

ABSTRACT

This research was to find out the customer satisfaction with the products and services of printing houses in Bangkok. The researcher also looked for suggestions from the customers which can help improve the products and services of the printing houses.

The subjects of this research were 132 customers who used to order printed materials from printing houses in Bangkok. A cross-sectional descriptive design was used in this study. This research was conducted by using self-administered questionnaires. Data was collected from 22 December, 2008 to 12 January, 2009. Then, it was analyzed by the SPSS version 16.

The results of this research showed that customers chose a printing house by considering its reputation, and they were happy to place printing orders with the printing house whose staff were polite and willing to help customers. Three major factors influencing whether customers would place orders were product quality, printed material price, and knowledgeable staff, and three main problems were delay of product delivery, under expectation of printed materials, and limitation of special techniques in printing.