

Pakon Chatpongcharoen 2007: Factors Affecting Direct Sale Members' Service Satisfaction at the Donmuang Branch of Suprederm International Company Limited. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Mr. Thawan Nieamsup, Ph.D. 101 pages.

The objectives of this research were to study the satisfaction level of service of direct sale members and factors affecting direct sale members' service satisfaction at the Donmuang Branch of Suprederm International Company Limited. A survey questionnaire was conducted to randomly collect 400 direct sale members from the Donmuang branch of Suprederm International Company Limited. The data was then statistically analysed by percentage, mean, standard deviation and multiple regressions analysis with stepwise technique.

The results of this research have revealed that direct sale members who have obtained services from the Donmuang Branch of Suprederm International Company Limited were highly satisfied in overall with both the services and aspects obtained. The factors affecting the overall service satisfaction were the expectations of direct sale members to receive services from the staff of the company, the period of the most frequent use of the services, which were the morning session between 09:00 and 12:00 and the afternoon session between 12:01 and 16:00, the period of using this time of services – the morning session between 09:00 and 12:00, and gender of the direct sale members who used the services. These key factors predicted the overall satisfaction level of services which was 36.5% with the statistic significance at the .001 level. Regarding the aspect of the service usage, the factors affecting the satisfaction level of place and atmosphere related issues were the expectations of the direct sale members to receive services from the staff of the company, the period of the most frequent use of the services – the afternoon session between 12:01 and 16:00 and the morning sessions between 09:00 and 12:00. By using these factors to predict the satisfaction level of services in place and atmosphere related issues, a score of 32.3% with the statistic significance at the .001 level. The factors used to predict the satisfaction level of services in service procedures were the expectations of direct sale members to receive services from the staff of the company, the period of the most frequent use of the services – the afternoon session between 12:01 and 16:00 and the morning sessions between 09:00 and 12:00, and gender of direct sale members. These factors resulted a 33.8% with the statistic significance at the .001 level of the satisfaction level of services in service procedures. The factors which predicted the satisfaction level of services provided by the staff were the expectations of direct sale members to receive services from the staff of the company, the period of using this time of services – the morning session between 09:00 and 12:00, the expectations of direct sale members to receive the services in the aspect of place and atmosphere related issues, the period of the most frequent use of the services – the morning session between 09:00 and 12:00, and gender of the direct sale members. The satisfaction level of services provided by the staff, using these factors, was 29.0% with the statistic significance at the .001 level.

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