

THESIS TITLE : THE RELATIONSHIP OF CUSTOMER'S PERCEPTION ON
TELLER CREDIT AND TELLER ACCOUNT AT KRUNGTHAI
BANK TALADNONGBUA BRANCH UDONTHANI PROVINCE

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ABSTRACT

This research is descriptive research. The purpose of the research were : (1) The comparative study on relation perception by males and female customer. (2) The comparative study on relationship perception of customer related to Teller Credit and Teller Account. The subjects were 130 customers who used Krung Thai Bank service on July 1994. The questionnaires are relationship' s questionnaires which developed by Piyarat Nuchongsai. The content validity was tested by three specialist and reliability of questionnaires was 0.9514

The analyze the data was using The Mean (\bar{X}) Standard Deviation (SD) and t-test

The result showed that:

1. The level of relationship perception by males and female customers were no significant at .05 level.

2. The level of relationship perception by customer relate to Teller Credit and Teller Account were significant at .05 level.