

Title : Customers Satisfaction toward Police Service Delivery

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Major Field : Development Administration

### Abstract

This research was based on the conceptual framework of public service delivery. The researcher had made efforts to know how much about the customer satisfaction toward police service delivery and to examine the causal variables. The survey research was employed. The population covered of people who lived or worked in Bangkok such as the customer of metropolitan police station. The sample size was 700 customers. The variables consisted three independent variables and one dependent variable which set their relationships as path analysis model.

The structured interview was chose as the mainly data collection which included four variables measure scales. These four scales were tested on the target population for reliability and validity. A descriptive statistical analysis of data was used to explain the primary variable and the simple regression analysis, multiple regression analysis and path analysis were used to explain the correlation among the variables.

The findings were that the customers were satisfied with police service delivery, the correlation among the causal variables consisted of the clarity of service systems, the workflow processes, the providers behavior and the customer satisfaction toward police service delivery. The most influential variable to the affected variable - the customer satisfaction toward police service delivery - was the providers behavior, furthermore the workflow processes and the clarity of service systems was the least. The result confirmed with body of knowledge of public service delivery and according with the variables were related as had been hypothesized.

The recommendation for developing police service delivery were: setting responsibility to the police; setting good cultural organization; decreasing service process; promoting customer participation; supporting advance office automations; increasing accountability in service systems; and applying management concept for flexibility and rapidness. Finally, the researcher was introduced for further research such as: expanding variables in path hypothesized model; conducting a comparative study between objective data and subjective data and conducting study in other regional areas for more empirical evident to support or against this research.