

Siripak Lhaungaon 2014: Customer Relationship Management and Brand Equity of Bangkok Hospital Pattaya Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Mr. Bhuvadhej Horarueong, D.P.A. 153 pages.

The objective of this research was to study the relationship between personal characteristic, customer relationship management and customer satisfaction that affected the brand equity of Bangkok Hospital Pattaya using questionnaire as a tool for data collection. The sample group was a group of 393 Thai patients who hold Bangkok Hospital Pattaya membership cards. The statistical methods for data analysis were percentage, mean and standard deviation. The test on relationships was conducted by means of t-test, one-way analysis of variance and Pearson product moment correlation coefficient.

The research showed that majority of the sample were female, aged between 31-40 years old, with Bachelor's degree, working for private companies and earning under 30,000 baht. The highest average score on customer relationship management was quality of database, in customer satisfaction was the readiness of medical equipment and in brand equity was the brand awareness. The result of hypothesis testing indicated that the personal characteristics had positive correlation with brand equity at 0.05 significant level. Customer relationship management had positive correlation with brand equity at 0.05 significant level. The quality of database was the most important, follow by use of technology. Customer satisfaction also had positive correlation with brand equity at 0.05 significant level.

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Thesis Advisor's signature