

Pradtana Muang-ngam 2012: Rice Harvesting Service Business in Suphan Buri Province. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resources Economics. Thesis Advisor: Associate Professor Nongnuch Angyurekul, M.B.A. 116 pages.

The objective of this research is to study the demand of service usage and value chain of rice harvesting service business in Suphan Buri obtained from survey by using the questionnaire for interviewing 100 farmers who use the rice harvester service and 20 entrepreneurs of rice harvesting service business. The result is analyzed by descriptive analysis.

The result of farmers' demand on rice harvesting service business, farmers mostly emphasize on service providing. They have the demand of using rice harvester with standard service fee for contacting with the entrepreneur of rice harvesting service easily without waiting for long queue. They also require to approach the promotion of hiring service business as well. The employees have to be professional and gladly provide service as well as ready to be ordered and listen to all complains and admiration as well as consisted of responsibility. They also require the entrepreneur to focus on all process procedures while the entrepreneurs of rice harvesting service business mostly focus on the quality of harvesting. For the value adding to entrepreneur's rice harvesting service business, it is found that the main activities of value adding is the factor of rice harvester importation and sufficient amount of rice harvester, flexible production process from queue management to service providing, the collection of contribution after service providing should have the enquiry regarding the contribution after service providing for resolving all faults correctly and easy contact for marketing and selling. The value added services includes decreasing the falling of rice kernel. Support activities include the expertise of drivers, the technology of rice harvester and devices must be improved to be more modern, there should be employee selection, manager training and motivation for human resource management to induce the employees on working, good foundation structure of accounting and financial system is also able to make organizations obtain more advantage and operate business with stability.

The suggestion of rice harvesting service business entrepreneurs is that it is necessary to emphasize on the quality of harvesting and most friendly service. There should be the available of rice harvester as well as the assembly of entrepreneurs to find the standard price and decrease the problem of price cutting. There should be queue management system and sufficient amount of rice harvester as well as the promotion that can access to farmers increasingly. For employees, there should be motivation to provide farmers satisfaction correctly and rapidly causing the farmers who use the rice harvester service to be impressed.

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Thesis Advisor's signature