

Service Marketing Mixed Factors Affecting Apartment Rental Decision of Undergraduate Student Level 1 of Bansomdej Chaopraya University

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Abstract

The purpose of this research is to study (1) the level of service marketing mix factors and the decision of the undergraduate student level 1 of Bansomdej Chaopraya University. And (2) the service marketing mix factors that influence the decision of the undergraduate student level 1 of in Bansomdej Chaopraya University It is quantitative research the questionnaires were used to collect the data. A sample was identified by 400 participants who are undergraduate student level 1 of in Bansomdej Chaopraya University. The statistical analysis for this research such as percentage, frequency, mean, standard deviation and multiple regression analysis.

The findings were: The level of service marketing mix factors was prioritized in a high level and the highest-level impact factor is 'personnel' the following factors are the service, place, price, product, physical evident and promotion. And the opinion regarding the purchasing decision process is at a moderate level.

The results found that the service marketing mix factors that affect could predict the apartment rental decision of the undergraduate student level 1 of Bansomdej Chaopraya University as following factors; 18.0 percent from Physical evidence factor, 16.7 percent from product factor, 15.9 percent from service factor, 12.5 percent from personnel factor, 11.6 percent from place factor, 4.0 percent from promotion factor, and 2.8 percent from price factor with statistical significance at the 0.05 level

Keywords : Service Marketing Mixed/Decision / Apartment

Introduction

The dormitory is a key factor in student life, particularly for students who are from a hometown far from the university and many universities have provided their dormitory as a source of knowledge, personality improvement, and discipline. The dormitory is currently a good alternative as a cheap rent with a short-term commitment including its location surrounding the university or educational institution as the advantage in case of renovating to attract the tenants.

Bansomdej chaopraya Rajabhat University is a public higher educational institution providing the teaching management of various programs in the Bachelor's Degree, Master's Degree, and Doctoral Degree for Academic Year 2022 with the amount of 2,737 undergraduate students (Academic Affairs and Registration Office, Bansomdej chaopraya Rajabhat University, 2022). The university's dormitory would not be adequate for the increasing amount of students every year, then the information on dormitories surrounding the university is provided for the Apartment rental decision-making of the students by searching at the topic, "Search for Student Dormitories" (Bansomdej chaopraya Rajabhat University, 2022).

The information mentioned above is consistent with the 7Ps Marketing Mix affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University. The amount of students is currently increasing; the freshmen have a lack of experience in dormitories such as searching and decision-making including various factors for decision-making. Consequently, the research is interested in the 7Ps Marketing Mix affecting the Apartment rental decision-making of the students and the findings would support the university and entrepreneurs to reveal the factors affecting the Apartment rental decision-making of the students by gathering data for Apartment rental decision-making and student needs to respond directly to their needs and reduce their moves during the academic year including providing future university's dormitories to be consistent with the student needs and being a guideline for the entrepreneurs to improve their dormitory business to respond directly to student needs as recognizing their issues and needs, enhancing the competitive potential, preserving the current tenants and also gaining the new tenants.

Objective

1. To study the level of opinions regarding the service marketing mix factors and Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University.

2. To study the service marketing mix factors affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University.

Scope of Research**Scope of Population**

The population of this research was the first-year students of the Academic Year 2022 of Bansomdej chaopraya Rajabhat University amount of 2,737 (Academic Affairs and Registration Office, Bansomdej chaopraya Rajabhat University, 2022)

Scope of Sample Group

The sample group of this research was the first-year students of the Academic Year 2022 of Bansomdej chaopraya Rajabhat University using the Taro Yamane's Formula at a 0.95 level of significance that required a sampling of not less than 353. To prevent an error from data gathering, a sampling was 400 by using purposive sampling.

Scope of Variable

There were 2 variables as follows;

The independent variable was the service marketing mix factors comprised of 7Ps; Product and services, Price, Place, Promotion, Process, People, and Physical evidence (Kotler, 1997).

The dependent variable was the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University (Kotler & Keller, 2012).

Scope of Location

The dormitory is in the area of 5 kilometers surrounding Bansomdej chaopraya Rajabhat University.

Scope of Time

Data was gathered in 2 months from October 2022 to November 2022.

Literature Review

The concept of service marketing mix factors (Kotler & Keller, 2012), stated that the marketing mix was the controllable variable or marketing tool to respond to consumer needs and satisfaction. Originally, the marketing mix comprised only 4 variables (4Ps); Product, Price, Place, and Promotion, then 3 more variables were added; People, Physical Evidence, and Process to be consistent with the modern marketing concept, particularly in the service business. Consequently, it's called "7Ps Marketing Mix".

The concept of consumer decision-making (Kotler & Keller, 2012), described that consumer behavior was a process that affected the buying decision process comprised of 5 steps;

(1) Problem/Need Recognition – the first step of recognizing the issue or need for a product or service that those need or issue is from needs.

(2) Information Search – when the consumers recognize the issue or need for a product or service, they will conduct the information search for decision-making.

(3) Evaluation of Alternatives – when the consumers receive the information, they will evaluate the alternatives by defining criteria or qualifications for evaluation.

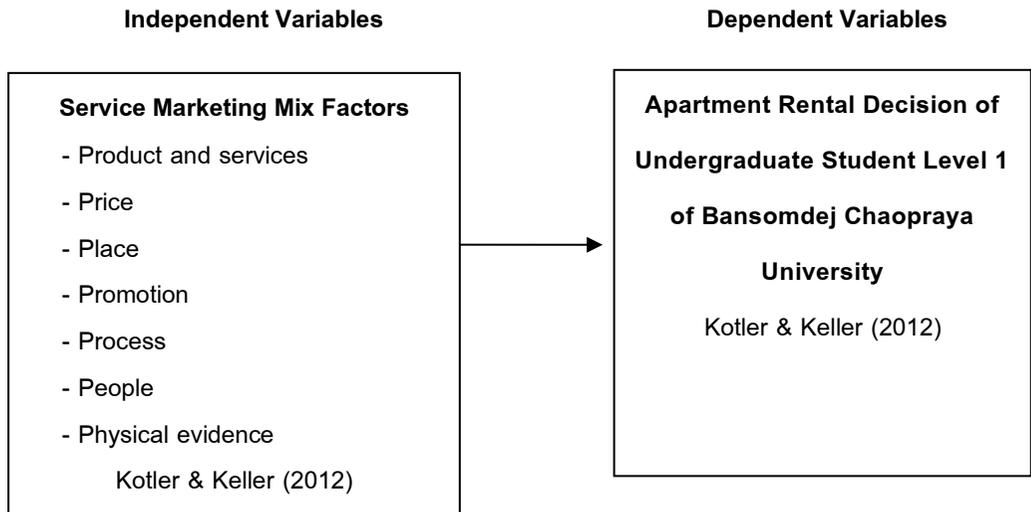
(4) Purchase Decision – when the alternatives are evaluated, the consumers will conduct the purchase decision.

(5) Post Purchase Behavior – when the purchase decision is completed; if the consumers are satisfied, they will repurchase or Word-of-Mouth (WoM); but if the value is lower than expected, they will be unsatisfied and move to another product and Word-of-Mouth (WoM) to another consumer.

Research Hypothesis

The service marketing mix factors comprised 7Ps; Product and services, Price, Place, Promotion, Process, People, and Physical evidence affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University.

CONCEPTUAL FRAMEWORK



Picture 1 : Conceptual Framework

Research Methodology

This research was quantitative research using the questionnaire for data gathering from the sample group and the statistical method for data analysis.

Research Tool

The process of creating the research tool comprised; (1) studying the relevant document and research as the guidelines for creating the questionnaire, and (2) creating the questionnaire regarding the service marketing mix factors affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University.

Results

The findings revealed that most of the respondents were female, lived in the central region, were students of the Faculty of Humanities and Social Sciences, the dormitory rent was paid by the parents, the Apartment rental was 3,500 baht and above, and the dormitory room was air-conditioned.

Table 1 Mean and standard deviation of Service Marketing Mixed Factors Affecting Apartment Rental Decision of Undergraduate Student Level 1 of Bansomdej Chaopraya University

Service Marketing Mix Factors	\bar{X}	S.D.	Level of Opinion
1. Product and services	3.64	0.71	high
2. Price	3.69	0.63	high
3. Place	3.72	0.71	high
4. Promotion	3.14	1.03	moderate
5. Process	3.78	0.77	high
6. People	3.80	0.68	high
7. Physical evidence	3.45	0.77	high
Service Marketing Mix Factors total	3.60	0.76	high

Table 1 revealed that the opinions of the sample group regarding the service marketing mix factors in People were at a high level, followed by; Process, Place, Price, Product and service, Physical evidence, and Promotion were at a moderate level, respectively.

Table 2 Mean and standard deviation of Level of Opinion Affecting Apartment Rental Decision of Undergraduate Student Level 1 of Bansomdej Chaopraya University

Apartment Rental Decision	\bar{X}	S.D.	Level of Opinion
If you can decide again Would you still choose to rent this Apartment rental?	3.39	1.08	moderate

Table 2 revealed that the opinions of the sample group regarding the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University were at a moderate level.

Table 3 The of Service Marketing Mixed Factors Affecting Apartment Rental Decision of Undergraduate Student Level 1 of Bansomdej Chaopraya University with multiple regression analysis (Enter)

factors	Beta	SE _b	β	t	Sig.
Constant	.647	.339		1.908	.000*
Product and services (X ₁)	.621	.069	.409	8.944	.000*
Price (X ₂)	.286	.085	.167	3.389	.001*
Place (X ₃)	.518	.072	.341	7.238	.000*
Promotion (X ₄)	.209	.051	.200	4.070	.000*
Process (X ₅)	.554	.064	.399	8.681	.000*
People (X ₆)	.558	.074	.354	7.556	.000*
Physical evidence (X ₇)	.589	.063	.424	9.332	.000*
R = .697 R ² = .447 Adjusted R ² =.434 SE = .941					

* Level of Significance.05

From Table 3 the service marketing mix factors affecting the Apartment rental Decision-making of the first-year students of Bansomdej chaopraya Rajabhat University revealed that the variables to predict the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University (Y₂) were Product and service (X₁), Physical evidence (X₇), People (X₆), Process (X₅), Place (X₃), Price (X₂), and Promotion (X₄), where it was 43.40%, the Standard Error of Estimate (SEE) was 0.941, and the quotation could be written as follows;

$$\hat{Y} = .647 (\text{Constant}) + .621 (X_1) + .589 (X_7) + .558 (X_6) + .554 (X_5) + .518 (X_3) + .286 (X_2) + .209 (X_4)$$

Conclusion and Discussion

The findings of the service marketing mix factors affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University could be discussed as follows;

(1) The service marketing mix factors comprised 7Ps; Product and services, Price, Place, Promotion, Process, People, and Physical evidence revealed that the opinions

regarding People were at a high level, followed by; Process, Place, Price, Product and service, Physical evidence, and Promotion, respectively. This was consistent with the research of Thanapol Khamlamlert (2019), a study of factors affecting the Apartment rental decision-making at Om Noi Subdistrict, Krathum Baen District, Samut Sakhon Province revealed that the sample group agreed with the marketing mix of Product at a high level, followed by; Process, Place, Price, Product and service, Physical evidence, and Promotion, respectively were at a moderate level.

Additionally, it was consistent with the research of Somruethai Saiying, Santhana Prasongsuk, and Wimonkan Janprasert (2017), a study of factors affecting the Apartment rental decision-making of students of Surindra Rajabhat University revealed that Promotion was at a moderate level.

(2) The service marketing mix factors affecting the Apartment rental decision-making of the first-year students of Bansomdej chaopraya Rajabhat University revealed that Product and services, Price, Place, Promotion, Process, People, and Physical evidence had a positive effect on the Apartment rental decision-making at 0.01 and 0.5 level of significance. This was consistent with the research of Thanyalak Rosruen and Kritsada Muhammad (2020), a study of marketing mix factors affecting the Apartment rental decision-making at Lat Krabang Industrial Estate revealed that the service marketing mix factors comprised Product and services, Place, Promotion, Physical evidence, People, and Process affected the Apartment rental decision-making at Lat Krabang Industrial Estate at 0.05 level of significance. Additionally, it was consistent with the research of Thanchanok Yusob and Pathathai Jarutaweepolnukul (2020), a study of marketing mix factors affecting the apartment rental decision-making in Wattana District, Bangkok revealed that the service marketing mix factors comprised Process, Physical evidence, Price, and People affected the apartment rental decision-making at Wattana District, Bangkok at 0.05 level of significance.

Implications of the Study

1. Product and services – the dormitory entrepreneurs should provide skilled technicians for dormitory maintenance both inside and outside the rooms.

2. Price – the dormitory entrepreneurs should clarify the rules of payment and provide various payment channels and appropriate times.

3. Place – the dormitory entrepreneurs should select the location surrounding the community, educational institution, company, public transportation, and mobile or internet signal for the tenants who are students or workers.

4. Promotion – the dormitory entrepreneurs should communicate through social media including providing promotions for the tenants with more than 1 year of contract or discounts for the tenants who recommend their friends to rent.

5. Process – the dormitory entrepreneurs should provide the service staff receiving letters, parcels, or food for the tenants including receiving complaints from the tenants and providing the security system.

6. People – the dormitory entrepreneurs, owners, or staff should have human relations skills with the tenants and visitors, ad-hoc problem-solving, and good dressing.

7. Physical evidence – the dormitory entrepreneurs should maintain the surrounding area of the dormitory and provide a store inside the dormitory to facilitate the tenants.

Recommendations for Future Research

1. The rental behavior of all-year students should be studied to find out the behaviors affecting rental decision-making. As the first-year students had never moved to the dormitory, then there was no comparison between their current dormitory and another dormitory.

2. The rental decision-making should be studied in another sample group such as the working age, etc.

3. The qualitative research should be conducted to interview additional opinions or recommendations from the sample group.

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