

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the Study.....	3
1.4 Definitions of Terms.....	4
1.5 Scope of the Study.....	4
1.6 Significance of the Study.....	5
1.7 Organization of the Study.....	5
2. REVIEW OF LITERATURE.....	6
2.1 The Theory of Satisfaction.....	6
2.2 The Concept of Customer Satisfaction.....	8
2.3 The Importance of Customer Satisfaction.....	8
2.4 The Characteristics of Service.....	9
2.5 The Service Quality.....	10
2.6 Relevant Research.....	12
3. METHODOLOGY.....	15
3.1 Subjects.....	15
3.2 Materials.....	15
3.3 Procedures.....	17
3.4 Data Analysis.....	17

4. RESULTS.....	18
4.1 General Information of the Respondents.....	18
4.2 Customer Satisfaction Measurement.....	20
4.3 Respondents' Comments and Suggestions.....	25
5. CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS.....	27
5.1 Summary of the Study.....	27
5.2 Summary of the Findings.....	28
5.3 Discussions.....	29
5.4 Conclusions.....	33
5.5 Recommendations for Further Research.....	33
REFERENCES.....	35
APPENDIXES.....	37
A. Questionnaire in English.....	37
B. Questionnaire in Thai.....	41