

The independent study of "Customers' Satisfaction Regarding the Services Provided by Carrefour Hypermarket, Chiang Mai Branch" had the objective to study the customers' satisfaction regarding the services provided by Carrefour hypermarket, Chiang Mai branch.

In this study, questionnaires were used to collect the data from a sample group of 315 customers. The data were analyzed and evaluated in terms of frequency, percentage and weighted average. The study separate customers' satisfaction into 3 parts; Pre-service, During-service and Post-service. The result of the studies are as following:

The study found that in Pre-service, most of customers were highly satisfied in the convenient and safety of the car park, reputation and confidence promotion products.

In During-service, most of customers were also highly satisfied with product, price and placement except for promotion which rated only a mid-level satisfaction.

In Post-service, most of customers were highly satisfied with placement and rated a mid-level satisfaction with product, price, promotion and value of payment.