Dissertation Title: The Information Technology Model for Customer Relationship Management of the Resorts **Researcher:** Mr. Sompong Yingmuang **Major:** Quality Information Technology **Year:** 2012 **Advisor:** Assoc. Prof. Dr. Worachai Yaowapanee **Co-advisors:** Assist. Prof. Dr. Veerachai Khonchoho and Dr. Panchit Longpradit

Abstract

The research objective was to develop the information technology model for customer relationship management of the resorts. The incremental model of information technology development, the DMIAC of Six Sigma quality model and the concept of computer networks to communicate with customers were applied for developing the model. The research is divided into two phases: the first step is the development of the information technology for customer relationship management of the resort as the following: 1) Definition 2) Determine needed 3) Requirement analysis 4) Design and develop. The second step is to determine the effectiveness of the model. The acceptance of experts. Satisfaction with the performance of the staff's resort and customer satisfaction. The samples were ten purposive experts, and 90 members of resort staff and 150 customers, simply randomized from the populations of 25 to 80 room resorts in Hua Hin district of Prachuap Khiri Khan Province. Statistical methods used for analysing the acceptance of experts was Kendall Coefficient of Concordance and for the proportion comparison between a high, the highest and lower satisfaction of resort staff and customers was Chi-square.

The results of this research were as follows:

1. The information technology model for customer relationship management of the resorts consists of context diagram, entity relationship diagram, data dictionary, hardware and software requirements. The system architecture. The communication way between the customer and the resort and the format of the information IPO.

2. The experts accepted the concordance of the information technology model for customer relationship management of the resorts at a high level with statistical significance of .01

3. The members of resort staff were satisfied with the efficiency of the information technology model for customer relationship management of the resorts at a high and the highest levels with statistical significance of .01

4. The customers were satisfied with the efficiency of the information technology model for customer relationship management of the resorts at a high and the highest levels with statistical significance of .01

The main point found in this study was that the information technology model for customer relationship management could be adapted according to the characteristics of resort services. The model could assist in collecting the need behavior of the customers and analyzing these collected needs which allowed the resort to understand customers' needs and incorporate these needs to improve its services. This would help the customer relationship management to be better, more convenient, have fewer errors, and in need of the customers, all of which improved the customers' satisfaction of the resort services. This research finding could, therefore, be used as a model for customer relationship management in other businesses, and developed to be the commercial software for customer relationship management.