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**SERVICE MARKETING MIX AND CORPORATE IMAGE INFLUENCE
THE CUSTOMER SATISFACTION: A CASE STUDY OF SHABU
RESTAURANTS IN THAILAND**

Abstract:

The research purpose was to examine the influence of corporate image and service marketing mix on customer satisfaction of Shabu Restaurants in Ubon Ratchathani province, Thailand. A questionnaire with a reliability coefficient (0.93) at a very high level was used in this study. Cluster sampling was collected 400 customers from Shabu restaurants in Ubon Ratchathani province as follows: Shabu Indy, Wan Moo Shabu, Pra Whale Jaidee Shabu, and others. The statistics were descriptive, correlation coefficient, and multiple regression analysis. The results showed that independent variables correlated with customer satisfaction at a high level ($r = 0.78$). The service marketing mix 7Ps and the corporate image can predict customer satisfaction 59.3% ($r^2 = 0.593$). Three variables affect the satisfaction of customers, which are the regression coefficient of trust ($\beta = 0.30$), corporate reputation ($\beta = 0.20$), and physical evidence ($\beta = 0.15$), respectively.

Keywords:

Corporate Image, Service Marketing Mix, Customer Satisfaction, Shabu Restaurant, 7Ps

JEL Classification: M00, M19