

Suchaya Khuanrangub 2015: A Study of Economic and Life Quality and Cooperative Service of Members : A Case Study of Muaklek Dairy Cooperative Limited. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperatives. Thesis Advisor: Mr. Preecha Sitdhikornkrai, Ph.D. 198 pages.

The objectives of this research were to study the economic situation of members of the Muaklek Dairy Cooperative Limited (MDCL), along with their quality of life, and the extent to which they make use of the social and economic services which are provided by the cooperative. Additionally, a comparison was made between the quality of life of members utilized the economic and social services which were available to them, and those who chose not to do so. The investigation was based on data which was collected from a samples of 247 members of the MDCL using questionnaires. The information was analyzed by employment of statistical application programs with related statistics : percentage, average, standard deviation, t-test, and F-test with a confidence level of not less than 95 percent.

Regarding the economic situations of cooperative members, it was found that the majority of them possessed farms of a medium scale. The average size of the land which they held was 10.93 rais. Their average income was 202,227.22 baht per month, and their average expenditure was 87,955.97 baht per month, meaning an net average income per member of 127,417.47 baht per month. In terms of the economic services which are offered by the cooperative, it was discovered that members were taking out loans with the organization, selling raw milk to it, and buying goods from the cooperative store on credit. Most of the members also drew on the veterinary services which are offered by the MDCL. With regard to the social services which are supplied by the cooperative, it was demonstrated that members were attending training sessions on the preservation of raw milk. The quality of life of members was at a high level. It was composed of 7 components : economic stability, social situation, family relationships, health, peace of mind - calmness, education and satisfaction in life. Members' decisions on : using the loan services offered by the cooperative, selling raw milk to the organization and attendance the training sessions were related to their quality of life. Whether or not they availed themselves of the cooperative's veterinary service, deposit amount in cooperative, capital stock amount in cooperative, insurance service, and funerary service were not related to their quality of life.

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Thesis Advisor's signature