

Areewan Dachadilok 2014: Corporate Image and Customers' Trust Affecting Customers' Loyalty in Government Saving Bank, Bang Kruai Branch. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Paitoon Chetthamrongchai, Ph.D. 175 pages.

This research aims to 1) study the corporate image in the eyes of the customers who use the services of Government Savings Bank 2) to study the trustiness level of customers who come to the bank 3) to study the level of customers brand loyalty toward the bank. 4) to find out the differences of personal factors that affect the level of corporate image in the opinions of customers who use bank services 5) to learn the difference between personal factors that affect the trust level of customers who use bank services 6) to examine the relationship between corporate image and the level of customer brand loyalty towards the bank, and 7) to study the relationship between trust and the level of customer brand loyalty towards the bank. This research uses a survey research method by collected 400 completed questionnaires. Then, this research analyzed by descriptive statistics, frequency, percentage, mean and standard deviation. Statistical inference uses t-test, F-test, LSD, and Pearson correlation coefficient at 0.05.

The results showed the bank corporate image, trustiness, and the bank loyalty are important for the sample populations at a high level. The result of this study showed that personal factors, such as gender, age and occupation, have different effects on consumers' points of view about corporate image. This effect has statistically significant at the 0.05 level. Personal factors, including age and education level, have different influence on trust levels of customers at 0.05 significant level. Overall of corporate image is related to the level of customer brand loyalty at a positive relationship, and has a 32.10 percentage. Overall of trustiness is related to the level of customer brand loyalty at a positive relationship, and has a 36.90 percentage.

For suggestions of this research are banks should focus on several things. First of all, creating a positive image, especially making a clearer safety in this field. In addition, banks should more focus on building trust in ability of a service provider, for example, improving staff's service knowledge and their ability to provide services. Finally, banks should have financial stability and responsibility for customers' deposits, which definitely have a security.

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Thesis Advisor's signature