

Jutamas Noochanapai 2010: The Satisfaction toward Sell Services and Factors Affecting the Production of Oil Palm of Members of Thasae Land Settlement Coop, Ltd. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics. Department of Cooperative. Thesis Advisor: Associate Professor Saroj Aungsumalin, Ph.D. 88 pages.

This research aimed to study the level of satisfaction of cooperative members toward the sell services of Thasae Land Settlement Cooperative Ltd., Thasae District, Chumphon Province and to study the factors affecting the production of oil palm of members. The statistical tools utilized in the study comprised frequency, percentage, mean and multiple regressions. The primary data were collected by using questionnaires and 96 sample members were interviewed.

With regards to the level of satisfaction toward the sell services, the study revealed that the level of satisfaction among cooperative members on the place and equipment aspects of the sell services were the highest and the second highest respectively. The overall satisfaction on all aspects of the sell services were at high level, at the score of 3.71 out of the highest score of 5. The analysis found that land, cash expenses and the different age of oil palm trees were the factors that statistically affecting the production of oil palm of cooperative members. The other two factors that were not statistically affecting the production of palm oil were the number of labour and the indebtedness condition of the households. Altogether these factors could explain 61.6 % of the total change of the production of oil palm.

It was recommended that the cooperative should increase the public relation channels so that the members can receive better information regarding the changes in business conditions. In addition, the cooperative should increase the number of purchasing/assembling points to facilitate the delivery of oil palm of members and provide production inputs to members at reasonable prices. Furthermore, members should be encouraged to utilize family labor as much as possible to reduce production costs.

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