

## CHAPTER FOUR

### RESULTS

The previous chapter explained the subjects, materials, procedures, and analysis of the data. This chapter reports the results of the survey of the customers' satisfaction with services at the Metropolitan Waterworks Authority, Minburi Branch Office, which is divided into three parts based on the objectives of the study.

#### 4.1 GENERAL INFORMATION OF THE RESPONDENTS

General information of the respondents is presented below in the form of frequency and percentage in Table 1 – 5.

*Table 1. Gender of the Respondents*

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	56	56%
Female	44	44%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 1 shows that from 100 respondents, there were 56 males which accounted for 56% and 44 females which accounted for 44%.

*Table 2. Age of the Respondents*

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
20 – 30 years	25	25%
31 – 40 years	55	55%
41 – 50 years	18	18%
Over 50 years	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 2 indicates that the majority of the respondents (55%) were between 31 – 40 years old, 25% were between 20 – 30 years old, 18% were between 41 – 50 years old, and 2% of them were over 50 years old.

**Table 3. Education Level of the Respondents**

<b>Level of Education</b>	<b>Frequency</b>	<b>Percentage</b>
Below High School	3	3%
High School	12	12%
Vocational School	8	8%
Bachelor's Degree	63	63%
Above Bachelor's Degree	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 3 presents the respondents' level of education. It indicates that the majority of the respondents (63%) had graduated with a Bachelor's Degree followed by 14% with higher education than Bachelor's Degree. There were 12% of the respondents who had graduated from high school and 8% from vocational school. Lastly, only 3% of the respondents had the level of education below high school.

**Table 4. Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Student	2	2%
Housewife	4	4%
Unemployed/Retired	2	2%
Office worker	54	54%
Government officer	9	9%
State Enterprise officer	8	8%
Business owner	15	15%
Other	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 4 shows that most of the respondents (54%) were office workers, 15% were business owners, 9% were government officers, 8% were state enterprise officers, 6% had other occupations (freelance), 4% were housewives, 2% were students, and lastly, 2% were unemployed or retired.

**Table 5. Income per Month of the Respondents**

<b>Income per Month</b>	<b>Frequency</b>	<b>Percentage</b>
No income	2	2%
Below 10,000 Baht	6	6%
10,001 – 20,000 Baht	31	31%
20,001 – 30,000 Baht	41	41%
30,001 – 40,000 Baht	16	16%
40,001 – 50,000 Baht	2	2%
More than 50,000 Baht	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Table 5 indicates that 41% of the respondents had a monthly income between 20,001-30,000 Baht, 31% between 10,001-20,000 Baht, 16% between 30,001-40,000 Baht, 6% below 10,000 Baht, 2% had no income, 2% between 40,001-50,000 Baht, and 2% of the respondents had monthly income more than 50,000 Baht.

## **4.2 CUSTOMER SATISFACTION MEASUREMENT**

The following tables are the results of customer satisfaction with the water quality, service staff, service procedures, and facilities provided at the Metropolitan Waterworks Authority, Minburi Branch Office. The results are shown in the form of frequency, percentage, mean, and standard deviation.

### **4.2.1 Customer Satisfaction with Water Quality**

Table 6 presents the degree of customer satisfaction with the water quality at the Metropolitan Waterworks Authority, Minburi Branch Office, divided into 4 items as follows:

**Table 6. Customer Satisfaction with Water Quality**

<b>Statement</b>	<b>Very Satisfied</b> (5)	<b>Somewhat Satisfied</b> (4)	<b>Moderate</b> (3)	<b>Somewhat Dissatisfied</b> (2)	<b>Very Dissatisfied</b> (1)	<b>Total</b>	<b>Mean</b>	<b>SD.</b>
1. Sufficient water amount	17 17%	<b>68</b> <b>68%</b>	13 13%	2 2%	-	100 100%	<b>4.00</b>	0.62
2. Water pressure	1 1%	33 33%	<b>50</b> <b>50%</b>	13 13%	3 3%	100 100%	<b>3.16</b>	0.78
3. Water cleanliness	4 4%	<b>60</b> <b>60%</b>	33 33%	3 3%	-	100 100%	<b>3.65</b>	0.61
4. Your overall satisfaction with the water quality	2 2%	<b>64</b> <b>64%</b>	32 32%	2 2%	-	100 100%	<b>3.66</b>	0.56

**Item 1: Sufficient water amount**

Item 1 shows the respondents' satisfaction with sufficient water amount. 68% of the respondents were somewhat satisfied, 17% were very satisfied, 13% were moderate, and 2% were somewhat dissatisfied.

**Item 2: Water pressure**

Item 2 shows the respondents' satisfaction with water pressure, illustrating that 50% of the respondents were moderate, 33% were somewhat satisfied, 13% were somewhat dissatisfied, 3% were very dissatisfied, and 1% were very satisfied.

**Item 3: Water cleanliness**

Item 3 records the respondents' satisfaction with water cleanliness. 60% of the respondents were somewhat satisfied, 33% were moderate, 4% were very satisfied, and 3% were somewhat dissatisfied.

**Item 4: Your overall satisfaction with the water quality**

Item 4 shows the respondents' overall satisfaction with the water quality. It shows 64% of the respondents were somewhat satisfied, 32% were moderate, 2% were very satisfied, and 2% were somewhat dissatisfied.

**4.2.2 Customer Satisfaction with Service Staff**

Table 7 presents the degree of customer satisfaction with the service staff at the Metropolitan Waterworks Authority, Minburi Branch Office. The table is divided into 5 items as follows:

**Table 7. Customer Satisfaction with Service Staff**

<b>Statement</b>	<b>Very Satisfied (5)</b>	<b>Somewhat Satisfied (4)</b>	<b>Moderate (3)</b>	<b>Somewhat Dissatisfied (2)</b>	<b>Very Dissatisfied (1)</b>	<b>Total</b>	<b>Mean</b>	<b>SD.</b>
1. Politeness and manners of the staff	15 15%	<b>67</b> <b>67%</b>	18 18%	-	-	100 100%	<b>3.97</b>	0.58
2. The willingness to help and give prompt service	6 6%	<b>59</b> <b>59%</b>	35 35%	-	-	100 100%	<b>3.71</b>	0.57
3. Staff expertise in performing their duties	17 17%	<b>55</b> <b>55%</b>	27 27%	1 1%	-	100 100%	<b>3.88</b>	0.69
4. Sufficient number of staff	4 4%	<b>58</b> <b>58%</b>	37 37%	1 1%	-	100 100%	<b>3.65</b>	0.58
5. Your overall satisfaction with the service staff	11 11%	<b>66</b> <b>66%</b>	22 22%	1 1%	-	100 100%	<b>3.87</b>	0.60

**Item 1: Politeness and manners of the staff**

Item 1 shows the respondents' satisfaction with politeness and manners of the staff. 67% of the respondents were somewhat dissatisfied, 18% were moderate, and 15% were very satisfied.

**Item 2: The willingness to help and give prompt service**

Item 2 indicates the respondents' satisfaction with the willingness to help and give prompt service and reveals 59% of the respondents were somewhat satisfied, 35% were moderate, and 6% were very satisfied.

**Item 3: Staff expertise in performing their duties**

Item 3 shows the respondents' satisfaction with the staff expertise in performing their duties. 55% of the respondents were somewhat satisfied, 27% were moderate, 17% were very satisfied, and 1% was somewhat dissatisfied.

**Item 4: Sufficient number of staff**

Item 4 illustrates the respondents' satisfaction with sufficient number of staff, where 58% of the respondents were somewhat satisfied, 37% were moderate, 4% were very satisfied, and 1% was somewhat dissatisfied.

***Item 5: Your overall satisfaction with the service staff***

Item 5 shows the respondents' overall satisfaction with the service staff, reporting 66% of the respondents were somewhat satisfied, 22% were moderate, 11% were very satisfied, and 1% was somewhat dissatisfied.

### 4.2.3 Customer Satisfaction with Service Procedure

Table 8 presents the degree of customer satisfaction with the service procedures at the Metropolitan Waterworks Authority, Minburi Branch Office, divided into 5 items as follows:

***Table 8. Customer Satisfaction with Service Procedures***

<b>Statement</b>	<b>Very Satisfied (5)</b>	<b>Somewhat Satisfied (4)</b>	<b>Moderate (3)</b>	<b>Somewhat Dissatisfied (2)</b>	<b>Very Dissatisfied (1)</b>	<b>Total</b>	<b>Mean</b>	<b>SD.</b>
1. Appropriate queuing system	42 42%	<b>51</b> <b>51%</b>	6 6%	1 1%	-	100 100%	<b>4.34</b>	0.64
2. Speed of service	14 14%	<b>65</b> <b>65%</b>	19 19%	2 2%	-	100 100%	<b>3.91</b>	0.64
3. Ease of contact with the staff	11 11%	<b>70</b> <b>70%</b>	19 19%	-	-	100 100%	<b>3.92</b>	0.55
4. Clear service steps and system	12 12%	<b>55</b> <b>55%</b>	31 31%	2 2%	-	100 100%	<b>3.77</b>	0.68
5. Your overall satisfaction with the service procedures	14 14%	<b>69</b> <b>69%</b>	17 17%	-	-	100 100%	<b>3.97</b>	0.56

***Item 1: Appropriate queuing system***

Item 1 shows the respondents' satisfaction with appropriate queuing system. 51% of the respondents were somewhat satisfied, 42% were very satisfied, 6% were moderate, and 1% were somewhat dissatisfied.

***Item 2: Speed of service***

Item 2 reveals the respondents' satisfaction with the speed of service and records 65% of the respondents were somewhat satisfied, 19% were moderate, 14% were very satisfied, and 2% were somewhat dissatisfied.

**Item 3: Ease of contact with the staff**

Item 3 shows the respondents' satisfaction with the ease of contact with the staff. 70% of the respondents were somewhat satisfied, 19% were moderate, and 11% were very satisfied.

**Item 4: Clear service steps and system**

Item 4 gives the respondents' satisfaction with the clear service steps and systems, where 55% of the respondents were somewhat satisfied, 31% were moderate, 12% were very satisfied, and 2% were somewhat dissatisfied.

**Item 5: Your overall satisfaction with the service procedures**

Item 5 shows the respondents' overall satisfaction with the service procedures; 69% of the respondents were somewhat satisfied, 17% were moderate, and 14% were very satisfied.

#### 4.2.4 Customer Satisfaction with Facilities

Table 9 presents the degree of customer satisfaction with the facilities provided at the Metropolitan Waterworks Authority, Minburi Branch Office. The table is divided into 5 items as follows:

**Table 9. Customer Satisfaction with Facilities**

Statement	Very Satisfied (5)	Somewhat Satisfied (4)	Moderate (3)	Somewhat Dissatisfied (2)	Very Dissatisfied (1)	Total	Mean	SD.
1. Appropriateness and accessibility of the office location	8 8%	<b>51</b> <b>51%</b>	37 37%	4 4%	-	100 100%	<b>3.63</b>	0.69
2. Cleanliness of the place	<b>51</b> <b>51%</b>	46 46%	3 3%	-	-	100 100%	<b>4.48</b>	0.56
3. Sufficient waiting space	1 1%	<b>66</b> <b>66%</b>	31 31%	2 2%	-	100 100%	<b>3.66</b>	0.54
4. Up-to-date equipment	2 2%	<b>59</b> <b>59%</b>	37 37%	2 2%	-	100 100%	<b>3.61</b>	0.57
5. Your overall satisfaction with the facilities	8 8%	<b>74</b> <b>74%</b>	18 18%	-	-	100 100%	<b>3.90</b>	0.50

***Item 1: Appropriate and accessibility of the office location***

Item 1 shows the respondents' satisfaction with appropriateness and accessibility of the office location. 51% of the respondents were somewhat satisfied, 37% were moderate, 8% were very satisfied, and 4% were somewhat dissatisfied.

***Item 2: Cleanliness of the place***

Item 2 illustrates the respondents' satisfaction with cleanliness of the place, showing 51% of the respondents were very satisfied, 46% were somewhat satisfied, and 3% were moderate.

***Item 3: Sufficient waiting space***

Item 3 shows the respondents' satisfaction with sufficient waiting space. 66% were somewhat satisfied, 31% were moderate, 2% were somewhat dissatisfied, and 1% was very satisfied.

***Item 4: Up-to-date equipment***

Item 4 shows the respondents' satisfaction with up-to-date equipment and records that 59% of the respondents were somewhat satisfied, 37% were moderate, 2% were very satisfied, and 2% were somewhat dissatisfied.

***Item 5: Your overall satisfaction with the facilities***

Item 5 shows the respondents' overall satisfaction with the facilities, with 74% of the respondents somewhat satisfied, 18% moderate, and 8% very satisfied.

### **4.3 RESPONDENTS' COMMENTS AND SUGGESTIONS**

In part 3, there is one open-ended question. The respondents were asked to give comments or suggestions for further improvements. Since this part was optional, only 11 (11%) of them answered the questions.

Regarding the suggestions about the water quality, the respondents stated that the water pressure was not high enough and wanted the Metropolitan Waterworks Authority to increase the pressure. For the service staff, they suggested that the staff should be more polite and should smile more. In addition, the respondents suggested that there should be an information counter at the front to answer any questions and assist the customers. Finally, in terms of the facilities, they commented that there should be a bus passing the office. In addition, the photocopying machine should be downstairs; there should be a convenience store; the parking space was not adequate;

and the sign marking the office should be clearly shown since it was hard to find the location. Moreover, they suggested that there should be more branch offices, for example, in a department store, for greater convenience.

In summary, this chapter shows the results of the findings of the survey on customers' satisfaction with services at the Metropolitan Waterworks Authority, Minburi Branch Office. All of the results are shown in 9 tables together with a detailed explanation for each of them. The findings of the study will be summarized and discussed in the next chapter.