

Factors Affecting of Quality Service HUAWEI Telephone Service Decision, Bangkok

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Abstract— The purpose of this study was to investigate the decision making process and the quality of service factors that affect the decision to use the HUAWEI telephone service from 477 customers. The descriptive statistics used were percentage, mean, test, hypothesis, ANOVA and regression analysis. The results of the study revealed that most respondents were female 21-25 years of age, earning 15,001-20,000 Bath Occupation as a businessman / business person. Reliability It was found that the overall mean scores were at a high level. Confidence Overall, the overall mean was very high. In terms of tangible things, the overall significance level was low. Attention It was found that the overall mean scores were low. In terms of customer satisfaction, the overall average was at a low level. The decision making process of HUAWEI telephone service. The average perception of the importance level was moderate. Search The overall mean of the significance level is moderate. Optional Assessment The overall mean of the significance level is moderate. The overall mean of the significance level. At the moderate level Behavior after purchase Overall average of importance At the moderate level The results of age, education, occupational income, occupational income, and occupational income were significantly different among the respondents. HUAWEI DIFFERENT The differences in personal factors affect the decision to use the telephone service. HUAWEI is no different and the quality factor of HUAWEI telephone service on the staff should serve as required. Employees should have the knowledge, ability to provide information and answer questions as well. HUAWEI has advanced tools to support the work of the customer. And availability and willingness to serve Influence Decision Making on HUAWEI Telephone Service. Suggestions from the study findings. Executives should focus on providing sufficient product knowledge to the employees so that they have sufficient knowledge to effectively serve their customers. It builds credibility with the company's customers and assures employees. Equipped with advanced work tools and just in support of work so that staff can provide accurate service quickly.

Keywords— quality of service, company HUAWEI.

I. INTRODUCTION

After Huawei has been operating in Thailand for 19 years, Huawei has decided to select Thailand as its regional headquarters for Southeast Asia. For a number of reasons, Thailand is a key market for Huawei's digital economy, with its strategic location as a gateway to neighboring countries, a passion for innovation and new technologies for Thai consumers. In addition, full support from government

agencies, especially tariff measures to promote the establishment of cross-country headquarters in Thailand (International Headquarters: IHQ) of the Board of Investment (BOI).

II. PURPOSE OF STUDY

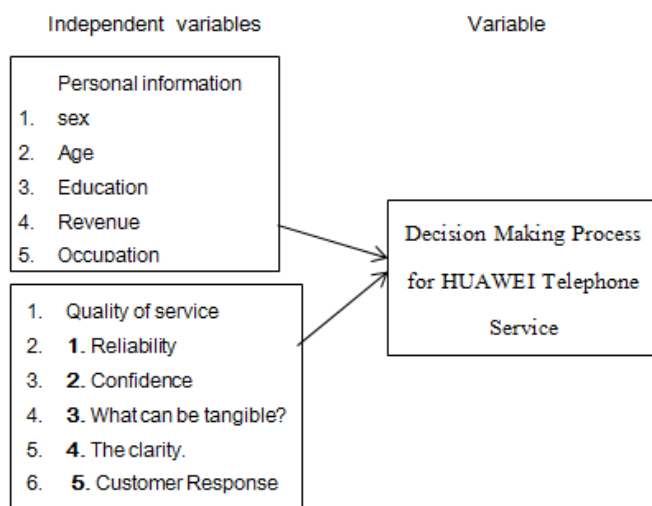
- To study the decision making process of using HUAWEI telephone service.
- To study the quality of services that affect the decision to use the HUAWEI telephone service in Bangkok.

III. SCOPE OF STUDY

The study of the quality of service. reliability Confidence in what can be tangible. Attention And the response to customer response. Decision theory consists of perceptual information. Search for information Evaluation of decision choices and behavior after purchase.

- Population and sample used in the study. From the HUAWEI telephone service in Bangkok.
- Duration of study Between November 2019 and January 2017.

IV. CONCEPT FORMWORK



V. DATA COLLECTION METHOD

Quantitative studies use questionnaires as tools. To collect data for 477 HUAWEI phone users. Data collection was done by questionnaire. HUAWEI manual 477 people.

VI. DATA ANALYSIS

The researcher analyzed the data of the questionnaire with the computer program by calculating the percentage and the average score with the program (Microsoft Excel), a program for creating pie charts and bar charts. Describe the results from the chart presented for analysis by the characteristics of the variables.

VII. STUDY RESULTS

Personal information The majority of respondents were 21-25 years old. Monthly income 15,001 - 20,000 baht and a career as a businessman / business person.

Summarize information on quality factors that affect the decision to use the telephone service. HUAWEI found that the quality factors that affect the decision to choose HUAWEI phone service.

- Reliability The overall average was very high. HUAWEI's clients focus on three levels of HUAWEI: When problems arise, employees solve problems with compassion and confidence. And the staff can provide the service with accuracy in the order of 1 medium level, ie, the staff can answer the question right.

- Confidence The overall average was very high. HUAWEI telephone service is very important in the decision making process. The staff should give the right advice. Employees can create confidence about the service they receive. Employees should use up-to-date equipment and tools. Employees can create confidence about the service they receive. And each time the service is appropriate for the problems that occur in sequence.

- Tangible The overall average was low. HUAWEI's clients place emphasis on the use of HUAWEI services at a medium level, ie HUAWEI staff should be ready to serve immediately. The system consists of three systems. It is easy to use. The company has advanced tools to support its work. And the seat comfort in the operation, respectively.

- Attention The overall average was low. HUAWEI has made the decision to use HUAWEI service in less than 5 steps. HUAWEI employees are very attentive. Staff accept the defect. In case of service failure Should listen to the needs and problems of customers with interest. Should apologize for not being able to provide the service at that moment and the ability to understand the customer's needs properly, respectively.

- Customer Response The overall average was low. HUAWEI has made the decision to use less than 5 phones, including the ability to trust, response to customers

Willingness and willingness to serve if needed will be promptly responded with enthusiasm. HUAWEI employees are ready to provide services at work time. And the ability to serve quickly.

VIII. HUAWEI TELEPHONE SELECTION PROCESS

The HUAWEI telephone decision making process found that the overall perceived value of the HUAWEI telephone service selection was moderate. HUAWEI telephone service is a medium level. HUAWEI is more than a phone brand, HUAWEI phone is a good phone. When talking about the phone, I think about the HUAWEI brand and remember the HUAWEI phone symbol.

- Searching Data The average was at a moderate level. HUAWEI telephone service is available at 4 levels, including HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI HUAWEI Before buying a HUAWEI phone, inquire from a sales representative and before purchasing a HUAWEI phone ask your friend. Family or person who has used it in chronological order.

- Optional Assessment The average was at a moderate level. HUAWEI's three key customers are HUAWEI, which is cheaper than its competitors in the same market. And HUAWEI's famous phone service. More reliable than competitors in the market respectively.

- Decision making The average was at a moderate level. HUAWEI customers are at the middle level of three reasons why they choose HUAWEI. The reason for choosing HUAWEI is because the staff listen to the needs and problems of customers with the interest and reason to decide to use the HUAWEI telephone service because of the advertising and public relations respectively.

- Behavior after purchase The average was at a moderate level. HUAWEI telephone services are at a medium level. HUAWEI phones are expected to be in line with expectations. When the satisfaction of using the telephone service. HUAWEI will be back in service for the first time. Service from HUAWEI staff HUAWEI and HUAWEI have been used to solve the problem.

IX. HYPOTHESIS TESTING RESULTS

- 1) Hypothesis 1: Different personal factors have different effect on the selection of HUAWEI telephone service. The ANOVA test results show that HUAWEI clients with different age, educational level, occupational income, and occupation differed. HUAWEI telephone service is different for different sex factors.
- 2) Hypothesis 2: Quality of Telephone Service HUAWEI influenced the decision to use the HUAWEI telephone service. HUAWEI has the power to make the decision to use HUAWEI telephone service. Employees should have

the knowledge, ability to provide information and answer questions as well. HUAWEI has advanced tools to support the work of the customer. And availability and willingness to serve Influence Decision Making on HUAWEI Telephone Service.

X. DISCUSSION OF RESULTS

Studying Quality of service factors affecting decision making of HUAWEI telephone service.

Personal factors in terms of age and occupation differed significantly with the selection of HUAWEI telephone service in line with the research conducted by Kulvalee Sri Chantong (BE.2557). The effect on the satisfaction of the users of the four G-Smart Networks TrueMove H Chiang Mai. Different ages and occupations There are different levels of decision making to choose a different phone service.

The different levels of individual educational factors have resulted in different decision making of HUAWEI telephone services. In line with research by Mr. Thanawut Sangtong (BE 2553) Students and students in Mahachai Sub-district, Muang District, Samut Sakhon Province Different education levels Have a decent decision to use the phone service. different

Quality of HUAWEI Telephone Service Reliability Employees should provide accurate and up-to-date information on their security needs. Employees should use up-to-date equipment and tools. Influence the decision to choose HUAWEI

Corresponding to the research by Krnit Rabilmatani (BE 2557) on quality of service affecting brand awareness and brand loyalty of mobile phone service business in Bangkok metropolitan.

XI. SUGGESTIONS FROM THE STUDY

A study of quality of service factors affecting the decision to use HUAWEI The following suggestions are helpful for improving the distribution of HUAWEI phones.

1. Company executives should pay attention to the training of product knowledge to employees.

In order to provide employees with sufficient knowledge to provide services to their customers, it is necessary to build credibility with the company's customers and to ensure the employees.

2. Executives should provide advanced working equipment and tools to support their work.

The staff can efficiently serve the customers. The management of the company, the staff of the supervisor to help and bring the 3 employees to monitor the service. Take into account the accuracy and speed to impress customers.

XII. SUGGESTIONS FOR THE NEXT STUDY

Comparison of quality of service between mobile phone distributors.

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