

Chula Aieophuket 2014: Application of Analytical Hierarchy Process for Investigating Satisfaction Factors in Organizing a Marathon Running Event. Doctor of Philosophy (Sport Science), Major Field: Sports Science, Faculty of Sports Science. Thesis Advisor: Mr. Issadee Kutintara, Ph.D. 310 pages.

The research on application of analytical hierarchy process for investigating satisfaction factors in organizing a marathon running event was conducted by means of quantitative and qualitative methodology. The researcher started to collect the data from literature review and surveyed the data in the real Marathon event with questionnaires. This technique was a multistage random sampling which mixed among cluster sampling, stratified sampling and simple random sampling method for a total of 2,632 sport competitors in 55 fields 38 provinces and 6 regions. The In-depth interview was collected with a purposive sampling method from 30 athletes, 20 event's organizers and 15 sponsors, a total of 65. The findings revealed that the importance of these factors was 7.395; the factor satisfaction was 6.901, resulting in 69.44 percent of the satisfaction index of the marathon race at present. For "Hierarchy Weight Value of Factors" of how all seven main satisfaction factors of the marathon event were related to the three stakeholders; event's organizers, athletes and sponsors, it was found that the sponsors and event's organizers got the most valued weight in terms of cost investment factor (0.32 and 0.25) respectively, but the athletes got the most valued weight in terms of competition system factor (0.23). Overall, the competition system factor was the most valued weight (0.25). Under this factor, the sponsors gave the most valued weight to Mini Marathon [10.550-15.0 Km.] (0.301); the event's organizers gave the most valued weight to Marathon [42.195 Km.] (0.342), and the athletes gave the most valued weight to Half Marathon [21.1-32.0 Km.] (0.332). The overall findings of the three stakeholders' weight hierarchy of factors in organizing half marathon, mini marathon and fun run off 3.0-7.5 km. (0.285, 0.281, 0.263 and 0.171 respectively). However, when this model of the competition system was applied to a real marathon competition, it was found that the values of the satisfaction factors and indexes considerably increased. The findings from this research can be applied to a marathon competition organization efficiently and effectively when its purposes are clearly specified and when each satisfaction factor is selected and modified to suit the objective of the organization which organizes the marathon event.

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Thesis Advisor's signature