

## **CHAPTER FOUR**

### **RESULTS**

This chapter presents the data collected from sampled customers who obtained the consulting and coordinating from SMEs Coordination and Services Center, Office of SMEs Promotion from December 2007 to January 2008. The findings were interpreted to make conclusions related to customers' satisfaction of the service center.

The data were analyzed to examine whether there were statistically significant differences in customers' satisfaction with the consulting services based on selected demographics such as gender, age, educational background, occupation, places where the services were obtained, fields of consultation, and channels contacting with the service centers in both Bangkok and provinces.

The purpose of this study was to examine the level of customers' satisfaction with the consulting services. The results of the study collected from the questionnaires of 120 respondents which can be presented based on the objectives of the study mentioned earlier.

After SPSS Version 12.0 processed all the data collection, results were shown. The analysis was divided into 3 parts:

- 4.1 Respondents' General Information
- 4.2 Respondents' Satisfaction with consulting services
- 4.3 Respondents' Suggestions for the service center

#### **4.1 RESPONDENTS' GENERAL INFORMATION**

General information of the respondents is presented below in the form of numbers and percentages in tables. The statistical data of Bangkok service center's customers and regional service centers' customers have been put together to measure the differences in all related areas of studying. The total number of the respondents was 120 sampled customers. There were 66 respondents in Bangkok, while there were 54 respondents in other provinces.

*Table 3. Descriptive Statistics for Gender of Sampled Customers*

<b>GENDER</b>	<b>Service Centers Location</b>					
	<b>Bangkok</b>		<b>Provinces</b>		<b>Total</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
<b>Male</b>	<b>38</b>	<b>31.7</b>	<b>25</b>	<b>20.8</b>	<b>63</b>	<b>52.5</b>
<b>Female</b>	<b>28</b>	<b>23.3</b>	<b>29</b>	<b>24.2</b>	<b>57</b>	<b>47.5</b>
<b>Total</b>	<b>66</b>	<b>55.0</b>	<b>54</b>	<b>45.0</b>	<b>120</b>	<b>100.0</b>

Table 3 represents statistical data on gender of the sampled customers. Overall customers' gender analysis illustrated that the majority of the respondents were male (52.5%) while 47.5 percent were females. Then to classify the customers regarding to service center location, the sample customers in Bangkok were mostly male (31.7%) whereas females only represented 23.3 percent. On the other hand, most of the sampled customers in provinces were female (24.2%), while 20.8 were male.

*Table 4. Descriptive Statistics for Age of Sampled Customers*

<b>AGE</b>	<b>Service Centers Location</b>					
	<b>Bangkok</b>		<b>Provinces</b>		<b>Total</b>	
	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>	<b>Frequency</b>	<b>Percent</b>
<b>Less than 25 years</b>	<b>4</b>	<b>3.3</b>	<b>6</b>	<b>5.0</b>	<b>10</b>	<b>8.3</b>
<b>25 - 35 years</b>	<b>26</b>	<b>21.7</b>	<b>17</b>	<b>14.2</b>	<b>43</b>	<b>35.8</b>
<b>36 - 45 years</b>	<b>19</b>	<b>15.8</b>	<b>14</b>	<b>11.7</b>	<b>33</b>	<b>27.5</b>
<b>46 - 55 years</b>	<b>10</b>	<b>8.3</b>	<b>13</b>	<b>10.8</b>	<b>23</b>	<b>19.2</b>
<b>Above 55 years</b>	<b>7</b>	<b>5.8</b>	<b>4</b>	<b>3.3</b>	<b>11</b>	<b>9.2</b>
<b>Total</b>	<b>66</b>	<b>55.0</b>	<b>54</b>	<b>45.0</b>	<b>120</b>	<b>100.0</b>

Table 4 represents statistical data on the age of the sampled customers. Most respondents were between the ages of 25 – 35 years (35.8%). Next were between 36 – 45 years old (27.5%). The smallest group of the respondents was under 25 years old (8.3%).

To classify the customers regarding location, most of the sampled customers in Bangkok were also between 25 – 35 years (21.7%). Next were between 36 – 45 years old (15.8%). The smallest group of sampled customers in Bangkok was only 3.3 percent whose age was under 25 years old. This is also applied to the provincial sampled customers who were mostly between 25 – 35 years old (14.2%). And next were during 36 – 45 years old (11.7%), whereas over 55 years of age was the smallest group (3.3%) that obtained the consulting services.

*Table 5. Descriptive Statistics for Education of Sampled Customers*

EDUCATION	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Primary School	0	0.0	2	1.7	2	1.7
Secondary School	3	2.5	7	5.8	10	8.3
Vocational Certificate	4	3.3	4	3.3	8	6.7
Diploma	1	0.8	1	0.8	2	1.7
Bachelor's Degree	42	35.0	31	25.8	73	60.8
Higher than Bachelor's Degree	16	13.3	9	7.5	25	20.8
<b>Total</b>	<b>66</b>	<b>55.0</b>	<b>54</b>	<b>45.0</b>	<b>120</b>	<b>100.0</b>

Table 5 describes statistical data on the educational background of the sampled customers. It shows that 60.8 percent of the respondents had a bachelor's degree; followed by a higher education than bachelor's degree at 20.8 percent. Only 1.7 percent of the respondents were educated at primary school and Diploma level.

To classify the customers regarding service centers location, most of the sampled customers in Bangkok held bachelor's degrees (35.0%) followed by higher than bachelor's degree holders at 13.3 percent. There were no respondents who had only completed primary school. The provincial sampled customers had similar statistical data for their educational background. The majority of the provincial respondents had a bachelor degree (25.8%), followed by higher than bachelor's degree at 7.5 percent. The minority of the provincial respondents were educated at Diploma level (0.8%).

Table 6. Descriptive Statistics for Occupations of Sampled Customers

OCCUPATIONS	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Owner of enterprise/ Partnership/ Authorize</b>	<b>41</b>	<b>34.2</b>	<b>36</b>	<b>30.0</b>	<b>77</b>	<b>64.2</b>
<b>Employees to private companies</b>	<b>16</b>	<b>13.3</b>	<b>9</b>	<b>7.5</b>	<b>25</b>	<b>20.8</b>
<b>Government officials/ state enterprise employees</b>	<b>3</b>	<b>2.5</b>	<b>9</b>	<b>7.5</b>	<b>12</b>	<b>10.0</b>
<b>Executives/ SMEs promotion agency staff</b>	<b>2</b>	<b>1.7</b>	<b>3</b>	<b>2.5</b>	<b>5</b>	<b>4.2</b>
<b>Others</b>	<b>9</b>	<b>7.5</b>	<b>3</b>	<b>2.5</b>	<b>12</b>	<b>10.0</b>
<b>Total</b>	<b>66</b>	<b>55.0</b>	<b>54</b>	<b>45.0</b>	<b>120</b>	<b>100.0</b>

Table 6 describes statistical data on the occupations of the sampled customers. It shows that most of the sampled customers were owners of enterprise/ partnership/ authorizer at 64.2 percent of the respondents, followed by employees in private companies at 20.8 percent. Only 4.2 percent of the respondents were executives/ SMEs promotion agency staff.

To classify the sampled customers regarding service centers location, most of the respondents in Bangkok were owners of enterprise/ partnership/ authorizer (34.2%) followed by employees in private companies at 13.3 percent. The smallest amount of the respondents was executives/ SMEs promotion agency staff with only 1.7 percent.

This also reflected the occupations of the provincial respondents, 30 percent of whom were owners of enterprise/ partnership/ authorizer, followed by employees in private companies and government officials/ state enterprise employees at 7.5 percent. The minority of the provincial respondents was executives/ SMEs promotion agency staff (2.5%).

*Table 7. Descriptive Statistics for Old Customers and New Customers of the Sampled Customers within One Year*

TYPE OF CUSTOMERS	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Newcomers	12	10.0	6	5.0	18	15.0
Old Customers	54	45.0	48	40.0	102	85.0
Total	66	55.0	54	45.0	120	100.0

Table 7 tells statistical data on old customers and new customers of the Sampled Customers within one year of the sampled customers. It shows that most of the sampled customers have previously contacted the SMEs Coordination and Services Center at Office of SMEs Promotion (85%) and the rest were newcomers (15%).

In addition, both Bangkok and provincial service centers had a similar pattern of old customers and newcomers that most of the Bangkok respondents were old customers (45%), only 10 percent were newcomers. Similarly, 40 percent of the provincial respondents were old customers, while only 5 percent were newcomers.

*Table 8. Descriptive Statistics for Frequency of Using Consulting Services of the Sampled Customers within One Year*

FREQUENCIES	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Once	37	36.3	21	20.6	58	56.9
Twice	12	11.8	9	8.8	21	20.6
Three times up	5	4.9	18	17.6	23	22.5
Total	54	52.9	48	47.1	102	100.0

Table 8 describes the frequency of using consulting services of the repeated sampled customers within one year. It shows that, within one year, 56.9 percent of the respondents obtained the consulting service only once.

However, there were 22.5 percent of the respondents who had obtained the consulting services more than three times within a year.

For the Bangkok respondents, 36.3 percent of them had used the consulting service once and followed by those using services twice within one year (11.8%). Most of the provincial respondents had used consulting services once (20.6%), followed by those using services more than three times within a year (17.6%).

*Table 9. Descriptive Statistics for Characteristics of Contacting with SMEs Coordination and Services Center of Sampled Customers*

CHARACTERISTICS	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Obtaining consulting service</b>	<b>49</b>	<b>48.0</b>	<b>39</b>	<b>38.2</b>	<b>88</b>	<b>86.3</b>
<b>Coordination among agency</b>	<b>5</b>	<b>4.9</b>	<b>9</b>	<b>8.8</b>	<b>14</b>	<b>13.7</b>
<b>Total</b>	<b>54</b>	<b>52.9</b>	<b>48</b>	<b>47.1</b>	<b>102</b>	<b>100.0</b>

Table 9 describes the characteristics of the reason for contact us to whether they came to obtain consulting services or coordinating with OSMEP's staff within a year period. It shows that within one year, 86.3 percent of the respondents obtained consulting service while the rest would coordinate among agencies (13.7%).

For the Bangkok respondents, 48.0 percent of them had obtained consulting services and 4.9 percent had coordinated with staff (4.9%). Most of the provincial respondents had obtained consulting services (38.2%), with the rest coordinating with official staff (8.8%). The percentage of coordination among agency is higher for provincial respondents than Bangkok respondents because the manager of the provincial service centers had to be a one-stop-service provider for both consulting and coordinating.

Table 10. Descriptive Statistics for Fields of Consultation of the Respondents

FIELDS OF CONSULTATION	Service Centers Location					
	Bangkok		Provinces		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Consulting regarding to business implementation	35	34.3	31	30.4	66	64.7
Venture Capital Fund/Other Funds	9	8.8	10	9.8	19	18.6
Marketing Management	20	19.6	17	16.7	37	36.3
Business Law	8	7.8	1	1.0	9	8.8
Product designs and development	6	5.9	6	5.9	12	11.8
Franchise	3	2.9	2	2.0	5	4.9
Joining booth exhibiting/ trading products and services	7	6.9	6	5.9	13	12.7
Training / attending seminars	11	10.8	12	11.8	23	22.5
Request for general information about SMEs	9	8.8	13	12.7	22	21.6
Request for statistic data, research paper, case studies	4	3.9	4	3.9	8	7.8
Others	4	3.9	2	2.0	6	5.9
<b>Total</b>	<b>53</b>	<b>52.0</b>	<b>49</b>	<b>48.0</b>	<b>102</b>	<b>100.0</b>

Table 10 describes the statistical data of the fields of consultation. The finding states that 64.7 percent of the respondents were consulting regarding to business implementation, followed by marketing management for 36.3 percent, while franchising was the least amount of the respondents obtaining consulting service (4.9%). To separate the field of consultation regarding to places of obtaining services, it shows that 34.3 percent of Bangkok respondents were consulting regarding to business implementation, followed by marketing management at 19.6 percent whereas franchising was the least that Bangkok respondents would obtain such services (2.9%). Correspondingly, most of the provincial respondents were consulting regarding to business implementation (30.4%), followed by marketing management (16.7%) and the least was business law (1.0%).

*Table 11. Descriptive Statistics for Channels that Sampled Customers Obtaining the Services.*

<b>CHANNELS</b>	<b>Frequency</b>	<b>Percent</b>
<b>Office of SMEs Promotion G. Floor. TST Tower Viphavadi-Rangsit Rd.</b>	<b>72</b>	<b>48.6</b>
<b>Regional SMEs Joint Investment and Mentoring Service Center</b>	<b>49</b>	<b>33.1</b>
<b>iSMEs Design Center</b>	<b>6</b>	<b>4.1</b>
<b>SMEs Coordination and Services Center (iSMEs Building)</b>	<b>2</b>	<b>1.4</b>
<b>OSMEP Call Center Tel. 0-2686-9111</b>	<b>12</b>	<b>8.1</b>
<b>Exhibited booths / seminars</b>	<b>4</b>	<b>2.7</b>
<b>Other service delivery units</b>	<b>3</b>	<b>2.0</b>
<b>Total</b>	<b>148</b>	<b>100.0</b>

Table 11 describes the statistical data of the channels that sampled customers obtained the consulting services. The table shows that most of the respondents had obtained the consulting services at Office of SMEs Promotion G. Floor. TST Tower Viphavadi-Rangsit Rd. (48.6%), followed by Regional SMEs Joint Investment and Mentoring Service Center for 33.1 percent, whereas the SMEs Coordination and Services Center in iSMEs Building had the least amount of numbers of respondents obtaining consulting services (1.4%).

*Table 12. Descriptive Statistics for the Locations of the Regional SMEs Joint Investment and Mentoring Service Center.*

<b>PROVINCES</b>	<b>Frequencies</b>	<b>Percent</b>
<b>Chiangmai</b>	<b>1</b>	<b>1.9</b>
<b>Samutprakarn</b>	<b>13</b>	<b>25.0</b>
<b>Chonburi</b>	<b>5</b>	<b>9.6</b>
<b>Suratthani</b>	<b>4</b>	<b>7.7</b>
<b>Phuket</b>	<b>10</b>	<b>19.2</b>
<b>Nakornpathom</b>	<b>10</b>	<b>19.2</b>
<b>Others</b>	<b>9</b>	<b>17.3</b>
<b>Total</b>	<b>52</b>	<b>100.0</b>



Table 12 describes the statistical data of the locations of the Regional SMEs Joint Investment and Mentoring Service Center that sampled customers came to obtain consulting services provincially. From the table, it shows that among 52 provincial customers, Samutprakarn province had served the highest amount of customers (25.0%), followed by Phuket and Nakornpathom provinces at 19.2% while there was the least amount of the respondents that went to Chiangmai office at only 1.9%.

*Table 13. Descriptive Statistics for Consulting Service at iSMEs Design Center*

<b>LOCATIONS</b>	<b>Frequency</b>	<b>Percent</b>
<b>Bangkok, Ratchadamdernklang Rd.</b>	<b>4</b>	<b>57.1</b>
<b>Chiangmai</b>	<b>1</b>	<b>14.3</b>
<b>Prae</b>	<b>1</b>	<b>14.3</b>
<b>Songkla</b>	<b>1</b>	<b>14.3</b>
<b>Total</b>	<b>7</b>	<b>100.0</b>

Table 13 describes the statistical data of consulting service at iSMEs Design Center. From the table, it shows that among 7 sampled customers, most of them went to iSMEs Design Center on Ratchadamri Road in Bangkok (57.1%) followed by Chaingmai, Prae and Songkla where the customers were coming to obtain the consulting services at the same amount of 14.3 percent.

## **4.2 RESPONDENTS' SATISFACTION WITH CONSULTING SERVICES**

This part relates to the measurement of the level of satisfaction regarding the consulting service at the SMEs Coordination and Services Center at Office of SMEs Promotion in both Bangkok and provinces.

*Table 14. Descriptive Statistics for Overall Satisfaction of Sampled Customers*

DESCRIPTION	Bangkok			Provinces			Total		
	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*
Facilities and location	3.98	0.44	Good	3.94	0.85	Good	3.96	0.66	Good
Staffs and consultants	4.26	0.56	Excellent	4.47	0.43	Excellent	4.36	0.51	Excellent
Methods / Procedures	3.94	0.54	Good	4.22	0.42	Excellent	4.07	0.50	Good
Data and information	3.93	0.51	Good	4.11	0.48	Good	4.01	0.50	Good
Overall	4.03	0.45	Good	4.19	0.36	Good	4.10	0.42	Good

\* Satisfaction Level n = 120.

Table 14 describes the overall satisfaction level of the respondents as follows:

The findings of the overall satisfaction towards SMEs Coordination and Services center at Office of SMEs Promotion states that the respondents in both Bangkok and provinces were satisfied with staff and consultants the most. They rated them as 4.36 which could be interpreted as “Excellent”, followed by methods and procedures which were rated as 4.07 whereas the least satisfactory element for customers was rated as 3.96 or “Good” on the aspect of facilities and location.

#### **Bangkok;**

The overall satisfaction for the Bangkok respondents was 4.03 or ‘Good’. The staff and consultants were rated as the highest satisfaction with the score of 4.26, the second highest satisfaction was given to the facilities and location with the score of 3.98, while data and information available was the lowest rating at 3.93.

#### **Provinces;**

The overall satisfaction for the provincial respondents was 4.19 or ‘Good’ which was higher than Bangkok’s respondents’ ratings. The staff and consultants were rated as the most satisfactory with the score of 4.47; the second highest level of satisfaction was given to the method and procedures with the score of 4.22, while facilities and location was the least satisfactory with the rate of 3.94.

*Table 15. Descriptive Statistics for Facilities and Location Satisfaction of the Sampled Customers*

DESCRIPTION	Bangkok			Provinces			Total		
	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*
<b>Facilities and Location</b>									
The location of the center is easy to reach.	4.05	0.54	Good	4.19	0.52	Good	4.11	0.53	Good
The convenience of the waiting area with beverages provided.	4.06	0.63	Good	4.06	0.62	Good	4.06	0.62	Good
Provide adequate equipment and information system resources	3.77	0.67	Good	4.04	0.44	Good	3.89	0.60	Good
The center is clean and comfortable.	4.23	0.46	Excellent	4.20	0.45	Good	4.21	0.45	Excellent
The toilets are clean and adequate.	3.89	0.64	Good	3.81	1.08	Good	3.86	0.86	Good
There are enough parking spaces.	3.65	0.92	Good	3.81	1.12	Good	3.73	1.01	Good
The atmosphere of the center is nice and friendly.	4.20	0.61	Good	4.06	1.16	Good	4.13	0.90	Good
<b>Total</b>	<b>3.98</b>	<b>0.44</b>	<b>Good</b>	<b>3.94</b>	<b>0.85</b>	<b>Good</b>	<b>3.96</b>	<b>0.66</b>	<b>Good</b>

\* Satisfaction Level n = 120.

Table 15 describes Facilities and Location Satisfaction of the respondents of both Bangkok and provinces and shows that the overall satisfaction for facilities and location was rated as 3.96 or 'Good'. The highest level of satisfaction was given to 'the center is clean and comfortable' aspect with the rate of 4.21. The second highest level of satisfaction with facilities and location was 'the atmosphere of the center is nice and friendly' with the rate of 4.13. The lowest level of satisfaction was rated at 3.73 on the aspect of enough parking spaces available.

**Bangkok;**

The overall satisfaction for the Bangkok respondents was 3.98 or 'Good'. The 'clean and comfortable' element was rated with the highest level of satisfaction with the score of 4.23, the second highest level of satisfaction was given to 'the atmosphere of the center is nice and friendly' with the score of 4.20, while 'there are enough parking spaces' was the lowest rating at 3.65.

**Provinces;**

The overall satisfaction for facilities and location of the provincial respondents was 3.94 or 'Good' which was approximately the same as Bangkok's respondents' ratings. The 'clean and comfortable' element was rated with the highest level of satisfaction with the score of 4.20, the second highest satisfaction was given to 'the location of the center is easy to reach' with the score of 4.19, while 'toilets are clean and adequate' was the least satisfactory element with the rating of 3.81.

*Table 16. Descriptive Statistics for Staff and Consultants Satisfaction of the Sampled Customers*

DESCRIPTION	Bangkok			Provinces			Total		
	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*
<b>Staff and Consultants at the SMEs Coordination and Services Center</b>									
Staff greets you with polite manners.	4.39	0.55	Excellent	4.63	0.49	Excellent	4.50	0.53	Excellent
Staff serves you with their willingness, enthusiasm, and care.	4.39	0.60	Excellent	4.56	0.54	Excellent	4.47	0.58	Excellent
Staff is well-managed and clearly explains the process to you.	4.30	0.68	Excellent	4.43	0.54	Excellent	4.36	0.62	Excellent
Staff efficiently manages their time available for each customer.	4.15	0.66	Good	4.37	0.52	Excellent	4.25	0.61	Excellent
They possess enough knowledge to consult you.	4.27	0.71	Excellent	4.44	0.50	Excellent	4.35	0.63	Excellent
They provide you an opportunity to ask questions.	4.20	0.73	Good	4.44	0.54	Excellent	4.31	0.66	Excellent
They are able to give satisfactory answers.	4.21	0.75	Excellent	4.41	0.53	Excellent	4.30	0.67	Excellent
They are eager to assist you in all aspects of the SMEs.	4.18	0.78	Good	4.52	0.50	Excellent	4.33	0.69	Excellent
<b>Total</b>	<b>4.26</b>	<b>0.56</b>	<b>Excellent</b>	<b>4.47</b>	<b>0.43</b>	<b>Excellent</b>	<b>4.36</b>	<b>0.51</b>	<b>Excellent</b>

\* Satisfaction Level n = 120.

Table 16 describes Satisfaction with the staff and consultants at the SMEs Coordination and Services Center at Office of SMEs Promotion. The respondents of both Bangkok and provinces rated the satisfaction for staff and consultants as 4.36 or ‘Excellent’. The highest level of satisfaction was given to ‘staff greets you with polite manners’ with the rate of 4.50. The second high satisfaction with staff and consultants was ‘the staff serves you with their willingness, enthusiasm, and care’ with the rate of 4.47. The least satisfactory element was rated at 4.25 on the aspect of time management and time availability for each customer.

### **Bangkok;**

The overall satisfaction for the Bangkok respondents was 4.26 or ‘Excellent’. The staff serves you with their willingness, enthusiasm, and care and greet you with polite manners was rated with the highest level of satisfaction with the score of 4.39, the second highest satisfaction was given to ‘Staff is well-managed and clearly explain the process to you’ with the score of 4.30, while ‘staff efficiently managed their time available for each customer’ had the lowest rating at 4.15.

### **Provinces;**

The overall satisfaction for staff and consultants of the provincial respondents was 4.47 or ‘Excellent’ which was higher than Bangkok’s respondents’ ratings. The staff greeting with polite manner was rated with the highest level of satisfaction with the score of 4.63, the second highest level of satisfaction was given to ‘the staff serves you with their willingness, enthusiasm, and care’ with the score of 4.56, while the least satisfactory element was on the time management and time available for each customer which was rated as 4.37.

*Table 17. Descriptive Statistics for Methods and Procedures Satisfaction of the Sampled Customers*

DESCRIPTION	Bangkok			Provinces			Total		
	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*
<b>Methods and Procedure at the services</b>									
There are various and adequate channels in providing consulting services.	3.89	0.70	Good	4.07	0.47	Good	3.98	0.61	Good
The service procedures by staff are convenient and fast.	3.98	0.62	Good	4.22	0.57	Excellent	4.09	0.61	Good
The consulting services are consistently good	3.95	0.71	Good	4.20	0.53	Good	4.07	0.64	Good
The process of service delivering is appropriate.	4.00	0.72	Good	4.19	0.48	Good	4.08	0.63	Good
The number of consultants is adequate.	3.98	0.69	Good	4.19	0.55	Good	4.08	0.64	Good
Your business information is kept highly confidential.	3.85	0.75	Good	4.22	0.79	Excellent	4.02	0.79	Good
The results of consultation are satisfactory	3.94	0.68	Good	4.43	0.50	Excellent	4.16	0.65	Excellent
<b>Total</b>	<b>3.94</b>	<b>0.54</b>	<b>Good</b>	<b>4.22</b>	<b>0.42</b>	<b>Excellent</b>	<b>4.07</b>	<b>0.50</b>	<b>Good</b>

\* Satisfaction Level n = 120.

Table 17 illustrates Satisfaction with the methods and procedures of the service delivery at the SMEs Coordination and Services Center at Office of SMEs Promotion. The respondents of both Bangkok and provinces rated the satisfaction for methods and procedures as 4.07 or 'Good'. The highest level of satisfaction was given to 'The results of consultation are satisfactory' with the rate of 4.16. The second highest level of satisfaction with methods and procedures was 'The service procedures by staff is convenient and fast' with the rate of 4.09. The least satisfactory element was rated at 3.98 on the aspect of various and adequate channels in providing consulting services.

**Bangkok;**

The overall satisfaction for the Bangkok respondents was 3.94 or 'Good'. The process of service delivering is appropriate was rated with the highest level of satisfaction with the score of 4.00, the second highest level of satisfaction was given to 'the service procedures by staff are convenient and fast, and the number of consultants is adequate' with the equal scores of 3.98, while 'your business information is kept highly confidential' was the lowest rating at 3.85.

**Provinces;**

The overall satisfaction for methods and procedures of the provincial respondents was 4.22 or 'Excellent' which was higher than Bangkok's respondents' ratings. The results of consultation are satisfactory was rated with the highest level of satisfaction with the score of 4.43, the second highest level of satisfaction was given to 'the service procedures by staff is convenient and fast, and your business information is kept highly confidential' with the equal scores of 4.22, while the least satisfactory element was on the various and adequate channels in providing consulting services which was rated as 4.07.



*Table 18. Descriptive Statistics for Data and Information Available Satisfaction of the Sampled Customers*

DESCRIPTION	Bangkok			Provinces			Total		
	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*	$\bar{X}$	S.D.	Level*
<b>Data and Information Available</b>									
Adequate data and information are provided in the center.	3.98	0.64	Good	4.06	0.53	Good	4.02	0.59	Good
There are enough applications and forms to fill in.	4.02	0.69	Good	4.15	0.60	Good	4.08	0.65	Good
There are enough booklets and information booths.	3.88	0.64	Good	4.04	0.58	Good	3.95	0.62	Good
The contact information of involved agencies is available.	3.89	0.61	Good	4.26	0.65	Excellent	4.06	0.65	Good
You can access the internet at the center.	3.83	0.67	Good	3.91	0.92	Good	3.87	0.79	Good
You can ask for a referral to other agencies.	3.86	0.60	Good	4.07	0.70	Good	3.96	0.65	Good
You can contact the experts at the available numbers.	4.05	0.62	Good	4.30	0.60	Excellent	4.16	0.62	Good
<b>Total</b>	<b>3.93</b>	<b>0.51</b>	<b>Good</b>	<b>4.11</b>	<b>0.48</b>	<b>Good</b>	<b>4.01</b>	<b>0.50</b>	<b>Good</b>

\* Satisfaction Level n = 120.

Table 18 describes satisfaction with the data and information available at the SMEs Coordination and Services Center. The respondents of both Bangkok and provinces rated the satisfaction for data and information available as 4.01 or 'Good'. The highest level of satisfaction was given to 'You can contact the experts at the available numbers.' with the rate of 4.16. The second highest level of satisfaction with methods and procedures was 'There are enough applications and forms to fill in.' with the rate of 4.08. The least satisfactory element was rated at 3.87 on the aspect of accessing the internet at the service center.

### **Bangkok;**

The overall satisfaction for the Bangkok respondents was 3.93 or 'Good'. The possibility that respondents can contact the experts at the available numbers was rated with the highest level of satisfaction with the score of 4.05, the second highest level of satisfaction was given to 'There are enough applications and forms to fill in.' with the score of 4.02, while 'you can access the internet at the service center' was the lowest rating at 3.83.

### **Provinces;**

The overall satisfaction for data and information available of the provincial respondents was 4.11 or 'Excellent' which was higher than Bangkok's respondents' ratings. The ability to contact the experts at the available number was rated with the highest level of satisfaction with the score of 4.30, the second highest level of satisfaction was given to 'the contact information of involved agencies is available' with the score of 4.26, while the least satisfactory element was on the ability to access the internet at the service center which was rated as 3.91.

### **4.3 RESPONDENTS' SUGGESTIONS FOR SERVICE CENTERS**

After analyzing the returned questionnaires of the respondents, the problems and suggestions, which were given in open-ended questions, are discussed as follows:

1. Regarding to financial consultation, the respondents needed superior techniques to resolve financial problems, especially in terms of inadequate assets to acquire loans. The respondents might have some dissatisfaction because their problems have not been solved yet.

2. The service center at Office of SMEs Promotion should arrange more exhibitions and trade fairs free of charge or with a small charge. Also, the consultants should be active in notifying about the marketing channels to the customers.

3. The respondents stated that the service center was significantly important for entrepreneurs to learn more about financial resources.

4. Some respondents pointed out that the service center required more advertising and public relations through local broadcasting and local radio. To solve this problem, they recommended finding some mass media and localizing the media to the provinces.

5. Many respondents felt that the consultants were taking good care of them. This could make them create some good ideas of doing business which led to more innovative business operations including the way to add more value to the products and services, brand building, productive and systematic process, the customers expected to see the association between consultants and entrepreneurs themselves. Moreover, they also recommended the service providers to be a team leader and lead their enterprises toward social responsibility tasks. At the end, the customers thanked the Office of SMEs Promotion for opening the service center in Pracheenburi province.

6. The sampled customers were satisfied with the consultants and staff due to their friendliness and willing to deliver the service.

7. The respondents recommended that the head office should synergize with regional officers. They might have noticed that there is a big gap in communication between Bangkok department and provincial offices concerning information updating, the availability of financial supporting programs, the coordination between Bangkok staff and provincial staff.

8. Many respondents recommended that the SMEs Coordination and Service Center in provinces should be located in outstanding and easy to reach locations.

9. The customers required more information of exhibitions and trade fairs in which consultants should be alerted with updated agendas and provided adequate information about places to exhibit and fees.

