

ABSTRACT

Title of Reserch Paper: Satisfaction of Service Providers and Service Customers :

A Case of Shipping Agency

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The study of the satisfaction between service providers and serviced customers a case of shipping agency in three purposes :

1. To study the satisfaction of service providers and serviced customers of shipping agency.
2. To know the satisfaction of employees' operation and satisfaction of serviced customers.
3. To gain the study in improving and rebuilding the employees' services to customers.

The methodology in this study can be divided population and sampling in two groups as the following 1) 141 cases of service providers 2) 800 cases of serviced customers by questionnaires.

The results of this study can be found that satisfaction of service providers and serviced customers of shipping agency is at moderate level which can be explained by using dimension of satisfaction as :

1. The satisfaction of employees' operation in moderate by separation from job descriptions, organization types, and some experiences while receiving operation with organization.

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2. The customers' satisfaction to get the service in three departments in moderate as : Marketing Department, Terminal Department and Documentation Department.

The major reasons which the customers use the services are space services, service voyages container services and the employees' participation in service to customers.

Suggestions :

1. Staff

1.1 Organization should be organized in structure, power authority and responsibility including operation process clearly ; furthermore, it should give the authority in decision marking to staffs under the position responsibility.

1.2 Organization ought to encourage to staff to study the organization work system in department transaction and rotation as well as useful knowledge.

1.3 Organization must be made the staffs consciousness to realize the self-discipline, responsibility, honesty and virtue in co-working as well as the standard to consider the righteousness and sovereignty to any staffs

2. Customers

2.1 Organization should study the technology to apply in their job not only the Web-site but also the automatic data telephones.

2.2 Organization should improve to spread the information to customers such as import-export regulations, Customs document and import-export forcing conditions.

2.3 Organization should reform in One-Stop-Service Management.

2.4 Organization should improve in information services as using computer-based calculation to cut down the memory process and routine work