

THESIS TITLE : A STUDY OF SATISFACTIONS OF THE CUSTOMERS AND THE
STAFFS OF THAI FARMERS BANKS IN ZONE 33

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ABSTRACT

The purposes of this research were to study the states of Thai Farmers Banks in zone 33 in three aspects. They were 1) the degree of satisfactions of customers toward the services of the banks and compare those satisfactions which were classified by the vocations, 2) the degree of satisfactions of the staffs toward the work performances and compare those satisfactions classified by the positions, and 3) the relations among the factors concerning the satisfactions of customers, and the satisfactions of staffs.

The sample consisted of 384 customers and 144 staffs. A set of questionnaires was employed to collect data. The earned data were analyzed by a computer to acquire percentages, means, standard deviations, coefficient correlation, and F-test.

The results

The overall satisfactions of the customers of the Thai Farmers Banks in zone 33 toward the services of the banks were in the high level. There were no statistically significant differences among each group of vocations. The satisfactions of the staffs toward the work performances were in the moderate level, whereas the satisfactions of the operational groups were less than the administrative groups which were significantly different at the level of .05.

Both of the relations among the factors concerning the satisfactions of the customers and the satisfactions of the staffs were statistically significant at the level of .001.