

ABSTRACT

Thesis Title : The Evaluation of Public Telephone Services of
the Telephone Organization of Thailand

Student's Name : Mrs. Jurairud Rodthong

Degree Sought : Master of Arts

Major : Political Science

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Advisory Committee :

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The main objective of this research is to evaluate people's opinion about public telephone services of the Telephone Organization of Thailand.

A sample of 240 people within the area under the responsibility of the Metropolitan Telephone services Department 2 was selected for the study.

The research findings are as follow;

1. Most of the sample need both types of the public telephones, i.e. using coin and phone card.
2. Most of the sample agree that service qualities in many aspects of the public telephone are not good enough except the charge rate.