

ABSTRACT

RESEARCH PAPER : Consumers' Opinion on Petroleum Authority of Thailand
Gas Station Service Quality in Bangkok
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DEGREE : Master of Arts (Social Development)
YEAR : 2001

The Study titled Consumers' opinion on Petroleum Authority of Thailand gas station service quality in Bangkok aimed at 1. studying the opinion of consumer toward PTT Gas station service quality ; 2. studying and comparing the service quality of PTT Gas station service to these other brands and 3. studying factors relating to opinions of consumer towards service quality.

Samples are 60 consumers of PTT owned gas station service in Bangkok , 60 customers of PTT and private owner station service and 60 consumers of PTT gas station service owned by private owner. Other samples also include 60 car drivers, 60 truck drivers and 60 motorcyclists

The instrument used in this study is questionnaire constructed by using gender, age, status, salary, education level, profession, type of vehicle used, characteristics of services used in the gas station are all independent variables. Opinions toward service quality of PTT Gas station service and opinion of consumers towards gas station compared to those of other brands in the aspects of location, employee service, product and non-oil are dependent variables.

Findings

1. Opinions towards service quality of PTT Gas station is at a medium or neutral level. Considering each aspect, the quality of product is at a high level, while the others are at the medium.

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2. Opinions forwards PTT gas station service compared to those of other brands ; 24 out of 34 categories, the opinion of consumers rated PTT service are inferior to those at other brands. About 9 categories that PTT service station is better than those of other brands, only 1 category that PTT gas station service is rated equal to those of other brands.

3. Factors related to opinions of PTT gas station service consumers are found that frequent users are related significantly with service quality of gas station. Other factors does not support the research hypothesis, while considering each categories we find that education, salary or income and profession supported the research hypothesis in service providing.

Recommendations

Problems are found in non-oil business activity, service, employee and location we suggest PTT to be more business-like organization than the state enterprise service providers, focusing more on the efficiency and monitoring to reach the high standard level, develop employee's skill, motivate employee to be more efficient, design the convenient gas station for customers' utilization, planning for good customer service especially non-oil business. The public relation program should be more focused on being the prime energy resources of the country and providing excellent customer service.