

CONTENTS

	PAGE
ABSTRACT	ii
CONTENTS	iii
CHAPTER	
1. INTRODUCTION	1
1.1 Background	2
1.2 Statement of the Problem	2
1.3 Objective of the Study	2
1.4 Definition of Terms	2
1.5 Scope of the Study	3
1.6 Significance of the Study	3
1.7 Limitation of the Study	3
1.8 Organization of the Study	3
2. REVIEW OF LITERATURE	4
2.1 Automated Teller Machine (ATM)	4
2.2 Self-Service Technologies	5
2.3 Customer Relationship Management (CRM)	6
2.4 Previous studies	7
3. METHODOLOGY	10
3.1 Subjects	10
3.2 Materials	10
3.3 Procedures	11
3.4 Data Analysis	12
4. RESULTS	13
4.1 General Information of the Respondents	13
4.2 Information of ATM Usage	15
4.3 Attitude Towards Kasikornbank's ATM	22

5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS	26
5.1 Summary of the Study	26
5.2 Summary of the Findings	26
5.3 Discussions	28
5.4 Conclusions	32
5.5 Recommendations	33
REFERENCES	35
APPENDIXES	37
A. Questionnaire (English)	37
B. Questionnaire (Thai)	43