

TITLE	THE DEVELOPMENT OF RELATIONSHIPS OF PERCEIVED CORPORATE SOCIAL RESPONSIBILITY MODEL TO THE TRUST ON FOOTBALL FANS
KEYWORD	MODEL / CORPORATE SOCIAL RESPONSIBILITY / TRUST / FANCLUB / PERCEIVED
STUDENT	SUKUNYA THIPHA
ADVISOR	JUNYA PUKKAYAPORN DR.
CO-ADVISOR	PRANGTIP YUWANON DR.
LEVEL OF STUDY	DOCTOR OF BUSINESS ADMINISTRATION
FACULTY	GRADUATE COLLEGE OF MANAGEMENT SRIPATUM UNIVERSITY
ACADEMIC YEAR	2014

ABSTRACT

The purpose of this research were to (1) to develop a relationship of perceived social responsibility model to the trust on football fans (2) to validate the relationship of perceived social responsibility model to the trust on football fans (3) to create the perceived social responsibility model to the trust on football fans, which in this research are mixed methodology. Both quantitative and qualitative approach the sample used in this research is football fans in PTT Rayong were 514 fan clubs. And focus group for key informant. And qualitative research was executive management of CSR activities in football 6 people and Experts in the social responsibility of 7 people. Variables studied the relationship model of the perception of social responsibility towards the trust of the fans Soccer (1) the perceived social responsibility (2) perceived quality of service (3) Satisfaction (4) Trust. The instrument used in this study were (1) an in-depth interview. For the modeling scheme (2), the descriptive data analyses were percentage, standard deviation, Chi-square of the Pearson correlation coefficient. And program LISREL analysis Structural Equation Modeling (3) Brainstorming to determine the model in research

The results are summarized (1) The in-depth interviews of executive management of CSR activities in football and showed that the model with the variables involved (1) Perceived social responsibility (2) Perceived quality of service (3) Satisfaction (4) Trust (2) The develop a relationship of perceived social responsibility model to the trust on football fans, which developed the consistency to empirical data, the final form is the statistic follows the Chi-square = 85.11, the degrees of freedom = 67, the probability (p.) = 0.06696 and Root Mean Square Error of Approximation (RMSEA) = 0.023, the index measure consistency Goodness-of-Fit Index (GFI) = 0.98, consistency index Adjusted Goodness-of Fit Index (AGFI) = 0.96, Comparative Fit Index (CFI) = 1.00, and the coefficient on the decision. The variables in the study model can explain the variance (R-Square) of the relationship of perceived social responsibility model to the trust on football fans and the variable in the model accounted for 73 percent of the model. That affects the perception of social responsibility towards the trust of fans. Football (1) perceived quality of service equal .96 (2) Satisfaction equal .95 and trust equal .94 (3) perceived social responsibility equal .85, respectively. (3) The guideline on treatment of perceived social responsibility model to the trust on football fans, The brainstorming concurrent validity of model management team and professional responsibility of 7 people found the model LOCAL include (1) the factors of management/leadership (L: Leader) (2) factors of organization Team (O:Organization) (3) factors of attention/interest (C: Concentration) (4) factors on the activity (A: Activity) (5) Factors Collaboration (L: Linkage). Which in the course of building activities and corporate social responsibility in 5 way:(1) Support Society (2) Support of Education (3) Support of healthy (4) Support the arts (5) Support of sport.

The CSR activities of sports, mainly football activities that increase the skills of the sport and the culture during the summer. Includes activities that support for donations to communities and schools and help to promote independent foundations and organizations to assist in the social order.