

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

THE EFFICIENCY OF THE REENGINEERING OF SERVICE SYSTEM OF THE THAI FARMERS BANK PUBLIC COMPANY LIMITED IN CHIANG MAI PROVINCE

BY

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This research aimed at studying 1) efficiency of service system reengineering of the Thai Farmers Bank Public Company Limited in Chiang Mai based on the attitudes of its customers and staff ; and 2) factors affecting such efficiency.

Two groups of population were used in this study: the banks' customers and staff. The quota sampling technique was applied to obtain 400 customer samples and 200 staff samples of the banks in Chiang Mai Province. The data were collected by means of two sets of questionnaires and analysed by using frequency, distribution, percentage, mean and standard deviation, with the use of the SPSS for windows.

The research findings were as follows :

1) The banks' service system reengineering was found, by the banks' customers and staff, to be greater in all four aspects : service patterns; service system quality; quickness of the service system; and the level of satisfaction with the banks' service system of the customers and staff.

2) Three factors were found to have direct effects on the banks' service system reengineering : customers, external changes, and business competition.

To improve the banks' efficiency of providing services, the following factors should also be considered:

1. Services: More staff should be provided around the beginning and the end of each month and ONLINE and ATM systems should be well maintained.

2. Staff: Staff should be trained before changing in position; activities to create friendship and generosity should be provided; and promotion in salary should be fairly done.

• 3. Security: Security guards should be employed to provide security and traffic convenience for customers.

4. Fees: Loan interests should be decreased; no additional fees from customers should be required and the banks should earn incomes from other services.

5. Public relations: The banks should apply appropriate public relations techniques to attract customers of good quality.