DECISION MAKING INFLUENCING FACTORS ON LATHE BUSINESS SERVICES CASE STUDY IN PHITSANULOK PROVINCE, THAILAND

Chaimongkon Into[1] and Sukij Khorchurklang

Faculty of Business, Economics and Communications,

Naresuan University, Phitsanulok, Thailand

ABSTRACT

This research purpose were 1) studying the demographic factors that influencing decision making on the lathe business service in Phitsanulok province; 2) studying the marketing mix that influenced the decision to use the service; The samples used in this study were 400 students in Phitsanulok province age more than 20 years ago. The statistics used for data analysis were frequency, percentage, mean and standard deviation. The hypothesis test showed that most of the samples were male with 20 years old the diploma in mechanical power technology of Phitsanulok technical college. The average monthly income is 6,000 Baht per month and there are reasons to use the motorcycle repair shop service. The overall factor of the factors influencing decision making on the lathe business service to the marketing mix in the 7Ps marketing mix of the students is very important.

The hypothesis testing found that the individual factors of the different students influenced the decision making to use the lathe service in Phitsanulok province. Overall, the difference of influencing factor for the decision to use the lathe business service. The study in Phitsanulok province by overall score was significantly different at 0.05 level.

Keywords: 1) Student 2) Decision Making for Lathe Business Service 3) Marketing Mix

1. Principle and Reasons

Today the number of lathe business in Phitsanulok has 45 lathe businesses. lathe turns to be more and more important because the students need to use the lathe to prepare the type of work or equipment to send in the course, as well as projects of students. The students bring to make facing, plain turning, drilling inside, plan turning inside, vargus thread turning, groove turning, cut turning, etc.

This reason, the researcher is interested in the study of the factors influencing the decision to use the lathe business service. The case study students in Phitsanulok want to study the 7Ps marketing mix so that they can use the information to develop their marketing strategies as well as a way to improve the lathe for the overall benefit and good trend in each lathe business can survive and find more customers as well.

2. Objectives of the study

2.1 To stydy the levels of Decision Making Influencing Factors on Lathe Business Services Case Study in Phitsanulok Provinc

2.2 To stydy the levels of Decision Marketing Mix Influencing Factors on Lathe Business Services

[1] Email: doraemon4055@hotmail.com

3. Expected Benefits

1. Keep in mind the levels of Decision Making Influencing Factors on Lathe Business Services Case Study in Phitsanulok Provinc

2. Keep in mind the levels of Decision Marketing Mix Influencing Factors on Lathe Business Services

4. Hypothesis

1. Demographic Factors Affecting the Choice of Lathe Business

2. Marketing mix factors from a business perspective that influence the different marketing strategies of a lathe.

5. Theory and concept

Lathe business context

Lathe business refers to a business that transforms raw materials into finished products by means of production processes and requires the raw materials to be processed. For the industry The products are manufactured using processing machinery. Lathes used in labor and skilled in processing.

Public opinion

Demography refers to the study of science. The size or number of people in each of the societies, regions and the world. Population and composition
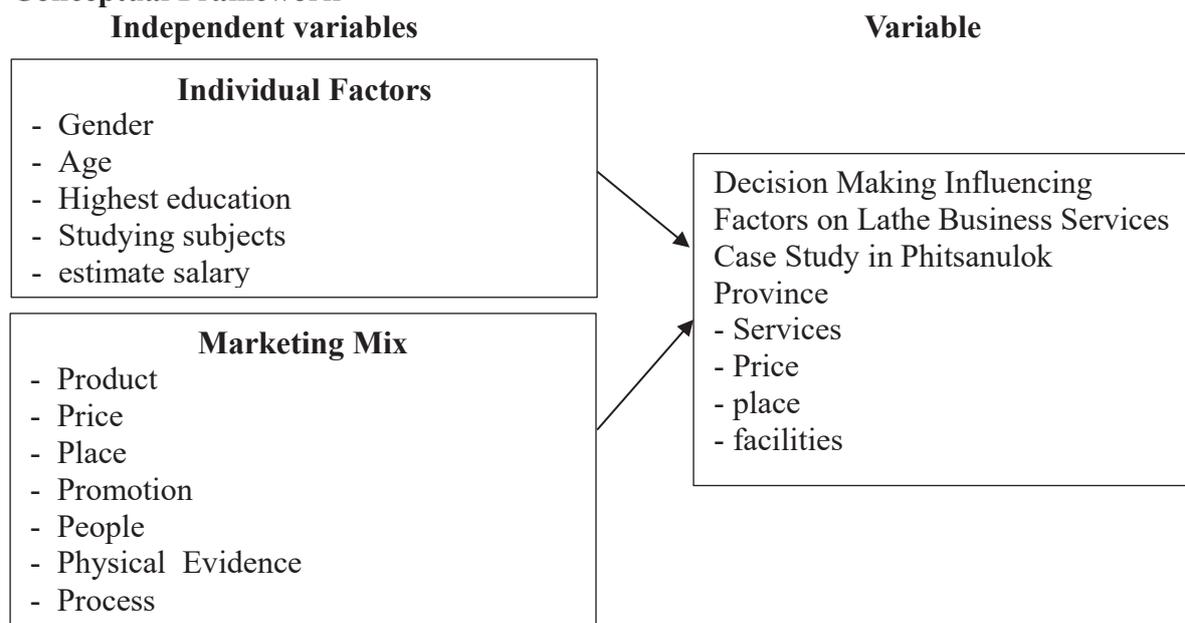
Marketing mix theory and 7Ps concept.

Use of marketing mix for service business. There are seven factors (7Ps): 1. Products and services 2. Prices 3. Distribution 4. Marketing promotion 5. Individuals and employees 6. Creating and presenting physical characteristics 7. Process

Theory of decision making

Decision-making is based on careful consideration of the data, principles, and rationales to find the best alternatives. The best of many alternatives that can meet the goals of the agency efficiently.

Conceptual Framework

Independent variables   **Variable**

Individual Factors
- Gender
- Age
- Highest education
- Studying subjects
- estimate salary

Marketing Mix
- Product
- Price
- Place
- Promotion
- People
- Physical Evidence
- Process

Decision Making Influencing Factors on Lathe Business Services Case Study in Phitsanulok Province
- Services
- Price
- place
- facilities

Picture1: Conceptual Framework

6. Research Methodology

Quantitative Research Methodology
1. Demographics and sample selection.

The samples were students in Phitsanulok Province. contain with 1. Phitsanulok Technical College 2. Technical College 2. King Mongkut's University of Technology Rajamangala University of Technology Lanna 4. Pibulsongkram Rajabhat University 5. Naresuan University The sample size was 400 persons.

2. Creating research tools.

The questionnaire was created for the respondents. The researcher tested the validity and reliability of the questionnaire before collecting the data.

3. Data Collection

The study was divided into two types. 1. Primary Data The data were collected from 400 questionnaires. The data collection period was from September 2017 to December 2017.

2. Secondary data is the information that is used for the study. The data were collected by studying and researching texts, data sheets from websites and related research. To use as a guide to study this information.

4. Data Analysis

1) The questionnaire was sent to the sample group of 400 students from Phitsanulok city.

2) Take the questionnaire back. Check for completeness of each questionnaire and proceed to the next step.

3) Record the answer code in the questionnaire. To process Using SPSS (Statistical Package for Social Science)

5. Statistics used in data analysis.

Descriptive Statistics are used for basic statistics such as frequency, percentage, mean ($\bar{x}$), and standard deviation (SD). Interpretation of narrative To explain the various aspects.

Table 3: shows the number of students. Number and percentage of sample by sex.

Sex	Number	Research result
- Male	389	97.25
- female	11	2.75
Sum	**400**	**100**

Table 3 shows that Samples were male and female. Most of the samples were male (389 men) or 97.25%, followed by female (11 men) or 2.75%

Table 4: shows the number and percentage of samples by age.

Age	Number	Research result
- Age 20 year	279	69.80
- Age 21 year	26	6.50
- Age 22 year	22	5.50
- Age 23 year	31	7.75
- Age 24 year	42	10.45
Sum	**400**	**100**

Table 4 shows that The sample was classified by age. The majority of the samples were 279 or 69.80%, followed by 24-year-olds (42%), 10.45%, 23%, 31%, 7.75%, 26% Were 6.50 and 22 years old, 22 people, 5.50%

Table 5: Number and percentage of samples. By education level

Education	Number	Research result
- Diploma	219	54.75
- Bachelor's Degree (Transfer)	96	24.00
- Bachelor Degree	85	21.25
Sum	**400**	**100**

Table 5 shows that Subjects were classified by level of education. Most of the samples were 219 students or 54.75%, followed by the bachelor degree (96%), or 24.00%, and the bachelor degree 85 people or 21.25% respectively.

Table 6: Number and percentage of sample Classification by study area

Field of study	Number	Research result
- Mechanical Engineering	61	15.25
- Mechanical Engineering	87	21.75
- Industrial Technology Branch	47	11.75
- Engineering	89	22.25
- Mechanical Engineering	82	20.50
- Production Engineering	11	2.75
Industrial Engineering	23	5.75
Sum	**400**	**100**

Table 6 shows that Subjects classified by study area. Most of them studied in the field of motor mechanics was 89.25 percent, followed by the technical group of 87. They accounted for 21.75 percent of the mechanical engineering, 82 percent, or 20.50 percent. 15.25% were industrial technicians, 11.75% were industrial engineering, 5.75% were manufacturing engineering and 11 2.75 percent respectively.

Table 7: Number and percentage of samples. Classified by school

Place of education	Number	Research result
- Phitsanulok Technical College	195	48.75
- Two Kwai Technical College	24	6.00
- Rajamangala University of Technology Lanna Phitsanulok	65	16.25
- Pibulsongkram Rajabhat University	31	7.75
- Naresuan University	85	21.25
Sum	**400**	**100**

Table 7 shows that The sample was classified by school. Most of the samples were 195 students of Phitsanulok Technical College or 48.75%, followed by Naresuan University with 85%, or 21.25%, Rajamangala University of Technology Lanna Phitsanulok 65. 16.25% Pibulsongkram was 31%, 7.75% and 24% respectively, and 24% respectively.

Table 8: Number and percentage of samples. Classified by average monthly income

Estimate salary	Number	Research result
- 3,000 baht	25	6.25
- 3,500 baht	43	10.75
- 4,000 baht	44	11.00
- 4,500 baht	9	2.25
- 5,000 baht	61	15.25
- 5,500 baht	5	1.25
- 6,000 baht	87	21.75
- 7,000 baht	56	14.00
- 8,000 baht	70	17.50
Sum	**400**	**100**

Table 8 shows that Sample size by average monthly income. Most of the samples had average monthly income of 6,000 baht per month, or 21.75 percent, followed by monthly average income of 8,000 baht per month, or 17.50 percent of monthly income. 5,000 baht per month, or 15.25%, with average monthly income of 7,000 baht per month, or 56%, or 14.00%, with monthly average income of 4,000 baht per month, or 11.00% A monthly average of 3,500 baht per month of 43 people, representing 10.75 percent of the average monthly income of 3,000 baht, equivalent to 6.25 percent of the 25 people with an average income of 4,500 per month.

Table 9: Number and percentage of sample Classified by cause of access to the lathe.

Reasons to use the lathe service.	Number	Research result
- motorcycle repair	153	38.25
- To repair the car	43	10.75
- work in the course	97	24.25
- project / project completion	107	26.75
Sum	**400**	**100**

Table 9 shows that The samples were classified by the reasons for accessing the lathe. Most of the motorcycle repairers were 38.25 percent, followed by 107 students, or 26.75 percent, 97 students or 24.25 percent. 43 car repair workers accounted for 10.75 percent.
Part 2: Factor Analysis of Components of 7Ps Lathes and Marketing Mix Factors in Customer Perspectives Affecting Decision to Use Lathe Services in Phitsanulok Province.
Section 2.1. Factors of importance of the lathe 7Ps.

Table 10: shows the mean and standard deviation of the marketing mix factors from the customer perspective that influenced the decision to use the 7Ps lathe business service as a whole. 7 Ps.

Marketing Mix	$\overline{X}$	S.D.	Translate
1. Product	4.13	0.60	Much
2. Price	3.92	0.74	Much
3. Place	3.77	0.79	Much
4. Promotion	3.56	0.78	Much
5. People	4.09	0.71	Much
6. Physical Evidence	3.36	0.72	moderate
7. Process	2.86	0.84	moderate
Sum	**3.67**	**0.74**	Much

Table 10 shows that Sample Overall, 7 aspects were at the high level (= 3.67, S.D. = 0.74). At the high level, 5 aspects were product / equipment, personnel price, distribution channel. Marketing promotion There were two aspects of physical presentation. The process of serving the order.

Part 3: Analysis of data to test the hypothesis.

Table 11: shows the variance of the factor factors of the 7Ps.

Marketing Mix	male (n = 38)		female (n = 35)		t	Sig.
	$\overline{X}$	S.D.	$\overline{X}$	S.D.		
1. Product	4.15	0.58	3.36	0.28	4.057	.050
2. Price	3.93	0.72	3.67	0.00	1.953	.003
3. Place	3.81	0.77	2.33	0.00	6.345	.000
4. Promotion	3.52	0.75	5.00	0.00	-6.482	.000
5. People	4.10	0.69	3.67	0.00	1.895	.001
6. Physical Evidence	3.37	0.70	3.00	0.00	1.858	.000
7. Process	3.87	0.82	3.33	0.00	2.733	.000
Sum	**3.82**	**0.72**	**3.48**	**0.04**	**1.766**	**.008**

*P < .05

Table 11 shows the comparison of the factors affecting the decision to use the lathe service by sex in total of 7 aspects found different. Product / Service Personnel Pricing Distribution channel Marketing promotion The physical appearance of sigma was 0.008, which is less than 0.05. The factors that influence the decision to use the lathe service are different. The statistical significance was 0.05.

Part 3: Analysis of data to test the hypothesis.

The demographic factors for selection of lathe businesses in Phitsanulok province were tested by using Independent Samples t-test and One way ANOVA. The difference was statistically significant at .05 level. Significant at 0.05.

Assumptions of population with different education level have factors influencing the decision to use the lathe service. different

1. Comparison of variance by gender found that the factors influencing the choice of lathe service. Only male students (= 3.82, S.D. = 0.72) and female (= 3.48, S.D. = 0.04) were significantly different in the case of Phitsanulok.

2. Comparison of variance by educational level found that factors influencing the choice of lathe service. Case Study in Phitsanulok Province In the different marketing mix 7Ps.

3. Comparison of variances by branch of study found that the factors affecting the choice of the lathe service. Case Study in Phitsanulok Province 7Ps marketing mix is different.

4. Comparison of variance by educational institution found that factors influencing the choice of lathe service. Case Study in Phitsanulok Province 7Ps marketing mix is different.

5. Comparison of variance by cause of access to lathe service showed that factors influencing the choice of lathe service. Case Study in Phitsanulok Province 7Ps marketing mix is different.

7. Discuss the Results

Based on the research findings, there are important issues that can be analyzed and discussed on the factors influencing the choice of lathe service. Case Study in Phitsanulok Province There are issues to be discussed.

Product quality is the standard and the service is based on customer orders. Effect of decision making on lathe study in Phitsanulok province. Based on the hypothesis testing, it is found that machining is of the highest standard and that the service is based on the customer's order. This is consistent with Prachatorn precepts (2560). Factors influencing the choice of the lathe business of customers in Bangkok and its vicinities, and Vannatanee Kurujitkwan (2558). Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

Price. Price is appropriate for the quality of the work. And the clarity of the price, the service fee, the customer notice in advance. Effect of decision making on lathe study in Phitsanulok province. The hypothesis test found that the price was appropriate for the quality of the work. (2559) Study on the factors that affected the attitude of choosing car service in Ranong and Wanathanee Kurujitkwan (2558). Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

The location of the shop is outstanding and easy to find and the service to customers to affect the decision to use the lathe study for students in Phitsanulok. The hypothesis test found that the store location Travel and parking facilities This is consistent with research by Noppadol. (2012) Study on Marketing Strategies for Creating Competitive Advantages of Lathe Business in Samut Sakhon Province. This research is a survey. 400 samples

Marketing Promotion (Promotion) Discount for Students Job inquiries via telephone or line, and advertising in various forms such as websites and Facebook, have an impact on the choice of the lathe service. Case Study in Phitsanulok Province Based on hypothesis testing, there are discounts for students and job inquiries via phone or line. This is consistent with the research of Wanathanee. Guru Kujawut (2558) studied the Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

Number of employees Entrepreneurs are knowledgeable and capable. The staff is polite, attentive and willing to provide information. Effect of decision making on lathe service. Case Study in Phitsanulok Province Based on hypothesis testing, service operators are knowledgeable and The staff is polite, attentive and willing to provide information. This is consistent with research by Pornchai Unghanapaisal (2012). Factors affecting the selection of movie theater business. In the district. Nakhon Ratchasima and Wanathanee Gurukaveng (2558) studied Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

Physical Evidence and Presentation is a clean place. Have a contact number and shop opening hours. And the safety of the lathe. Effect of decision making on lathe service. Case Study in Phitsanulok Province The hypothesis test showed that there was a sign, contact number, shop and opening hours. And the safety of the lathe. This is in line with the research of Somkid Khen, Phanemon Boonma (2559). Financial service selection from the Government Savings Bank in urban and outskirts in Lampang and Wanathanee. Guru Kujawut (2558) studied the Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

Processes Before and after the appointment. The speed of information about the work to do. And call to pick up the piece. Effect of decision making on lathe study in

Phitsanulok province. Based on hypothesis testing. Find the service by the queue. Before and after the appointment. The speed of information about the work to do. This is consistent with research by Sirikarn Kamol Piyapat (2558). The study on the decision to use private hospital services in Bangkok. To study marketing mix factors. The quality of service and Vannatanee Kurujitkaya (2558). Factors Affecting Decision Making on Telephone Banking Service of Government Savings Bank. The seven marketing mixes were studied.

8. Suggestion

Recommendations for Business Use
The results of this research. The decision to use the lathe service in Phitsanulok Province is as follows.

1. The product / device. Lathes can be machined in a variety of ways. The service is accurate according to customer orders.

2. Personnel, entrepreneurs, knowledgeable. And the staff is polite, attentive and willing to provide information.

3. Prices are subject to prior notice to customers. And the price is appropriate for the quality of work.

4. The process of service. It is fast to provide information about the work to be done and the call to receive a piece of work.

5. Distribution channels Easy to travel and parking locations, and unique and easy to locate stores.

6. Marketing Job inquiries via phone or line. And discounts to students.

7. The presentation of physical characteristics. The safety of the lathe And the cleanliness of the place.

Suggestions next time
1. The researcher should compare the factors influencing the decision to use the lathe business. Case Study in Phitsanulok Province To know more about the needs of the lathe service.

2. The researcher should study the variation of the lathe business. For the benefit of the lathe business to be deployed to develop the service model to meet the needs of students or the general public.

3. The researcher should study the expectations of customers on the lathe service. For the benefit of improving service to meet the needs of customers.

9. Reference

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