

## ABSTRACT

**Title of Research Paper :** Public Utilities Service and Business : An Analysis of The Path  
of The Telephone Organization of Thailand in Narathiwas  
Province

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The two major objectives of the study was (1) to reveal the background and the change of the operational strategic policy of the Telephone Organization of Thailand (TOT) , and (2) to find out the service quality of TOT at present.

The sample group consisted of 251 present customers who came for services at the telephone service office in Narathiwas Province between April and June, 2001. Descriptive Statistics, i.e. , frequency, percentage, mean and standard deviation, were used for data analysis.

The findings were briefly stated as follows :

TOT Path. In the past, TOT was a non – profit – taking state enterprise. Its administration and management was similar to bureaucratic organizations. However, TOT had to adjust itself, changing from a monopolistic and bureaucratic organization to a modern business organization which was ready to enter a liberal competition. TOT had hired a consulting firm to conduct a study and set the restructure plan to enhance its competitiveness and service efficiency

In addition , TOT had imposed some guidelines to oversee the organizational administrative work in order to create a good business administration system that was socially accepted. Emphasis was on vision , missions , values and strategic policy that was oriented toward quality service.

General characteristics of the sample. Of all the 251 customers at the TOT office in Narathiwas Province, women outnumbered men. Most fell into the age range of 40 –49 (34.3%) About 57.8% had a bachelor's degree. About 59.0 % were married. About 51.0% worked for government agencies or state enterprises. About 34.3% earned 12,001 baht or more. About 50.6% had used the service for more than 6 years.

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Current service quality. The TOT customers were satisfied with the overall service at a rather high level ( $\bar{X} = 3.46$ ). The office building was rather highly satisfactory ( $\bar{X} = 3.50$ ). Servicing was moderately satisfactory ( $\bar{X} = 3.38$ ). The employees and reception were rather highly satisfactory ( $\bar{X} = 3.43$ ). Speed was moderately satisfactory ( $\bar{X} = 3.36$ ). And fairness of the fee rate was highly satisfactory ( $\bar{X} = 3.64$ ).

It was recommended that TOT improve its strategic policy and the quality of the five services without delay so that it could compete with other enterprises.