

Kohchaporn Romruen 2012: Factors affecting Intention to Complain Problems in Using Internet Service among Consumers in Bangkok through Telecommunications Consumer Protection Institute. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph. D. 174 pages.

This research aims to investigate 1) To study intention of complaint on internet service problem among consumer in Bangkok through Telecommunications Consumer Protection Institute 2) To study factors affecting intention to complain internet service problem of consumer through Telecommunications Consumer Protection Institute. 3) To study obstructions of intention of complaint on internet service problem among consumer in Bangkok through Telecommunications Consumer Protection Institute. This study is quantitative research by using surveyed questionnaire and the sample group is 400 male and female consumers aged 25-59 who live in Bangkok: Analysis and data processing used descriptive analysis including frequency, percentage, mean, standard deviation and inferential statistical analysis used multiple regression analysis at statistically significant level 0.05.

The result found that 1) Intention to complain problem of internet service among consumer in Bangkok through Telecommunications Consumer Protection Institute is in high level. 2) Factors affecting intention to complain problem of internet service among consumer in Bangkok through Telecommunications Consumer Protection Institute are 4 independent variables are, self-efficacy ( $\beta = 0.414$ ), attitude towards complaining ( $\beta = 0.363$ ), subjective norms ( $\beta = 0.294$ ) and dissatisfaction ( $\beta = 0.061$ ). 3) For obstruction of intention to complain problem of internet service among consumer in Bangkok through Telecommunications Consumer Protection Institute, most of the sample (29.57 percent) accepted that they don't know Methods and channels to complain through Telecommunications Consumer Protection Institute. Therefore, Telecommunications Consumer Protection Institute should use public relations to inform method and channel to complain more widely and increase more channels to complain.

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Thesis Advisor's signature