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AJCHARA CHAIRIT: A STUDY OF CUSTOMERS SATISFACTION ON HOTEL SERVICES OF WORA BURA HUA HIN RESORT AND SPA. THESIS ADVISOR: ASST.PROF.SUDHAM RATTANACHOT. 73 pp.

Customers' satisfaction (CS) on service has obsessed in mind for long time. Today's service industry strategy to win CS through hotel service is very important that focuses upon succeeding through service product. Many service companies, especially, five stars hotel chain have high competition with foreign hotel chain in the service industrial, these were the major motivation for the research.

In order to better understanding the customer satisfaction, the customer relationship management (CRM) is applied to use in analyzing the customers' satisfaction on hotel services. This research therefore has been focused on CRM; by using the measurement method of expectation disconfirmation theory and the zone of tolerance.

The research analysis is based on 171 samples which had been randomly drawn from the people who using services of Wora Bura Hua Hin Resort and Spa. The Statistical Package for the Social Science (SPSS) was used to analyze the data: i.e. percentage, frequency, means and standard deviation had been used to describe the data. The hypotheses were tested by One-way ANOVA. And the model of relationships between independent and dependent variables was constructed by the use of Multiple Linear Regression.

As the results, the research found that in general the customers' satisfaction of every aspect was felled in "Excellence". However, these were excepted in aspect of the Wora Spa and recreation. In these two aspects the CS fell in only "Fair". It meant that there were some problems in the services of the Wora Spa and recreation. Especially in the Wora Spa, the test of hypotheses had been found that the differences in age significantly affected the differences in CS on the Wora Spa. It indicated that the younger customers had lower CS than the older ones, Moreover, the differences were found in an aspect of Food and Beverage. In this aspect, the differences in CS were significantly affected by age of customers. It also indicated that the younger had lower CS than the older.

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