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CUSTOMERS SATISFACTION OF THAI HERBAL BODY OIL

Abstract:

This research aims 1) to study satisfaction of the customers who use Thai herbal body oil 2) the influence of the demographic factors on the customers' satisfaction. The study was carried out between January and March 2018. This study employed a quantitative research approach. The research sample consisted of 92 customers. A questionnaire was used to collect the data. The data were analyzed by descriptive statistics including frequency, percentage, mean and standard deviation, and inferential statistics. The Research result showed that: 1) the customers were satisfied with the product, the overall satisfaction was rated at a high level; and 2) demographic factors including age, gender, and salary, were found to have an influence on their satisfaction of the product.

Keywords:

Satisfaction, Herbal, Demographic, Factors

JEL Classification: Y80

Introduction

If you look at the ingredients of skincare products in the market, the information about average ingredients will be listed by chemical composition which there is no guarantee that it will be hazard and make you irritate or not. Avoiding the hazardous chemical skincare products by using the natural products is essential.

The integrated medicine for skin treatment is one of alternative choices for beauty and health promotion. The integrated medicine is presently popular in every parts of the world including Thailand where the market scales of natural healthcare products, spa products as well as tourism services are now expanded. Getting information from the media, receiving social support from people who adopt healthy behaviors. (Saykaew, T., 2016) The integrated medicine and natural skincare products are popular because of its safety and properties. The ingredients of them are come from nature. For instance of Thai herbal body oil, the oil is come out and extracted from botanical organs such as corolla, fruit, seed, bark, leaf, pod, stem which the medical properties of the extracted oil can used for relieving the muscle pain, inflammation as well as emotional relaxation.

This research will focus on the customers satisfaction of Thai herbal body oil. The outcome of this research can be contributed to a direction or pathway for product development in eventually.

The Methodology and Model

The study is a survey research. The targeted population in this research is 120 customers who are health service users at the Applied Thai Traditional Medicine Clinic in Bangkok. According to Yamane's method (1970), sample size of this paper is 92 patients which are referred by probability sampling (systematic sampling).

1. The variables in this research comprise of independent and dependent variables.

Independent variable is demographic characteristics which is consisted of gender, age, occupation, and salary, whereas the dependent variables are:

1.1 Satisfactions on Thai herbal body oil are sub-divided into 2 parts of services and types of product.

1.2 Treatment suitability are concentrated to skill, convenience, instrument, and herbal products.

2. The research instrument is a satisfaction evaluation form (questionnaire) which is distributed to the customer at the Applied Thai Traditional Medicine Clinic. The questionnaire has three series of questions.

Series 1, questions are about demographic characteristics; gender, age, occupation, and salary. There is 4 check-list questions.

Series 2, questions are about the levels of satisfaction on the customer who use Thai herbal body oil at the Applied Thai Traditional Medicine Clinic to measure 2 parts. There are totally 10 questions which the rating scales are followed the Likert's method. Likert scale format is "Very satisfied", "Satisfied", "Neither satisfied nor dissatisfied", "Dissatisfied", and "Very dissatisfied".

Series 3, focuses on the treatment suitability. There is also divided into 2 parts and 10 questions in total which the rating scales are followed the Likert's method; "Extremely", "Very", "Moderately", "Slightly", and "Not at all".

Series 4 is an open-end questionnaire for outpatients which requires the patients' comments.

3. Research instrument assessment

Research instrument assessment is to determine the validity and reliability on the questionnaire. Assessment is required from 3 experts and 30 try-out cases at the reliability .9502.

4. Data collection – distributes 92 questionnaires to customer who use the products at the Applied Thai Traditional Medicine Clinic.

5. Research analysis - rechecks the completion of the returned questionnaires and analyzes and interprets by using the statistic package.

5.1 Descriptive statistics are used to describe the basic features of the personal data. There are percentage, mean and standard deviation.

5.2 Inferential statistics are used to deduce from the sample data. This statistic is to investigate the difference between 2 sample groups which is consisted of independent sample t-test and one-way analysis of variance. In case, there are the significant differences, the Least Significant Difference (LSD) will be tested at the significant level .05.

The Findings

1. 92 customers at Applied Thai Traditional Medicine Clinic in Bangkok were mostly 32-40 years old females, who were working in the private companies and earning 25,001-35,000 Baht a month.

2. The customers at Applied Thai Traditional Medicine Clinic in Bangkok were very satisfied with Thai herbal body oil and preferred to overall services as shows in the Table 1.

Table 1 Statistics of customers' satisfaction in Thai herbal body oil at Applied Thai Traditional Medicine classified by field of services

Satisfaction in Thai herbal body oil	Level of satisfaction		
	\bar{x}	S.D.	Data interpreting
1 Services	3.95	.195	Satisfied
2 Types of product	3.92	.193	Satisfied
Overall	3.93	.154	Satisfied

2. Factors that influenced the customers' satisfaction in Thai herbal body oil at Applied Thai Traditional Medicine Clinic were classified by the demography such as Gender, Age, Occupation, and salary.

The results showed that the customers/users at Applied Thai Traditional Medicine Clinic who were different genders and ages were not different satisfactions in Thai herbal body oil. Besides, the users who were different occupations and salaries were different satisfactions in the services as shows in the Table 2

Table 2 Comparison on the customers' satisfaction in Thai herbal body oil at Applied Thai Traditional Medicine classified by fields of services, overall, demography

factor	Product use		Types of products	
	Statistics	p-value	Statistic	p-value
Gender	t=.839	.404	t=-.031	.976
Age	F=.678	.568	F=1.104	.352
Occupation	F=.595	.620	F=3.498*	.019
Salary	F=.734	.535	F=4.310*	.007

*Significant level 0.05

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