

## **Customer Service Marketing Mix: A Survey of Small Business around Campus, Suan Sunandha Rajabhat University**

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**Abstract :** This research paper was aimed to investigate a relationship between the customer service marketing mix and the level of customers' satisfaction from purchasing goods and service from small business around campus, Suan Sunandha Rajabhat University, Bangkok, Thailand. Based on the survey of 200 customers who frequently purchased goods and service around campus, the level of satisfaction for each factor of marketing mix was reached. An accidental random sampling was applied by using questionnaire in collecting the data. The findings revealed that the means values can help to rank these variables from high to low mean as follows: 1) forms and system of service, 2) physical environment of service center, 3) service from staff and employee, 4) product quality and service, 5) market channel and distribution, 6) market price, and 7) market promotion and distribution.

**Keywords :** service marketing mix, satisfaction, small business, survey

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