

Title : Public attitude towards public telephone service of Telephone Organization of Thailand : Bangkok Metropolitan area

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A telephone is an extremely important facility for fast communications. The economic state of Thailand is therefore progressing continuously and immensely. As for a metropolitan city, like Bangkok facing the problem of traffic James; now our national problem which has not yet been solved, the telephone has now become one of the important means of communication systems, decreasing the problems of business transactions. Owing to the Telephone Organization of Thailand being unable to extend its sufficient service to the public through out the country, the public telephones have come into service to solve the public problems.

This thesis is an analysis and study of the public attitude towards the public telephone service of Telephone Organization of Thailand for the public use in Bangkok. The objective of this thesis is to know the information and records relating in operations in the market policy in rendering its service to the public for the purpose of using the public telephone service in the public attitude in general towards its service and any concepts concerned.

This thesis is done by means of collecting information through survey, interviewing the public, or those who use the public phones, about their points of view in using the service of the Telephone Organization of Thailand.

The result of this analysis has been found as follows:-

Hypothesis 1 is made "for the majority of people in Bangkok intending to use the public telephones for their emergency cases. The result is that the majority of the people have used the public telephones for their personal businesses, the estimation of which is made at 51 percents, so the hypothesis 1 has to be denied.

Hypothesis 2 is made "for the people in Bangkok having their positive attitude towards the public telephones service. The result is that an estimation is made on average at 2.183 with a low level of attitude (objectively) towards using the public telephone service, so the hypothesis 2 has to be denied.

Hypothesis 3 is made "for the majority of people in Bangkok having their positive attitude towards the present state of telephone booths and public phones". The result is that an estimation is made on average at 2.381, resulting in the public attitude at a low level (objectively), so the hypothesis 3 has to be denied.

Hypothesis 4 is made "for an introduction of a fashionable technology of public telephones, causing the public to have a positive attitude". The result is that an average estimation is made at 3.210, resulting in the public attitude at a high level (positively), so the hypothesis 4 has to be accepted.

Hypothesis 5 is made "for an independent variables use for no matter what sex, age, education, occupation and income relating to the public telephone service". the result shows the minority of some independent variables have relations with the public telephone service, so the hypothesis 5 has to be denied.

In conclusion, it has been found that the people in Bangkok have an attitude towards the public telephones in a low level (objectively). Being unsatisfied with the quality of public phones and their booths the people in general are interested in using the telephones elsewhere such as at the edge or corner of the street, this is because of their convenience of main purpose of using for their personal business and their satisfaction or their attitude towards the service in a high level (positively). If the Telephone Organization of Thailand introduces new fashionable systems of the public telephones, the service problems must be solved-by means of increasing sufficient quantity of the public phones for the public demands increasing quick efficiencies in fixing and maintaining the telephones, keeping their cleannesses, improving enough lights in the phone-booths and installing them in save places.

The Telephone Organization of Thailand should improve the quality by developing the public service efficiently, training its staff to be well-informed of their duties, providing them with sufficient budget and equipment with its spare parts, providing the public with fashionable systems of telephone service and taking good care of them. Last but not least, the analysis and development must be done continuously in any aspects concerned.