

Mantanaporn Pisuwan 2010: Farmers' Satisfaction towards Performance of Agricultural Technology Transfer and Service Center Committee of Tumbon Thai Mueang, Amphoe Thai Mueang, Changwat Phang-nga. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Chatcharee Naritoom, Ph.D. 105 pages.

The objectives of this research were to study 1) personal background and economic 2) Data service factors of customers at service center committee 3) Farmers' satisfaction towards performance of agricultural Technology Transfer and service center committee of Tumbon Tai Mueang, Amphoe Tai Mueang, Changwat Phang-nga 4) The relationship between personal background economic and Data service factors of customers at service center committee farmers' satisfaction towards performance 5) Problems and recommendations. One hundred and thirty-four member of household worker. Data were collected through the scheduled interview. Descriptive statistics were presented in percentage, arithmetic means and standard. Chi-Square test. The significance level of .05.

For the research result it was found that agriculturists studied are male ageing between 41-50 years and 51-60 years. Graduated from primary schools. They were members of the bank for agriculture and agricultural cooperatives. Theirs main career were farming. Mostly having an income between 100,001 – 200,000 baht per year. Their expenses were between 100,000 – 200,000 per year. There were agricultural labor in household less than 3 persons and 4 persons. There are an ownership of a land less than 11 rai. Most agriculturists coming for a service and teaching the agricultural technologies of a sub-district for 1 time. They has a habitat far from the center of service and teaching the agricultural technologies of sub-district for 5 kilometers. They receiver the information from the center of service and teaching the agricultural technologies of sub-district matched with their requirement. And they receive the information, news, or knowledge that were useful to agricultural career from printing matters. They were satisfied towards a performance of the committee from the center of service and teaching the agricultural technologies in Taimuang sub-district, Taimuang district, Pang-nga province in the level of great. Most agriculturists were satisfied in the aspect of providing the activities to support and help agriculturists more than the aspect of public relations.

The hypotheses were proved that a main career, frequency of using the service center relationship with farmers' satisfaction towards performance of agricultural technology transfer and service center committee of tumbon providing the activities to support and help agriculturists. Minor career, frequency of using the service center relationship with farmers' satisfaction towards performance of agricultural technology transfer and service center committee of tumbon the aspect of public relations, there were the statistical implication at a level of .05.

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Student's signature

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Thesis Advisor's signature