The purpose of this research was to investigate the independent variable as the personal factors the service clients, information perception of Multipurppose Senior Center in Community (MSCC), knowledge of MSCC and the participation from service clients which affected the satisfaction on the process of service provided and benefit gained from the services. The study samples obtained by systematic random sampling, consisted of 136 service clients at MSCC in the community of Amphoe Khao Chaison, Changwat Phatthalung. The data were collected by questionnaire which was tested by descriptive statistics. The analytical statistics included t-test and F-test measurement, Scheffé method and the stepwise multiple regression analysis with the statistical significant of .05.

Result of the study showed that the service clients had high level of satisfaction on the service process. The 7 aspected which were location, activities and services provided, MSCC personel performances, budget, target group setting and the performance of the MSCC committees were also considered with the high level of satisfaction. Besides, the service clients had high level of satisfaction on the service benefit as well.

The comparative study of the service clients satisfaction to wards the service process, it showed the social personal factors in term of the differences of ages, level of education and social status affected the satisfaction with the statistical significance of .05. Considering of economical personal factors, it showed that the different income and expenses also made different levels of satisfaction with statistical significance of .05.

As far as the service benefit satisfaction concern with the social personal classification, it found that different levels of education made statistical significant different level of satisfaction. According to the economical factors, different income and expenses varied the different satisfaction level at the statistical significant level of .001 as well.

Study results concerning 16 independent variables revealed that three of them shared the prediction of service process satisfaction in overall of 23.6% with the statistical significance of. 001. They were monthly expense, knowledge about MSCC and the service attendance on Sunday which indicated the prediction of 11.1% , 7.3% and 5.2% respectively. It also found that the service benefit satisfaction could be predicted by three independent variables of 21.7% with the statistical significance of .01. They were level of education of 14.0%, ages of 4.5% and knowledge about MSCC of 3.2%.

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