SERVICE MARKETING STRATEGY FOR
PTT GAS STATION

BY

MISS THITIMON KONGMEE

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION PROGRAM IN
GLOBAL BUSINESS MANAGEMENT
(INTERNATIONAL PROGRAM)

FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
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INDEPENDENT STUDY

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ENTITLED

SERVICE MARKETING STRATEGY FOR PTT GAS STATION

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ABSTRACT

This research aims to survey customer's behavior and marketing factors that influence customers' decision when using PTT gas station in the southern part of Thailand; Phatthalung. Recently, Phatthalung has just been prosperous for the travel destinations. Even though it is small city surrounded with other big cities. The 7P's marketing mix- product, price, place, promotion, people, physical evidence and process was used to examine. Data collection was done by questionnaires. The total sample was 430 questionnaires.

Results showed that sub-factors of service marketing mix that have high level of importance towards the decision making for the usage of PTT gas station are Product, Place, People and Physical evidence.

Keywords: PTT Gas Station in Phatthalung Province, Travel destination, 7P's marketing mix
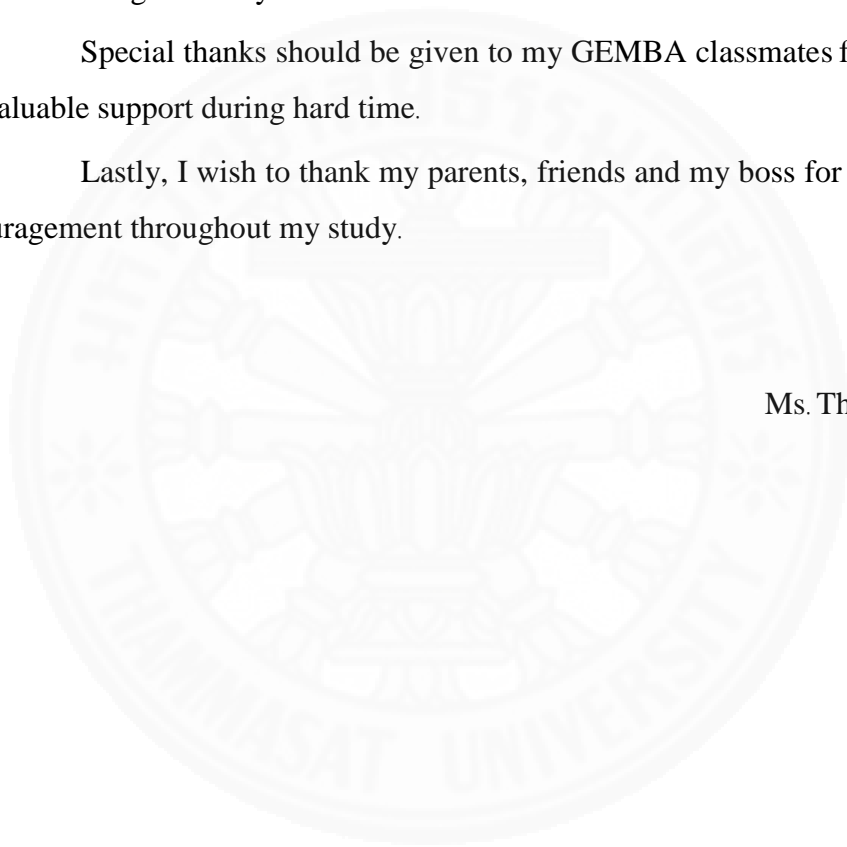
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INTRODUCTION

1.1 Background of study

Nowadays, to maintain the market share in the oil industry, the company need to be more competitive than those competitors in the market are. As a result, the companies need to provide more options in their business to attract the customers into purchasing their main products and other additional services.

Market share;

People who have their own cars always have their own ways to select the gas station. A variety factors such as good services, great environment or other additional services provided in the gas station could lead to different ways of making decision. According to Department of Energy Business, Ministry of Energy, found that in 2018, there are 47 providers among oil and retail business across Thailand. The six main players in Thailand are PTT, PTTOR, ESSO, Bangchak, Shell and Chevron Caltex. In 2018, classified by the size of the dealers, found that among those big dealers had market share over the market around 77.7 percent increasing from the previous year that had the market share about 77.5 percent. PTT Public Company Limited and PTT Oil and Retail Business Public Company Limited (PTTOR) still ranked 1st for highest market share which are up to 39.8 percent of the petroleum market in Thailand. While ESSO and Bangchak had market share 11.3 percent and 10.4 percent, Shell 9.3 percent and Chevron Caltex 6.9 percent consequently. While the market share of small dealers in the market decreased from 22.5 percent to 22.3 percent compared with the previous year. The decreasing was approximately 0.2 percent. (Department of Energy Business, Ministry of Energy, 2018)

PTT Plc. transferred the assets and liabilities of the oil business unit, and the shares of companies related to oil business unit to PTT Oil and Retail Business

Company Limited ("PTTOR") in July 2018. PTTOR's strategies yet will be align with PTT strategic plan to become a global brand for fuel retail business. The transformation of PTT's oil business is from oil business to retail business, from product-based to platform-based business, from traditional organization to digital organization and from domestic market to regional and global. It will increase the potential and flexibility to the company's competitiveness in business operation also in line with the government policy on liberalization of the oil business. By doing those strategies, it will have a huge impact in the oil retail business in Thailand.

Currently, PTT and PTTOR operates 1,894 petrol stations both locally and internationally-Cambodia, Laos, Myanmar and the Philippines. While non-oil business is one of main businesses in fuel retail. Café Amazon has 2,304 outlets, which 2,152 of Café Amazon are running locally and the rest in other countries. (Praiwan, 2018)

Table 1.1

The distribution fuel oil categorized by provincial part from (Department of Energy Business, Ministry of Energy, 2018)

จังหวัด	2561		ปี 2560		การเปลี่ยนแปลง เพิ่มขึ้น (ลดลง)	
	ล้านลิตร/วัน	สัดส่วน (%)	ล้านลิตร/วัน	สัดส่วน (%)	ล้านลิตร/วัน	(%)
กรุงเทพฯและปริมณฑล	40.4	32.1	39.4	31.8	1.0	2.6
ภาคกลาง	6.7	5.3	6.6	5.4	0.0	0.4
ภาคตะวันออก	24.8	19.7	23.8	19.2	1.0	4.1
ภาคตะวันออกเฉียงเหนือ	17.5	13.9	17.5	14.2	0.0	(0)
ภาคเหนือ	11.9	9.5	12.0	9.7	(0)	(1)
ภาคตะวันตก	10.5	8.4	10.6	8.5	0.0	(0)
ภาคใต้	13.9	11.1	14.0	11.3	(0)	(0)
ปริมาณรวมทั้งสิ้น	125.6	100.0	123.8	100.0	1.8	1.5

The distribution fuel oil categorized by provincial part was found that Bangkok Metropolitan Region ranked the first for distribution of fuel oil about 32.8 percent followed by The East 19.7 Percent, The North East 13.9 percent and The South 11.1 percent. The rest were The North, The West and the Central region around 9.5 percent, 8.4 percent and 5.3 percent accordingly. (Department of Energy Business, Ministry of Energy, 2018)
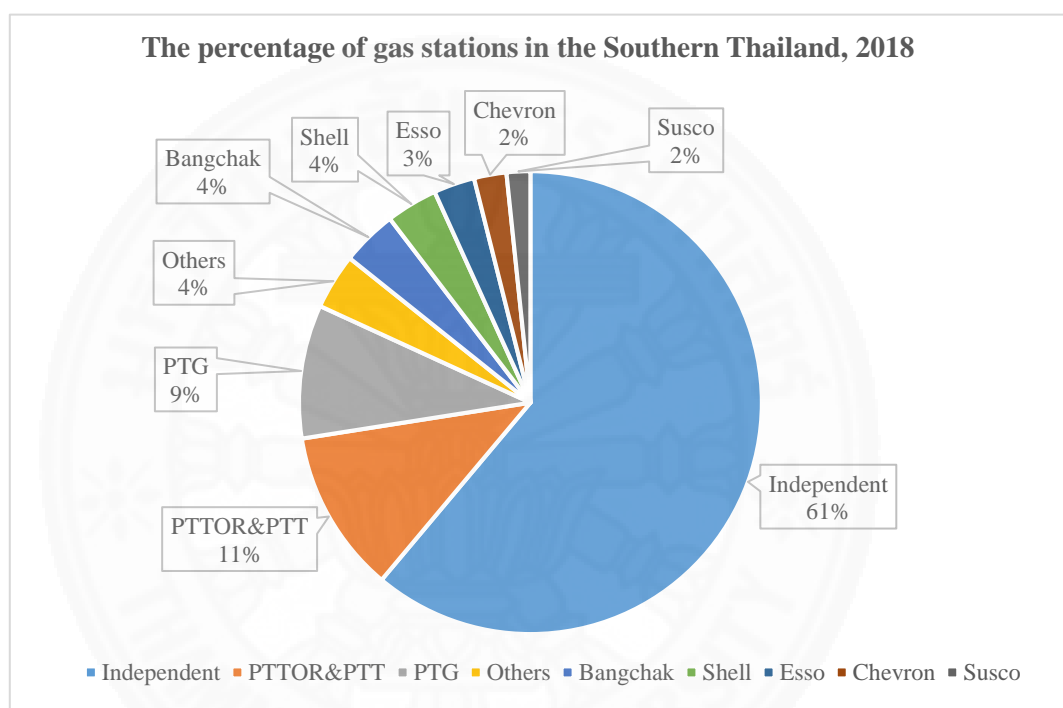
Figure 1.1 The percentage of gas stations in the southern Thailand, 2018 from (Department of Energy Business, Ministry of Energy, 2018)

The South region are the fourth rank selling the fuel oil in 2018. There are many traders selling the fuel oil in the South region. According to Department of Energy Business, Ministry of Energy, there are 2,474 petrol station. Among those stations are under various brands. PTT station is the number one brand provided for the consumers in the South region apart from independent brands, which are the highest number of stations about 61 percent. The percentage of PTT station is around 11 while the second

brand is PTG. The percentage of gas station under PTG is about 9 percent. Bangchak and Shell are around 4 percent each. The rest are Esso, Chevron, Susco and other brands totally around 11 percent.
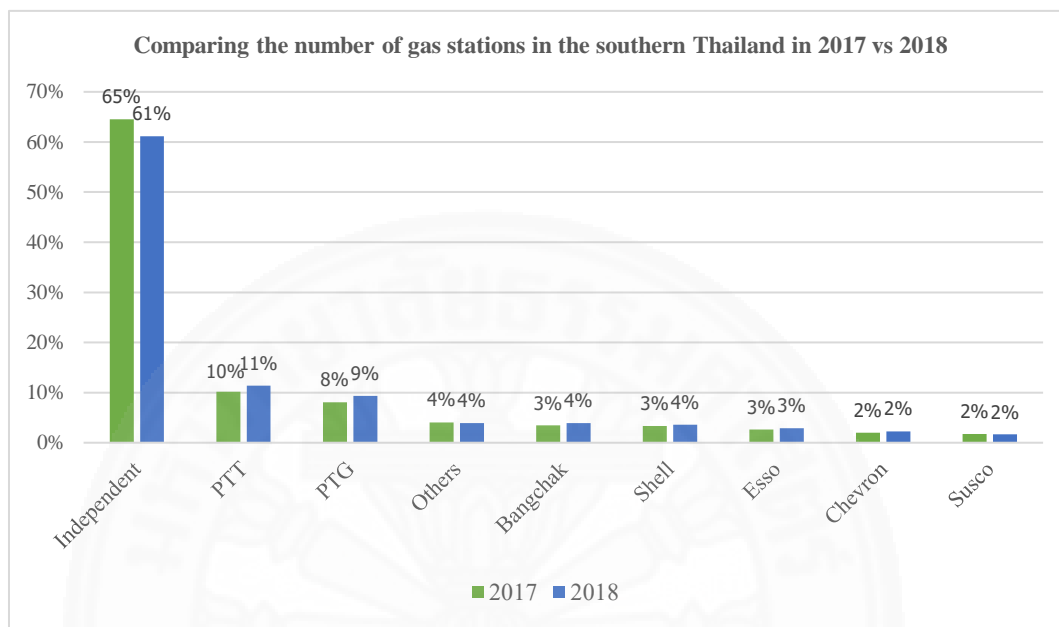
Figure1.2 Comparing the number of gas stations in the southern Thailand in 2017 vs 2018 from (Department of Energy Business, Ministry of Energy, 2018)

Comparing the number of gas stations in the Southern region from 2017 to 2018 found that, it decreased from the previous year approximately 6 percent. There are 2,632 petrol stations in 2017. The amount of stations dropped to 2,474 stations in 2018. The declining of petrol stations in the region led to the important of the strong strategy the owners would recognize to find out the finest way to keep the business growing. The critical approach to stay competitive in the business is the strategy that meets the customers' need in every aspect.

1.2 Statement of Problem

Since only oil sector is not enough to generate high profit for business. Combining the non-oil business into oil business, which is a primary business, will

increase overall income for the owners. The gas station should corporate with the potential non-oil business such as coffee shops, automotive services, banking and retail sales in order to generate more income. Apparently, gas stations become small community malls (Larpchevasit, https://www.scbeic.com/en/detail/product/1549, 2015) and even one-stop service stations that will attract more customers to stop by.

PTT station is not only the gas station to refill the gas but also one-stop services that satisfy customer's lifestyle nowadays. There are variety of services in the station such as convenient store by 7-Eleven, automotive services by FIT station.

The customers' need is changing so rapidly, they do not use the gas station for only purpose to refill the gas but also to take a rest and shopping. The effect of changing behavior of the customers is that the business needs to adapt and change their stations to meet customers' need accordingly. Importantly, the new and appropriate strategy for PTT station would be the key success factor for PTT to sustain business growth and maintain the leader position in the market for oil retail sector.

Phatthalung is one of the southern provinces of Thailand that has many attractions, important religious and historical sites. "Nature is the beauty of Phatthalung" said by the previous Phatthalung governor,Wanchai Kongkasem. (Karnjanatawe, www.bangkokpost.com, 2016) Additionally, the natural and cultural resources that have not yet been much discovered by tourist are the highlight of the province. From the previous governor said that "Phatthalung possibly the fourth-tier province that people rarely think of when they travel to the South". Because Phatthalung is surrounded by the big city like Nakhon Si Thammarat, Trang and Songkhla. Consequently, so many people regard Phatthalung as a pass-through town not a destination. (Karnjanatawe, www.bangkokpost.com, 2016)

Recently, Phatthalung is one the province that tourism grows dramatically. From Office of Tourism and Sports of Phatthalung showed that over 1.6 Million people per year traveled to Phatthalung. It ranked the fourth in the country in the year 2018, which was generating income into the province 3,400 Million Baht.

1.3 Objectives

The specific objectives of the study were to

1.3.1 To survey customer's behavior in the usage of gas station in the

southern part of Thailand

1.3.2 To develop service marketing strategy for PTT gas station

1.4 Research Questions

1.4.1 What are the main customers behavior influencing the usage of gas

station in Phatthalung area?

1.4.2 What is the important rank of 7Ps of marketing in term of choosing

the gas station in Phatthalung?

1.5 Benefits from the study

1.5.1 Understand the current market of gas station in Phatthalung

1.5.2 Develop service-marketing strategy for gas station's owner

1.5.3 Improve competitive advantage for gas station

1.5.4 Sustain business growth of gas station and maintain the leader

position in the market

CHAPTER 2
REVIEW OF LITERATURE

2.1 Introduction

This chapter contributes a review of related literature by studying from various sources, authors, articles, analysts, and researchers that are most related to the objectives of the study about significant customers, behavior affecting the usage of gas station in Phatthalung area.

2.2 Overview of oil and gas industry

2.2.1 Management of gas stations

In Thailand, there are two main business models of gas stations management. There are COCO: Company Owned Company Operated, DODO: Dealer Owned Dealer Operated. Other types are CODO: Company Owned Dealer Operated, JV: Joint Venture and CO-OP: Co-Operative

COCO is when the owner operates the station and have the ownership. This type of model suits for small to medium entrepreneurs. It is related to high risks and huge amount of investment when the entrepreneurs want to expand the business. One of the key factors to run business smoothly is brand reputation.

DODO is a model that gives a franchise right to dealers that want to operate the stations. One important thing is that dealers must purchase the oil only from the franchiser. This type of business model is very renowned for the strong brand that want to grow fast with low investment cost. Franchiser will gain revenue from giving franchise rights and margin of selling the fuel to the franchisee. The risks that will involve with this type of model are the quality control. It may impede the brand reputations and credibility.

Other are CODO (Company Owned Dealer Operated), JV (Joint Venture) and CO-OP (Co-Operative) which are not much popular. The small operators manage the stations that are owned by the main operator. It will happen when another brand wants to merge the stations from another. When two main operators join, it is Joint ventures (JV). In community areas, there are usually gas station to service the community. It is called CO-OP. (Larpchevasit, 2015)

Besides selecting the proper model, branding is correspondingly significant for operating the gas station. Generally, customers easily switch to other brands. As a result, it is very tough to keep customers loyalty to stick to the specific brand. Since choosing the gas station, it mainly depends on time and location of the stations. In conclusion, branding is one of the key success factors to attract the new customers to the stations. (Marketeer Team, 2015)

2.2.2 Price Structure of Petroleum Product

In Thailand, Energy Policy and Planning office (EPPO), Ministry of Energy directly control the price structure of petroleum product. Government takes response to monitor how to set the price. It must be suitable price for consumers. There are three components of oil's price structure. First, ex-refinery price, it consists of crude oil costs that base on the world market price and exchange rate. Since Thailand cannot produce all the crude oils to supply over the whole country, so it is necessary to import from other countries such as Middle East Countries-United Arab Emirates; Dubai. To retain competitiveness in industry in region, so the price of oils in Thailand refer from Singapore Spot Market Price plus the transportation costs. Second, it is related to tax and fund that paid to the government. There are Excise tax, local Government Tax, Value Added Tax and two funds: oil fund and energy conservation fund. These two funds are responsible for supporting the fuel's policy and preserve energy for the country. Other costs are distribution and marketing costs and margins that occur such

as oil depot's management, distribution cost from oil depot to stations, other administration costs, labor cost and utility bills.

Table 2.1

Price Structure of Petroleum Product *from* (Energy Policy and Planning office (EPPO),Ministry of Energy, 2019)

| UNIT:BAHT/LITRE | PRICE STRUCTURE OF PETROLEUM PRODUCT IN BANGKOK | | | | | | | | | | |
| | 9-Apr-19 | | | | | | | | | | |
UNIT:BAHT/LITRE	EX-REFIN. (AVG)	TAX B./LITRE	M. TAX B./LITRE	OIL FUND	CONSV. FUND	WHOLESALE PRICE(WS)	VAT	WS&VAT	MARKETING MARGIN	VAT	RETAIL
ULG	16.4214	6.5000	0.6500	8.0800	0.1000	31.7514	2.2226	33.9740	2.5103	0.1757	36.66
GASOHOL95 E10	16.9199	5.8500	0.5850	2.1200	0.1000	25.5749	1.7902	27.3651	1.7616	0.1233	29.25
GASOHOL91	16.5157	5.8500	0.5850	2.1200	0.1000	25.1707	1.7620	26.9327	1.9134	0.1339	28.98
GASOHOL95 E20	17.4737	5.2000	0.5200	-0.7800	0.1000	22.5137	1.5760	24.0897	2.0096	0.1407	26.24
GASOHOL95 E85	20.5754	0.9750	0.0975	-6.3800	0.1000	15.3679	1.0757	16.4436	4.1088	0.2876	20.84
H-DIESEL	16.9887	5.9800	0.5980	0.2000	0.1000	23.8667	1.6707	25.5373	1.6380	0.1147	27.29
H-DIESEL B20	17.3148	5.1520	0.5152	-4.5000	0.1000	18.5820	1.3007	19.8827	2.2498	0.1575	22.29
FO 600 (1) 2%S	13.7308	0.6400	0.0640	0.0600	0.0700	14.5648	1.0195	15.5843			
FO 1500 (2) 2%S	13.2130	0.6400	0.0640	0.0600	0.0700	14.0470	0.9833	15.0303			
LPG (UNIT:BAHT/KILO)	17.3960	2.1700	0.2170	-2.6035	0.0000	17.1795	1.2026	18.3821	3.2566	0.2280	21.87

2.2.3 Situation of using petroleum product

In 2018, the usage of diesel and gasoline increased around 1.5% and 3.3% respectively. Since, the number of cars using gasoline and diesel are increasing constantly. The information from Department of Land transport shows that new registered car using the diesel get larger around 55,000 cars per month. End of the year 2018, there are car-using diesel accumulatively 10.83 million cars. Most of them are personal car around 6.2 million cars. While group of cars using gasoline also increased. In December 2018, there are around 27.08 million cars. The main type of car for using gasoline is motorcycle nearly 21 million cars. There are personal cars using gasoline around 5.7 million cars. There are new registered cars average 200,000 cars per month. (Energy Policy and Planning office (EPPO), 2019) The number of new cars is still very high.

Table 2.2

The usage of diesel and gasoline from (Energy Policy and Planning office (EPPO), 2019)

ชนิดน้ำมัน	ปริมาณการใช้เฉลี่ย						ราคาขายปลีกเฉลี่ย			
	ล้านลิตร/วัน				2561		บาท/ลิตร			
	2558	2559	2560	2561	growth (%) YoY	share (%)	2558	2559	2560	2561
ดีเซล	60.12	61.94	63.77	64.71	1.5	100	24.54	23.26	25.64	28.35
กลุ่มเบนซิน	26.39	28.98	30.06	31.05	3.3	100	27.04	24.09	26.66	28.31
เบนซิน 95	1.37	1.34	1.23	1.09	-11.7	4	34.34	31.80	34.54	36.32
แก๊สโซฮอล	25.01	27.65	28.83	29.96	3.9	96	26.65	23.71	26.33	28.02
▪ 91 (E10)	11.01	11.13	10.64	9.97	-6.4	32.1	26.76	24.13	26.88	28.69
▪ 95 (E10)	9.00	10.84	11.92	12.98	8.9	41.8	27.60	24.50	27.15	28.96
▪ 95 (E20)	4.14	4.79	5.21	5.81	11.4	18.7	25.20	21.98	24.64	26.22
▪ 95 (E85)	0.87	0.89	1.05	1.2	14.0	3.9	21.98	18.14	19.97	20.88

2.3 Market Strategy of gas station

Nowadays, gas station will become more service station not only focus on selling petroleum product but the trend in the future will become more non-oil services. Non-oil business is management the area in the gas station to become more efficient and generate more revenue accordingly. Non-oil business is doing through shops rental that incorporate with the potential retail operators or form their own brand for retail products to add in the station. Since quickly changing demand and customer's behavior, they do not stop by to refill the gas, but they also need other services provided in the station, come for take a rest and some shopping. The entrepreneur in this industry should adapt the station features promptly.

According to Department of Energy Business, Ministry of Energy, there are 282 gas stations under brand PTT station. (Department of Energy Business, Ministry of Energy, 2018) The number of PTT stations in the southern area are the number one

beside independent brand. PTT focus on both the product quality and other services. In the past PTT set up to be PTT life station that understood what travelers wanted from the station but nowadays, PTT move forward to add more value to the station and to the community so PTT will transform the station to be "PTT Living Community" Not only serve the travelers but also the community. PTT try to incorporate with partners in each area to design the shops and the stations. (orawan, 2018)

Since PTT is leading brand in the oil and gas industry, developed the service station model, technologies, non-oil business and increasing its social responsibilities are the key success strategies, PTT used to continuously create innovation. The enhancing related to the community made PTT different from the competitors. Finally, PTT could build up a strong community and sustainable competitive advantages.

PTT has the business model that increase the performance of doing the business by adding the non-oil business. There is coffee shop at café Amazon. Other consumers who does not drink coffee, PTT provide other alternatives "Pearly Tea" to serve those customers such as kids and elderly people. Convenient store is available at 7-Eleven, Jiffy. Varieties of food line in the station to deliver for different customer's expectations such as Daddy Dough, Hua Seng Hong and Texas Chicken. Other services related to cars are FIT Auto that provide service for maintenance and located in the gas station. (Peak-goe, 2017) Additionally, PTT has membership through PTT Blue card to engage with customers and deliver some privilege. For example, movie ticket for SF cinema by using blue points. Others are cash discount for other products such as counter brand cosmetics, sports clothes, shoes. For the family purpose, the customers could use blue card member to get special discount in amusement park at Dream world. Not only those privileges, there are more special deals with other shops such as Dakasi, the milk tea shop, Texas chicken, Pepper lunch restaurants etc. There are variety of partners that PTT engages. The more partners they engage with, the more benefits customers could gain.

For another brand, PTG is one of the brands that has many services stations in the southern part. In recent year 2018, there are 231 PT stations. It is the second brand that has PTG is doing gas station through PT brand. The strategy for the business also adds non-oil business to the station. There are convenient stores under "Max Mart", coffee shop under Punthai Coffee and Coffee world, which located inside and outside the petrol station. PT service station provides other services such as automotive lubricating oils under "PT Maxnitron". Moreover, PT stations generate more revenue by offering fuel storage services for other oil traders and rents out some space at its COCO station. (The Securities and Exchange Commission, n.d.)

PT Max Card is member card of PT station that encourage the end user to use more services at PT stations. This card has the main objective to reach customers in every lifestyle by co-branding with leading brands to launch more promotions under the concept "Connecting Life's Benefit" for the customers. There are four categories of benefits; privilege by connecting with partners such as Centara, Mc Donald, Zen Group, Major, SE-ED and Dunkin Donut. The next one is point exchange, business partner and customize. (MOTORTRIVIA TEAM, 2019)

2.4 Overview of Phatthalung

Figure 2.1 Map of Phatthalung Province

The province is on the Malaysian Peninsula. Their neighboring provinces from north clockwise are Nakhon Si Thammarat, Songkhla, Satun and Trang. To the east, it borders the Songkhla Lake Basin. To the west is covered by mountains of the Nakhon Si Thammarat chain. The distance from Bangkok, the capital city of Thailand, is around 860 kilometers by car.

2.4.1 Demographics

According to development plan of Phatthalung, found that most of the province's population are Thai Buddhists. It is approximately 88%.

2.4.2 Symbols

Figure 2.2 The symbol of the city

The symbol of the city is Khao Ok Thalu or Mount Ok Thalu. It is noticeable by its height and can be seen from the distance. There are two limestone formations, one of which has a tunnel passing through it.

2.4.3 Culture

Phatthalung is an ancient province and regarded as a birthplace of the Nora dance and Nang Talung, the shadow puppet play. Nora is local performing in the south. It was an influence from India. While Nang Talung is also popular folk performance of the south. Talung puppets are made of dried cattle leather. They are cut into the characters of each shadow play. The puppets are painted black. Nang Talung comprises of the puppet masters who are the vocalists and a band. The musical instruments are pipes, drums, phon that is a kind of drum and gong.

2.4.4 Sights

Figure 2.3 Thale Noi Waterfowl Reserve

There is an area of great natural beauty and the site of one of the most antique settlements on the Malaysian Peninsula. Thale Noi Waterfowl Reserve is one of the beautiful natural reserve in Phatthalung. It is a non-hunting wetland occupying an area of 457km² at the northern most end of the Songkhla Lake. It earned its conservation status after becoming Thailand's first Ramsar site after the government signed the Convention on Wetlands, known as the Ramsar Convention, in 1998. (Karnjanatawe,

www.bangkokpost.com, 2016) It is a large lake with many blooming pink lotus flowers, flocks of waterfowls, migratory birds and indigenous birds. It is a unique bird-breeding place, with over 180 species of birds listed. Travelers can enjoy spotting them. (Tourism Authority of Thailand, n.d.) The flowers are at their best from February-March while the bird population is at its highest from October-March. The best time to see the lotus flowers in full bloom is in the morning around 7-8am.

Figure 2.4 Ban Pak Pra.

Pak Pra canal is also an important canal in Phatthalung Province. It is the source of water of the district of Khuan Khanun, which flows from various rivers converging into Pak Pra Canal. Therefore, it is considered as an important gateway to the river that is used for agriculture and fishing. The villagers set up many traps to catch fish, it caused a strange scenery for the tourists. That can be called a paradise for photographers to take pictures.

Beyond natural attractions, visitors can learn and enjoy about the history of the city while visiting monuments and temples.

2.5 Theory and conceptual framework

Service marketing is marketing of intangible assets. (Corporate Bridge Consultancy Pvt Ltd, n.d.) Services cannot be touched or stored but they are consumed instantaneously at the time of production.

The marketing of products is related to tangible goods, it is simple to define the product marketing by 4Ps of marketing and they are product, price, place and promotions. The task of product marketing is to market the product to the existing customers and prospect customers to become customers. In service industry, there combine both products as tangible goods and intangible goods together at the same time. As a result, within the service sectors the way to market is different. The first four elements in services marketing mix are the same. Adding 3Ps; People, physical evidence and process to serve the service industry. Totally, there are 7Ps for service marketing.

In this study of gas station 7Ps of marketing mix is referred to study behavior of customers and how to develop the marketing strategy to keep competitiveness of business growth.

The importance of marketing of services are three dimensions. First of all, a key differentiator. Because of the homogeneity in product offerings so the services added, become the differentiator for the customers to recognize. Second, importance of relationship is important to make decision and keeping a long relationship would lead to repeat sales and positive word of mouth. The last one is customer retention. This task is significant to maintain customers in a long run.
(Juneja, ManagementStudyGuide.com, n.d.)

(1) Product is goods or services provided by the station to serve the customers. The product in the service station is fuel. The product quality is included. Each brand needs to develop formula to get the best product to serve customers to appreciate on both brand and quality. Since the government governs petroleum product, products of the petrol station become homogeneous. The customers have choices that could be substituted. Other services in the station are non-oil business that is the main

strategy for the station. Non-oil business are convenient stores, which are located in the station to serve the customer's need. Service station need to partner with leading retail to draw the customers coming in the station and could generate more revenue.

(2) Price is amount of money paid to get the products and services. In gas stations, the price of the product are not much different because of government's regulation. The Energy Policy and Planning office would control price structure of petroleum product. Consequently, price strategy for the petrol station is hard to use.

(3) Place is the distribution channel of the product and services. For the petrol stations, it means the amount of gas stations provided for the customers over the area. In addition, it concludes the scale and location of the gas station that easily reach through. In 2018, the top three gas stations in Thailand are; PTG has 1,883 stations, under PTT group (PTT and PTTOR) have 1,879 stations and Bangchak has 1,175 stations. In lower south that Patthalung is located in, PTG is the highest gas station provided. PTG has twenty-two gas stations while under PTT group (PTT and PTTOR) have eight stations.

(4) Promotion is the things offered to consumers while choosing the gas station. Those activities or events make the consumers and brand are connected. It is the communication between seller and buyer. It also increases the engagement with customers to get into the brand and have positive mindset towards the brand. There are many ways of doing promotions such as advertising, sales promotion. Nowadays, social media is one of the channels to promote the brand and communicate with the customers through Facebook, Instagram and Line etc. It is very impactful and effected customers' decision-making.

(5) People are the staff that delivery products and process to customers. For the gas station, gas station attendants are the key persons to impress the customers coming into the service station. Not only the gas station attendants but also the staff in every area of the station need to serve customers well. Consequently,

customer service training for staff has become a top priority for many organizations today.

(6) Process is the standard that need to deliver to customers. The standard is very significant for process of service because it ensures that the same procedure of service is repeatedly served to the customers. The good and flawless standard that deliver to customers could lead to good impression by the customers who use the services. Consequently, most of service field have manual and standard procedure details to perform like specific words to use in the greeting process etc.

(7) Physical evidence is physical things that could see and affect to the customer experience such as the environment around the station, mood and tone of the station that could be easily seen for example PTT is blue and white, PTG is green etc. The sign of the brand is clear and obviously seen. Therefore, good environment and other physical around in the station could have impact to customers' experience. (Juneja, ManagementStudyGuide.com, n.d.)

From studying the marketing mix of service industry in gas station, there are many aspects. It found that the product, place and people are the key factors that influence customer's decision. (Srikajorn, 2015)

Other studies, Warot (2015) Found that customer-perceived value is the highest impact to customer expectations, following with the customer-perceived quality also have effect through customer satisfaction.

Another study, found that location, staff behavior and special offers are influential on decision-making.

Therefore, this study aims to study customer's behavior by focus on the behavior and expectation of the customers coming into the gas station. At the end of the study could lead to develop service-marketing strategy for the gas station in the southern part: Phatthalung province.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

This independent study is quantitative research by using survey to collect the data to analyze service marketing that influence the usage of PTT gas station in the southern part of Thailand: Phatthalung province.

3.2 Research design

The purpose of the study is to develop the strategies for PTT gas station in the Southern area in Phatthalung by using the model of service marketing 7Ps to study what is the key factor and customer's behavior in the usage of PTT gas stations. This independent study is quantitative research by using survey then evaluate by SPSS statistic program for windows. After that, conclude the results to present in table and descriptive design.

3.3 Target Population

The target population is the customers of PTT gas station in the southern area Phatthalung province. The main group of the population is comprised of customers using personal cars. The study was limited to the non-industrial consumers of the gas station.

3.4 Sample Size

The sampling of the study was calculated by using the Taro Tayamane Formula.

Formula: $n = N / (1+Ne^2)$

n = sample size

N = Research population (customers of PTT gas station in the southern area Phatthalung province)

e = Confidence

The population in Phatthalung is 525,044 people. (Official Statistics Registration System, 2018) Its error rate is 5%, and the result indicate that the sample number should be 400 out of all population. The sample was selected by using purposive sampling from the customers who used the PTT gas station in Phatthalung.

3.5 Research instrument

This independent study is quantitative research. Collecting the data by using questionnaire about the customer's expectation toward the gas station and the factors that influence the customers' decision in choosing the gas station. The questionnaire consists of 2 part;

Part1 Survey the importance of 7Ps of service marketing that effect the decision making for choosing the PTT gas station.

In this part, customers evaluate the levels of importance towards variable factors that influence choosing the PTT gas station. There are Product, Price, Place, Promotion, People, Physical Evidence and Process. The questions are rating scale by using Five-Point Likert scales (1932) as an interval scale as in the table 3.1

Table 3.1

The criteria for the scale of importance in questionnaire

Level of importance	Weight (points)
Very Important	5
Important	4
Moderately Important	3
Of Little Importance	2
Unimportant	1

The criteria for evaluation, researcher uses class interval. The highest point is 5 and the lowest is 1. The calculation of class interval is by subtracting the lowest value in the data set from the highest value in the data set and divide by the number of classes. The formula is following;

$$\text{Class Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}}$$

$$= \frac{5 - 1}{5}$$

$$= 0.8$$

So, the interpretation for average point in each level of importance

Average point	Level of importance
4.21-5.00	Very Important
3.41-4.20	Important
2.61-3.40	Moderately Important
1.81-2.60	Of Little Importance
1.00-1.80	Unimportant

Part 2 General information of respondents as gender, age, occupation, income and type of customers. In this part is by checklist.

3.6 Data collection

In order to reach the most target group, researcher surveyed onsite at PTT gas station in Phatthalung. Giving the customers to do the questionnaires.

In this study, there are 2 sources of data; Primary data and secondary data. It mainly relies on the primary data.

3.6.1 Primary data

The data was collected from the customers at PTT station by doing the questionnaire. The questionnaires were surveyed from the PTT gas stations that located on the main road which is connected to another province; Phatthalung-Trang and Phatthalung-Songkhla. The time frame of collection data was during May 17 – May 24, 2019

3.6.2 Secondary data

Almost of secondary data are from internet by studying from various sources, authors, articles, analysts, and researchers that are most related to the objectives of the study in order to structure the questionnaires.

CHAPTER 4
RESULTS AND DISCUSSION

The purpose of the study is to study the factors that are most influent the usage of PTT gas stations in Phatthalung by using the model of service marketing 7Ps (Product, Price, Place, Promotion, People, Physical Evidence and Process) . Correspondingly, demographic factors; gender, age, occupation and income. In this chapter, researcher used the raw data to evaluate by SPSS statistic program for windows. After that, conclude the results to present in table and descriptive design.

4.1 Analysis of demographic characteristics of the sample group

From the onsite survey, it found that there are complete 430 questionnaires collected from the customers at PTT stations during May17-May24,2019. The results of demographic characteristics of the sample group as the table below

Table 4.1

Demographic characteristics of the sample group

Demographic characteristics	Frequency	Percentage
1. Gender		
Male	189	44%
Female	241	56%
2. Age		
less than 20 years old	28	6.5%
20-25 years old	84	19.5%
26-35 years old	173	40.3%

Demographic characteristics	Frequency	Percentage
2. Age (Cont.)		
36-50 years old	96	22.3%
51-59 years old	31	7.2%
60 years old and above	18	4.2%
3. Occupation		
Civil service/State Enterprise	149	34.6%
Private employees	78	18.1%
Merchant/Business owner	106	24.7%
Farmer	20	4.7%
Students	68	15.8%
Others	9	2.1%
4. Personal income		
Less than 15,000 Baht	113	26.3%
15,001-30,000 Baht	175	40.7%
30,001-50,000 Baht	108	25.1%
50,001-80,000 Baht	30	7.0%
More than 80,000 Baht	4	0.9%

4.2 Analysis of behavioral of the sample group

The result of the survey about behavioral towards using the gas station as showed in the table 4.2

Table 4.2

Behavioral of the sample group

Behavioral	Frequency	Percentage
Occasion		
Local users	191	44.4%
Traveler	177	41.2%
Business purpose	62	14.4%
Total	430	100.0%
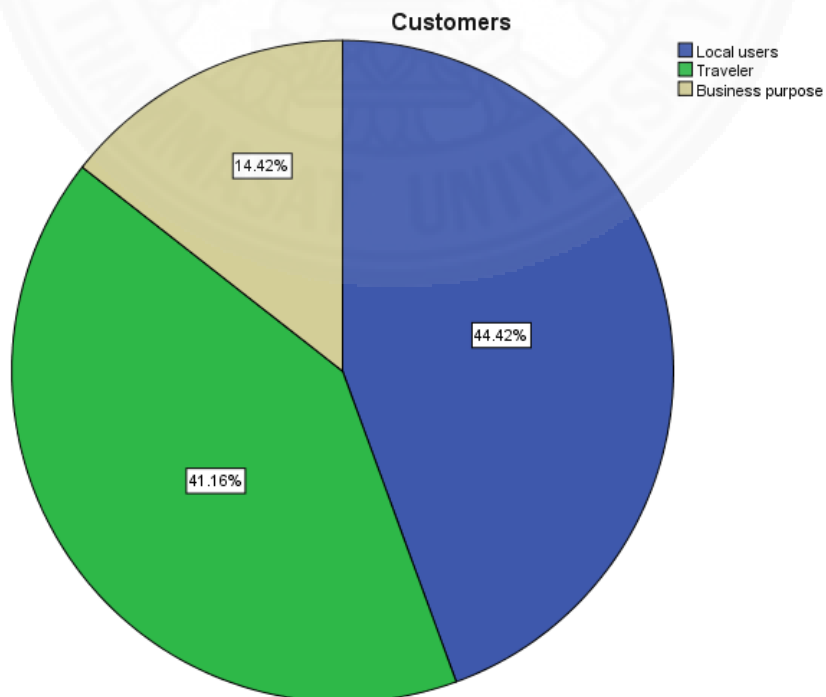
Figure: 4.1 The percentage of customers categorized by occasion

From the figure 4.1, it shows that most of the sample group is local users. The percentage of local users is 44.4%, while another group that is closely as high as the percentage of the local users is travelers. It reaches 41.2%.

4.3 The average mean and standard deviation of the level of importance effects customers using the gas station in Phatthalung on various factors

There are 430 questionnaires, therefore concluded that the average mean and standard deviation of the level of importance as detailed in the table 4.3

Table 4.3

Average mean and standard deviation of each variable

Factors	Mean	Std. Deviation	Interpretation
Product			
The standard quality of oil is better compared to other service stations.	4.12	0.832	Important
The completeness of oil types to select	4.26	0.718	Very Important
There are other alternative energy products such as LPG, NGV	3.83	1.019	Important
There are electric charging services for electric cars (EV)	3.43	1.221	Important
The brand is reliable, famous, popular and accepted	4.37	0.691	Very Important

Table 4.3

Average mean and standard deviation of each variable (Cont.)

Factors	Mean	Std. Deviation	Interpretation
Product (Cont.)			
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	4.22	0.830	Very Important
There are other services such as washing, change engine oil etc.	3.62	1.126	Important
There are financial services such as ATM	4.33	0.756	Very Important
There is hotel in the station	3.05	1.401	Moderately Important
There is local guide tourist information	3.39	1.220	Moderately Important
Price			
Cheaper fuel price compares to competitors	3.59	1.065	Important
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	3.47	1.135	Important

Table 4.3

Average mean and standard deviation of each variable (Cont.)

Factors	Mean	Std. Deviation	Interpretation
Place			
There is a sign indicating the distance before reaching the gas station.	4.08	0.875	Important
The gas stations are in the community, easy to find compared to competitors.	4.31	0.714	Very Important
The number of gas stations is much higher when compared to competitors.	4.19	0.790	Important
The gas stations have enough fuel dispensers to provide services.	4.21	0.766	Very Important
Promotions			
There are giveaways, such as drinking water	3.53	1.211	Important
Collecting points (Blue Card) to redeem rewards, privileges	4.01	1.020	Important

Table 4.3

Average mean and standard deviation of each variable (Cont.)

Factors	Mean	Std. Deviation	Interpretation
Promotions (Cont.)			
Discount Voucher for use with other services such as car cleaning, oil change, shopping	3.61	1.167	Important
Sales promotion with credit cards	4.00	0.873	Important
Seasonal promotions such as New year, Songkran festival	3.77	1.054	Important
Sweepstakes program such as win gold, cars etc.	3.60	1.119	Important
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	3.78	1.085	Important
People			
The staff is clean and tidy.	4.34	0.706	Very Important
The staff are polite, friendly, hospitable, smiling.	4.27	0.714	Very Important
The staff is enough for service.	4.25	0.742	Very Important

Table 4.3

Average mean and standard deviation of each variable (Cont.)

Factors	Mean	Std. Deviation	Interpretation
People (Cont.)			
The staff are energetic.	4.29	0.693	Very Important
The staff can give advice about oil and other services.	4.02	0.854	Important
Physical Evidence			
The gas stations are spacious. Have enough parking lot, easy access - exit	4.34	0.732	Very Important
The gas stations have clean and adequate toilets.	4.21	0.823	Very Important
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	4.17	0.805	Important
The gas stations are convenient (One stop service)	4.38	0.705	Very Important
The gas stations provide CCTV for security	4.23	0.745	Very Important

Table 4.3

Average mean and standard deviation of each variable (Cont.)

Factors	Mean	Std. Deviation	Interpretation
Process			
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	4.08	0.824	Important
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	4.20	0.729	Important
The gas stations are operating according to quality management systems such as ISO9001.	4.14	0.750	Important
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	4.02	0.862	Important
The gas station supports various payment formats for cashless society	4.22	0.831	Very Important

From the table 4.3 considering sub-factors of each marketing mix, it showed that the first five highest mean of the level of importance factors towards the decision

making for the usage of gas station are Physical evidence factor for being the gas station that is convenient as one stop service (Mean 4.38: Very Important), Product mix as the brand is reliable, famous, popular and accepted (Mean 4.37: Very Important), For Physical evidence factor as the gas stations are spacious. Have enough parking lot, easy access – exit (Mean 4.34 Very Important), also the same mean at 4.34 Very Important is the People factor that the staff dress properly, clean and tidy. The next factor that effects the usage of gas station is Product that the gas stations provide the financial services such as ATM (Mean 4.33: Very Important) The last factor for top five important factor is Place about location that the gas stations are in the community and easy to find compared to competitors. (Mean 4.31 Very Important)

Additionally, considering 7Ps of service marketing, therefore concluded as the following

Product factors the highest mean of sample group is the sub-factors that brand is reliable, famous, popular and accepted (Mean 4.37: Very Important) and the second sub-factors that is very influent in the decision making is the gas station offer the financial services such as ATM (Mean 4.33: Very Important)

Price factors the highest average mean of sample group about the fuel's price and additional services such as oil change, tire change and car cleaning are cheaper than the competitors are 3.59 and 3.47 (Important) respectively.

Place factors the highest average mean of the level of importance towards choosing the gas station for the place factor is that the gas stations are in the community, easy to find compared to competitors.(Mean 4.31: Very Important) and the second average mean of the factor that the gas stations have enough fuel dispensers to provide services. (Mean 4.21 Very Important)

Promotion factors the average mean of the level of importance towards the sub-factors of promotions found that the highest mean belong to collecting points of member card (Blue Card) to redeem rewards, privileges (Mean 4.01 Important) The next

sub-factors of promotions that has high mean value is sales promotion with credit cards (Mean 4.00 Important)

People factors the first 2 factors that have high average mean of the importance to choose the gas station are staff that dress properly, clean and tidy. (Mean 4.34 Very Important) and the second is the staff are energetic and active. (Mean 4.29 Very Important)

Physical Evidence factors the highest mean of the sample group is the factors that the gas stations are convenient, being one stop service. (Mean 4.38 Very Important) and the next factor is that the gas stations are spacious, have enough parking lot and easy access – exit. (Mean 4.34 Very Important)

Process factors the average mean that is high is the gas station supports various payment formats for cashless society (Mean 4.22 Very important) and the second is the factor that the gas stations have fast and convenient services such as queues, refueling, payment. (Mean 4.20 Important)

4.4 Cross tab analysis

Cross tabulation is used for analyzing survey data. Cross tabulation groups variables to understand the correlation between different variables.

Hypothesis: There is relationship between demographic and 7P's marketing mix.

Table 4.4 *Phi Value from the rule of thumb*

Phi Value	Relationship
<0.1	Weak
<0.3	Modest
<0.5	Moderate
<0.8	Strong
≥0.8	Very strong

To read the table result, compare the value of Asymp.Sig (Asymptotic significance) of Pearson Chi-Square with the level of significant (α =0.05), if the Asymp.Sig value is lower than the value of α=0.05, therefore concluded that there is a significant relationship between the variables. Then check the Phi value from the rule of thumb as the table 4.41 above to see the level of relationship.

Table 4.5

The result from cross tab analysis between Gender and Product mix

Gender vs Product	Pearson Chi-Square	Phi Value	Relationship
The standard quality of oil is better compared to other service stations.	0.240	0.113	
The completeness of oil types to select	0.192	0.119	
There are other alternative energy products such as LPG, NGV	0.003	0.195	modest
There are electric charging services for electric cars (EV)	0.008	0.178	modest
The brand is reliable, famous, popular and accepted	0.106	0.119	
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	0.236	0.114	
There are other services such as washing, change engine oil etc.	0.024	0.162	modest
There are financial services such as ATM	0.045	0.151	modest
There is hotel in the station	0.049	0.149	modest
There is local guide tourist information	0.014	0.171	modest

Table 4.6

The result from cross tab analysis between Age and Product mix

Age vs Product	Pearson Chi-Square	Phi Value	Relationship
The standard quality of oil is better compared to other service stations.	0.033	0.277	modest
The completeness of oil types to select	0.000	0.368	moderate
There are other alternative energy products such as LPG, NGV	0.005	0.304	moderate
There are electric charging services for electric cars (EV)	0.128	0.252	
The brand is reliable, famous, popular and accepted	0.084	0.231	
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	0.053	0.269	
There are other services such as washing, change engine oil etc.	0.000	0.396	moderate
There are financial services such as ATM	0.151	0.248	
There is hotel in the station	0.070	0.264	
There is local guide tourist information	0.028	0.280	modest

Table 4.7

The result from cross tab analysis between Occupation and Product mix

Occupation vs Product	Pearson Chi-Square	Phi Value	Relationship
The standard quality of oil is better compared to other service stations.	0.006	0.302	moderate
The completeness of oil types to select	0.279	0.232	
There are other alternative energy products such as LPG, NGV	0.000	0.337	moderate
There are electric charging services for electric cars (EV)	0.000	0.344	moderate
The brand is reliable, famous, popular and accepted	0.013	0.263	modest
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	0.182	0.244	
There are other services such as washing, change engine oil etc.	0.000	0.352	moderate
There are financial services such as ATM	0.044	0.273	modest
There is hotel in the station	0.004	0.308	moderate
There is local guide tourist information	0.011	0.294	modest

Table 4.8

The result from cross tab analysis between Income and Product mix

Income vs Product	Pearson Chi-Square	Phi Value	Relationship
The standard quality of oil is better compared to other service stations.	0.000	0.413	moderate
The completeness of oil types to select	0.000	0.345	moderate
There are other alternative energy products such as LPG, NGV	0.006	0.280	modest
There are electric charging services for electric cars (EV)	0.000	0.330	moderate
The brand is reliable, famous, popular and accepted	0.166	0.196	
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	0.001	0.304	moderate
There are other services such as washing, change engine oil etc.	0.007	0.278	modest
There are financial services such as ATM	0.000	0.323	moderate
There is hotel in the station	0.000	0.402	moderate
There is local guide tourist information	0.005	0.283	modest

Table 4.9

The result from cross tab analysis between Gender and Price mix

Gender vs Price	Pearson Chi-Square	Phi Value	Relationship
Cheaper fuel price compares to competitors	0.017	0.167	modest
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	0.000	0.246	modest

Table 4.10

The result from cross tab analysis between Age and Price mix

Age vs Price	Pearson Chi-Square	Phi Value	Relationship
Cheaper fuel price compares to competitors	0.000	0.370	moderate
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	0.004	0.307	moderate

Table 4.11

The result from cross tab analysis between Occupation and Price mix

Occupation vs Price	Pearson Chi-Square	Phi Value	Relationship
Cheaper fuel price compares to competitors	0.000	0.408	moderate
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	0.005	0.306	moderate

Table 4.12

The result from cross tab analysis between Income and Price mix

Income vs Price	Pearson Chi-Square	Phi Value	Relationship
Cheaper fuel price compares to competitors	0.000	0.354	moderate
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	0.000	0.371	moderate

Table 4.13

The result from cross tab analysis between Gender and Place mix

Gender vs Place	Pearson Chi-Square	Phi Value	Relationship
There is a sign indicating the distance before reaching the gas station.	0.023	0.163	modest
The gas stations are in the community, easy to find compared to competitors.	0.759	0.036	
The number of gas stations is much higher when compared to competitors.	0.327	0.104	
The gas stations have enough fuel dispensers to provide services.	0.244	0.098	

Table 4.14

The result from cross tab analysis between Age and Place mix

Age vs Place	Pearson Chi-Square	Phi Value	Relationship
There is a sign indicating the distance before reaching the gas station.	0.000	0.363	moderate
The gas stations are in the community, easy to find compared to competitors.	0.001	0.262	modest
The number of gas stations is much higher when compared to competitors.	0.381	0.222	
The gas stations have enough fuel dispensers to provide services.	0.254	0.205	

Table 4.15

The result from cross tab analysis between Occupation and Place mix

Occupation vs Place	Pearson Chi-Square	Phi Value	Relationship
There is a sign indicating the distance before reaching the gas station.	0.012	0.293	modest
The gas stations are in the community, easy to find compared to competitors.	0.093	0.194	
The number of gas stations is much higher when compared to competitors.	0.001	0.322	moderate
The gas stations have enough fuel dispensers to provide services.	0.000	0.362	moderate

Table 4.16

The result from cross tab analysis between Income and Place mix

Income vs Place	Pearson Chi-Square	Phi Value	Relationship
There is a sign indicating the distance before reaching the gas station.	0.010	0.272	modest
The gas stations are in the community, easy to find compared to competitors.	0.056	0.188	modest
The number of gas stations is much higher when compared to competitors.	0.123	0.230	modest
The gas stations have enough fuel dispensers to provide services.	0.406	0.171	modest

Table 4.17

The result from cross tab analysis between Gender and Promotions mix

Gender vs Promotions	Pearson Chi-Square	Phi Value	Relationship
There are giveaways, such as drinking water	0.003	0.194	modest
Collecting points (Blue Card) to redeem rewards, privileges	0.026	0.160	modest
Discount Voucher for use with other services such as car cleaning, oil change, shopping	0.000	0.239	modest
Sales promotion with credit cards Sweepstakes program such as win gold, cars etc.	0.015 / 0.000	0.170 / 0.226	modest / modest
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	0.002	0.201	modest

Table 4.18

The result from cross tab analysis between Age and Promotions mix

Age vs Promotions	Pearson Chi-Square	Phi Value	Relationship
There are giveaways, such as drinking water	0.000	0.355	moderate
Collecting points (Blue Card) to redeem rewards, privileges	0.101	0.257	
Discount Voucher for use with other services such as car cleaning, oil change, shopping	0.003	0.313	moderate
Sales promotion with credit cards	0.076	0.263	
Seasonal promotions such as New year, Songkran festival	0.01	0.296	modest
Sweepstakes program such as win gold, cars etc.	0.004	0.307	moderate
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	0.044	0.273	modest

Table 4.19

The result from cross tab analysis between Occupation and Promotions mix

Occupation vs Promotions	Pearson Chi-Square	Phi Value	Relationship
There are giveaways, such as drinking water	0.000	0.353	moderate
Collecting points (Blue Card) to redeem rewards, privileges	0.000	0.363	moderate
Discount Voucher for use with other services such as car cleaning, oil change, shopping	0.000	0.345	moderate
Sales promotion with credit cards	0.670	0.197	
Seasonal promotions such as New year, Songkran festival	0.069	0.264	
Sweepstakes program such as win gold, cars etc.	0.000	0.358	moderate
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	0.000	0.345	moderate

Table 4.20

The result from cross tab analysis between Income and Promotions mix

Income vs Promotions	Pearson Chi-Square	Phi Value	Relationship
There are giveaways, such as drinking water	0.001	0.310	moderate
Collecting points (Blue Card) to redeem rewards, privileges	0.031	0.255	modest
Discount Voucher for use with other services such as car cleaning, oil change, shopping	0.004	0.286	modest
Sales promotion with credit cards	0.124	0.229	
Seasonal promotions such as New year, Songkran festival	0.017	0.265	modest
Sweepstakes program such as win gold, cars etc.	0.004	0.284	modest
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	0.000	0.362	moderate

Table 4.21

The result from cross tab analysis between Gender and People mix

Gender vs People	Pearson Chi-Square	Phi Value	Relationship
The staff is clean and tidy.	0.020	0.165	modest
The staff are polite, friendly, hospitable, smiling.	0.044	0.137	modest
The staff is enough for service.	0.192	0.119	
The staff are energetic.	0.272	0.095	
The staff can give advice about oil and other services	0.514	0.087	

Table 4.22

The result from cross tab analysis between Age and People mix

Age vs People	Pearson Chi-Square	Phi Value	Relationship
The staff is clean and tidy.	0.000	0.420	moderate
The staff are polite, friendly, hospitable, smiling.	0.020	0.256	modest
The staff is enough for service.	0.000	0.356	moderate
The staff are energetic.	0.000	0.307	moderate
The staff can give advice about oil and other services	0.000	0.336	moderate

Table 4.23

The result from cross tab analysis between Occupation and People mix

Occupation vs People	Pearson Chi-Square	Phi Value	Relationship
The staff is clean and tidy.	0.203	0.241	
The staff are polite, friendly, hospitable, smiling.	0.130	0.222	
The staff is enough for service.	0.461	0.215	
The staff are energetic.	0.008	0.270	modest
The staff can give advice about oil and other services	0.090	0.259	

Table 4.24

The result from cross tab analysis between Income and People mix

Income vs People	Pearson Chi-Square	Phi Value	Relationship
The staff is clean and tidy.	0.019	0.264	modest
The staff are polite, friendly, hospitable, smiling.	0.115	0.205	
The staff is enough for service.	0.073	0.240	
The staff are energetic.	0.014	0.242	modest
The staff can give advice about oil and other services	0.001	0.305	moderate

Table 4.25

The result from cross tab analysis between Gender and Physical Evidence mix

Gender vs Physical Evidence	Pearson Chi-Square	Phi Value	Relationship
The gas stations are spacious. Have enough parking lot, easy access - exit	0.252	0.097	
The gas stations have clean and adequate toilets.	0.033	0.143	modest
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	0.382	0.099	
The gas stations are convenient (One stop service)	0.139	0.113	
The gas stations provide CCTV for security	0.241	0.113	

Table 4.26

The result from cross tab analysis between Age and Physical Evidence mix

Age vs Physical Evidence	Pearson Chi-Square	Phi Value	Relationship
The gas stations are spacious. Have enough parking lot, easy access - exit	0.060	0.238	
The gas stations have clean and adequate toilets.	0.000	0.311	moderate

Table 4.26

The result from cross tab analysis between Age and Physical Evidence mix (Cont.)

Age vs Physical Evidence (Cont.)	Pearson Chi-Square	Phi Value	Relationship
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	0.000	0.359	moderate
The gas stations are convenient (One stop service)	0.001	0.291	modest
The gas stations provide CCTV for security	0.000	0.335	moderate

Table 4.27

The result from cross tab analysis between Occupation and Physical Evidence mix

Occupation vs Physical Evidence	Pearson Chi-Square	Phi Value	Relationship
The gas stations are spacious. Have enough parking lot, easy access - exit	0.223	0.209	
The gas stations have clean and adequate toilets.	0.000	0.361	moderate
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	0.006	0.303	moderate

Table 4.27

The result from cross tab analysis between Occupation and Physical Evidence mix (Cont.)

Occupation vs Physical Evidence (Cont.)	Pearson Chi-Square	Phi Value	Relationship
The gas stations are convenient (One stop service)	0.000	0.327	moderate
The gas stations provide CCTV for security	0.000	0.334	moderate

Table 4.28

The result from cross tab analysis between Income and Physical Evidence mix

Income vs Physical Evidence	Pearson Chi-Square	Phi Value	Relationship
The gas stations are spacious. Have enough parking lot, easy access - exit	0.000	0.545	strong
The gas stations have clean and adequate toilets.	0.034	0.228	modest
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	0.000	0.394	moderate
The gas stations are convenient (One stop service)	0.359	0.175	
The gas stations provide CCTV for security	0.001	0.310	moderate

Table 4.29

The result from cross tab analysis between Gender and Process mix

Gender vs Process	Pearson Chi-Square	Phi Value	Relationship
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	0.072	0.141	
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	0.730	0.055	
The gas stations are operating according to quality management systems such as ISO9001.	0.000	0.206	modest
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	0.187	0.120	
The gas station supports various payment formats for cashless society	0.476	0.076	

Table 4.30

The result from cross tab analysis between Age and Process mix

Age vs Process	Pearson Chi-Square	Phi Value	Relationship
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	0.000	0.346	moderate
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	0.000	0.377	moderate
The gas stations are operating according to quality management systems such as ISO9001.	0.001	0.291	modest
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	0.004	0.309	moderate
The gas station supports various payment formats for cashless society	0.011	0.266	modest

Table 4.31

The result from cross tab analysis between Occupation and Process mix

Occupation vs Process	Pearson Chi-Square	Phi Value	Relationship
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	0.077	0.262	
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	0.000	0.309	moderate
The gas stations are operating according to quality management systems such as ISO9001.	0.000	0.314	moderate
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	0.129	0.252	
The gas station supports various payment formats for cashless society	0.000	0.305	moderate

Table 4.32

The result from cross tab analysis between Income and Process mix

Income vs Process	Pearson Chi-Square	Phi Value	Relationship
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	0.030	0.256	modest
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	0.000	0.306	moderate
The gas stations are operating according to quality management systems such as ISO9001.	0.143	0.200	
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	0.028	0.257	modest
The gas station supports various payment formats for cashless society	0.002	0.271	modest

After analysis by using the cross tabulation, therefore concluded that there are some factors that have relationship between demographic and factors as the table below

Table 4.33

The Conclusion of the relationship between demographic and marketing mix

Factors	Demographic			
	Gender	Age	Occupation	Income
Product				
The standard quality of oil is better compared to other service stations.	x	/	/	/
The completeness of oil types to select	x	/	x	/
There are other alternative energy products such as LPG, NGV	/	/	/	/
There are electric charging services for electric cars (EV)	/	x	/	/
The brand is reliable, famous, popular and accepted	x	x	x	x
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores	x	x	x	/
There are other services such as washing, change engine oil etc.	/	/	/	/
There are financial services such as ATM	/	x	x	/
There is hotel in the station	/	x	/	/
There is local guide tourist information	/	/	x	/

Table 4.33

The Conclusion of the relationship between demographic and marketing mix (Cont.)

Factors (cont.)	Demographic			
	Gender	Age	Occupation	Income
Price				
Cheaper fuel price compares to competitors	/	/	/	/
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors	/	/	/	/
Place				
There is a sign indicating the distance before reaching the gas station.	/	/	/	/
The gas stations are in the community, easy to find compared to competitors.	x	/	x	x
The number of gas stations is much higher when compared to competitors.	x	x	/	x
The gas stations have enough fuel dispensers to provide services.	x	x	/	x
Promotions				
There are giveaways, such as drinking water	/	/	/	/
Collecting points (Blue Card) to redeem rewards, privileges	/	x	/	/
Discount Voucher for use with other services such as car cleaning, oil change, shopping	/	/	/	/

Table 4.33

The Conclusion of the relationship between demographic and marketing mix

Factors (cont.)	Demographic			
	Gender	Age	Occupation	Income
Promotions (Cont.)				
Sales promotion with credit cards	/	x	x	x
Seasonal promotions such as New year, Songkran festival	/	/	x	/
Sweepstakes program such as win gold, cars etc.	/	/	/	/
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)	/	/	/	/
People				
The staff dress properly, clean and tidy.	/	/	x	/
The staff are polite, friendly, hospitable, smiling.	/	/	x	x
The staff is enough for service.	x	/	x	x
The staff are energetic.	x	/	/	/
The staff can give advice about oil and other services	x	/	x	/

Table 4.33

The Conclusion of the relationship between demographic and marketing mix

Factors (cont.)	Demographic			
	Gender	Age	Occupation	Income
Physical Evidence				
The gas stations are spacious. Have enough parking lot, easy access - exit	x	x	x	/
The gas stations have clean and adequate toilets.	/	/	/	/
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.	x	/	/	/
The gas stations are convenient (One stop service)	x	/	/	x
The gas stations provide CCTV for security	x	/	/	/
Process				
The gas station has a procedure to welcome and ask the oil type from the customer systematically.	x	/	x	/
The gas stations have fast and convenient services such as queues, refueling, payment, etc.	x	/	/	/

Table 4.33

The Conclusion of the relationship between demographic and marketing mix

Factors (cont.)	Demographic			
	Gender	**Age**	**Occupation**	**Income**
Process (Cont.)				
The gas stations are operating according to quality management systems such as ISO9001.	/	/	/	x
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.	x	/	x	/
The gas station supports various payment formats for cashless society	x	/	/	/

In summary, the factors that have relationship with every demographic factor are 5P of service marketing mix. There are product, price, place, promotion and physical evidence.

First, it is Product mix. The sub-factors of product mix that have relationship with every demographic (Gender, Age, Occupation and Income) is the gas station provides other alternative energy products such as LPG, NGV. Another sub-factor is that the gas station offers other services not only the fuel but also other services such as cleaning car, change engine oil etc.

The next one is Price mix. Both sub-factors of price mix are related with every demographic. It is about cheaper price for both oil and other services comparing with the competitors.

Place factors also have relationship with every demographic. The sub-factor is there is a sign indicating the distance before reaching the gas station.

Promotion factors have many sub-factors that have relationship between demographic. The sub-factors of promotions are about giving giveaways such as drinking water, discount voucher for use with other services such as car cleaning, oil change and shopping. Another sub-factor is sweepstakes program like win gold and car etc. Moreover, supporting the community for the project that will be create shared value (CSV) through the community.

Physical evidence factor, the variable that have relationship with every demographic is that the gas stations have clean and adequate toilets.
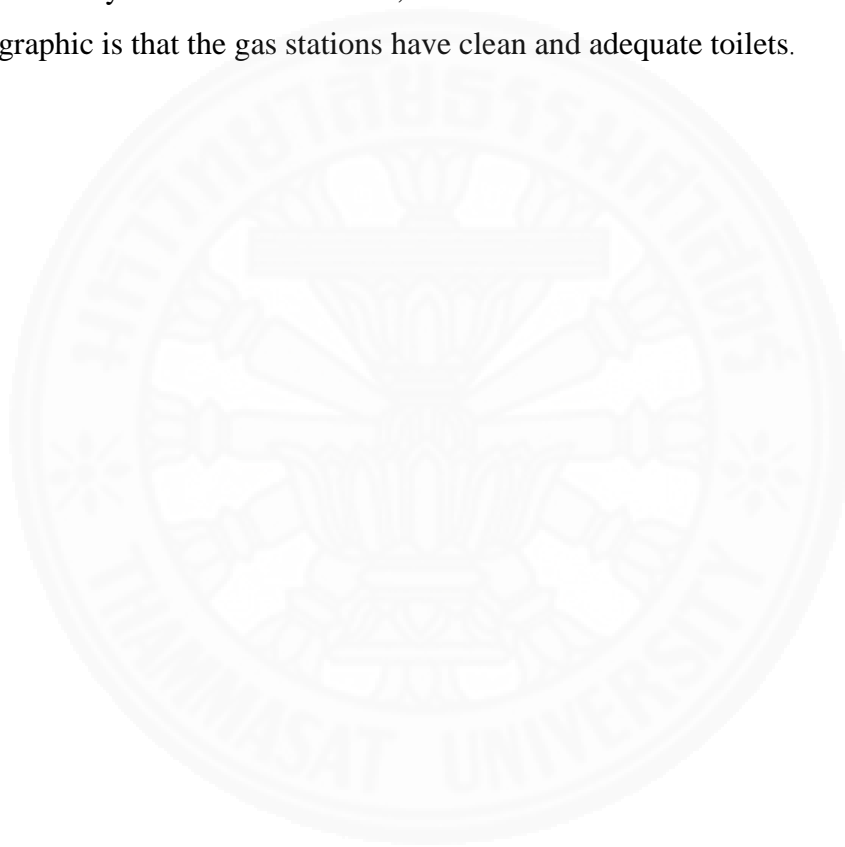
CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The independent study of service marketing for PTT gas station aims to survey customer's behavior in the usage of gas station in Phatthalung province, located in southern part of Thailand. After that, establishing the service marketing strategy for PTT gas station to ultimately drive sustainable, long-term growth and profitability.

After doing survey from sample group, therefore concluded as the following;

5.1 Conclusion

5.1.1 General information of sample group

Overall, most of the sample group is female. It is 56%, while male is 44%. Most of respondents are between 26-35 years old. It is 40.3%. The most occupation of the sample group is civil service/state enterprise. The percentage of this group is 34.7%. The highest percentage of personal income per month, which is between 15,001-30,000 Baht is about 40.7%.

The results of 430 respondents separated by their purpose of use founded that they are local users 44.4% while the traveler is as high as the local users at 41.2%. The percentage between two groups is quite similar. Another group is on their business, it is 14.4%

5.1.2 Factors affect the customers choosing the gas station

The results by using mean analysis showed that the sub-factor of service marketing mix that have high mean of the level of importance towards the decision making for the usage of PTT gas station are from Physical evidence, Product, People and Place.

Additionally, using cross tab analysis, it illustrated that the variety of factors of service marketing that have relationship with every demographic characteristic are in Product, Price, Place, Promotion and Physical evidence.

Overall, the level of importance of sub factors towards the factors that influence selecting the gas station are very important and important except for the sub-factors of product that having local guide (tourist information) and hotel in the gas station are in the level of moderate important. Therefore, those sub-factors of each service marketing are very essential for setting the strategy for PTT gas station.

5.2 Recommendations

Since from the survey the percentage of both local users and travelers are quite close. To setting the strategy for PTT gas station in Phatthalung, southern part of Thailand, there are summary of suggestions by using 7P service marketing as follows

Product: the gas station should maintain the strong brand that is accepted, reliable from the customers. Moreover, the additional service is very crucial. ATM financial service is one of the examples of additional services that affect towards the importance of choosing the gas station. Not only the additional service that is important but also the additional product. The station should have other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores to offer the customers and meet their customers need. However, from the survey founded that some of respondents complain about the quality of the product so the gas station should ensure about the quality of the product and advertise more to customers to realize the better quality.

Price: Even though the government governs price structure of oil but in the point of view of customers still interest the price. Therefore, the owner of the gas station should involve and access to the customers to inform and update price and communicate more with the customers such as through fan page of the gas station in Facebook to allow the local users to interact with the station not only at the station.

Place: the strong point of location is still significant. To serve both travelers and local users the gas stations should be in the community and easy to find.

Promotions: the gas station should encourage the customers about the promotions providing for the customers such as collecting point for Blue card member or other sales promotions with credit card to ensure the customers get all available promotions. Furthermore, it is key point to support projects to be knowledgeable for the community to participate in and Creating Shared Value (CSV) to appreciate the local users to feel part of the success and the station.

People: the owner should control and train about the service mind to keep standard quality of service. To create strong advantage for the station.

Physical Evidence: the owner should provide the services in the station to become one-stop-service for the customers. It is very significant for the customers to find the place that will be one-stop service. Consequently, the space of the gas station should be spacious, have enough parking lot and easy access – exit. Green space is one of the recommendations that affects the customers' satisfaction.

Process: the owner should support various payment formats for cashless society nowadays that people tend to be more cashless. More importantly, the gas stations should deliver fast and convenient services.

5.3 Research difficulties and limitations

Data is only collected from the questionnaires of the sample group, but some important idea or opinion may require in-depth interview or need more observations.

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APPENDICES

APPENDIX A
EXAMPLE OF SURVEY QUESTIONS

SERVICE MARKETING STRATEGY FOR
PTT GAS STATION

Topic

Service Marketing Strategy for PTT Gas Station in Phatthalung Province

Objectives

For the preparation the Independent Study of Master of Business Administration (Global Business Management), Faculty of Commerce and Accountancy, Thammasat University. By collecting data for explaining the importance of marketing mix affecting the selection of PTT gas stations in Phatthalung Province. The information you answer in this questionnaire will be confidential and will be used only for educational purposes.

Explanation

Please put a sign "✓" to indicate the importance of marketing factors that affect your decision to use PTT gas station.

Specific Information

This questionnaire collects data only for those who use PTT gas stations in Phatthalung province.

Part1 Marketing mix that influence the decision making for choosing the PTT gas station.

Explanation: Please put a sign / to indicate the importance of marketing factors that affect your decision to use your gas station. Each question is divided into 5 levels as follows:

5 = Very Important   4 = Important   3 = Moderate Important

2 = Of Little Importance   1 = Unimportant

Marketing mix factors	Level of importance				
Product	5	4	3	2	1
The standard quality of oil is better compared to other service stations.					
The completeness of oil types to select					
There are other alternative energy products such as LPG, NGV					
There are electric charging services for electric cars (EV)					
The brand is reliable, famous, popular and accepted					
There are other products of convenience stores, kiosk, souvenir shops, co-brands, OTOP (One Tambon One Product) stores					
There are other services such as washing, change engine oil etc.					
There are financial services such as ATM					
There is hotel in the station					
There is local guide tourist information					
Price	5	4	3	2	1
Cheaper fuel price compares to competitors					
Other services fees such as oil change, tire change, car cleaning cheaper compares to competitors					

Marketing mix factors	Level of importance				
Place	5	4	3	2	1
There is a sign indicating the distance before reaching the gas station.					
The gas stations are in the community, easy to find compared to competitors.					
The number of gas stations is much higher when compared to competitors.					
The gas stations have enough fuel dispensers to provide services.					
Promotions	5	4	3	2	1
There are giveaways, such as drinking water					
Collecting points (Blue Card) to redeem rewards, privileges					
Discount Voucher for use with other services such as car cleaning, oil change, shopping					
Sales promotion with credit cards					
Seasonal promotions such as New year, Songkran festival					
Sweepstakes program such as win gold, cars etc.					
Supporting projects to be knowledgeable for the community to participate in. Creating Shared Value (CSV)					
People	5	4	3	2	1
The staff is clean and tidy.					
The staff are polite, friendly, hospitable, smiling.					
The staff is enough for service.					
The staff are energetic.					
The staff can give advice about oil and other services					

Marketing mix factors	Level of importance				
Physical Evidence	5	4	3	2	1
The gas stations are spacious. Have enough parking lot, easy access - exit					
The gas stations have clean and adequate toilets.					
The gas station has a good atmosphere, like having a theme of decorating the place. Making it attractive to stop by.					
The gas stations are convenient (One stop service)					
The gas stations provide CCTV for security					
Process	5	4	3	2	1
The gas station has a procedure to welcome and ask the oil type from the customer systematically.					
The gas stations have fast and convenient services such as queues, refueling, payment, etc.					
The gas stations are operating according to quality management systems such as ISO9001.					
The gas stations have an application to facilitate customers such as searching for gas stations, check promotions and checking oil prices etc.					

Part2 General Information

1. Gender

( ) Male   ( ) Female

2. Age

  ( ) less than 20 years old   ( ) 20 – 25 years old

  ( ) 26 - 35 years old   ( ) 36 – 50 years old

  ( ) 51 – 59 years old   ( ) 60 years old and above

3. Occupation

  ( ) Civil service/State Enterprise   ( ) Private employees

  ( ) Merchant/Business owner   ( ) Farmer

  ( ) Students   ( ) Others please specify_____

4. Personal income

  ( ) Less than 15,000 Baht   ( ) 15,001-30,000 Baht

  ( ) 30,001 – 50,000 baht   ( ) 50,001 – 80,000 baht

  ( ) More than 80,000 Baht

5. Occasion of using

  ( ) Local people

  ( ) traveler / One-time customers

  ( ) business purpose / businessman

Part3 Recommendation

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(Thank you for your cooperation and support)

BIOGRAPHY

Name	Miss Thitimon Kongmee
Date of Birth	February 22, 1989
Educational Attainment	2012: Bachelor of Accounting
Work Position	Accountant
	PTT Public Company Limited
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