

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..... | 4 |
| 1.4 Definitions of Terms..... | 5 |
| 1.5 Scope of the Study..... | 8 |
| 1.6 Significance of the Study..... | 8 |
| 1.7 Organization of the Study..... | 9 |
| 2. REVIEW OF LITERATURE..... | 10 |
| 2.1 The Theory of Satisfaction..... | 10 |
| 2.2 The Concept of Customer Satisfaction..... | 11 |
| 2.3 Definition of Distance Learning..... | 12 |
| 2.4 Characteristics of Distance Learning..... | 13 |
| 2.5 Delivery Systems in Distance Learning..... | 14 |
| 2.6 Advantages and Disadvantages of Distance Learning..... | 15 |
| 2.7 Roles of Technology in Distance Learning..... | 16 |
| 2.8 Related Studies..... | 19 |
| 3. METHODOLOGY..... | 24 |
| 3.1 Subjects..... | 24 |
| 3.2 Materials..... | 24 |
| 3.3 Procedures..... | 25 |
| 3.4 Data Analysis..... | 26 |

| | |
|---|----|
| 4. RESULT..... | 28 |
| 4.1 Learners' Demographics..... | 28 |
| 4.2 Learners' Satisfaction with Distance English Learning..... | 30 |
| 4.3 Learners' Problems in and Suggestions for Distance English Learning.. | 36 |
| 4.4 Testing Hypotheses..... | 37 |
| 5. CONCLUSION, DISCUSSION AND RECOMMENDATIONS..... | 41 |
| 5.1 Summary of the Study..... | 41 |
| 5.2 Summary of the Findings..... | 42 |
| 5.3 Discussions..... | 45 |
| 5.4 Conclusions..... | 47 |
| 5.5 Recommendations for Further Research..... | 47 |
| REFERENCES..... | 49 |
| APPENDIXES..... | 52 |
| A. Cover Letter in Thai..... | 52 |
| B. Questionnaire in English..... | 53 |
| C. Questionnaire in Thai..... | 57 |