

Wanida Chaisammo 2010: The Satisfaction of Customers on the Service of National Cyclotron and PET Centre Chulabhorn Cancer Centre. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Mrs. Methinee Wongwanich Rumpagaporn, Ed.D. 105 pages.

The purpose of this research was to study the levels of customer's satisfaction on the service of National Cyclotron and PET Centre Chulabhorn Cancer Centre. The current study was operated in six aspects, including Product and Service, Process, Psychological Evidence and Presentation, Staff, Promotion, and Service Payment. The research sample has been used by using purposive random sampling. The instrument employed in this study was a questionnaire survey. The data were analyzed by Frequency, Percentage, Mean, and Standard deviation.

The results of the study demonstrated that the majority of customers were satisfied at 'highest' level in five aspects, including Staff, Product and Service, Process, Psychological Evidence and Presentation, and Service Payment. However, Promotion was at high level only.

According to research results, these findings have been suggested that National Cyclotron and PET Centre Chulabhorn Cancer Centre should set and increase service's standard in efficiency under fully services to apply by integrating in information and technology among modern organization. In addition, the centre should stimulate centre's staffs to have service mind in order to serve their customers with maximize satisfaction. Moreover, the centre needs to provide useful information and knowledge through different medias. Importantly the centre ought to maintain the levels of service payment standards in appropriate levels with service examinations.

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Student's signature

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Thesis Advisor's signature