

Vankam Paseuthsack 2012: Services Marketing Strategy Affecting on the Thai Tourist Behavior to Vientiane. Master of Business Administration, Major Field: Business Administration, Faculty Business Administration. Thesis Advisor: Miss Somruedee Srichanya, D.B.A. 308 pages.

The purposes of the study were 1.) To study the service marketing strategy that affects Thai tourists behavior to Vientiane. 2.) To study Thai tourists behavior who travel to Vientiane. 3.) To study the personal factors of Thai tourist travel in Vientiane. 4.) To study marketing strategy classified by personal factor. 5.) To study marketing strategy classified by Thai tourists behavior. This is a descriptive study by using questionnaire 400 prospects. After they fill out the questionnaire, we collect data and analyze into descriptive statistics such as frequency distribution, percentage, average and standard deviation, testing the hypothesis by inferential statistics such as T-test, F-test and LSD with level significant 0.05.

According to the result of this study, major of the respondents are male, married, age between 26-35 years old. Their occupation is government officers. Their income is 20,001-30,000 Baht. The purpose of visiting is traveling. Their behavior shows that the use of advertising has a great impact on this study. For marketing strategy, the respondents pay high attention on these following which are: Physical evidence, people and process all the same level and product is to high attention as well. For the results of testing hypothesis (level of significant 0.05), the different individual factors: gender, age, status have differently affected to the marketing strategy. Also, the different tourist behaviors have impacted differently on product, price, place, promotion, physical evidence and process have different effects on different services marketing strategies. Recommendation, travel agency or any related Organizations should maintain the quality and improve in marketing, services and physical evidence. Moreover, it should improvement the place and promotion in order to meet customer's satisfaction.

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Thesis Advisor's signature