

Nattina Manaso 2006: Satisfaction of Dairy Farmers on Services of Mobile Unit, Kasetsart University Veterinary Teaching Hospital Nong Po. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 176 pages. ISBN 974-16-1689-9

This research was aimed :1) To study personal factors, economic factors, social factors, and reception of livestock information of dairy farmers. 2) To study farmers' knowledge of milking cow breeding and raising. 3) To study satisfaction of dairy farmers on services from mobile unit. 4) To study variation of satisfaction of dairy farmers on services from the mobile unit due to variation of personal factors, social and economic factors and 5) To study problems and recommendations from dairy farmers. Data were collected from 263 dairy farmers who were customers of the mobile unit. Data were analyzed by using frequency, percentage, mean, t-test and F-test.

Research findings revealed that 1) Respondents were mainly men with average age of 46 years. Educational level was primary school. Average income was 129,642.97 baht per year. Average occupied area was 5 Rai with 30 milking cows. Average services were 6 times per year with 13 years of raising experiences. Average request of service was 7 times per year. Average cost was 318.02 baht per service. The farmers received the livestock information mainly from television and newspaper. 2) It was found that almost all dairy farmers had the knowledge of milking cow breeding at the moderate level. 3) Dairy farmers who were serviced by the mobile unit expressed high satisfaction on the services. The highest satisfaction score was from the services of staffs and veterinarians ($\bar{x} = 3.92$). The average satisfaction scores of advisory on milking cow, milking cow caring, and service cost were 3.72, 3.68 and 3.67 respectively. 4) It was found that differences in educational level, income, numbers of raising cows, being members of veterinary teaching hospital, and being trained by veterinary teaching hospital would differ in service satisfaction at .05 level of significance. 5) Major problems of milking cow included low infertility of milking cows and mastitis. Recommendations from the farmers were that numbers of veterinarians and services from mobile units should be increased. Veterinary Teaching Hospital should provide an advice on cow breeding such as breeding selection, difficulty of breeding and organizing training on courses dairy cow species, breeding dairy cow in order to increase knowledge and production efficiency.

Student's signature

Thesis Advisor's signature