

ABSTRACT

RESEARCH PAPER : Customers' Satisfaction in the Services of
Krungthai Bank, Yala Branch

BY : Mr. Saran Thipbamrung

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The main objectives of this research are to study the degree of customers' satisfaction, factors which affect customers' satisfaction and problem barriers on how to satisfy the customers as well as the suggested solutions according to the customers' point of view. Two hundred questionnaires were used to collect data from the sampling group of 200 people. The data was then analyzed by using percentage, arithmetic mean, standard deviation, t-test and F-test.

The findings were that the level of customers' satisfaction towards overall services of Krungthai Bank at Yala branch was high, with the average of 3.59. The aspect of technology used was mostly satisfied. The study also found that the satisfaction of the customers with different educational background was significantly different. On the other hand, the satisfaction of those with dissimilar income, occupations, religions, sexes and ages was insignificantly different.

Factors that caused most problem barriers on receiving services were that the location of the bank was in the middle of the town and the space was very limited. It was difficult for space expansion because of the high cost. Other minor factors included the rules and regulations as well as the opening and closing time of the bank.

According to the suggestions proposed by the customers, the primary aspect needed improving was facilities and entertainment inside the bank. Besides the services on drinking water, newspaper and TV, there should be soft music played for the customers and staff to make them feel relaxed. Moreover, public phones should also be provided. Other minor concern was about parking space. Staff should be asked not to park their cars in the parking lot. The bank drivers who are not on duty should be assigned to manage the good parking order.