







Comparison of factors influencing service quality satisfaction in the service of mini mart 108 Shop found that the quality factors that influence satisfaction of service users, mini mart 108 Shop contains 4 items include in-store product quality, number of employees, there is enough knowledge about the product and every employee in the store with the same service standards influenced the satisfaction at a statistically significant level of .05. Also study of 11 items included the store interior is elegant and stylish interior with equipment and tools available within the shop, clean, staff, employee perform correctly service, staff can advise clients, employees service with speedy action, polite, and attentive to customers

## II. CONCLUSION AND DISCUSSION

The study of service quality improvement of 108 convenient store at Praya Suren road branch. The sample of the study were 385 customers who shopped at this store. The statistical application was percentage, mean, standard deviation, t-test, one-way Anova, and Pearson correlation.

### **Suggestion from the results of the study**

1. Administrative officers of the shop offer appropriate products and quality of service to meet consumer requirement.
2. Administrative officers of the shop should offer well-known brands of products.
3. Administrative officers of the shop should provide adequate number of employee that appropriated.
4. Administrative officers of the shop should train the employees to be ready to service to customers

### **Suggestions of further study**

1. should compare service quality with the competitors and improve the weak point for a better service.
2. should study the specific products and services according to the appearances of the target group of personal factors to improve service quality to meet consumer requirement.

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