

## **ABSTRACT**

The main objective of this study is to measure the customer satisfaction towards Thammasat University Bookstore: Tha Prachan Campus in terms of staff, place, and services. Apart from that, customers' problems and recommendations for solution would be discussed also.

The subjects who were 150 customers were asked to complete a questionnaire during December 2006 – January 2007. The results were analyzed by descriptive statistics of percentage, frequency, mean, and standard deviation.

The result showed that the customers were mostly moderately satisfied with all of the aspects under investigation: staff, store, and services. However, the parking area was a major concern of the customers since only very few spaces were provided. Moreover, the customers also wanted a bigger bookstore.

More or less, this study can be used as a guideline to improve services of Thammasat University Bookstore at Tha Prachan Campus to make its customers more satisfied and it might be useful for further study.