The objectives of this research were as follows; 1) to study customer satisfaction level, 2) to study factors related to customer satisfaction, and 3) to study customer's buying behavior in Ubon Ratchathani Community Economic Co-operative Center.

The number of customer questionnaires used in the study was 410. The Cronbach's Alpha coefficient of customer satisfaction attitude was 0.87. Frequency, percentage, mean and standard deviation were used to answer the first and third objectives, and chi – square was used to test factors related to customer satisfaction.

The study found that most customers were female and aged between 20 to 24 years old. Most customers were married and their education was bachelor's degree. Their occupations were government service officer. Their incomes were less than 10,000 baht per month. Customer behavior was mostly buying clothes. They purchased more than about 10 times per year. The clothes expenses each time were 500 -1,000 baht. The period of time for their shopping was during 4.31 p.m. to 8.00 p.m. and took 31 - 60 minutes each time. They usually bought them at the department store/mall. The customers satisfaction level in the Ubon Ratchathani Community Economic Co-operative Center was high for product, price and place. For promotion, the customers satisfaction level was low.

The study found that sex and age related to product satisfaction. Sex, age, status, career and income per month related to price satisfaction. Sex, education, career and income per month related to place satisfaction. Finally, sex, age, career and income per month related to promotion satisfaction.

Witit Pisitporn	Narong Koojaroenprasit 24 / 10 / 06
Student's signature	Thesis Advisor's signature