived quality. The product, process, promotion place and price had a causal relationship to brand image. The perceived quality, product, price, promotion, process and physical evidence had a causal relationship to purchase intention.

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Thesis Advisor's signature