

ABSTRACT

This research is conducted for the academic purpose regarding the degree of satisfaction of customers with consulting services at the SMEs Coordination and Services Center at the Office of SMEs Promotion. In order to analyze the situation and interaction between consultants and customers, this study aims to obtain feedback and suggestions that contribute to consulting services provided by the government officials and consultants at the Office of SMEs Promotion. In addition, the study identifies the problems (if any) that customers may face in the service center and attains their opinions and suggestions in order to improve the service quality and to maximize their needs and wants regarding consulting services.

The samples were 120 customers of the SMEs Coordination and Services Center, Office of SMEs Promotion, both Bangkok and provincial offices, who were willing to participate in this study. Next, the cross-sectional design and purposive sampling method was employed for conducting the research. A questionnaire was developed as the instrument of the study. It consisted of closed-ended questions, open-ended questions and Likert Scale. The questionnaire consisted of 36 questions which were divided into three parts; demographic and general information, overall satisfaction level, and suggestions towards the consulting service provider.

After gathering all compulsory data, Statistical Package for Social Science or SPSS program for Windows version 12.0 was used to analyze the data for percentile, mean and mode.

The results of the study provided crucial information describing that customers were satisfied with the overall areas of the consulting services, especially with the service provider personnel at the SMEs Coordination and Services Center, Office of SMEs Promotion in both Bangkok and provincial offices. The study helped classifying those facilities and locations as well as data and information available where the areas needed to be improved in order to maximize the customers' expectations.