

The objective of this study is to investigate the customer's satisfaction with service rendered by the Phuphan Place Rajabhat Institute, Sakon Nakhon in order to learn about the problems, which will effect the customer's satisfaction, and to propose the methods and directions in improving services to meet customer's needs. This research was conducted by means of sampling of convenience technique with two hundred and forty – one customers using accommodation rooms and ninety – one customers of Saikaew Restaurant, by means of purposive sampling technique, and six organizers using the Dusitta conference room as well as five organizers using the Maneetewa conference room. Data was collected by interviewing, observing without participating and answer to questionnaire. The analysis was done by using descriptive statistics with frequency distribution consisting of amount and mean of percentage ratio.

From the study of the satisfaction of customers using accommodation rooms, it was discovered that customers were very satisfied in most cases, except public

relations information service, sales promotion and tap water system in service rooms where it was found that customer's satisfaction was at an average level. As for the organizer satisfaction regarding the Dusitta conference room it was found that most were satisfied with the mass transit, the conference room facilities, complimentary offer and electricity system, including light and sound. The organizer's satisfaction regarding the Maneetewa conference room was mostly satisfactory concerning conference room facilities and complimentary offer. The customer's satisfaction regarding the Saikaew Restaurant was satisfactory in most cases, except the variety of the food offered where as pricing on food and drink was at an average level of satisfaction.

As for those problems found concerning the accommodation room, Dusitta conference room and Maneetewa conference room were mainly inadequacy of parking space and traffic control system in the service area. However, customers using Saikaew Restaurant were not satisfied with service hours, no breakfast service and the fact that food supply or ingredient were not in accordance with what was listed in the menu.

In order to satisfy customer visiting Phuphan Place, this study proposes that the organization set a clean – cut working plan by having organization chart with suitable authorization and line of command in order to increase effectiveness with good coordination of the relevant departments to reach the same objective and achieve the goal intended.