

**CUSTOMER SATISFACTION STUDY ON REGISTRATION
INFORMATION SYSTEM OF THE YOUNG BUDDHIST
ASSOCIATION OF THAILAND UNDER THE ROYAL
PATRONAGE (YBAT)**

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Thematic Paper
entitled
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PATRONAGE (YBAT)**

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ABSTRACT

The study was conducted for comparison between expectation and satisfaction of customers towards the registration system, in order to make recommendations for service system improvement.

The research sample consisted of the practitioners in five Dharma courses, a total of 500 practitioners. A questionnaire was constructed by the researcher as the tool to gather data; analysis included descriptive statistics (percentages, arithmetic means and standard deviations) whereas independent sample t-tests were employed in testing correlation between two groups and F-tests (One way ANOVA) were applied for testing differences of more than two groups, having statistical significance 0.05.

The results of this study revealed that the majority of customers at YBAT expected to be able to complete the room reservation for practicing Dharma within 1 minute. Their expectations of the registration and reservation system were also high. Moreover, they were highly satisfied with registration and room reservation completed within 3 minutes.

Findings related to the hypothesis indicated that there were no differences among customers at YBAT by gender, educational level, occupation, earlier practicing of Dharma, or technology usage experience, in expectations concerning the registration and room reservation system. The differences involved customers of computer services for the INTERNET, E-MAIL, and using Digital and MP3 with statistical significance ($p < .05$).

As for hypothesis results related to the customers' satisfaction, there were no differences except by gender ($p < .05$).

KEY WORDS: SATISFACTION / REGISTER SYSTEM/ ROOM RESERVATION

169 pages

การศึกษาความพึงพอใจของลูกค้าต่อระบบลงทะเบียนของยุวพุทธิกสมาคมแห่งประเทศไทย
ในพระบรมราชูปถัมภ์

CUSTOMER SATISFACTION STUDY ON REGISTRATION INFORMATION SYSTEM OF
THE YOUNG BUDDHIST ASSOCIATION OF THAILAND UNDER THE ROYAL
PATRONAGE (YBAT)

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บทคัดย่อ

การศึกษาเรื่อง “ความพึงพอใจของลูกค้าต่อระบบลงทะเบียนของยุวพุทธฯ” มี
วัตถุประสงค์เพื่อศึกษาเปรียบเทียบความคาดหวังและความพึงพอใจของลูกค้าต่อระบบการ
ลงทะเบียน เพื่อให้ข้อเสนอแนะในการปรับปรุงการให้บริการของยุวพุทธฯ

กลุ่มประชากรของการวิจัยในครั้งนี้เป็นกลุ่มที่เป็นผู้ปฏิบัติธรรม จำนวน 5 หลักสูตร
โดยได้แจกแบบสอบถามแก่ผู้เข้าปฏิบัติธรรม รวมทั้งสิ้น 500 คน เครื่องมือวิจัย ได้แก่ แบบสอบถาม
ซึ่งการศึกษาวิจัยครั้งนี้ ผู้วิจัยได้สร้างแบบสอบถามด้วยตนเอง สถิติพรรณนา ส่วนสถิติที่ใช้ทดสอบ
ความสัมพันธ์ ได้แก่ T-Test และค่า F-Test ที่ระดับนัยสำคัญทางสถิติ 0.05

จากการศึกษา พบว่า ความคาดหวังของผู้ใช้บริการคาดหวังว่าการลงทะเบียนเข้าปฏิบัติ
ธรรมและการจองห้องพักเสร็จสิ้นภายใน 1 นาที โดยมีความคาดหวังต่อระบบการลงทะเบียน ด้าน
ลงทะเบียนเข้าปฏิบัติธรรม และด้านจองห้องพัก คิดเป็นระดับมาก ในเรื่องความพึงพอใจ พบว่า
สามารถลงทะเบียนเข้าปฏิบัติธรรมและจองห้องพักเสร็จสิ้นภายใน 3 นาที โดยมีความพึงพอใจ ด้าน
การลงทะเบียนเข้าปฏิบัติธรรม และลงทะเบียนจองห้องพัก คิดเป็นระดับมาก ส่วนผลการทดสอบ
สมมติฐาน ผู้ใช้บริการ ที่มีปัจจัยภูมิหลังแตกต่างกัน มีความพึงพอใจต่อระบบลงทะเบียนเข้าปฏิบัติ
ธรรมและจองห้องพักไม่แตกต่างกัน ยกเว้นผู้ใช้บริการ ที่มีเพศแตกต่างกัน มีความพึงพอใจต่อระบบ
การลงทะเบียนจองห้องพักแตกต่างกัน อย่างมีนัยสำคัญทางสถิติ 0.05

CONTENTS

	Page
ACKNOWLEDGEMENTS	iii
ABSTRACT (ENGLISH)	iv
ABSTRACT (THAI)	v
LIST OF TABLES	viii
LIST OF FIGURES	xxii
CHAPTER I INTRODUCTION	1
1.1 Background and Statement of Problems	1
1.2 Objective	3
1.3 Scopes of Study	3
CHAPTER II LITERATURE REVIEW	5
2.1 Conceptual framework relevant to satisfaction theories	5
2.2 Conceptual framework relevant to Expectation theories	9
2.3 Conceptual Framework Relevant to Quality Services	13
2.4 Related Researchs	14
CHAPTER III RESEARCH METHODOLOGY	17
3.1 Research Methodology	17
3.2 Research Tools	19
3.3 Building and Finding Tool Effectiveness	20
3.4 Data Collecting	21
3.5 Data Analysis	21
3.6 Research Schedule	24
CHAPTER IV RESULTS	25
4.1 Analysis of Samples' Satisfaction on the registration of Little Yuwanekkhummabarama course	26
4.2 Analysis of Samples' Satisfaction on the registration	45

CONTENTS (cont.)

	Page
of Phra Kru Palad Veeranon course	
4.3 Analysis of Samples' Satisfaction on the registration of Developing mind for wisdom and peacefulness course	64
4.4 Analysis of Samples' Satisfaction on the registration of Developing mind for wisdom and peacefulness course	82
4.5 Analysis of Samples' Satisfaction on the registration of Spiritual pray course	101
4.6 Analysis of Samples' Satisfaction on the registration of five courses of practice the Dharma	119
CHAPTER V CONCLUSIONS AND RECOMMENDATION	140
5.1 Conclusions	141
5.2 Results Discussion	150
5.3 Recommendations	152
REFERENCES	153
APPENDICS	156
Appendix A Expectation's questionnaire	157
Appendix B Satisfaction's questionnaire	163
BIOGRAPHY	169

LIST OF TABLE

Table	Page
4.1 Number and percentage of Samples Service customers at the YBAT classified by gender	26
4.2 Number and percentage of Samples customers at the YBAT classified by previously practicing Dharma	26
4.3 Number and percentage of Samples customers at the YBAT classified by numbers of times practicing Dharma	27
4.4 Technological Application in daily lives of Samples customers registered in Little Yuwanekkhummabarame course	27
4.5 Number and percentage of Samples Service customers at the YBAT classified by purchasing merchandises	28
4.6 Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	29
4.7 Satisfaction of samples customers at the YBAT for time to register on Little Yuwanekkhummabarame course	30
4.8 Satisfaction of samples customers at the YBAT for the register on Little Yuwanekkhummabarame course	31
4.9 Satisfaction of samples customers at the YBAT for the registration of Little Yuvanekumbaramee course regarding the time spent on room reservation	32
4.10 Satisfaction of samples customers at the YBAT for the registration of Little Yuvanekumbaramee course regarding room reservation	33

LIST OF TABLE (cont.)

Table	Page
4.11 Number and percentage of Samples Service customers at the YBAT classified by gender	35
4.12 Satisfaction from different practicing Dharma on Little Yuvanekumbaramee course	36
4.13 Satisfaction Level on for registration on Little Yuvanekumbaramee course regarding differences in Technological Application	37
4.14 Satisfaction Level for registration on Little Yuvanekumbaramee course regarding differences in purchasing merchandises or services through Internet during three months period	38
4.15 Satisfaction Level for registration on Little Yuvanekumbaramee course regarding differences in Technological Application	39
4.16 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaramee course between both Gender	40
4.17 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaramee course regarding previous practicing Dharma	41
4.18 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaramee course regarding Technological Application	42
4.19 Satisfaction Level on room reservation to register on Little Yuvanekumbaramee course regarding differences in purchasing merchandises or services through Internet during three months period	43

LIST OF TABLE (cont.)

Table	Page
4.20	44
Satisfaction Level on Room Reservation for registration on Little Yuvanekumbarammee course regarding different problems on Technological Application	
4.21	45
Background information of Samples customers at the YBAT on the registration in Phra Kru Palad Veeranon course.	
4.22	45
Number and Percentage of Samples customers at the YBAT classified by previously practicing Dharma	
4.23	46
Number and Percentage of Samples customers at the YBAT classified by numbers of times practicing Dharma	
4.24	46
Technological Application in daily lives of Samples customers registered in Phra Kru Palad Veeranon course	
4.25	47
Number and Percentage of Samples Service customers at the YBAT classified by purchasing merchandises or services through internet during three months period impact from Technological Application	
4.26	48
Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	
4.27	49
Satisfaction of samples customers at the YBAT towards time to register on Phra Kru Palad Veeranon	
4.28	50
Satisfaction of samples customers at the YBAT towards the register on Phra Kru Palad Veeranon course	
4.29	51
Satisfaction of samples customers at the YBAT for the registration of Phra Kru Palad Veeranon course regarding the time spent on room reservation	

LIST OF TABLE (cont.)

Table	Page
4.30 Satisfaction of samples customers at the YBAT for the registration of Phra Kru Palad Veeranon course regarding room reservation	52
4.31 Satisfaction levels towards the registration to practice Dharma on Phra Kru Palad Veeranon course regarding Gender	54
4.32 Satisfaction from different practicing Dharma on Phra Kru Palad Veeranon course	55
4.33 Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in Technological Application	56
4.34 Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in purchasing merchandises or services through Internet during three months period	57
4.35 Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in Technological Application	58
4.36 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course between both Gender	59
4.37 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding previous practicing Dharma at the YBAT	60
4.38 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding Technological Application	61

LIST OF TABLE (cont.)

Table	Page	
4.39	Satisfaction Level on room reservation to register on Phra Kru Palad Veeranon course regarding differences in purchasing merchandises or services through Internet during three months period	62
4.40	Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding different problems on Technological Application	63
4.41	Number and Percentage of Samples Service customers at the YBAT classified by gender	64
4.42	Number and Percentage of Samples customers at the YBAT classified by previously practicing Dharma	64
4.43	Number and Percentage of Samples customers at the YBAT classified by numbers of times practicing Dharma	65
4.44	Technological Application in daily lives of Samples customers registered in Developing mind for wisdom and peacefulness course	65
4.45	Number and Percentage of Samples Service customers at the YBAT classified by purchasing merchandises or services through internet during three months period	66
4.46	Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	67
4.47	Satisfaction of samples customers at the YBAT towards time to register on Developing mind for wisdom and peacefulness course	68

LIST OF TABLE (cont.)

Table	Page	
4.48	Satisfaction of samples customers at the YBAT for the register on Developing mind for wisdom and peacefulness course to practice Dhrama.	69
4.49	Satisfaction of samples customers at the YBAT for the registration Developing mind for wisdom and peacefulness course regarding the time spent on room reservation	70
4.50	Satisfaction of samples customers at the YBAT for the registration of Developing mind for wisdom and peacefulness course regarding room reservation	71
4.51	Satisfaction levels for the registration to practice Dharma on Developing mind for wisdom and peacefulness course regarding Gender	72
4.52	Satisfaction from different practicing Dharma on Developing mind for wisdom and peacefulness course	73
4.53	Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in Technological Application	74
4.54	Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in purchasing merchandises or services through Internet during three months period	75
4.55	Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in Technological Application	76

LIST OF TABLE (cont.)

Table	Page	
4.56	Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course between both Gender	77
4.57	Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course regarding previous practicing Dharma	78
4.58	Satisfaction Level on room reservation for registration on Developing mind for wisdom and peacefulness course regarding Technological Application	79
4.59	Satisfaction Level on room reservation to register on Developing mind for wisdom and peacefulness course regarding differences in purchasing merchandises or services through Internet during three months period	80
4.60	Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course regarding different problems on Technological Application	81
4.61	Number and Percentage of Samples Service customers at the YBAT classified by gender	82
4.62	Number and Percentage of Samples customers at the YBAT classified by previously practicing Dharma	82
4.63	Number and Percentage of Samples customers at the YBAT classified by numbers of times practicing Dharma	83
4.64	Technological Application in daily lives of Samples customers registered in Knowing only by Phra Nuanchan Kittipanyo course	84

LIST OF TABLE (cont.)

Table	Page	
4.65	Number and Percentage of Samples Service customers at the YBAT classified by purchasing merchandises or services through internet during three months period	85
4.66	Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	85
4.67	Satisfaction of samples customers at the YBAT for time to register on Knowing only by Phra Nuanchan Kittipanyo course	86
4.68	Satisfaction of samples customers at the YBAT for the register on Knowing only by Phra Nuanchan Kittipanyo course to practice Dhrama	87
4.69	Satisfaction of samples customers at the YBAT for the registration Knowing only by Phra Nuanchan Kittipanyo course regarding the time spent on room reservation	88
4.70	Satisfaction of samples customers at the YBAT for the registration of Knowing only by Phra Nuanchan Kittipanyo course regarding room reservation	89
4.71	Satisfaction levels for the registration to practice Dharma on Knowing only by Phra Nuanchan Kittipanyo course regarding Gender	90
4.72	Satisfaction from different practicing Dharma Knowing only by Phra Nuanchan Kittipanyo course	91
4.73	Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in Technological Application	92

LIST OF TABLE (cont.)

Table	Page
4.74 T-test on Satisfaction Level through LSD. for the registration on practicing Dharma classified by Technological Application	93
4.75 Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in purchasing merchandises or services through Internet during three months period	94
4.76 Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in Technological Application	95
4.77 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course between both Gender	96
4.78 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding previous practicing Dharma at the YBAT	97
4.79 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding Technological Application	98
4.80 T-test on Satisfaction Level through LSD. for the Room Reservation on practicing Dharma classified by Technological Application	98
4.81 Satisfaction Level on room reservation to register on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in purchasing merchandises or services through Internet during three months period	99

LIST OF TABLE (cont.)

Table	Page	
4.82	Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding different problems on Technological Application	100
4.83	Number and Percentage of Samples Service customers at the YBAT classified by gender	101
4.84	Number and Percentage of Samples customers at the YBAT classified by previously practicing Dharma	101
4.85	Number and Percentage of Samples customers at the Young Buddhist Association of Thailand YBAT classified by numbers of times practicing Dharma	102
4.86	Technological Application in daily lives of samples customers registered in Spiritual pray course	102
4.87	Number and Percentage of Samples Service customers at the YBAT classified by purchasing merchandises or services through internet during three months period	103
4.88	Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	104
4.89	Satisfaction of samples customers at the YBAT for time to register on Spiritual pray course	105
4.90	Satisfaction of samples customers at the Young Buddhist YBAT for the register on Spiritual pray course to practice Dhrama	106
4.91	Satisfaction of samples customers at the YBAT for the registration Spiritual pray course regarding the time spent on room reservation	107

LIST OF TABLE (cont.)

Table	Page	
4.92	Satisfaction of samples customers at the YBAT for the registration of Spiritual pray course regarding room reservation	108
4.93	Satisfaction levels for the registration to practice Dharma on Spiritual pray course regarding Gender	109
4.94	Satisfaction from different practicing Dharma on Spiritual pray course	110
4.95	Satisfaction Level for registration on Spiritual pray course regarding differences in Technological Application	111
4.96	Satisfaction Level for registration on Spiritual pray course regarding differences in purchasing merchandises or services through Internet during three months period	112
4.97	Satisfaction Level for registration on Spiritual pray course regarding differences in Technological Application	113
4.98	Satisfaction Level on Room Reservation for registration on Spiritual pray course between both Gender	114
4.99	Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding previous practicing Dharma at the YBAT	115
4.100	Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding Technological Application	116
4.101	Satisfaction Level on room reservation to register on Spiritual pray course regarding differences in purchasing merchandises or services through Internet during three months period	117

LIST OF TABLE (cont.)

Table	Page	
4.102	Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding different problems on Technological Application	118
4.103	Number and Percentage of Samples Service customers at the YBAT classified by gender	119
4.104	Number and Percentage of Samples customers at the YBAT classified by previously practicing Dharma	119
4.105	Number and Percentage of Samples customers at the YBAT classified by numbers of times practicing Dharma	120
4.106	Technological Application in daily lives of Samples customers registered in five courses of practice the Dharma	120
4.107	Number and Percentage of Samples Service customers at the YBAT classified by purchasing merchandises or services through internet during three months period	121
4.108	Number and Percentage of Samples Service customer at the YBAT classified by problems encountered and impact from Technological Application	122
4.109	Satisfaction of samples customers at the YBAT for time to register on five courses of practice the Dharma	123
4.110	Satisfaction of samples customers at the YBAT for the register on five courses of practice the Dharma	124
4.111	Satisfaction of samples customers at the YBAT for the registration five courses of practice the Dharma regarding the time spent on room reservation	125
4.112	Satisfaction of samples customers at the YBAT for the registration of five courses of practice the Dharma	126

LIST OF TABLE (cont.)

Table	Page	
4.113	Satisfaction levels for the registration to practice Dharma on five courses of practice the Dharma regarding Gender	128
4.114	Satisfaction from different practicing Dharma on five courses of practice the Dharma	129
4.115	Satisfaction Level on registration on five courses of practice the Dharma regarding differences in Technological Application	130
4.116	T-test on Satisfaction Level through LSD. for the registration on practicing Dharma classified by Technological Application	131
4.117	T-test on Satisfaction Level through Scheffe's for the registration on practicing Dharma classified by Technological Application	131
4.118	Satisfaction Level on registration on five courses of practice the Dharma regarding differences in purchasing merchandises or services through Internet during three months period	133
4.119	Satisfaction Level for registration on five courses of practice the Dharma regarding differences in Technological Application	134
4.120	Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma between both Gender	135
4.121	Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding previous practicing Dharma	136

LIST OF TABLE (cont.)

Table		Page
4.122	Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding Technological Application	137
4.123	Satisfaction Level on room reservation to register on five courses of practice the Dharma regarding differences in purchasing merchandises or services through Internet during three months period	138
4.124	Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding different problems on Technological Application	139

LIST OF FIGURES

Figure		Page
2.1	V.I.E Expectation Theory	12
2.2	Expectation level based on Parasuraman	13

CHAPTER I

INTRODUCTION

1.1 Background and Statement of Problems

Increasing current economic competition has created uncertainty, which affected people in the society. People have developed stress and frustration that drive people to seek for spiritual comfort. One significant value, which has remained as part of Thai society, is religion practice. Thai people believe that by practicing religious can free their mind from all social chaos and deliver them to peaceful and trouble-free state of mind. More people enter worship places to practice Dharma in order to find peace within themselves.

There are many places to practice Dharma such as foundations, schools, homes and workplaces. Also, there are many ways of practicing such as walking meditation, sitting meditation, and pray.

Today, people have been looking for places to practice Dharma and to learn with prominent religious instructors with hope to learn and to practice correctly.

The Young Buddhist Association of Thailand under the Royal Patronage (YBAT) is the religious association that aims to teach Buddhism to those who are interested in religious practicing by applying Buddhism Philosophy in daily live. In each year, many religious programs are opened for interesting people, including programs that will be taught by Buddhist Monks (Phra). These programs can run up to 7 days and 8 nights. The most preferred religious program is the developing mind for wisdom and peacefulness, which was designed for general public with age of 15 years and older. The attendants must be able to attend the program for 7 days and 8 nights. Applications are accepted via the association's website, mail or self-registered.

The Young Buddhist Association of Thailand under the Royal Patronage (YBAT) has made an improvement in using Information Technology to match with the current situation and satisfaction of those attending courses. Presently, the registration system has been updated with efficient work system and service quality to make attendants more satisfied. The improvements are also in services, processes and facilities. Earlier, registration required attendants to stay in line in order to submit applications for manually recording. As a result, information of attendants was often incorrect, which could create unnecessary delay in registration caused by searching and checking of documents. After finishing the document process, they had to be queued up to reserve beds and rooms, with manual recording. The processes were delayed and led to more problems and frustration as well as problem in bed reservations.

Now, modern technology has played a significant role in the registration and room reservations. For example, registration can be done quickly and conveniently as well as lessen its procedures. Data are collected in order, enable the staffs to access correct information. However, with large numbers of users, problems may arise and delay the service, technological problems as well as problems in servicing and lack of information which would lead to users' dissatisfaction.

With the above-mentioned reasons, the researcher decided to study the IT process in YBAT's registration system to find level of expectation and satisfaction of attendants towards the registration system. Therefore, the results of this research will be beneficial for further improving of the system.

1.2 Objectives of work

The research on the expectation and satisfaction of attendants towards the service of register information system: A case study of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT) aims to examine the following areas:

1.2.1 Evaluate expectation and satisfaction of on attendants registration system of the Young Buddhist Attgrassociation of Thailand under the Royal Patronage (YBAT)

1.2.2 Identify causes and factors of unsatisfaction related to the design and implementation of the registration information system of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT)

1.2.3 Developing the guidelines for improving the registration information system of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT)

1.3 Scopes of Study

This research was to study expectation and satisfaction of people attending the programs of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT) who using service of registration information system. The studies were divided into two parts as follows:

Part I is to study the expectation of the attendants towards the service of the registration information system. The study samples were randomly selected from attendants registered in three courses:

1. Knowing Only by (Phra Nuanchan Kittipanyo) (เพียงแค่ว่า โดย พระนวลจันทร์)
2. Developing mind for wisdom and peacefulness (พัฒนาจิตเพื่อให้เกิดปัญญาและสันตสุข) (จิตภาวนา)
3. Spiritual Prayer (จิตภาวนา)

Part II is to study the satisfaction of the attendants towards the service of registration information system. The study samples were randomly selected from attendants registered in three courses:

1. Little Yuwanekkhummabarame (ยุวเนกขัมมบารมี)
2. Phra Kru Palad Veeranon (วิปัสสนากกรรมฐาน โดย พระครูปลัดวีรนนท์)
3. Developing mind for wisdom and peacefulness (พัฒนาจิตเพื่อให้เกิดปัญญาและสันติสุข)
4. Spiritual Prayer (จิตภาวนา)
5. Knowing Only (Phra Nuanchan Kittipanyo) (เพียงแค่วู้ โดย พระนวลจันทร์)

CHAPTER II

LITERATURE REVIEW

The research involved studies of expectation and satisfaction of the customer towards the service of a registration information system of The Young Buddhist Association of Thailand under the Royal Patronage (YBAT). The registration information system of YBAT was designed to serve members who attend training courses provided by YBAT. The research questions are “Does the information system serve its purpose?”, “Do customers satisfy with the services provided by the information system?”, “Does the information system improve overall quality of services in registration process?”. To engage these research questions, there are theories, conceptual frameworks, background of services, and relevant researches that need to be reviewed in order to find level of expectations and satisfactions. The result of this research may help to develop guidelines for solving problems of services at YBAT. The organized contents of this chapter are as follows:

- 2.1 Conceptual framework relevant to satisfaction theories
- 2.2 Conceptual framework relevant to expectation theories
- 2.3 Conceptual framework relevant to quality of services
- 2.4 Related research works

2.1 Conceptual Framework Relevant to Satisfaction Theories

There are two types of studies in satisfaction theories: Job Satisfaction and Service Satisfaction. This study was only focused on service satisfaction.

2.1.1 Definitions and Scope of Satisfaction

Satisfaction is defined as feeling of satisfies, which consistent with “Satisfaction” in English language. Many definitions are given as follows:

Devis gave the definition on satisfaction as the correlations between expectation and benefits received [1].

Somyod Naveekarn referred to satisfaction as the intensity of needs for certain outcomes [2].

Pin Kongpoon stated that satisfaction defined love, pleasure, willingly or good attitude of person affected from such action [3].

Kittima Predeedilok defined satisfaction as the likeness or satisfied with components and incentives to receive response to his/her needs [4].

Theppanom Muangman and Swing Suwan explained the meaning of having positive emotion, which resulted from evaluating certain work experience. However, individual only appreciated work if it is able to fulfill both physical and spiritual needs, which became essential for life existence. The missing link during proposed work and expectation could originate satisfaction or dissatisfaction [5].

Chana Klachingchai stated that satisfaction related emotion, feeling and individual attitude due to stimulus and incentives displayed through action thus became key component for individual activities [6].

Satta Vutthipong mentioned about satisfaction as one of the significant to accomplish goal, especially work related to services. Further from the management arranging attractive work environment, he/she should make workers satisfy with his work nature as well as to advance in service businesses. Another significant factor is the number of service users. Then, it is crucial for smart service providers to study factors and components thoroughly, leading to satisfaction from both service uses and providers, which can be used as guidelines for managing organization effectively and obtain maximum benefits [7].

Anek Kolyanee mentioned about satisfaction as good feeling or attitude towards work [8].

Manee Pothisan gave the meaning on satisfaction as good attitude of an individual when his/her needs was met and made him/her felt good [9].

Verayut Vanichpunjapol explained satisfaction as two types of human feeling namely, positive and negative feeling. Such feeling created feeling quite different from other positive feelings as the reversal systems. Happiness can increase more happiness or positive. Therefore, happiness can become complicated feeling and affect individual feeling more than other positive feelings [10].

In conclusion, satisfaction was defined as a person's good feeling or good attitude when his/her need was met as expected leading to good feeling towards such object.

The researcher combined results from studying satisfaction with own research by designing survey questionnaire to find customers' satisfaction on the implementation of information technology service (searching for data to practice Dharma, donation record, checking rooms status, etc). Survey results were analyzed with computerized program Statistical Package for Social Science (SPSS) to learn customer's expectation and demand, aiming to improve services.

2.1.2 Conceptual Framework Relevant to Customer Satisfactions

Customer satisfaction is defined as success level as desire "being customer's satisfaction level resulted from comparison between natures of products or services and expectations of customers. Customer satisfactions came from differences between marketing and related parties to satisfy customers by attempting to add value from increasing marketing products, creating differences in competition.

Following up and measuring customer satisfaction are done in the following steps:

- a) Preparing a box to receive customers' comments and advices as the way to find information and survey customers' opinion on products, performances and problems.
- b) Conducting a marketing research to survey customer's satisfaction by using a questionnaire.

c) Selecting target group of potential buyers to analyze weaknesses and strengths of products/services comparing to its competitors as well as to identify problems related to products/services.

d) Analyzing former customers to find out why they decided to use other products or services.

There are many satisfaction theories currently available, but the most prominent and well-known theory is a theory to show human motivations of his/her desire to own.

Abraham Maslow mentioned on the five basic human needs as follows [11]:

a) Physiological need is essential to life existence namely, foods, water, air, shelters, clothes, rest and sexual desire.

b) Safety need happened after the need in stage one had been met which would drive physiological needs further such as orderly, stability, security and healthy.

c) Social need is the need for being loved and accepted with warmth and good relations.

d) Esteem need or ego demand is resulted for internal and external demand.

e) Self-actualization need or individual satisfaction is a person desire to respond to own potential that led to fulfill his need.

To conclude the significance of Maslow's Need Theory, the all five needs of human are unequally importance. Each individual must behave accordingly to serve his need in each step. Motivation in this theory is different. Essential need for each individual depended on his satisfaction from being responded to his need.

The researcher applied the satisfaction theory in collecting problems' nature, interviewing, setting up opinion box and designing questionnaire with her own research. Because problem occurred with late registration, convenient time to register must be decided. Next, conducting the follow-up for measuring customer satisfaction

by using questionnaires on 10 sample group with 10 persons a group to find an average time of the registration process.

2.2 Conceptual Framework to Relevant Expectation Theories

Expectation theory is the beliefs or sensible thinking, feasible or expected to achieve in the future. It is the spiritual state that a person predicted in advance for something to happen or about to happen. As for expectation, many scholars had given the explanation. For example, Surang Junaieem stated that expectation is the beliefs that something should or should not happen. Whether expectation has been met depended on a person's experiences [12]

Sakaoduen Patasmith gave the definition of expectation as individual concept on certain object and expressed his thought through speech, writing and display feeling, which mainly depended on individual social background, experiences and surrounding which may not agree with others ideas [13]. In another words, expectation is the display of attitude which may contain emotion and ready to react to external situation that made an individual ready to accept or reject. Therefore, all components of attitude should be considered together.

Benja Nilbud mentioned that expectation resulted from thinking process in future forecasting which involved desire to reach that goal [14].

Blair stated that expectation is both positive and negative values of an individual towards certain action [15].

Sukasaem Thumprakop in reference with Webster Dictionary [16] defined expectation as "advance thought or reason in certain issue". Oxford Dictionary had given many definitions of expectation as "Waiting for event to happen, beyond happening, expect to happen and event happened for living".

Kedsara Adulpijit stated that Expectation is defined as “work level for an individual expected to achieve in each assignment” [17]. He also mentioned Role Expectation as the opinion on individual position, acting or not acting. Therefore, role expectation should appear as an individual action based on his title or current position.

Del proposed that expectation towards action or situation is the good future forecasting or good intention as the feasibility of hope [18].

In conclusion, expectation is the idea, beliefs, or desire. Expectation or a person’s feeling towards certain object such as a person or action or event which is advance thinking, hoping to accomplish as plan.

The researcher applied the concept of expectation in the design of questionnaire to survey expectation of those practicing Dharma, aiming to learn customers’ expectation from registration. Finally, outcomes were used for surveying customers’ satisfaction to further the operations.

2.2.1 Expectation Theory

Expectation theory, according to certain group of psychologist, regards human as intelligent creatures that are able to make own decision that can fulfill own needs, which has lead to the following hypothesis [19].

- a) Human behavior is man’s own and environment driven.
- b) Each man has different need, desire and goal.
- c) Individual decided to act by choosing own action based on information which would lead to expectation after display such behavior.

Ariya Kuha stated that human at certain age has developed his own need, self-esteem or concept maturity [20]. Everyone has set up their goal for success. In order to achieve such goal, one hopes for success. Expectation may be for self or others, but hoping for others to act according to the set goal

Vroom referred to expectation theory as individual action depending on four variables as follows [21]:

- a) Suitable compensation with his role

- b) Satisfaction or dissatisfaction on outcomes received
- c) Comparing with other and believing that he is the true recipient of such outcome
- d) Having the opportunity to receive outcome as expected

Zeithaml, Bitner and Gremler mentioned that each customer had different expectation which consisted of three main components as follows [22]:

a) Desired Service is the service user needs and believes that he can obtain or should receive such service.

b) Adequate Service is the distance between customers expected to receive the service and the least acceptable service during each service request. This is also called distance between expectations of service users.

c) This is the Zone of Tolerance resulted from services of business organization and the least adequate service. This distance also created differences in other services such as inconsistent service that resulted from the service provider or different services in each country or culture.

Bartol and Martin mentioned three components from Vroom expectation theory as follows [23]:

a) Expectation from effort to act or perform is defined as a person's expectation in ahead of time that whether he had the chance of being success if had done all he could. It involves thinking before doing.

b) Expectation towards outcomes or performance is defined as a person expected in advance whether such action benefits himself or not.

c) Expectation in outcome or reward is defined as the value resulted from action of s person that display such behavior. Then, Vroom or Expectation Theory, so called VIE Theory is shown below.

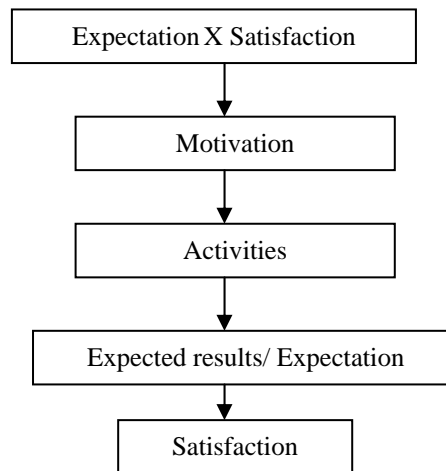


Figure 2.1 V.I.E Expectation Theory [23]

a) Outcomes Values of each person depended on his desire. For intense desire, the value is positive, and 0 value if indifferences. If a person had dislike or unwanted feeling, the value would come out negative.

b) Expectation is the probability that may create initial outcomes more or less. If a person believes that when he is willing to work at full capacity, the production would certainly be higher, then expectation is equaled to 1. On the contrary, no matter how hard a person has been working, the production still remained low; expectation is then equaled to 0.

c) Correlations between action and outcomes explain inspiration of each person more or less depending on outcomes or expected outcomes after achieving the set goal. In another words, part of inspiration more or less depended on correlations between action and outcomes.

To summarize, whether or not a person is willing to work depended on three components under the defined situation. All men have hope because hope acts as the driven force for men to desire as essential part for life existence. Each individual has different expectation in different time span.

Expectation theory used for evaluating customers' satisfaction and expectation from practicing Dharma regarding registration time and technology. This concept revealed that individual expected differently. Therefore, samples must be

tested before conducting real survey to find acceptable expectation interval. Results were analyzed with Statistical Package for Social Science program (SPSS) to find their satisfaction towards registration system.

2.3 Conceptual Framework Relevant to Quality Services

Parasuraman divided expectation into two levels namely, Desired Service Level where service users expected to receive from using service [24]. Another is Adequate Service Level involved in acceptable level, in this case Zone of Tolerance as service level to create satisfaction among users, different in each person as being shown in the following figure:

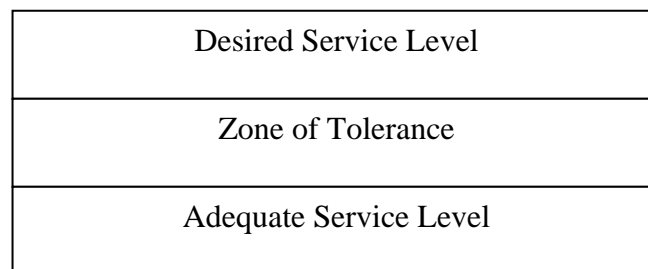


Figure 2.2 Expectation level based on Parasuraman [24]

Quality of Services is the combination of service quality and technology, which covered fine details and methods to create customers' satisfaction, aiming to accomplish the set goal. Its intention is to build and support network operation for qualified and effective system, thus providing full customers' satisfaction.

Quality service applied in the design of questionnaire regarding expected service and satisfaction from users. Results were analyzed with Statistical Package for Social Science (SPSS) computerized program to find expectation and satisfaction in each service area. Such findings can be used as information for the future development.

2.4 Related Researchs

Sunsern Saributra studied the use of information technology (IT) in the administration of schools under the Office of Department of General Education [25]. Total 177 samples in this research were selected. Out of this numbers, 150 school administrators and IT personnel in Nakorn Ratchasima, three persons from 50 schools had been chosen together with 18 IT personnel, one from each district. Moreover, 9 expert program developers from various educational institutes were selected for the research. Data were collected through three sets of questionnaire with five level scales. SPSS/PC+ for Windows was being used to analyze data with the application of frequency distribution, percentage, mean and standard deviation .Research results are revealed as follows:

1. Findings indicated that the school administrators are satisfied with the report and agreed with actual practice at moderate level.
2. Satisfaction on the use of Program Management System among those responsible party was at high level, including satisfaction of responsible parties on the use of school information technology was at high level also.
3. Information Technology was highly effective based on expert's concept, application and program development.

Information Services, Academic Resource Center [26] studied satisfaction of 216 samples selected from 17 Service Centers at Maharakham University regarding the use of remote information services. Questionnaires on satisfaction were used for collecting data from users and conducting results analysis with computerized program. Applied statistics were Percentage, Mean and Standard Deviation. Findings indicated users' satisfaction toward remote information service at Maharakham University in the following aspects:

1. Regarding information provided by computer, users were highly satisfied with modern electronic media and books.

2. Overall satisfaction in resources, users were highly satisfied because users can have easy access to desire information and download information from the library website.

Recommendations were made to the Service Office to increase update resources information in various disciplines as well as adding more computers to search for data.

Pairut Boontod [27] applied information technology to promote students' learning at Sirinthorn Health College, Chonburi province by studying the application of information technology on self-assessment regarding the use of information technology, including the study on their opinions towards information technology management. Samples were second year health students (67 Health Dentistry, 55 Community Health officers and 42 Technical Pharmacists) and 51 third year Health graduates, total 215 students. Multiple choices were used as data collection instrument with five scales. Statistical application was done with Percentage, Mean, Standard Deviation and One-way Analysis of Variance (ANOVA). Findings from research revealed as follows:

1. Regarding self-assessment in students' application of information technology, overall findings revealed students' ability to apply operational program, network and internet at moderate level whereas applied business and office programs indicated low level.

2. Comparison between self-assessment on technological application and students' opinion towards information technology based on educational curriculum, overall and each perspective showed differences with statistical significance $P < 0.5$ ($P < 0.5$).

Sattra Kantapab [28] surveyed opinions of information users in the educational office and schools under Chiangmai Municipality. Finding suggested that

information management must include information system for improvement through extensive preparation on operational plan. However, the objective in managing information system is unclear whereas program design made it rather difficult to record data and data report not quite accurate. Program should be adapted for easy use with frequent information system assessment. Many program errors were found while most system users lacked of knowledge and the appointment of committee was unclear.

In conclusion, materials from related documents and researches were expressed as concepts and theories in designing questionnaires to assess expectation and satisfaction, including time, technology in the operation to be analyzed with computer. Then, findings were incorporated and summarized as the report to the management team for further planning on organization development.

CHAPTER III

RESEARCH METHODOLOGY

The research on Customer Satisfaction Study on Registration Information System of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT) was conducted through the following steps:

- 3.1 Research Methodology
- 3.2 Research Tools
- 3.3 Building and Finding Tool Effectiveness
- 3.4 Data Collecting
- 3.5 Data Analysis
- 3.6 Research Schedule

3.1 Research Methodology

This research intended to study and find users' expectation and satisfaction towards the registration information system of the Young Buddhist Association of Thailand under the Royal Patronage (YBAT) and the cause of any dissatisfaction on the information system. The result of this study can be used as guidelines for improvement the information system. There are two questionnaires using in this study: Expectation and Satisfaction questionnaires were tested in a small group in order to verify effectiveness of the questionnaires. The testing was first on the expectation's questionnaire and then the satisfaction's questionnaire respectively. The result of the first test on the expectation questionnaire would be used for designing the satisfaction's questionnaire due to the theory of satisfaction stated in chapter two that expectation was a key to satisfaction.

After the design and testing, the satisfaction's questionnaire will be used on 500 customers in order to study on customer satisfaction of the YBAT registration information system. The details of the 500 customers are as follows:

In random sampling to the satisfaction of the customer towards the service of register information system which contained five courses to practice Dharma.

3.1.1 Little Yuwanekkhummabarame (ยุวนกข์มบารมี)

3.1.2 Phra Kru Palad Veeranon (วีปัสสนากรรมฐาน โดย พระครูปลัดวีระนนท์)

3.1.3 Developing mind for wisdom and peacefulness (พัฒนาจิตเพื่อให้เกิดปัญญาและสันติสุข)

3.1.4 Spiritual Prayer (จิตภาวนา)

3.1.5 Knowing Only by (Phra Nuanchan Kittipanyo) (เพียงแค่นี้)

To determine an appropriate numbers of samples for this study, the formula developed by Krejcie and Morgan would be used in the calculation as follows [29]

Formula:

$$n = \frac{N}{1 + N(e)^2} \quad (3.1)$$

Given

n = sample size

N = ratio of sample population

e = acceptable miscalculation (0.5)

Satisfaction outcomes were analyzed through computerized program Statistical Package for Social Science (SPSS).

Formula:

$$n = \frac{23,125}{1 + 23,125(0.05)^2}$$

$$n = 393$$

However, in the study customers' satisfaction, miscalculation was allowed 5% in the proportion of sample population and 95% in Reliability Level. Then, the selected formula was calculated with the accepted numbers which indicated at least 393 samples had been chosen to represent the whole population.

3.2 Research Tools

Research tool for collecting data were constructed by the researcher from model and relevant researches which covered the contents and objectives in this study by dividing into three parts as follows:

Part one: Individual characteristic of respondents namely, gender, education, occupation, ever practicing Dharma at the Young Buddhist Association of Thailand (YBAT).

Part two: A questionnaire on the use of technology

Part three: A questionnaire on expectation and satisfaction of YBAT's customers on the registration information system.

3.3 Building and Finding Tool Effectiveness

3.3.1 Constructing a questionnaire involved the following research steps:

3.3.1.1 Searching for information from documents, researches and concepts to incorporate into a questionnaire.

3.3.1.2 Constructing and improving a questionnaire with draft based on objectives and goals of the study.

3.3.1.3 Verifying and revising the draft questionnaire by checking words, sentences for questions clarity or clear explanation in each question.

3.3.1.4 Validity was tested by submitting the revised questionnaire to the advisor to verify each question accuracy and whether being directly related to the research objectives before another revision for further use.

3.3.1.5 Try-out was conducted with 50 Dharma practitioners in two courses to find reliability of the questionnaire before finding Alpha Coefficient based on Cronbach's alpha coefficient with the application of Statistical Package for the Social Sciences (SPSS).

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum s_j^2}{s_t^2} \right) \quad (3.2)$$

where

α = Questionnaire Reliability

k = Test numbers

s_j^2 = Score variation in each number

s_t^2 = Score variation of total questionnaire

3.3.1.6 Try-out and improved questionnaires were taken to the advisor for printing the complete version, ready for data collection.

Outcomes from questionnaires with the application of Cronbach Alpha in various aspects revealed higher Reliability than or equal to the set standard 0.7 [29]. Therefore, those questionnaires were considered acceptable for further analysis.

3.4 Data Collecting

3.4.1 The questionnaires were submitted to the Administrative Director for approval.

3.4.2 Total 500 sets of questionnaires were distributed to samples and all questionnaires.

3.5 Data Analysis

Descriptive Method was carried out together with the application of Frequency, Percentage, Mean and Standard Deviation, including other statistical methods for data analysis.

3.5.1 Analysis of factors affecting expectation and satisfaction towards the service of the YBAT registration information system regarding registration for practicing Dharma and room reservation was done with measuring scale to classify and weight [30].

3.5.2 T-test for expectation and satisfaction towards the service of the YBAT registration information system was conducted with an attitude scale of one to five in accordance with Likert's Scale, using standard deviation to determine score in five spans, so called Arbitrary Weighting Method as follows [30].

Level of Opinion	Points
The most expectation	5
More expectation	4
Moderate expectation	3
Low expectation	2
The least expectation	1

Interpretation of expectation and satisfaction is divided into five levels : , most expectation and satisfaction, more expectation and satisfaction, moderate expectation and satisfaction, less expectation and satisfaction and least expectation and satisfaction with the criteria for calculated each interval class shown as follows:

$$\begin{aligned} \text{Interval of each class} &= \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Numbers of Levels}} & (3.3) \\ &= \frac{5 - 1}{5} \end{aligned}$$

Interval of each class = 0.80

4.21– 5.00 = the most expectation and satisfaction

3.41– 4.20 = More expectation and satisfaction

2.61– 3.40 = Moderate expectation and satisfaction

1.81– 2.60 = Less expectation and satisfaction

1.00 –1.80 = the least expectation and satisfaction

3.5.3 Testing Hypothesis

Hypothesis: Service Customers with different background have expectation and satisfaction towards the service of the YBAT registration information

system differently through the use of statistical t-test for calculated each interval class shown as follows:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{N_1} + \frac{s_2^2}{N_2}}} \quad (3.4)$$

$t = t$ distribution

$N =$ total

$s_2^2 =$ Variation of sample group two

$\bar{x}_1 =$ Mean of sample group one

$\bar{x}_2 =$ Mean of sample group two

$n_1 =$ Members of sample group one

$n_2 =$ Members of sample group two

This hypothesis explains that if it's true we can be identify different background has satisfaction for the YBAT registration information that be different satisfaction and if it's false we can be identify different background has satisfaction for the YBAT registration information that be relate satisfaction.

Analysis results were summarized and presented as the guideline to improve the registration system. In order to reduce customers' anxiety caused by waiting for services, including informing them all the procedures involved, what to do and how to deal with the problems that might occur, employees should understand the nature of customers' problems as well as update technology to make communication more effective with prompt services. Perhaps unnecessary procedures should be eliminated to make services easier.

CHAPTER IV

RESULTS

The research results on the expectation and satisfaction of customers for the service of register information system of The Young Buddhist Association of Thailand under the Royal Patronage (YBAT) is being presented as follows:

Data Analysis Steps

Statistic Package for Social Science (SPSS) was used in the data analysis. The results of analysis and interpretation are being presented in two parts.

Part 1 is the data analysis on expectation of training courses on knowing only, developing mind for wisdom, and harmony & spiritual pray at YBAT.

Part 2 is the data analysis on satisfaction of Little Yuwanekkhumbarama , Phra Kru Palad Veranon, Developing mind for wisdom and peacefulness, knowing only by Phra Nuanchan Kittipanyo, and spiritual pray at YBAT.

4.1 Analysis of Samples' Satisfaction on the registration of Little Yuwanekkhummabarama course at YBAT

4.1.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration of Little Yuwanekkhummabarama course.

Table 4.1 Number and percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	30	30.0
Female	70	70.0
Total	100	100.0

Table 4.1 indicated that most informants were 70 females or 70%, followed by 30 males or 30%.

Table 4.2 Number and percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

N= 99, MISS = 1		
Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	43	43.4
Never	56	56.6
Total	99	100.0

Table 4.2 indicated that 56 informants or 56.6% had never been practicing Dharma whereas 43 informants or 43.45 practiced Dharma at the Young Buddhist Association.

Table 4.3 Number and percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	31	72.1
3 - 4 times	10	23.3
5 – 6 times	2	4.7
Total	43	100.0

Table 4.3 indicated that majorities (31 informants or 72.1%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 10 informants or 23.3% and the least practiced 2 informants or 4.7% for 5-6 times.

4.1.2 Technological Application of Samples customers on Little Yuwanekkhummabarama course

Table 4.4 Technological Application in daily lives of Samples customers registered in Little Yuwanekkhummabarama course

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
	Computer	78	78.8	19	19.2	2
INTERNET, E-MAIL	78	78.0	19	19.0	3	3.0
Digital Camera	46	46.5	51	51.5	2	2.0
MP3 (iPod, etc.)	51	51.0	44	44.0	5	5.0

Table 4.4 shows that samples customers of Little Yuwanekkhummabarama course 78.8% knew how to acquire services through computer and frequently used whereas 19.2% hardly used and 2.0% never used computers.

Total 78.0% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 19.0% knew how but hardly used and 3.0% never used the them.

For Digital cameras, the total of 46.5% of informants knew and used it frequently whereas 51.5% knew but hardly used and 2.0% never used digital cameras.

For MP3 (iPod, etc.), the total of 51.0% of informants knew and used it frequently whereas 44.0% knew but hardly used and 5.0% never knew how to operate MP3 players.

Table 4.5 Number and percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period.

Purchasing merchandises or services through	Number	Percent
Internet		
Purchase	22	22.2
Non-purchase	77	77.8
Total	99	100.0

Table 4.5 indicated that majorities (77 informants or 77.8%) had never purchased merchandises or services through the Internet during three months period and 22 informants or 22.2% made their purchases during the three months periods.

Table 4.6 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	21	21.0
Encountered problems but never received any impacts	47	47.0
Never encountered problems and never received any impacts	32	32.0
Total	100	100.0

Table 4.6 indicated that majorities, (47 informants or 47.0%) encountered problems earlier, but had never received any impacts, followed by 32 informants or 32.0% encountered the problems and minorities, (21 informants or 21.0%) felt uneasiness from unable to operate the device.

4.1.3 Satisfaction of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) for the registration on Little Yuwanekkhummabarama course

Table 4.7 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for time to register on Little Yuwanekkhummabarama course

N = 98 ,MISS= 2

Preferred time registered on practicing Dharma	Number	Percent
Finishing longer than 5 minutes	19	19.4
Finishing within 4 minutes	3	3.1
Finishing within 3 minutes	29	29.6
Finishing within 2 minutes	26	26.5
Finishing within 1 minute	21	21.4
Total	98	100.0

Table 4.7 indicated that majorities, (29 informants or 29.6%) were satisfied with finishing registration process in 3 minutes, followed by 26 informants or 26.5% satisfied with finishing registration process in 2 minutes and the least numbers of 3 informants or 3.1% satisfied with finishing registration process over 4 minutes.

Table 4.8 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the register on Little Yuwanekkhumbarama course to practice Dhrama

Satisfied Services	\bar{X}	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	3.66	0.844	0.712	-0.313	0.241	0.617	0.478
2. Are you satisfied with keeping you personal confidential, at what level?	3.81	0.837	0.701	-0.259	0.241	0.023	0.478
3. Are you satisfied with data accuracy and precision, at what level?	3.95	0.809	0.654	-0.259	0.241	-0.65	0.478
4. Are you satisfied with technological application with the registered system, at what level?	3.98	0.829	0.686	-0.397	0.241	-0.495	0.478
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	4.01	0.785	0.616	-0.273	0.241	-0.676	0.478

6. Are you satisfied with the officers' prompt attention in solving problems of Dharma attendants, at what level?	4.03	0.846	0.716	-0.874	0.241	1.525	0.478
Average Mean	3.9067	0.672	0.452	0.182	0.241	-0.963	0.478

Table 4.8 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) for the registration Little Yuvanekumbaree course with the total mean 3.90, Std. Deviation 0.67, Variance 0.452, Skewness from -0.874 to -0.259, Std. Error of Skewness 0.241, Kurtosis from -0.676 to -1.525 and Std. Error of Kurtosis 0.478.

Table 4.9 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration of Little Yuvanekumbaree course regarding the time spent on room reservation

N = 92, MISS= 8		
Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	7	7.6
Finished within 4 minutes	4	4.3
Finished within 3 minutes	27	29.3
Finished within 2 minutes	38	41.3
Finished within 1 minute	16	17.4
Total	92	100.0

Table 4.9 indicated that majorities, 38 informants or 41.3%, were satisfied with finishing registration process in 2 minutes, followed by 27 informants or 29.3% satisfied with finishing registration process in 3 minutes and the least numbers of 7 informants or 7.6% satisfied with finishing registration process over 5 minutes.

Table 4.10 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of Little Yuvanekumbaramanee course regarding room reservation

Satisfied Services	\bar{x}	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	3.81	0.895	0.802	-0.21	0.241	-0.386	0.478
2. Are you satisfied with data accuracy in room registration, at what level?	3.82	0.796	0.634	-0.33	0.241	-1.342	0.478
3. Are you satisfied with technological application with the room reservation, at what level?	3.99	0.772	0.596	0.17	0.241	-1.310	0.478
4. Are you satisfied with extended registration/room reservation, at what level?	3.83	0.833	0.695	-0.09	0.243	-0.776	0.481
5. Are you satisfied with requested room and bed, at what level?	3.83	0.756	0.572	0.29	0.243	-1.189	0.481
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	3.99	0.789	0.622	-0.23	0.243	-0.727	0.481
Total Mean	3.878	0.7005	0.491	0.198	0.243	-1.104	0.481

Table 4.10 revealed total mean 3.87, Std. Deviation average 0.70, Variance average 0.491, Skewness average from - 0.336 to 0.298, Std. Error of Skewness average 0.243, Kurtosis average from -1.342 to -0.386 and Std. Error of Kurtosis average 0.481 on the room reservation for the registration in Little Yuvanekumbaramanee course.

4.1.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Testing the hypothesis to find out if different population's characteristics could cause differences in the service users' satisfactions by comparing the Sig. value from acquired output with Reliability at 95% ($\alpha=0.05$). If Sig. $< \alpha$, it is indicated unaccepted Ho whereas Sig. $> \alpha$ indicated accepted Ho by engaging the research hypothesis as follows:

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on Little Yuvanekumbaramee course. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.11 Satisfaction levels for the registration to practice Dharma on Little Yuvanekumbaramee course regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.8056	0.62220	0.984	0.327	-0.4356	0.14672
Females	3.9500	0.69235				

The t–test analysis of data in Table 4.11 indicated the statistical significance (Sig.) 0.327, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or $\mu_{male} = \mu_{female}$

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.12 Satisfaction from different practicing Dharma on Little Yuvanekumbaram course

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.9806	0.68931	0.944	0.347	-0.14261	0.40147
Never	3.8512	0.66566				

Table 4.12 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.347, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions ever males and never or

$$\mu_{ever} = \mu_{never}$$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.13 Satisfaction Level on for registration on Little Yuvanekumbaramee course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	2.021	2	1.011	2.272	0.109
Differences within group	42.713	96	0.445		
Total	44.734	98			

Table 4.13 using One-Way ANOVA revealed the statistical significance (Sig.) 0.109, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on technological application or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.14 Satisfaction Level for registration on Little Yuvanekumbaramanee course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase	4.0909	0.78297	1.453	0.15	-0.08642	0.55828
Non-purchase	3.8550	0.63772				

Table 4.14 through t-test analysis revealed the statistical significance (Sig.) 0.15, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently.

H_0 : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.15 Satisfaction Level for registration on Little Yuvanekumbaramee course regarding differences in Technological Application

Variation Causes	Sum of Squares	Df	Mean Square	F	Sig.
Differences between groups	2.800	2	1.400	3.238	0.044
Differences within group	41.940	97	0.432		
Total	44.740	99			

* Statistical Significance 0.05

Table 4.15 using One-Way ANOVA revealed the statistical (Sig.) 0.04, which is less than $\alpha = 0.05$. Considered as unaccepted H_0 or accepted H_a . Then, conclusions indicated differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{male} \neq \mu_{female}$

Table 4.16 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaree course between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.6494	0.58815	2.134	0.035	-0.62603	-0.02274
Females	3.9738	0.72489				

The t-test analysis in Table 4.16 revealed the statistical significance (Sig.) 0.035, which is less than $\alpha = 0.05$. Considered as unaccepted H_0 or accepted H_a . Then, conclusions indicated differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on Little Yuvanekumbaramee course.

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.17 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaramee course regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	4.00	0.706	1.397	0.166	-0.8292	0.47686
Never	3.80	0.681				

The t–test analysis shown in Table 4.17 revealed the statistical significance (Sig.) 0.166, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on Little Yuvanekumbaree course differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.18 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaree course regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.714	2	0.357	0.718	0.49
Differences within group	47.242	95	0.497		
Total	47.956	97			

Table 4.18 using One-Way ANOVA revealed the statistical significance (Sig.) 0.49, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma regarding Technological Application or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation on Little Yuvanekumbaramanee course.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.19 Satisfaction Level on room reservation to register on Little Yuvanekumbaramanee course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase	4.02	0.8534	0.918	0.366	-0.22221	0.58345
Non-purchase	3.84	0.6542				

The t-test analysis revealed the statistical significance (Sig.) 0.366, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.20 Satisfaction Level on Room Reservation for registration on Little Yuvanekumbaramanee course regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	2.330	2	1.165	2.444	0.092
Differences within group	45.771	96	0.477		
Total	48.101	98			

Table 4.20 revealed the data analysis outcomes of One-Way ANOVA with statistical significance (Sig.) 0.092, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

4.2 Analysis of Samples' Satisfaction on the registration in Phra Kru Palad Veeranon course at YBAT

4.2.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration in Phra Kru Palad Veeranon course.

Table 4.21 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	40	40.0
Female	60	60.0
Total	100	100.0

Table 4.21 indicated that most informants were 60 females or 60%, followed by 40 males or 40.0%.

Table 4.22 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

N= 98, MISS = 2		
Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	47	48.0
Never	51	52.0
Total	98	100.0

Table 4.22 indicated that 51 informants or 52% had never been practicing Dharma whereas 47 informants or 48% practiced Dharma at the Young Buddhist Association.

Table 4.23 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	29	61.7
3 - 4 times	11	23.4
5 – 6 times	5	10.6
more than 7 time	2	4.3
Total	47	100.0

Table 4.23 indicated that majorities, (29 informants or 61.7%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 11 informants or 23.4% had been practicing Dharma 3-4 times and the least practiced 2 informants or 4.3% for more than 7 time.

4.2.2 Technological Application of Samples customers on Phra Kru Palad Veeranon course

Table 4.24 Technological Application in daily lives of Samples customers registered in Phra Kru Palad Veeranon course

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
	Computer	86	86.0	14	14.0	0
INTERNET, E- MAIL	73	73.0	22	22.0	5	5.0
Digital Camera	65	65.7	30	30.3	4	4.0
MP3 (iPod, etc.)	65	65.0	30	30.0	5	5.0

Table 4.24 shows that samples customers of Phra Kru Palad Veeranon course 86% knew how to acquire services through computer and frequently used whereas 14% knew how but hardly used and 0.0% never used the computers.

Total 73.0% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 22.0% knew how but hardly used and 5.0% never used them.

As for using Digital camera, the total of 63.7% of informants knew and it frequently whereas 30.3% knew but hardly used and 4.0% never used digital cameras.

For MP3 (iPod, etc.),the total of 65.0% of informants knew and used it frequently whereas 30.0% knew but hardly used and 5.0% never knew how to operate MP3 players.

Table 4.25 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period.

N= 97, MISS =3

Purchasing merchandises or services through Internet	Number	Percent
Purchase	42	43.3
Non-purchase	55	56.7
Total	97	100.0

Table 4.25 indicated that majorities, (55 informants or 56.7%) had never purchased merchandises or services through the Internet during three months period and 42 informants or 43.3% made their purchases during the three months periods.

Table 4.26 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

N= 95, MISS = 5

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	51	53.7
Encountered problems but never received any impacts	25	26.3
Never encountered problems and never received any impacts	19	20.0
Total	95	100.0

Table 4.26 indicated that majorities, (51 informants or 53.7%) felt uneasiness from unable to operate the device, followed by 25 informants or 26.3% encountered problems earlier, but had never received any impacts, (19 informants or 20.0%) encountered the problems and minorities.

4.2.3 Satisfaction of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) towards the registration on Phra Kru Palad Veeranon course

Table 4.27 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) towards time to register on Phra Kru Palad Veeranon course

N = 90 ,MISS= 10

Preferred time registered on practicing Dharma	Number	Percent
Finishing longer than 5 minutes	4	4.4
Finishing within 4 minutes	13	14.4
Finishing within 3 minutes	34	37.8
Finishing within 2 minutes	38	42.2
Finishing within 1 minute	1	1.1
Total	90	100.0

Table 4.27 indicated that majorities, (38 informants or 42.2%) were satisfied with finishing registration in process 2 minutes, followed by 34 informants or 37.8% satisfied with finishing registration in process 3 minutes and the least numbers of 1 informants or 1.1% satisfied with finishing registration process 1 minute.

Table 4.28 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) towards the register on Phra Kru Palad Veeranon course to practice Dhrama

Satisfied Services	$\bar{(X)}$	S.D	Varince	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	3.56	0.729	0.532	-0.532	0.241	-0.060	0.478
2. Are you satisfied with keeping you personal confidential, at what level?	3.39	0.712	0.506	-0.223	0.243	-0.364	0.481
3. Are you satisfied with data accuracy and precision, at what level?	3.35	0.690	0.476	-0.026	0.243	-0.235	0.481
4. Are you satisfied with technological application with the registered system, at what level?	3.39	0.737	0.543	0.003	0.241	-0.280	0.478
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	3.27	0.831	0.690	-0.442	0.243	-0.114	0.481
6. Are you satisfied with the officers' prompt attention in	3.25	0.702	0.492	-0.391	0.241	0.158	0.478

solving problems of Dharma attendants, at what level?							
Average Mean	3.3625	0.522	0.273	-0.147	0.245	0.818	0.485

Table 4.28 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) towards the registration Phra Kru Palad Veeranon course with the total mean 3.36, Std. Deviation 0.552, Variance 0.273, Skewness from -0.532 to 0.003, Std. Error of Skewness 0.245, Kurtosis from -0.364 to 0.158 and Std. Error of Kurtosis 0.485.

Table 4.29 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration of Phra Kru Palad Veeranon course regarding the time spent on room reservation

N = 89, MISS= 11

Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	0	0.0
Finished within 4 minutes	13	14.6
Finished within 3 minutes	40	44.9
Finished within 2 minutes	32	36.0
Finished within 1 minute	4	4.5
Total	89	100.0

Table 4.29 indicated that majorities, 40 informants or 44.9%, were satisfied with finishing registration process in 3 minutes, followed by 32 informants or 36% satisfied with finishing registration process in 2 minutes and the least numbers of 0 informants or 0% satisfied with finishing registration process over 5 minutes.

Table 4.30 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of Phra Kru Palad Veeranon course regarding room reservation

Satisfaction Areas	\bar{X}	S.D	Varince	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	3.56	0.671	0.451	-0.223	0.241	-0.092	0.478
2. Are you satisfied with data accuracy in room registration, at what level?	3.47	0.690	0.476	0.187	0.243	-0.149	0.481
3. Are you satisfied with technological application with the room reservation, at what level?	3.33	0.623	0.623	0.403	0.243	0.225	0.481
4. Are you satisfied with extended registration/room reservation, at what level?	3.36	0.689	0.689	-0.046	0.241	-0.248	0.478
5. Are you satisfied with requested room and bed, at what level?	3.27	0.586	0.586	-0.131	0.243	-0.497	0.481
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	3.24	0.809	0.809	-0.473	0.243	1.114	0.481
Total Mean	3.36	0.4538	0.206	-0.181	0.245	0.507	0.485

Table 4.30 revealed total mean 3.36, Std. Deviation average 0.453, Variance average 0.206, Skewness average from -0.473 to 0.403, Std. Error of Skewness average 0.245, Kurtosis average from -0.497 to 0.225 and Std. Error of Kurtosis average 0.485 on the room reservation towards the registration in Phra Kru Palad Veeranon course.

4.2.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Testing the hypothesis to find out if different population's characteristics could cause differences in the service users' satisfactions by comparing the Sig. value from acquired output with Reliability at 95% ($\alpha=0.05$). If Sig. $< \alpha$, it is indicated unaccepted Ho whereas Sig. $> \alpha$ indicated accepted Ho by engaging the research hypothesis as follows:

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on Phra Kru Palad Veeranon course. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.31 satisfaction levels towards the registration to practice Dharma on Phra Kru Palad Veeranon course regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.3932	0.55209	0.472	0.638	-0.1643	0.26672
Females	3.3420	0.50477				

The t-test analysis of data in Table 4.31 indicated the statistical significance (Sig.) 0.638, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or $\mu_{male} = \mu_{female}$

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.32 Satisfaction from different practicing Dharma on Phra Kru Palad Veeranon course

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.4356	0.52362	1.248	0.215	-0.07975	0.34966
Never	3.3007	0.52707				

Table 4.32 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.215, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.33 Comparison of Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.852	2	0.426		
Differences within group	25.032	93	0.269	1.584	0.211
Total	25.884	95			

Table 4.33 using One-Way ANOVA revealed the statistical significance (Sig.) 0.211, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on technological application or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.34 Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	3.3583	0.59503	0.221	0.826	-0.24374	0.19497
Non-purchase	3.3827	0.47452				

Table 4.34 through t-test analysis revealed the statistical significance (Sig.) 0.826, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently

H_0 : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.35 Satisfaction Level for registration on Phra Kru Palad Veeranon course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.131	2	0.066	0.228	0.796
Differences within group	25.528	89	0.287		
Total	25.659	91			

* Statistical Significance 0.05

Table 4.35 using One-Way ANOVA revealed the statistical (Sig.) 0.796, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{male} \neq \mu_{female}$

Table 4.36 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.3465	0.45911	0.368	0.714	-0.22313	0.15340
Females	3.3814	0.45386				

The t–test analysis in Table 4.36 indicated the statistical significance (Sig.) 0.714, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or

$$\mu_{male} = \mu_{female}$$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on Phra Kru Palad Veeranon course

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.37 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.3889	0.48331	0.483	0.631	-0.14193	0.23304
Never	3.3433	0.43697				

The t–test analysis shown in Table 4.37 revealed the statistical significance (Sig.) 0.631, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on five courses of practice the Dharma differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.38 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.552	2	0.276	1.365	0.261
Differences within group	18.818	93	0.202		
Total	19.370	95			

Table 4.38 using One-Way ANOVE revealed the statistical significance (Sig.) 0.261, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma regarding Technological Application or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation Phra Kru Palad Veeranon course of practice the Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.39 Satisfaction Level on room reservation to register on Phra Kru Palad Veeranon course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.28	0.4526	1.608	0.107	-0.3426	0.03398
Never	3.43	0.45303				

Table 4.39 through t-test analysis revealed the statistical significance (Sig.) 0.107 which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.40 Satisfaction Level on Room Reservation for registration on Phra Kru Palad Veeranon course regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.036	2	0.018	0.082	0.922
Differences within group	19.387	89	0.218		
Total	19.423	91			

Table 4.40 revealed the data analysis outcomes of One-Way ANOVA with statistical (Sig.) 0.922, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

4.3 Analysis of Samples' Satisfaction on the registration of Developing mind for wisdom and peacefulness course at the YBAT

4.3.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration of Developing mind for wisdom and peacefulness course.

Table 4.41 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	23	23.0
Female	77	77.0
Total	100	100.0

Table 4.41 indicated that most informants were 77 females or 77%, followed by 23 males or 23%.

Table 4.42 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	27	27.0
Never	73	73.0
Total	98	100.0

N= 98, MISS = 2

Table 4.42 indicated that 73 informants or 73% had never been practicing Dharma whereas 27 informants or 27% practiced Dharma at the Young Buddhist Association.

Table 4.43 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	18	66.7
3 - 4 times	5	18.5
5 – 6 times	2	7.4
more than 7 time	2	7.4
Total	27	100.0

Table 4.43 indicated that majorities, (18 informants or 66.7%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 5 informants or 18.5% and the least practiced 2 informants or 7.4% for 5-6 times and more than 7 time.

4.3.2 Technological Application of Samples customers on Developing mind for wisdom and peacefulness course

Table 4.44 Technological Application in daily lives of Samples customers registered in Developing mind for wisdom and peacefulness course

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
Computer	58	59.2	27	27.6	13	13.3
INTERNET, E-MAIL	50	51.5	31	32.0	16	16.5
Digital Camera	36	37.1	46	47.4	15	15.5
MP3 (iPod, etc.)	32	32.7	47	48.0	19	19.3

Table 4.44 shows that samples customers of Developing mind for wisdom and peacefulness course 59.2% knew how to acquire services through computer and frequently used whereas 27.6% hardly used and 13.3% never used computers.

Total 51.5% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 32% knew how but hardly used and 16.5% never used them.

For Digital cameras, the total of 47.4% of informants knew and used it frequently whereas 37.1% knew but hardly used and 15.5% never used digital cameras.

For MP3 (iPod, etc.), the total of 48.0% of informants knew and used it frequently whereas 32.7% knew but hardly used and 19.3% never knew how to operate MP3 players.

Table 4.45 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period

Purchasing merchandises or services through	Number	Percent
Internet		
Purchase	13	13.0
Non-purchase	87	87.0
Total	100	100.0

Table 4.45 indicated that majorities, (87 informants or 87%) had never purchased merchandises or services through the Internet during three months period and 13 informants or 13.0% made their purchases during the three months periods.

Table 4.46 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

N=99,MISS=1

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	27	27.3
Encountered problems but never received any impacts	41	41.4
Never encountered problems and never received any impacts	31	31.3
Total	99	100.0

Table 4.46 indicated that majorities, (41 informants or 41.4%) encountered problems earlier, but had never received any impacts, followed by 31 informants or 31.3% encountered the problems and minorities, (27 informants or 27.3%) felt uneasiness from unable to operate the device.

Table 4.47 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) towards time to register on Developing mind for wisdom and peacefulness course

N = 99 ,MISS= 1

Preferred time registered on practicing	Number	Percent
Dharma		
Finishing longer than 5 minutes	18	18.2
Finishing within 4 minutes	2	2.0
Finishing within 3 minutes	40	40.4
Finishing within 2 minutes	22	22.2
Finishing within 1 minute	17	17.2
Total	99	100.0

Table 4.47 indicated that majorities, 40 informants or 40.4% were satisfied with finishing registration process in 3 minutes, followed by 22 informants or 22.2% satisfied with finishing registration process in 2 minutes and the least numbers of 2 informants or 2.0 % satisfied with finishing registration process over 4 minutes.

Table 4.48 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the register on Developing mind for wisdom and peacefulness course to practice Dhrama.

Satisfied Services	$\bar{(X)}$	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	3.63	0.884	0.781	-0.271	0.241	0.687	0.478
2. Are you satisfied with keeping you personal confidential, at what level?	3.81	0.677	0.458	0.251	0.241	-0.807	0.478
3. Are you satisfied with data accuracy and precision, at what level?	3.76	0.683	0.467	0.345	0.241	-0.833	0.478
4. Are you satisfied with technological application with the registered system, at what level?	3.95	0.770	0.593	-0.455	0.241	0.749	0.478
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	4.01	0.718	0.515	-0.015	0.241	-1.030	0.478
6. Are you satisfied with the officers' prompt attention in solving problems of Dharma attendants, at what level?	4.01	0.718	0.515	-0.015	0.241	-1.030	0.478
Average Mean	3.86	0.6163	0.380	-0.111	0.241	-0.773	0.478

Table 4.48 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) towards the registration Developing mind for wisdom and peacefulness course with the total mean 3.86, Std. Deviation 0.6163, Variance 0.38, Skewness from -0.455 to -0.345, Std. Error of Skewness 0.241, Kurtosis from -0.807 to 0.749 and Std. Error of Kurtosis 0.478.

Table 4.49 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration Developing mind for wisdom and peacefulness course regarding the time spent on room reservation

N = 97, MISS= 3		
Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	11	11.3
Finished within 4 minutes	9	9.3
Finished within 3 minutes	30	30.9
Finished within 2 minutes	26	26.8
Finished within 1 minute	21	21.6
Total	97	100.0

Table 4.49 indicated that majorities, (30 informants or 30.9%) were satisfied with finishing registration process in 3 minutes, followed by 26 informants or 26.8% satisfied with finishing registration process in 2 minutes and the least numbers of 9 informants or 9.3% satisfied with finishing registration process over 4 minutes.

Table 4.50 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of Developing mind for wisdom and peacefulness course regarding room reservation

Satisfaction Areas	\bar{x}	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	3.90	0.789	0.622	-0.200	0.243	-0.561	0.481
2. Are you satisfied with data accuracy in room registration, at what level?	3.95	0.787	0.620	-0.422	0.243	0.522	0.481
3. Are you satisfied with technological application with the room reservation, at what level?	4.01	0.735	0.541	-0.330	0.243	-0.219	0.481
4. Are you satisfied with extended registration/room reservation, at what level?	3.93	0.799	0.638	-0.362	0.243	0.322	0.481
5. Are you satisfied with requested room and bed, at what level?	3.94	0.793	0.629	-0.392	0.243	0.419	0.481
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	4.05	0.813	0.661	-0.443	0.243	-0.494	0.481
Total Mean	3.96	0.696	0.484	-0.332	0.243	-0.054	0.481

Table 4.50 revealed total mean 3.963, Std. Deviation average 0.696, Variance average 0.484, Skewness average from -0.443 to 0.2, Std. Error of Skewness average 0.243, Kurtosis average from 0.522 to -0.219 and Std. Error of Kurtosis

average 0.481 on the room reservation for the registration in Developing mind for wisdom and peacefulness course.

4.3.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on Developing mind for wisdom and peacefulness course of practice the Dharma. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.51 Satisfaction levels for the registration to practice Dharma on Developing mind for wisdom and peacefulness course regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.9565	0.65755	0.84	0.403	-0.16791	0.41429
Females	3.8333	0.60517				

The t-test analysis of data in Table 4.51 indicated the statistical significance (Sig.) 0.403, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or $\mu_{male} = \mu_{female}$

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.52 Satisfaction from different practicing Dharma on Developing mind for wisdom and peacefulness course

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.8889	0.63043	0.267	0.79	-0.23953	0.31412
Never	3.8516	0.61524				

Table 4.52 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.79, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.53 Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	1.189	2	0.594		
Differences within group	33.583	92	0.365	1.628	0.202
Total	34.772	94			

Table 4.53 using One-Way ANOVA revealed the statistical significance (Sig.) 0.202, which is higher than $\alpha = 0.05$. Considered as acceptable H_0 . Then,

conclusions indicated no differences in satisfactions towards the registration system

or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.54 Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	3.8462	0.59885	0.097	0.923	-0.38339	0.34773
Non-purchase	3.8640	0.62233				

Table 4.54 revealed the statistical significance (Sig.) 0.923, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently.

H_0 : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.55 Satisfaction Level for registration on Developing mind for wisdom and peacefulness course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.288	2	0.144	0.372	0.69
Differences within group	37.232	96	0.388		
Total	37.520	98			

* Statistical Significance 0.05

Table 4.55 using One-Way ANOVA revealed the statistical significance (Sig.) 0.69, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{male} \neq \mu_{female}$

Table 4.56 Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	4.0580	0.63486	0.745	0.458	-0.20574	0.45326
Females	3.9342	0.71496				

The t–test analysis of data in Table 4.56 indicated the statistical significance (Sig.) 0.458, which is higher than $\alpha = 0.05$. Considered as accepted H_0 . Then, conclusions indicated no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on Developing mind for wisdom and peacefulness course.

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.57 Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	4.0556	0.69029	0.809	0.420	-0.18497	0.4396
Never	3.9282	0.69978				

The t–test analysis shown in the Table 4.57 revealed the statistical significance (Sig.) 0.42, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on Developing mind for wisdom and peacefulness course of practice the Dharma differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.58 Satisfaction Level on room reservation for registration on Developing mind for wisdom and peacefulness course regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.428	2	0.214	0.517	0.598
Differences within group	37.733	91	0.415		
Total	38.162	93			

Table 4.58 using One-Way ANOVA revealed the statistical significance 0.05 higher than the set Sig. $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma regarding Technological Application or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation on Developing mind for wisdom and peacefulness course.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.59 Satisfaction Level on room reservation to register on Developing mind for wisdom and peacefulness course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	3.9615	0.54072	0.08	0.994	-0.41482	0.41155
Non-purchase	3.9632	0.71920				

The t-test analysis revealed the statistical significance (Sig.) 0.994, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.60 Satisfaction Level on Room Reservation for registration on Developing mind for wisdom and peacefulness course regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.084	2	0.042		
Differences within group	47.390	95	0.499	0.084	0.919
Total	47.474	97			

Table 4.60 revealed the data analysis outcomes of One-Way ANOVA with statistical significance (Sig.) 0.919, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

4.4 Analysis of Samples' Satisfaction on the registration of knowing only by Phra Nuanchan Kittipanyo course at the YBAT

4.4.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration of Knowing only by Phra Nuanchan Kittipanyo course.

Table 4.61 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	22	22.0
Female	78	78.0
Total	100	100.0

Table 4.61 indicated that most informants were 78 females or 78%, followed by 22 males or 22%.

Table 4.62 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	48	48.0
Never	52	52.0
Total	100	100.0

Table 4.62 indicated that 52 informants or 52.0% had never been practicing Dharma whereas 48 informants or 48.0% practiced Dharma at the Young Buddhist Association.

Table 4.63 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

N= 48, MISS =52		
Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	21	43.8
3 - 4 times	11	22.9
5 – 6 times	6	12.5
more than 7 time	10	20.8
Total	48	100.0

Table 4.63 indicated that majorities, (21 informants or 43.8%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 11 informants or 22.9% had been practicing Dharma 3-4 times and the least practiced 6 informants or 12.5% for 5-6 times.

4.4.2 Technological Application of Samples customers on Knowing only by Phra Nuanchan Kittipanyo course

Table 4.64 Technological Application in daily lives of Samples customers registered in Knowing only by Phra Nuanchan Kittipanyo course

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
	Computer	60	60.0	26	26.0	14
INTERNET, E- MAIL	56	56.0	29	29.0	15	15.0
Digital Camera	35	35.0	43	43.0	22	22.0
MP3 (iPod, etc.)	23	23.0	39	39.0	38	38.0

Table 4.64 shows that samples customers Knowing only by Phra Nuanchan Kittipanyo course 60.0% knew how to acquire services through computer and frequently used whereas 26.0% knew how but hardly used and 14.0% never used computers.

Total 56.0% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 29.0% knew how but hardly used and 15.0% never used them.

As for using Digital cameras, the total of 43.0% of informants knew how but hardly used whereas 35.0% knew how to acquire services and 22.0% never used digital cameras.

For MP3 (iPod, etc.), the total of 39.0% of informants knew how but hardly used whereas 38.0% never knew how to operate and 23.0% knew how to acquire services operate MP3 players.

Table 4.65 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period

Purchasing merchandises or services through Internet	Number	Percent
Purchase	20	20.0
Non-purchase	80	80.0
Total	100	100.0

Table 4.65 indicated that majorities, (80 informants or 80%) had never purchased merchandises or services through the Internet during three months period and 20 informants or 20.0% made their purchases during the three months periods.

Table 4.66 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	33	33.0
Encountered problems but never received any impacts	48	48.0
Never encountered problems and never received any impacts	19	19.0
Total	100	100.0

Table 4.66 indicated that majorities, (48 informants or 48.0%) encountered problems earlier, but had never received any impacts, followed by 33 informants or 33.0% encountered problems and felt from unable to operate the device, (27 informants or 27.3%) Never encountered problems and never received any impacts.

Table 4.67 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for time to register on Knowing only by Phra Nuanchan Kittipanyo course

Preferred time registered on practicing Dharma	Number	Percent
Finishing longer than 5 minutes	25	25.0
Finishing within 4 minutes	28	28.0
Finishing within 3 minutes	33	33.0
Finishing within 2 minutes	12	12.0
Finishing within 1 minute	2	2.0
Total	100	100.0

Table 4.67 indicated that majorities, (33 informants or 33.0%) were satisfied with finishing registration process in 3 minutes, followed by 28 informants or 28.0% satisfied with finishing registration process in 4 minutes and the least numbers of 2 informants or 2.0 % satisfied with finishing registration process over 1 minute.

Table 4.68 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the register on Knowing only by Phra Nuanchan Kittipanyo course to practice Dhrama

Satisfied Services	$\bar{(x)}$	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	2.98	1.231	1.515	0.138	0.241	-0.868	0.478
2. Are you satisfied with keeping you personal confidential, at what level?	3.27	1.213	1.472	-0.087	0.241	-0.968	0.478
3. Are you satisfied with data accuracy and precision, at what level?	3.48	1.259	1.585	-0.357	0.241	-0.965	0.478
4. Are you satisfied with technological application with the registered system, at what level?	3.45	1.226	1.503	-0.486	0.241	-0.656	0.478
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	3.54	1.243	1.544	-0.512	0.241	-0.697	0.478
6. Are you satisfied with the officers' prompt attention in solving problems of	3.46	1.275	1.625	-0.327	0.241	-0.954	0.478

Dharma attendants, at what level?							
Average Mean	3.36	0.999	1.000	-0.563	0.241	-0.112	0.478

Table 4.68 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) towards the registration Knowing only by Phra Nuanchan Kittipanyo course with the total mean 3.36, Std. Deviation 0.999, Variance 1.00, Skewness from 0.138 to – 0.512, Std. Error of Skewness 0.241, Kurtosis from -0.656 to -0.968 and Std. Error of Kurtosis 0.478.

Table 4.69 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration Knowing only by Phra Nuanchan Kittipanyo course regarding the time spent on room reservation

Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	22	22.0
Finished within 4 minutes	24	24.0
Finished within 3 minutes	41	41.0
Finished within 2 minutes	12	12.0
Finished within 1 minute	1	1.0
Total	100	100.0

Table 4.69 indicated that majorities, (41 informants or 41.0%) were satisfied with finishing registration process in 3 minutes, followed by 24 informants or 24.0% satisfied with finishing registration process in 4 minutes and the least numbers of 1 informant or 1.0% satisfied with finishing registration process over 1 minute.

Table 4.70 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of Knowing only by Phra Nuanchan Kittipanyo course regarding room reservation

Satisfaction Areas	\bar{x}	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	2.96	1.171	1.372	0.194	0.241	-0.724	0.478
2. Are you satisfied with data accuracy in room registration, at what level?	3.32	1.230	1.513	-0.106	0.241	-0.976	0.478
3. Are you satisfied with technological application with the room reservation, at what level?	3.27	1.145	1.310	-0.014	0.241	-0.705	0.478
4. Are you satisfied with extended registration/room reservation, at what level?	3.53	1.243	1.545	-0.392	0.241	-0.834	0.478
5. Are you satisfied with requested room and bed, at what level?	3.25	1.201	1.442	-0.212	0.241	-0.808	0.478
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	3.54	1.234	1.524	-0.406	0.241	-0.783	0.478
Total Mean	3.31	1.014	1.030	-0.385	0.241	-0.188	0.478

Table 4.70 revealed total mean 3.31, Std. Deviation average 1.01, Variance average 1.03, Skewness average from -0.406 to 1.94, Std. Error of Skewness average 0.241, Kurtosis average from -0.976 to -0.705 and Std. Error of Kurtosis average 0.478 on the room reservation towards the registration in Knowing only by Phra

Nuanchan Kittipanyo course.

4.3.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Testing the hypothesis to find out if different population's characteristics could cause differences in the service users' satisfactions by comparing the Sig. value from acquired output with Reliability at 95% ($\alpha=0.05$). If Sig. $< \alpha$, it is indicated unaccepted H_0 whereas Sig. $> \alpha$ indicated accepted H_0 by engaging the research hypothesis as follows:

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on Phra Nuanchan Kittipanyo course. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.71 Satisfaction levels for the registration to practice Dharma on Knowing only by Phra Nuanchan Kittipanyo course regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.3258	0.904	0.199	0.843	-0.52949	0.43314
Females	3.3739	1.030				

The t–test analysis of data in Table 4.71 indicated the statistical significance (Sig.) 0.843, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and female or

$$\mu_{male} = \mu_{female}$$

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.72 Satisfaction from different practicing Dharma Knowing only by Phra Nuanchan Kittipanyo course

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.2951	0.892	0.653	0.515	-0.52944	0.26715
Never	3.4263	1.094				

Table 4.72 indicated that data analysis through t–test yielded statistical significance (Sig.) 0.515, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions ever males and never or

$$\mu_{ever} = \mu_{never}$$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.73 Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	20.893	2	10.44	12.979	0.00
Differences within group	78.07	97	0.80		
Total	98.966	99			

Table 4.73 using One-Way ANOVA revealed the statistical significance (Sig.) 0.00, which is less than $\alpha = 0.05$. Considered as unaccepted H_0 or accepted H_a . Then, conclusions indicated differences in satisfactions towards the registration system or $\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$

Table 4.74 T-test on Satisfaction Level through LSD. for the registration on practicing Dharma classified by Technological Application

Technological Application	Number	Mean	Hardly	Occasionally	Frequently
Infrequent	30	2.6889	-	*	*
Occasionally	53	3.5723	*	-	-
Know how and Use	17	3.9020	*	-	-
		3.3633			

* Statistical Significance 0.05

Table 4.74 revealed that the service customers at the Young Buddhist Association who applied different technologies had different level of satisfaction towards the registration for practicing Dharma. They were two pairs, first between infrequent customers ($\bar{x}= 2.6889$ with less satisfaction than occasionally customers ($\bar{x}= 3.5723$) and infrequent customers ($\bar{x}= 2.6889$) with know how and frequent customers ($\bar{x}= 3.9020$).

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_o : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.75 Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	3.8167	1.03717	2.317	0.023	0.08123	1.0521
Non- purchase	3.2500	3.2500				

Table 4.75 revealed the statistical significance (Sig.) 0.023, which is less than $\alpha = 0.05$. Conclusions were made for agreeable H_a which reflected differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or $\mu_{purchase} \neq \mu_{non-purchase}$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently.

H_o : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{feeling\ uneasiness} = \mu_{problems\ but\ never\ received\ any\ impacts} = \mu_{never}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{feeling\ uneasiness} \neq \mu_{problems\ but\ never\ received\ any\ impacts} \neq \mu_{never}$$

Table 4.76 Satisfaction Level for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	1.071	2	0.536	0.531	0.59
Differences within group	97.894	97	1.009		
Total	98.966	99			

* Statistical Significance 0.05

Table 4.76 using One-Way ANOVA revealed the statistical significance (Sig.) 0.59, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{\text{male}} = \mu_{\text{female}}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{\text{male}} \neq \mu_{\text{female}}$

Table 4.77 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.3258	0.97383	0.73	0.942	-0.47061	0.50674
Females	3.3077	1.03233				

The t-test analysis of data in Table 4.77 indicated the statistical significance (Sig.) 0.942, which is higher than $\alpha = 0.05$. higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or $\mu_{male} = \mu_{female}$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on Phra Nuanchan Kittipanyo course.

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.78 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.1736	1.05014	1.312	0.193	-0.66718	0.1362
Never	3.4391	0.97408				

The t–test analysis shown in the Table 4.78 revealed the statistical significance (Sig.) 0.193, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or

$$\mu_{ever} = \mu_{never}$$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on Phra Nuanchan Kittipanyo course differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.79 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	15.098	2	7.549	8.428	0.00
Differences within groups	86.883	97	0.896		
Total	101.981	99			

Table 4.79 using One-Way ANOVA revealed the statistical significance 0.00 less than the set Sig. $\alpha = 0.05$. Considered as unaccepted H_0 or accepted H_a . Then, conclusions indicated differences in satisfactions towards the registration system or $\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$

Table 4.80 T-test on Satisfaction Level through LSD. for the Room Reservation on practicing Dharma classified by Technological Application

Technological Application	Number	Mean	Hardly	Occasionally	Frequently
Infrequent	30	2.7833	-	*	*
Occasionally	53	3.4182	*	-	-
Know how and Use	17	3.9118	*	-	-
		3.3117			

* Statistical Significance 0.05

Table 4.80 revealed that the service customers at the Young Buddhist Association who applied different technologies had different level of satisfaction towards the registration for practicing Dharma. They were two pairs, first between infrequent customers ($\bar{x}= 2.7833$) with less satisfaction than occasionally customers ($\bar{x}= 3.4182$) and infrequent customers ($\bar{x}= 2.7833$) with know how and frequent customers ($\bar{x}= 3.9118$).

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation on Phra Nuanchan Kittipanyo course.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non - purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non - purchase}$

Table 4.81 Satisfaction Level on room reservation to register on Knowing only by Phra Nuanchan Kittipanyo course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	3.8333	1.00292	2.647	0.009	0.16316	1.141
Non- purchase	3.1813	0.98126				

The t–test analysis revealed the statistical significance (Sig.) 0.009, which is less than $\alpha = 0.05$. Conclusions were made for agreeable H_a which reflected differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or $\mu_{purchase} \neq \mu_{non - purchase}$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.82 Satisfaction Level on Room Reservation for registration on Knowing only by Phra Nuanchan Kittipanyo course regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.624	2	0.312	0.299	0.742
Differences within group	101.357	97	1.045		
Total	101.981	99			

Table 4.82 revealed the data analysis outcomes of One-Way ANOVA with statistical significance (Sig.) 0.742, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

4.5 Analysis of Samples' Satisfaction on the registration of Spiritual pray course at the YBAT

4.5.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration of Spiritual pray course.

Table 4.83 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	12	12.0
Female	88	88.0
Total	100	100.0

Table 4.83 indicated that most informants were 88 females or 88%, followed by 12 males or 12%.

Table 4.84 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	42	42.0
Never	58	58.0
Total	100	100.0

Table 4.84 indicated that 58 informants or 58% had never been practicing Dharma whereas 42 informants or 42% practiced Dharma at the Young Buddhist Association.

Table 4.85 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

N= 42 , MISS =58

Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	25	59.5
3 - 4 times	13	31.0
5 – 6 times	3	7.1
more than 7 time	1	2.4
Total	42	100.0

Table 4.85 indicated that majorities, (25 informants or 59.5%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 13 informants or 31.0% and the least practiced 1 informants or 2.4% for more than 7 time.

4.5.2 Technological Application of Samples customers on Spiritual pray course

Table 4.86 Technological Application in daily lives of samples customers registered in Spiritual pray course

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
Computer	68	68.0	14	14.1	17	17.2
INTERNET, E-MAIL	60	62.5	17	17.7	19	19.8
Digital Camera	34	34.3	52	52.5	13	13.1
MP3 (iPod, etc.)	31	32.0	45	46.4	21	21.6

Table 4.86 shows that samples customers of Spiritual pray course 68.0% knew how to acquire services through computer and frequently used whereas 17.2% never used computers 14.1% knew how but hardly used and.

Total 62.5% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 19.8% never used and 17.7% knew how but hardly used them.

For Digital cameras, the total of 52.5% of informants knew but hardly used whereas 34.3% knew and used it frequently and 13.1% never used digital cameras.

For MP3 (iPod, etc.), the total of 46.4% of informants knew but hardly used whereas 32.0% knew and used it frequently and 21.6% never knew operate MP3 players.

Table 4.87 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period

N= 99 , MISS =1		
Purchasing merchandises or services through	Number	Percent
Internet		
Purchase	22	22.2
Non-purchase	77	77.8
Total	99	100.0

Table 4.87 indicated that majorities, (77 informants or 77.8%) had never purchased merchandises or services through the Internet during three months period and 22 informants or 22.2% made their purchases during the three months periods.

Table 4.88 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

N=98,MISS=2

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	34	34.7
Encountered problems but never received any impacts	36	36.7
Never encountered problems and never received any impacts	28	28.6
Total	98	100.0

Table 4.88 indicated that majorities, (36 informants or 36.7%) encountered problems earlier, but had never received any impacts, followed by 34 informants or 34.7% felt uneasiness from unable to operate the device, (28 informants or 28.6%) encountered the problems and minorities.

Table 4.89 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for time to register on Spiritual pray course

N = 94 ,MISS= 6

Preferred time registered on practicing	Number	Percent
Dharma		
Finishing longer than 5 minutes	45	47.9
Finishing within 4 minutes	12	12.8
Finishing within 3 minutes	23	24.5
Finishing within 2 minutes	11	11.7
Finishing within 1 minute	3	3.2
Total	94	100.0

Table 4.89 indicated that majorities, (45 informants or 47.9%) were satisfied with finishing registration process in 5 minutes, followed by 23 informants or 24.5% satisfied with finishing registration process in 3 minutes and the least numbers of 3 informants or 3.2 % satisfied with finishing registration process over 1 minute.

Table 4.90 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the register on Spiritual pray course to practice Dhrama

Satisfied Services	$\bar{(x)}$	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	4.04	1.035	1.070	-0.881	0.244	0.102	0.483
2. Are you satisfied with keeping you personal confidential, at what level?	4.27	0.95	0.919	-1.276	0.244	1.313	0.483
3. Are you satisfied with data accuracy and precision, at what level?	4.27	0.90	0.813	-1.253	0.243	1.294	0.481
4. Are you satisfied with technological application with the registered system, at what level?	4.18	0.90	0.811	-.0720	0.244	-0.584	0.483
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	4.20	0.93	0.877	-1.178	0.243	1.303	0.481
6. Are you satisfied with the officers' prompt attention in solving problems of Dharma attendants, at what level?	4.23	0.95	0.915	-1.270	0.243	1.376	0.481
Average Mean	4.20	0.818	0.670	-1.299	0.245	1.625	0.485

Table 4.90 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) towards the registration Spiritual pray course with the total mean 4.2, Std. Deviation 0.818, Variance 0.67, Skewness from -1.276 to - 0.720, Std. Error of Skewness 0.245, Kurtosis from 1.37 to -0.58 and Std. Error of Kurtosis 0.485.

Table 4.91 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration Spiritual pray course regarding the time spent on room reservation

N = 89, MISS= 11

Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	39	43.8
Finished within 4 minutes	12	13.5
Finished within 3 minutes	21	23.6
Finished within 2 minutes	13	14.6
Finished within 1 minute	4	4.5
Total	89	100.0

Table 4.91 indicated that majorities, (39 informants or 43.8%) were satisfied with finishing registration process in 5 minutes, followed by 21 informants or 23.6 % satisfied with finishing registration process in 3 minutes and the least numbers of 4 informants or 4.5% satisfied with finishing registration process over 1 minute.

Table 4.92 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of Spiritual pray course regarding room reservation

Satisfaction Areas	$\bar{(x)}$	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	4.02	1.143	1.306	-1.087	0.243	0.471	0.481
2. Are you satisfied with data accuracy in room registration, at what level?	4.05	1.082	1.171	-1.088	0.243	0.672	0.481
3. Are you satisfied with technological application with the room reservation, at what level?	4.12	1.058	1.119	-1.263	0.244	1.231	0.483
4. Are you satisfied with extended registration/room reservation, at what level?	4.21	0.982	0.965	-1.364	0.243	1.785	0.481
5. Are you satisfied with requested room and bed, at what level?	4.12	1.018	1.036	-1.388	0.244	1.858	0.483
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	3.93	1.081	1.168	-0.847	0.243	0.232	0.481
Total Mean	4.07	0.918	0.844	-0.46	0.245	1.320	0.485

Table 4.92 revealed total mean 4.07, Std. Deviation average 0.918, Variance average 0.84, Skewness average from -1.38 to -0.84, Std. Error of Skewness average 0.245, Kurtosis average from 0.23 to 1.85 and Std. Error of Kurtosis average 0.485 on the room reservation towards the registration in Spiritual pray course.

4.3.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Testing the hypothesis to find out if different population’s characteristics could cause differences in the service users’ satisfactions by comparing the Sig. value from acquired output with Reliability at 95% ($\alpha=0.05$). If Sig. < α , it is indicated unaccepted H_0 whereas Sig. > α indicated accepted H_0 by engaging the research hypothesis as follows:

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on Spiritual pray course. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.93 Satisfaction levels for the registration to practice Dharma on Spiritual pray course regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	4.1944	0.71715	0.30	0.976	-0.51108	0.49605
Females	4.2020	0.83535				

The t–test analysis of data in Table 4.93 indicated the statistical significance (Sig.) 0.976, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and

females or $\mu_{male} = \mu_{female}$

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.94 Satisfaction from different practicing Dharma on Spiritual pray course

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	4.2731	0.73588	0.626	0.533	-0.23752	0.45613
Never	4.1638	0.87565				

Table 4.94 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.533, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions ever males and never or

$\mu_{ever} = \mu_{never}$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.95 Satisfaction Level for registration on Spiritual pray course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	3.518	2	1.759		
Differences within group	60.497	91	0.665	2.646	0.076
Total	64.015	93			

Table 4.95 using One-Way ANOVA revealed the statistical significance (Sig.) 0.076, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on technological application or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.96 Satisfaction Level for registration on Spiritual pray course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	4.3561	0.83934	1.011	0.315	-0.19331	0.59432
Non-purchase	4.1555	0.81204				

Table 4.96 revealed the statistical significance (Sig.) 0.315, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently.

H_0 : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.97 Satisfaction Level for registration on Spiritual pray course regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	2.305	2	1.152	1.732	0.183
Differences within group	61.879	93	0.665		
Total	64.184	95			

* Statistical Significance 0.05

Table 4.97 using One-Way ANOVA revealed the statistical significance (Sig.) 0.183, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{male} \neq \mu_{female}$

Table 4.98 Satisfaction Level on Room Reservation for registration on Spiritual pray course between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.8611	0.74479	-0.849	0.398	-0.80400	0.32230
Females	4.1020	0.94038				

The t-test analysis of data in Table 4.98 indicated the statistical significance (Sig.) 0.398, which is higher than $\alpha = 0.05$. Considered as accepted H_a . Then, conclusions indicated no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on Spiritual pray course.

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.99 Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	4.3380	0.77714	2.215	0.029	0.04410	0.80696
Never	3.9124	0.97887				

The t-test analysis shown in the Table 4.99 revealed the statistical significance (Sig.) 0.029, which is less than $\alpha = 0.05$. Conclusions were made for agreeable H_a which reflected differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or

$$\mu_{ever} \neq \mu_{never}$$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on Spiritual pray course differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.100 Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	4.190	2	2.095	2.540	0.084
Differences within group	75.069	91	0.825		
Total	79.259	93			

Table 4.100 using One-Way ANOVA revealed the statistical significance 0.084 higher than the set Sig. $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma regarding Technological Application or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation on Spiritual pray course.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.101 Satisfaction Level on room reservation to register on Spiritual pray course regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
purchase	4.3030	0.83830	1.346	0.181	-0.14169	0.73886
Non-purchase	4.0044	0.93520				

The t–test analysis revealed the statistical significance (Sig.) 0.181, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasy}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasy}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.102 Satisfaction Level on Room Reservation for registration on Spiritual pray course regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	3.087	2	1.544	1.847	0.163
Differences within group	77.723	93	0.836		
Total	80.810	95			

Table 4.102 revealed the data analysis outcomes of One-Way ANOVA with statistical significance (Sig.) 0.163, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasy}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

4.6 Analysis of Samples' Satisfaction on the registration of five courses of practice the Dharma at the YBAT

4.6.1 Background information of Samples customers at the Young Buddhist Association of Thailand (YBAT) on the registration of five courses of practice the Dharma.

Table 4.103 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by gender

Gender	Number	Percent
Male	127	25.4
Female	373	74.6
Total	500	100.0

Table 4.103 indicated that most informants were 373 females or 74.6%, followed by 127 males or 25.4%.

Table 4.104 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by previously practicing Dharma at the Young Buddhist Association

N=496,MISS=4

Previous practicing Dharma at the Young Buddhist Association	Number	Percentage
Ever	205	41.3
Never	291	58.7
Total	496	100.0

Table 4.104 indicated that 291 informants or 58.7% had never been practicing Dharma whereas 205 informants or 41.3% practiced Dharma at the Young Buddhist Association.

Table 4.105 Number and Percentage of Samples customers at the Young Buddhist Association of Thailand (YBAT) classified by numbers of times practicing Dharma at the Young Buddhist Association

Numbers of times practicing Dharma at the Young Buddhist Association	Number	Percent
1 – 2 times	122	59.5
3 - 4 times	50	24.4
5 – 6 times	18	8.8
more than 7 times	15	7.3
Total	205	100.0

Table 4.105 indicated that majorities, (122 informants or 59.5%) had been practicing Dharma 1-2 times at the Young Buddhist Association of Thailand (YBAT), followed by 50 informants or 24.4% and the least practiced 15 informants or 7.3% for more than 7 times.

4.5.2 Technological Application of Samples customers on five courses of practice the Dharma

Table 4.106 Technological Application in daily lives of Samples customers registered in five courses of practice the Dharma

	Know how to use and use regularly		Know how to use but hardly use		Never use	
	Number	Percent	Number	Percent	Number	Percent
Computer	350	70.0	100	20.0	46	9.2
INTERNET, EMAIL	317	64.3	118	23.6	58	11.6
Digital Camera	216	43.2	222	44.4	56	11.3
MP3 (iPod, etc.)	202	40.8	205	41.4	88	17.8

Table 4.106 shows that samples customers of five courses of practice the Dharma 70.0% knew how to acquire services through computer and frequently used whereas 20.0% never used computers 9.2% knew how but hardly used and.

Total 64.3% of service customers knew how to operate INTERNET, E-MAIL and frequently used whereas 23.6% knew how but hardly used and 11.6% never used them.

For Digital cameras, the total of 44.4% of informants knew but hardly used whereas 43.2% knew and used it frequently and 11.3% never used digital cameras.

For MP3 (iPod, etc.), the total of 41.4% of informants knew but hardly used whereas 40.8% knew and used it frequently and 17.8% never used operate MP3 players.

Table 4.107 Number and Percentage of Samples Service customers at the Young Buddhist Association of Thailand (YBAT) classified by purchasing merchandises or services through internet during three months period

N= 495 , MISS =5		
Purchasing merchandises or services through	Number	Percent
Internet		
Purchase	119	24.0
Non-purchase	376	76.0
Total	495	100.0

Table 4.107 indicated that majorities, (376 informants or 76.0%) had never purchased merchandises or services through the Internet during three months period and 119 informants or 24.0% made their purchases during the three months periods.

Table 4.108 Number and Percentage of Samples Service customer at the Young Buddhist Association of Thailand (YBAT) classified by problems encountered and impact from Technological Application

N=492,MISS=8

Encountered Problems and Impacts on Technological Application	Number	Percent
Ever encountered problems and feeling uneasiness with inability to operate equipment	166	33.7
Encountered problems but never received any impacts	197	40.0
Never encountered problems and never received any impacts	129	26.2
Total	492	100.0

Table 4.108 indicated that majorities, (197 informants or 40.0%) encountered problems earlier, but had never received any impacts, followed by 166 informants or 33.7% felt uneasiness from unable to operate the device, (129 informants or 26.2%) encountered the problems and minorities.

Table 4.109 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for time to register on five courses of practice the Dharma

N = 481 ,MISS= 19

Preferred time registered on practicing Dharma	Number	Percent
Finishing longer than 5 minutes	111	23.1
Finishing within 4 minutes	58	12.1
Finishing within 3 minutes	159	33.1
Finishing within 2 minutes	109	22.7
Finishing within 1 minute	44	9.1
Total	481	100.0

Table 4.109 indicated that majorities, (159 informants or 33.1%) were satisfied with finishing registration process in 3 minutes, followed by 111 informants or 23.1% satisfied with finishing registration process in 5 minutes and the least numbers of 44 informants or 9.1 % satisfied with finishing registration process over 1 minute.

Table 4.110 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the register on five courses of practice the Dharma

Satisfied Services	$\bar{(x)}$	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with queuing, at what level?	3.57	1.015	1.030	-0.435	0.109	-0.117	0.218
2. Are you satisfied with keeping you personal confidential, at what level?	3.71	0.964	0.929	-0.419	0.110	-0.18	0.219
3. Are you satisfied with data accuracy and precision, at what level?	3.76	0.949	0.901	-0.446	0.109	-0.190	0.218
4. Are you satisfied with technological application with the registered system, at what level?	3.79	0.959	0.919	-0.544	0.109	-0.010	0.218
5. Are you satisfied with the officers' equally servicing to all clients, at what level?	3.81	0.980	0.961	-0.636	0.109	0.089	0.218
6. Are you satisfied with the officers' prompt attention in solving problems of	3.80	0.993	0.986	-0.594	0.109	0.008	0.218

Dharma attendants, at what level?							
Average Mean	3.73	0.811	0.659	-0.499	0.110	0.486	0.219

Table 4.110 revealed satisfaction of service customers at The Young Buddhist Association (YBAT) towards the registration on five courses of practice the Dharma with the total mean 3.73, Std. Deviation 0.811, Variance 0.659, Skewness from -0.636 to -0.419, Std. Error of Skewness 0.110, Kurtosis from -0.19 to 0.089 and Std. Error of Kurtosis 0.219.

Table 4.111 Satisfaction of samples customers at the Young Buddhist Association of Thailand (YBAT) for the registration five courses of practice the Dharma regarding the time spent on room reservation

N = 89, MISS= 11		
Satisfied time for room reservation	Number	Percent
Finished times over 5minutes	79	16.9
Finished within 4 minutes	62	13.3
Finished within 3 minutes	159	34.0
Finished within 2 minutes	121	25.9
Finished within 1 minute	46	9.9
Total	467	100.0

Table 4.111 indicated that majorities, (159 informants or 34.0%) were satisfied with finishing registration process in 3 minutes, followed by 121 informants or 25.9 % satisfied with finishing registration process in 2 minutes and the least numbers of 46 informants or 9.9% satisfied with finishing registration process over 1 minute.

Table 4.112 Satisfaction of samples customers at the Young Buddhist Association of Thailand for the registration of five courses of practice the Dharma regarding room reservation

Satisfaction Areas	\bar{x}	S.D	Variance	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
1. Are you satisfied with calling queue, at what level?	3.65	1.022	1.045	-0.468	0.109	-0.207	0.218
2. Are you satisfied with data accuracy in room registration, at what level?	3.72	0.977	0.955	-0.422	0.110	-0.142	0.219
3. Are you satisfied with technological application with the room reservation, at what level?	3.74	0.958	0.918	-0.409	0.110	-0.155	0.219
4. Are you satisfied with extended registration/room reservation, at what level?	3.77	0.973	0.947	-0.489	.110	-0.103	0.219
5. Are you satisfied with requested room and bed, at what level?	3.68	0.962	0.926	-0.474	0.110	0.091	0.219
6. Are you satisfied with the officers' prompt attention to all clients equally, at what level?	3.75	1.008	1.016	-0.541	0.110	-0.051	0.219
Total Mean	3.71	0.841	0.708	-0.460	0.110	0.458	0.220

Table 4.112 revealed total mean 3.71, Std. Deviation average 0.84, Variance average 0.7, Skewness average from -0.54 to -0.40, Std. Error of Skewness average 0.11, Kurtosis average from 0.09 to -0.51 and Std. Error of Kurtosis average

0.22 on the room reservation towards the registration in five courses of practice the Dharma.

4.3.4 Hypothesis Results

The researcher set up the following hypothesis:

Hypothesis: The service customers with different background were satisfied with the registration to practice Dharma differently.

Testing the hypothesis to find out if different population's characteristics could cause differences in the service users' satisfactions by comparing the Sig. value from acquired output with Reliability at 95% ($\alpha=0.05$). If Sig. $< \alpha$, it is indicated unaccepted Ho whereas Sig. $> \alpha$ indicated accepted Ho by engaging the research hypothesis as follows:

Hypothesis 1: Different gender satisfied differently for the registration to practice Dharma on five courses of practice the Dharma. Research Hypothesis was identified as follows

H_0 : Different gender yielded no differences in satisfactions towards the registration system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the registration system or $\mu_{male} \neq \mu_{female}$

Table 4.113 Satisfaction levels for the registration to practice Dharma on five courses of practice the Dharma regarding Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.65	0.729	1.37	0.172	-0.26127	0.04703
Females	3.76	0.836				

The t-test analysis of data in Table 4.113 indicated the statistical significance (Sig.) 0.172, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions between males and females or $\mu_{male} = \mu_{female}$ therefore males are more fussy than females.

Hypothesis 2: Different practicing Dharma yielded different satisfaction for the registration

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the registration system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the registration system or $\mu_{ever} \neq \mu_{never}$

Table 4.114 Satisfaction from different practicing Dharma on five courses of practice the Dharma

Previously Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.72	0.79	0.263	0.792	-0.1667	0.1273
Never	3.74	0.82				

Table 4.114 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.263, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different practicing Dharma or $\mu_{ever} = \mu_{never}$

Hypothesis 3: Different Technological application among customers yielded different satisfaction on the registration to practice Dharma.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the registration system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the registration system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.115 Satisfaction Level on registration on five courses of practice the Dharma regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	6.81	2	3.40		
Differences within group	313.13	481	0.65	5.23	.006*
Total	319.945	483			

Table 4.115 using One-Way ANOVA revealed the statistical significance (Sig.) 0.006, which is less than $\alpha = 0.05$. Considered as unaccepted H_0 or accepted H_a . Then, conclusions indicated differences in satisfactions towards the registration system ($\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$) through pairing with LSD and Scheffe's to find differences as being shown on Table 4.116 and Table 4.117

Table 4.116 T-test on Satisfaction Level through LSD. for the registration on practicing Dharma classified by Technological Application

Technological Application	Number	Mean	Infrequent	Occasionally	Know how and use
Infrequent	81	3.4856	-	*	*
Occasionally	264	3.8169	*	-	-
Know how and Use	139	3.7314	*	-	-
3.7369					

* Statistical Significance 0.05

Table 4.116 revealed that the service customers at the Young Buddhist Association who applied different technologies had different level of satisfaction towards the registration for practicing Dharma. They were two pairs, first between infrequent customers (\bar{x} = 3.4856) with less satisfaction than occasionally customers (\bar{x} = 3.8169) and infrequent customers (\bar{x} = 3.4856) with know how and frequent customers (\bar{x} = 3.7314).

Table 4.117 T-test on Satisfaction Level through Scheffé's for the registration on practicing Dharma classified by Technological Application

Technological Application	Number	Mean	Infrequent	Occasionally	Know how and use
Infrequent	81	3.4856	-	*	-
Occasionally	264	3.8169	*	-	-
Know how and Use	139	3.7314	-	-	-
3.7369					

* Statistical Significance 0.05

Table 4.117 revealed that the service customers at the Young Buddhist Association who applied different technologies had different level of satisfaction towards the registration for practicing Dharma one pair difference between infrequent

customers ($\bar{x} = 3.4856$) with less satisfaction than occasionally customers ($\bar{x} = 3.8169$).

LSD and Scheffe's approaches used the following

1. LSD approach used the following

Formula:

$$LSD = t_{1-\frac{\alpha}{2}} \sqrt{MS_E} \sqrt{\frac{1}{n_i} + \frac{1}{n_j}}$$

2. Scheffe's approach used the following

Formula:

$$CV_d = \sqrt{(K-1)(F^*)(MS_w)\left(\frac{1}{n_i} + \frac{1}{n_j}\right)}$$

Outcomes from data analysis in both methods yielded different result in the second pair. However, LSD was selected for pairing because it could be applied with same size sample groups. Comparison was made on one pair at a time to obtain thorough values than those compared with Scheffe' method that used with same size sample groups, but making comparison between numerous pairs at the same time which resulted in limited outcomes.

Hypothesis 4: Purchasing merchandises or services differently through Internet during three months created different level of satisfaction for the registration to practice Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the registration system or $\mu_{purchase} = \mu_{non - purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the registration system or $\mu_{purchase} \neq \mu_{non - purchase}$

Table 4.118 Satisfaction Level on registration on five courses of practice the Dharma regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase	3.81	0.84	1.12	0.261	-0.0723	0.266
Non-purchase	3.71	0.80				

Table 4.118 revealed the statistical significance (Sig.) 0.261, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non - purchase}$$

Hypothesis 5: Problems from applying different technology created satisfaction for registration to practice Dharma differently.

H_0 : Different technical applications made no differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the registration system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.119 Satisfaction Level for registration on five courses of practice the Dharma regarding differences in Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	1.277	2	0.638	0.964	0.382
Differences within group	320.412	484	0.662		
Total	321.689	486			

* Statistical Significance 0.05

Table 4.119 using One-Way ANOVA revealed the statistical significance (Sig.) 0.382, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the registration system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

Hypothesis 6 The service customers with different background had different satisfaction level on the room reservation.

H_0 : Different gender yielded no differences in satisfactions towards the room reservation system or $\mu_{male} = \mu_{female}$

H_a : Different gender yielded created differences in satisfactions towards the room reservation system or $\mu_{male} \neq \mu_{female}$

Table 4.120 Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma between both Gender

Gender	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Males	3.59	0.71	2.08	0.039	-0.31831	0.00895
Females	3.76	0.88				

The t-test analysis of data in Table 4.120 indicated the statistical significance (Sig.) 0.039, which is less than $\alpha = 0.05$. Conclusions were made for agreeable H_a which reflected differences in satisfactions between males and females or $\mu_{male} \neq \mu_{female}$

Hypothesis 7: Different Dharma practicing at the Young Buddhist Association yielded different level of satisfaction for the room reservation for registration on five courses of practice the Dharma.

H_0 : Different Dharma practice earlier made no differences in satisfactions towards the room reservation system or $\mu_{ever} = \mu_{never}$

H_a : Different Dharma practice earlier created differences in satisfactions towards the room reservation system or $\mu_{ever} \neq \mu_{never}$

Table 4.121 Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding previous practicing Dharma at the Young Buddhist Association (YBAT)

Ever Practicing Dharma	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Ever	3.73	0.88	1.38	0.89	-0.14177	0.16317
Never	3.72	0.81				

Table 4.121 indicated that data analysis through t-test yielded statistical significance (Sig.) 0.89, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma or

$$\mu_{ever} = \mu_{never}$$

Hypothesis 8: Service customers with different technological application were satisfied with the room reservation for registration on five courses of practice the Dharma differently.

H_0 : Different behaviors in technological application made no differences in satisfactions towards the room reservation system or

$$\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$$

H_a : Different behaviors in technological application created differences in satisfactions towards the room reservation system or

$$\mu_{computer} \neq \mu_{internet} \neq \mu_{digital\ camera} \neq \mu_{mp3}$$

Table 4.122 Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding Technological Application

Variation Causes	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	4.111	2	2.056	2.949	0.053
Differences within group	333.922	479	0.697		
Total	338.034	481			

Table 4.122 using One-Way ANOVE revealed the statistical significance 0.053 higher than the set Sig. $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different practicing Dharma regarding Technological Application or $\mu_{computer} = \mu_{internet} = \mu_{digital\ camera} = \mu_{mp3}$

Hypothesis 9: Purchasing merchandises or services differently through Internet during three months period yielded different satisfaction level towards the registration for room reservation five courses of practice the Dharma.

H_0 : The different approaches on purchasing merchandises and services through internet made no differences in the satisfactions towards the room reservation system or $\mu_{purchase} = \mu_{non-purchase}$

H_a : The different approaches on purchasing merchandises and services through internet caused the differences in satisfactions towards the room reservation system or $\mu_{purchase} \neq \mu_{non-purchase}$

Table 4.123 Satisfaction Level on room reservation to register on five courses of practice the Dharma regarding differences in purchasing merchandises or services through Internet during three months period

Ever Purchase Merchandises or Services	Mean	Standard Deviation	t-test	Sig.	95% Confidence Interval of the Difference	
					Lower	Upper
Purchase	3.79	0.82	0.982	0.327	-0.08732	0.2606
Non-purchase	3.70	0.85				

The t-test analysis revealed the statistical significance (Sig.) 0.327, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system even with different approaches on purchasing merchandises and services or

$$\mu_{purchase} = \mu_{non-purchase}$$

Hypothesis 10: Different technological applications caused different satisfaction in the registration for room reservation.

H_0 : Different technical applications made no differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

H_a : Different technical applications caused differences in satisfactions towards the room reservation system or

$$\mu_{\text{feeling uneasiness}} \neq \mu_{\text{problems but never received any impacts}} \neq \mu_{\text{never}}$$

Table 4.124 Satisfaction Level on Room Reservation for registration on five courses of practice the Dharma regarding different problems on Technological Application

Variation Sources	Sum of Squares	df	Mean Square	F	Sig.
Differences between groups	0.604	2	0.302	0.421	0.656
Differences within group	345.496	482	0.717		
Total	346.100	484			

Table 4.124 revealed the data analysis outcomes of One-Way ANOVA with statistical significance (Sig.) 0.656, which is higher than $\alpha = 0.05$. Conclusions were made for agreeable H_0 which reflected no differences in satisfactions towards the room reservation system among samples even with different technical applications or

$$\mu_{\text{feeling uneasiness}} = \mu_{\text{problems but never received any impacts}} = \mu_{\text{never}}$$

CHAPTER V

CONCLUSIONS AND RECOMMENDATION

The research on the expectation and satisfaction of the customers for the service of register system at the Young Buddhist Association of Thailand under the Royal Patronage (YBAT) was conducted for the following purposes:

1. To compare the expectation and satisfaction of the customer for the service of register information system.
2. To recommend some improvement on the services at the Young Buddhist Association of Thailand under the Royal Patronage.

Samples for this research were selected from those who attended Dharma in the following five courses:

- 1) Little Yuvanekumbaramee
- 2) Phrakru Palad Veranon
- 3) Developing mind for wisdom and peacefulness
- 4) Knowing Only (Phra Nuanchun Kittipanyo)
- 5) Spiritual Pray

These programs started from December 24, 2009 to January 14, 2010 by dividing 100 samples for each course and distributed the questionnaire to 500 samples who volunteer in information. Data were gathered through the questionnaire constructed by the researcher from related researches and models that covered the contents and objectives in this study. The questionnaire is divided into three parts as follows:

Part1: General data of the informant such as gender, education, occupation and ever been practicing Dharma at the Young Buddhist Association of Thailand.

Part 2: Technological Application

Part 3: Expectation and satisfaction of the client toward the service of register system.

Acquired data were analyzed with Statistical Package for the Social Sciences (SPSS), and Descriptive Statistic (Percent, Average Mean and Standard Deviation).

T-test (Independent Sample T-test) was used to compare two samples group while F-test (One way ANOVA) applied with over two samples groups at statistical significance 0.05 and LSD (Least Significant Different).

5.1 Conclusions

5.1.1 Service customers Expectation towards the Registration System at the Young Buddhist Association

5.1.1.1 Personal Data

Majorities, 246 informants or 82.0% were females, followed by 54 males or 18.0%. Most informants, 93 or 31.1% were 20-30 years old, followed by 88 informants or 29.4% aged 31-40 years and the least 59 informants or 19.7% aged 41 years and above. For educational level, majorities, 163 informants or 54.3% completed Associated Degree or Bachelor Degree. Next, 60 informants or 20.0% had Master Degree and only 2 informants or 0.7% had less education. Regarding education, majorities 102 informants or 34.0% were workers or company employees, followed by 86 informants or 28.7% were vendors or business owners. Only 3 informants, the least number or 1.0% were agriculturists. Most informants, 167 or 55.7% had never practiced Dharma at the Young Buddhist Association whereas 133 informants or 44.3% practiced Dharma earlier. Total 83 informants or 62.4% practiced Dharma 1-2 times at the Young Buddhist Association, followed by 28 informants or 21.1% practiced 3-4 times and the least number, 10 informants or 7.5% practiced 5-6 times.

5.1.1.2 Technological Application

As for technological application in the customers' daily life in the use of mobile phone, 80.3% knew how to operate and frequent used while those know how but hardly used 18.3% and only 1.3% don't know how to use them.

For DVD players, 47.5% knew how and frequently used, 46.1% knew but hardly used and 6.4% do not know how.

Regarding technological application in customers 'daily life through the use of computer, 64.2% knew how and frequently used while 20.1% knew how, but hardly used and 15.7% don't know how to use the computer.

Regarding technological application in customers daily life through the use of INTERNET, E-MAIL, 59.7% knew how and frequently used while 21.4% knew how, but hardly used and 19.0% don't know how to use them.

Regarding technological application in customers daily life through the use of Digital Camera, 36.6% knew how and frequently used while 47.7% knew how, but hardly used and 15.8% don't know how to use them.

Regarding technological application in customers daily life through the use of MP3 (iPod, etc.), 32.0% knew how and frequently used while 46.4% knew how, but hardly used and 21.6% don't know how to use them.

To categorize those technical customers, majorities, 129 informants or 43.7% knew how, but hardly applied technology, followed by 106 informants or 35.9% knew how and frequent used while 60 informants or 20.3%, the least number know how. Out of these numbers, 5 questionnaires were incomplete and unable to calculate for MISS.

Majorities, 237 informants or 79.3% had never purchased the merchandises and services through INTERNET during 3 months while 62 informants or 20.7% purchased the merchandises and services through INTERNET.

Majorities, 125 informants or 41.9% encountered problems but never received any impacts, followed 97 informants or 32.6% encountered problems and felt discomfort using the device and 76 informants or 25.5%, the least number had never encountered any problems.

5.1.1.3 Expectation of Service Customers at the Young Buddhist Association

Majorities, 119 informants or 40.5% expected to register for practicing Dharma in 1 minute, followed by 84 informants or 28.6% expected to register in 3 minutes and the least number, 9 informants or 3.1% expected to finished over 5 minutes.

Customers had high expectation towards the registered system for practicing Dharma equaled to 3.62, specifically in data accuracy that yielded the highest mean 3.95, followed by equal services from the officers and focused their attention on solving customers problems with the mean 3.93 whereas queuing topic received the least mean 3.63.

Most customers 107 informants or 37.2% expected to register for room reservation in 1 minute, followed by 89 informants or 30.9% expected to complete registration in 3 minutes and 7 informants or 2.4%, the least number expected to complete registration in 5 minutes.

Customers had high expectation towards the registered system for room reservation with the mean of 3.62, specifically expected no error in room reservation (duplicated beds) yielded the highest mean 3.87, followed by equal services from the officers with the mean 3.82 whereas queuing topic received the least mean.

5.1.2 Hypothesis Outcomes

Hypothesis 1: Customers with different background had different expectation towards the registered system.

5.1.2.1 Different background customers had not expected differently on the registered system for practicing Dharma.

Different gender customers had no different expectations towards the registered system for room reservation, without the statistical significance which disagreed with the set hypothesis.

Different age customers had no different expectations towards the registered system for room reservation, without the statistical significance which disagreed with the set hypothesis.

Customers with different occupations had no different expectations towards the registered system for room reservation, without statistical significance which disagreed with the set hypothesis.

Customers who practiced Dharma differently had no different expectations towards the registered system for room reservation, without statistical significance which disagreed with the set hypothesis.

5.1.2.2 Customers with different backgrounds had no different expectations towards the registered information system for room reservation.

Different gender customers had no different expectations towards the registered information system for room reservation, without statistical significance which disagreed with the set hypothesis.

Different age customers had no different expectations towards the registered system for room reservation, without statistical significance which disagreed with the set hypothesis.

Customers who had been educated differently had no different expectations towards the registered information system for room reservation, without statistical significance which disagreed with the set hypothesis.

Customers with different occupations had no different expectations towards the registered information system for room reservation, without statistical significance which disagreed with the set hypothesis.

Customers who practiced Dharma differently had no different expectations towards the registered information system for room reservation, without statistical significance which disagreed with the set hypothesis.

Hypothesis 2: Customers applied technologies differently had different expectations towards the registered information system.

The registered system is prepared for practicing Dharma and room reservation.

Customers applied technologies differently had different expectations towards the registered information system.

Customers used mobile phone differently had no different expectations in the registered system for room reservation, without the statistical significance which disagreed with the set hypothesis.

Customers played DVD differently had no different expectations in the registered system for practicing, without the statistical significance which disagreed with the set hypothesis.

Customers who used computer differently had different expectations on the registered system for practicing Dharma, with the statistical significance 0.05 which agreed with the set hypothesis. When testing with LSD (Fisher's least-significant different), findings indicated that the customers of the Young Buddhist Association expected differently towards the registered information system for room reservation. Overall, registered customers had different expectations. Customers who knew how and frequently used the computer had different expectations from those who knew how but hardly used. While, those knew how and frequently used had different expectations from those who had not known how to use computer, with the statistical significance 0.05. For customers who knew how but hardly used computer, their expectations were not differed from each other.

Customers who operated INTERNET, E-MAIL differently had different expectations on the registered information system for room reservation, with the statistical significance 0.05 which agreed with the set hypothesis. When testing with LSD (Fisher's least-significant different), findings indicated that the customers of the Young Buddhist Association expected differently towards the registered system for room reservation. Overall, registered customers had different expectations. Customers who knew how, and frequently used had different expectations from those knew how, but hardly used. While, those knew how and frequently used had different expectations from those who had not known how to use INTERNET AND E-MAIL, with the statistical significance 0.05. For customers who knew how but hardly used and those who had not known how, their expectations were not differed from each other.

Customers who used Digital Camera differently had different expectations on the registered system for practicing Dharma, with the statistical significance 0.05 which agreed with the set hypothesis. When testing with LSD (Fisher's least-significant different), findings indicated that the customers of the Young Buddhist Association expected differently towards the registered system for room reservation. Overall, registered had different expectations. Customers who knew how, but hardly used and those knew how and frequently used had different expectations from those who had not known how to use the Digital Camera, with the statistical significance

0.05. For customers who knew how but hardly used and those who had not known how, their expectations were not differed from each other.

Customers who played MP3 differently had different expectations on the registered system for practicing Dharma, with the statistical significance 0.05 which agreed with the set hypothesis. When testing with LSD (Fisher's least-significant different), findings indicated that the customers of the Young Buddhist Association expected differently towards the registered system for room reservation. Overall, registered customers had different expectations. Customers who knew how and frequently played MP3 had different expectations from those who had not known how to play MP3. While, those knew how and hardly played had different expectations from those who had not known how to play MP, with the statistical significance 0.05. For customers who knew how and frequently played and those who knew how but hardly played MP3, their expectations were not differed from each other.

Customers who applied different technologies had different expectations towards the registered system for practicing Dharma, with the statistical significance 0.05 which agreed with the set hypothesis. When testing with LSD (Fisher's least-significant different), findings indicated that the customers of the Young Buddhist Association who applied technology differently had different expectations towards the registered system for room reservation. Customers who hardly applied technology ($\bar{x}=3.3898$) had lower level of expectation than those frequently customers ($\bar{x}=4.0770$). Meanwhile, customers who occasionally applied technology ($\bar{x}=3.3646$) had lower level of expectation than those knew how and frequently used ($\bar{x}=4.0770$), with statistical significance 0.05.

Customers who purchased merchandises or services through INTERNET differently during three months had different expectations towards the registered system for room reservation, with statistical significance 0.05 which agreed with the set hypothesis.

Customers who applied technologies differently had no different expectations towards the registered system for room reservation, without statistical significance which disagreed with the set hypothesis.

5.1.3 Customer's Satisfaction towards the Registered System at the Young Buddhist Association of Thailand

5.1.3.1 Personal Data

Majorities, 373 informants or 74.6% were females, followed by 127 males or 25.4%. Total 291 informants or 58.7% had never been practicing Dharma and 205 informants or 41.3% practiced Dharma at the young Buddhist Association. Total 122 informants or 59.5% practiced Dharma 1-2 times, followed by 50 informants or 24.4% practiced 3-4 times and 15 informants or 7.3% practiced the least 7 times.

5.1.3.2 Technological Application

Findings indicated that 70% of the Young Buddhist Association's customers knew how and used computers in their daily lives while 20.0% knew how but hardly used and 9.2% do not know how at all.

Regarding the use of INTERNET, E-MAIL, and 64.3% of the Young Buddhist Association's customers knew how and used computers frequently while 23.6% knew how but hardly used and 11.6% do not know how at all.

As for the use of Digital Camera, 43.2% of the Young Buddhist Association's customers knew how and used computers in their daily lives while 44.4% knew how but hardly used and 11.3% do not know how at all.

With MP3 (iPod, etc.), 40.8% of the Young Buddhist Association's customers knew how and used computers in their daily lives while 41.4% knew how but hardly used and 17.8% do not know how at all.

As for technological application, most informants, 267 or 54.6% applied technology occasionally, followed by 140 informants or 28.6% knew how but hardly used and the least numbers of 82 informants or 16.8% do not know how at all. Not all questions were answered, and then 11 questionnaires categorized as MISS.

Majorities, 376 informants or 76.0% had not purchased merchandises or services through Internet during 3 months whereas 119 informants or 24.0% had done such purchase through Internet during the same period.

Majorities, 166 informants or 33.7% had encountered the problems and felt discomfort, followed by 197 informants or 40.0% encountered the

problems earlier without any impacts and the least numbers of 129 informants or 26.2% had never encountered such problems.

5.1.3 Satisfaction of Customers at the Young Buddhist Association of Thailand

Majorities, 159 informants or 33.1% were satisfied with completing registration to practice Dharma in 3 minutes, followed by 111 informants or 23.1% satisfied with registration in 5 minutes and the least numbers 44 informants or 9.1% satisfied with registration in 1 minute.

Satisfaction of customers at the Young Buddhist Association revealed total mean 3.73%, Std.Deviation 0.811, Variance 0.65, Skewness from -0.636 to -0.419 which indicated that most informants had higher scores than Kurtosis from -0.18 to 0.089 from more data distribution.

Majorities, 159 informants or 34.0% were satisfied with completing registration to practice Dharma in 3 minutes, followed by 121 informants or 25.9% satisfied with registration in 2 minutes and 46 informants or 9.9% satisfied with registration in 1 minute.

Satisfaction of customers at the Young Buddhist Association towards the registered system for room reservation revealed total mean 3.71, Std.Deviation 0.84, Variance 0.70, Skewness from -0.54 to -0.40 which indicated that most informants had higher scores than Kurtosis from -0.51 to 0.09 from horizontal data distribution.

5.1.5 Hypothesis Findings

Hypothesis 3: Different background customers had different satisfactions towards the registered information system.

The registered system was prepared for practicing Dharma and room reservation.

5.1.5.1 Different background customers had different satisfactions towards the registered information system.

Different gender customers had no different satisfactions towards the registered information system, without the statistical significance which disagreed with the set hypothesis.

Different Dharma practice customers had no different satisfactions on the registered system, without the statistical significance which disagreed with the set hypothesis.

5.1.5.2 Different background customers had different satisfactions on the registered system.

Different gender customers had different satisfactions on the registered system, with the statistical significance 0.05 which agreed with the set hypothesis.

Different Dharma practice customers had no different satisfactions on the registered information system, without the statistical significance which disagreed with the set hypothesis.

Hypothesis 4: Customers who applied technology differently had different satisfactions on the registered information system.

Customers who applied technology differently had different satisfactions on the registered information system.

Customers who applied technology differently had different satisfactions towards the registered information system, with the statistical significance 0.05 which agreed with the set hypothesis. Also, testing with LSD (Fisher's least-significant different) revealed that the customers who applied technology differently had different satisfactions towards. They were those know how but hardly used ($\bar{x}= 3.4856$) whose satisfaction levels were than those occasionally customers ($\bar{x}= 3.8169$) whereas those

hardly used ($\bar{x}= 3.4856$) had less satisfaction than those know how and frequently used ($\bar{x}= 3.7314$).

Customers who purchased merchandises or services during 3 months through Internet differently had no different satisfactions on the registered system, without the statistical significance which disagreed with the set hypothesis.

Customers who applied technology differently had no different satisfactions on the registered system, without the statistical significance which disagreed with the set hypothesis.

5.2 Results Discussion

5.2.1 Findings from the study indicated that the most informants or 40.5% expected to complete the registration in 1 minute, but actually, they were satisfied with 3 minutes time the most or 33.1%. Perhaps, this resulted from their high expectation to complete registration as soon as possible, but reality proved to them that it could be done in 3 minutes only.

5.2.2 Findings from the study indicated the match between expectation and satisfaction in the following areas:

5.2.2.1 Different gender customers had no different expectations and Satisfactions (without the statistical significance) which disagreed with the set hypothesis.

5.2.2.2 Customers who practiced Dharma differently had no different expectations and satisfactions towards the registered system for practicing Dharma (without the statistical significance) which disagreed with the set hypothesis.

5.2.2.3 Customers who practiced Dharma differently had no different expectations and satisfactions towards the registered system for room reservation (without the statistical significance) which disagreed with the set hypothesis.

5.2.2.4 Customers who applied technology differently had different expectations and satisfactions towards the registered system for practicing Dharma (with the statistical significance 0.05) which agreed with the set hypothesis.

5.2.2.5 Customers who purchased merchandises or services during 3 months through Internet differently had no different expectations and satisfactions on the registered system for practicing Dharma (without the statistical significance) which disagreed with the set hypothesis.

5.2.2.6 Customers who encountered different problems from technological application had no different expectations and satisfactions on the registered system for practicing Dharma (without the statistical significance) which disagreed with the set hypothesis.

5.2.2.7 Customers who purchased merchandises or services during 3 months through Internet differently had different expectations and satisfactions on the registered system for practicing Dharma (with the statistical significance 0.05) which disagreed with the set hypothesis.

5.2.2.8 Customers who encountered problems from different technological application had no different expectations and satisfactions on the registered system (without the statistical significance) which disagreed with the set hypothesis.

5.2.3 Findings from the study that there were no match between expectations and satisfactions in the following areas: Different gender customers of the Young Buddhist Association had no different expectation towards the registered system on room reservation, without the statistical significance which disagreed with the set hypothesis. On the contrary, different gender customers of the Young Buddhist Association had different expectation towards the registered system on room reservation, with the statistical significance 0.05, which agreed with the set hypothesis, perhaps, from gender differences. Therefore, there should be some improvement on the registered system to suit their needs and make female customers more comfortable and relax.

5.3 Recommendations

5.3.1 Findings from the study indicated that gender differences yielded different satisfaction in 1) Data accuracy 2) Received accommodations as requested 3) Equal services from the staffs. Therefore, the room registration reservation should be update to match with information on the Website and Brochure. As for accommodations, a modern Web page should be constructed according to page so the customers could select up to their preferences. Lastly, customers should be treated equally with executive training to make customers feel more importance. By providing knowledge and information, the staffs could perform more effectively.

5.3.2 Findings indicated that queuing system yielded the least satisfaction or hardly be noticed. Therefore, the surrounding location should be improved such as placing the queuing screen in the clearly visible location with better announcement.

5.3.3 This study was done to collected data with only one-sided questionnaire which quire limered the analysis results. So next time, data should be collected together with the interview to make result interpretation more accurate and extensive.

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APPENDICES

APPENDIX A

EXPECTATION'S QUESTIONNAIRE

แบบสอบถาม

เรื่อง **สำรวจความคาดหวังของผู้ใช้บริการ ต่อระบบการลงทะเบียน
กรณีศึกษา ยูวพุทธิสภาคแห่งประเทศไทย ในพระบรมราชูปถัมภ์**
คำชี้แจง

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในหลักสูตรปริญญาโท สาขาวิชา
เทคโนโลยีการจัดการระบบสารสนเทศ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาความ
คาดหวังของผู้ใช้บริการต่อระบบการลงทะเบียนเข้าปฏิบัติธรรม ผู้ศึกษาจึงขอความร่วมมือจาก
ท่านในการตอบแบบสอบถาม เพื่อใช้เป็นข้อมูลในเชิงวิชาการต่อไป

ผู้วิจัยหวังอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการตอบแบบสอบถามครั้งนี้
เป็นอย่างดี และขอขอบคุณในความร่วมมือของท่านมา ณ โอกาสนี้

ข้อแนะนำ แบบสอบถามฉบับนี้ แบ่งออกเป็น 2 ตอน คือ

ตอนที่ 1 แบบสอบถามข้อมูลส่วนบุคคล

ตอนที่ 2 ส่วนที่ 1 แบบสอบถามพฤติกรรมการใช้งานเทคโนโลยี

ส่วนที่ 2 สำรวจความคาดหวังของผู้ใช้บริการของยูวพุทธิฯ

นางสาว ธิดาทิพย์ ดอกไม้

ผู้วิจัย

แบบสอบถาม

สำรวจความคาดหวังของผู้ใช้บริการต่อระบบการลงทะเบียน
กรณีศึกษา ยุวพุทธิสมาคมแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง กรุณาใส่เครื่องหมาย **V** ลงใน ช่องว่างหน้าตัวเลขข้างหน้าที่ตรงกับข้อมูลส่วนตัว

ผู้รับบริการ 20-30 ปี 31-40 ปี 41-50 ปี 51 ขึ้นไป

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ

1. ชาย

2. หญิง

2. การศึกษา

1. ประถมศึกษา

2. มัธยมศึกษาต้น/มัธยมศึกษาปลาย/ปวช.

3. อนุปริญญา/ปริญญาตรี

4. ปริญญาโท

5. ปริญญาเอก

6. อื่นๆ (ระบุ).....

3. อาชีพ

1. นักเรียน / นักศึกษา

2. ข้าราชการ / พนักงานรัฐวิสาหกิจ/พนักงาน
องค์กรของรัฐ

3. เกษตรกร

4. ลูกจ้าง/ พนักงานเอกชน

5. ค้าขาย/ธุรกิจส่วนตัว

6. อื่นๆ (ระบุ).....

4. เคยเข้าปฏิบัติธรรมที่ยุวพุทธิฯ

1. เคย ครั้งที่.....

2. ไม่เคย

ตอนที่ 2 สำรวจความคาดหวังของผู้ใช้บริการของยุวพุทธิกสมาคมแห่งประเทศไทยฯ

ส่วนที่ 2 คำชี้แจง : กรุณาทำเครื่องหมาย **V** ลงในช่องว่างตรงกับความรู้สึกของท่านมากที่สุด

สิ่งที่ผู้รับบริการคาดหวัง	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1.ด้านการลงทะเบียนเข้าปฏิบัติธรรม					
1.1 ท่านคาดหวังการลงทะเบียนเข้าปฏิบัติธรรมควรแล้วเสร็จในเวลาเท่าไร	เสร็จสิ้นภายใน 1 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 2 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 3 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 4 นาที <input type="checkbox"/>	เสร็จสิ้น 5 นาทีขึ้นไป <input type="checkbox"/>
1.2 ท่านคาดหวังว่าการเรียกคิวน่าจะมีการลำดับเบอร์คิวบ่งบอกให้ชัดเจน					
1.3 ท่านคาดหวังว่าข้อมูลประวัติส่วนตัวของท่าน น่าจะมีระบบรักษาความปลอดภัยในการเก็บรักษา ข้อมูล					
1.4 ท่านคาดหวังว่าจะได้รับความถูกต้อง และความแม่นยำในการให้บริการด้านข้อมูล					
1.5 ท่านคาดหวังว่าน่าจะมีเทคโนโลยีที่ทันสมัยเข้ามาช่วยให้การลงทะเบียนสะดวกสบายมากขึ้น					

สิ่งที่ผู้รับบริการคาดหวัง	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1.6 ท่านคาดหวังว่า เจ้าหน้าที่ น่าจะให้ความสนใจแก่ ผู้รับบริการทุกคนอย่างเสมอภาคเท่าเทียมกัน					
1.7 ท่านคาดหวังว่า เจ้าหน้าที่ น่าจะแสดงความเอาใจใส่ในการแก้ปัญหา ของผู้เข้าปฏิบัติ ธรรมทุกคนอย่างเสมอภาคเท่าเทียมกัน					
2.ด้านการลงทะเบียนจองห้องพัก					
2.1 ท่านคาดหวังการ ลงทะเบียนจองห้องพักควร แล้วเสร็จในเวลาเท่าไร	เสร็จสิ้น ภายใน 1 นาที่ <input type="checkbox"/>	เสร็จสิ้น ภายใน 2 นาที่ <input type="checkbox"/>	เสร็จสิ้น ภายใน 3 นาที่ <input type="checkbox"/>	เสร็จสิ้น ภายใน 4 นาที่ <input type="checkbox"/>	เสร็จสิ้น 5 นาที่ขึ้นไป <input type="checkbox"/>
2.2 ท่านคาดหวังว่าการเรียก คิวน่าจะมีการลำดับเบอร์คิว บ่งบอกให้ชัดเจน					
2.3 ท่านคาดหวังว่าจะได้รับ ความถูกต้อง ในด้านข้อมูลใน การลงทะเบียนจองห้องพัก					
2.4 ท่านคาดหวังว่ามี เทคโนโลยีและอุปกรณ์ที่ เหมาะสม ช่วยสนับสนุนใน					

การลงทะเบียน					
สิ่งที่ผู้รับบริการคาดหวัง	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2.5 ท่านคาดหวังว่าจะไม่มีข้อผิดพลาดในการจองห้องพัก (จองเตียงเช้า)					
2.6 ท่านคาดหวังความต่อเนื่องของการทะเบียน/การจองห้องพัก					
2.7 ท่านคาดหวังว่าจะได้ห้องพักและเตียง ตามที่ ต้องการ					
2.8 ท่านคาดหวังว่าเจ้าหน้าที่ จะให้ความสนใจแก่ผู้รับบริการทุกคนอย่างเสมอภาค					

** ความคาดหวัง หมายถึง ความคาดหวังก่อนลงทะเบียนเข้าปฏิบัติธรรมในความคิดของท่าน โดยให้คะแนนความคาดหวังมากน้อยระดับใด

APPENDIX B

SATISFACTION'S QUESTIONNAIRE

แบบสอบถาม

เรื่อง **สำรวจความพึงพอใจของผู้ใช้บริการ ต่อระบบการลงทะเบียน
กรณีศึกษา ยุวพุทธนิคมแห่งประเทศไทย ในพระบรมราชูปถัมภ์**

คำชี้แจง

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในหลักสูตรปริญญาโท สาขาวิชา เทคโนโลยีการจัดการระบบสารสนเทศ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาความความหวังของผู้ใช้บริการต่อระบบการลงทะเบียนเข้าปฏิบัติธรรม ผู้ศึกษาจึงขอความร่วมมือจากท่านในการตอบแบบสอบถาม เพื่อใช้เป็นข้อมูลในเชิงวิชาการต่อไป

ผู้วิจัยหวังอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านในการตอบแบบสอบถามครั้งนี้เป็นอย่างดี และขอขอบคุณในความร่วมมือของท่านมา ณ โอกาสนี้

ข้อแนะนำ แบบสอบถามฉบับนี้ แบ่งออกเป็น 2 ตอน คือ

ตอนที่ 1 แบบสอบถามข้อมูลส่วนบุคคล

ตอนที่ 2 ส่วนที่ 1 แบบสอบถามพฤติกรรมการใช้งานเทคโนโลยี

ส่วนที่ 2 **สำรวจความพึงพอใจของผู้ใช้บริการของยุวพุทธฯ**

นางสาว ธิดาทิพย์ ดอกไม้

ผู้วิจัย

แบบสอบถาม

สำรวจความพึงพอใจของผู้ใช้บริการต่อระบบการลงทะเบียน
กรณีศึกษา ยูวพุทธิสมาคมแห่งประเทศไทย ในพระบรมราชูปถัมภ์

คำชี้แจง กรุณาใส่เครื่องหมาย **V** ลงใน ช่องว่างหน้าตัวเลขข้างหน้าที่ตรงกับข้อมูลส่วนตัว

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ

1. ชาย

2. หญิง

2. เคยเข้าปฏิบัติธรรมที่ยุวพุทธฯ

1. เคย ครั้งที่.....

2. ไม่เคย

ตอนที่ 2 แบบสอบถามพฤติกรรมการใช้งานเทคโนโลยี

ส่วนที่ 1 คำชี้แจง : กรุณาทำเครื่องหมาย **V** ลงในช่องว่างที่เหมาะสมกับท่านมากที่สุด

1. ท่านใช้เทคโนโลยีเหล่านี้ด้วยตัวท่านเอง ในชีวิตประจำวันบ่อยแค่ไหน

คอมพิวเตอร์	<input type="checkbox"/> ใช้เป็นประจำ	<input type="checkbox"/> ใช้เป็น แต่ไม่ค่อยได้ใช้	<input type="checkbox"/> ใช้ไม่เป็น
INTERNET, E-MAIL	<input type="checkbox"/> ใช้เป็นประจำ	<input type="checkbox"/> ใช้เป็น แต่ไม่ค่อยได้ใช้	<input type="checkbox"/> ใช้ไม่เป็น
กล่องจดหมาย	<input type="checkbox"/> ใช้เป็นประจำ	<input type="checkbox"/> ใช้เป็น แต่ไม่ค่อยได้ใช้	<input type="checkbox"/> ใช้ไม่เป็น
เครื่องเล่น MP3 (iPod, ฯลฯ)	<input type="checkbox"/> ใช้เป็นประจำ	<input type="checkbox"/> ใช้เป็น แต่ไม่ค่อยได้ใช้	<input type="checkbox"/> ใช้ไม่เป็น

2. คุณเคยซื้อสินค้าหรือบริการทางอินเทอร์เน็ตในระยะเวลา 3 เดือน หรือไม่

<input type="checkbox"/> 1. ใช่	<input type="checkbox"/> 2. ไม่ใช่
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3. ท่านเคยประสบปัญหา และ ได้รับผลกระทบ เกี่ยวกับการใช้เทคโนโลยีไม่เป็นหรือไม่

<input type="checkbox"/> 1. เคยประสบปัญหา และ รู้สึกอึดอัดเมื่อใช้อุปกรณ์ไม่เป็น
<input type="checkbox"/> 2. เคยประสบปัญหา แต่ไม่ได้รับผลกระทบใดๆ
<input type="checkbox"/> 3. ไม่เคยประสบปัญหา และ ไม่ได้รับผลกระทบใดๆ

ตอนที่ 2 สํารวจความพึงพอใจของผู้ใช้บริการของยูวพุทธิกสมาคมแห่งประเทศไทยฯ

ส่วนที่ 2 คำชี้แจง : กรุณาทำเครื่องหมาย V ลงในช่องว่างตรงกับความรู้สึกของท่านมากที่สุด

สิ่งที่ผู้รับบริการพึงพอใจ	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1.ด้านการลงทะเบียนเข้าปฏิบัติธรรม					
1.1 เวลาที่ใช้ในการลงทะเบียน เข้าปฏิบัติธรรมดังต่อไปนี้ ท่าน มีความพึงพอใจในระดับใด	เสร็จสิ้นภายใน 1 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 2 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 3 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 4 นาที <input type="checkbox"/>	เสร็จสิ้น 5 นาทีขึ้นไป <input type="checkbox"/>
1.2 ท่านพึงพอใจการเรียกลำดับ เบอร์คิวในระดับใด					
1.3 ท่านพึงพอใจในการเก็บ รักษาข้อมูลส่วนตัวของท่านใน ระดับใด					
1.4 ท่านพึงพอใจต่อความ ถูกต้อง และความแม่นยำในการ ให้บริการด้านข้อมูลในระดับใด					
1.5 ท่านพึงพอใจในการใช้ เทคโนโลยีที่ทันสมัย เข้ามาช่วย ให้การลงทะเบียนสะดวกสบาย มากขึ้น ในระดับใด					
1.6 ท่านพึงพอใจเจ้าหน้าที่ให้ ความสนใจแก่ผู้รับบริการทุก คนอย่างเสมอภาคเท่าเทียมกัน					

สิ่งที่ผู้รับบริการพึงพอใจ	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1.7 ท่านพึงพอใจ เจ้าหน้าที่แสดง ความเอาใจใส่ในการแก้ปัญหา ของผู้เข้าปฏิบัติธรรมทุกคน อย่างเสมอภาคเท่าเทียมกัน ใน ระดับใด					

2.ด้านการลงทะเบียนจองห้องพัก					
2.1 เวลาที่ใช้ในการลงทะเบียน จองห้องพักดังต่อไปนี้ ท่านมีความ พึงพอใจในระดับใด	เสร็จสิ้น ภายใน 1 นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 2นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 3นาที <input type="checkbox"/>	เสร็จสิ้นภายใน 4นาที <input type="checkbox"/>	เสร็จสิ้น 5 นาทีขึ้นไป <input type="checkbox"/>
2.2 ท่านพึงพอใจการเรียกลำดับ เบอร์คิวในระดับใด					
2.3 ท่านพึงพอใจต่อความถูกต้อง ในด้านข้อมูลการลงทะเบียน ห้องพักในระดับใด					
2.4 ท่านพึงพอใจในการใช้ เทคโนโลยีที่ทันสมัย เข้ามาช่วยให้ การลงทะเบียนจองห้องพัก ใน ระดับใด					
2.5 ท่านพึงพอใจความต่อเนื่อง ของการลงทะเบียน/การจองห้องพัก					

สิ่งที่ผู้รับบริการพึงพอใจ	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2.6 ท่านพึงพอใจ ห้องพักและเตียง ตามที่ต้องการ ในระดับใด					
2.7 ท่านพึงพอใจเจ้าหน้าที่ให้ ความสนใจแก่ผู้รับบริการทุกคน อย่างเสมอภาคเท่าเทียมกัน ใน ระดับใด					

** ความพึงพอใจ หมายถึง การบริการที่ท่านได้รับจริงนั้นท่านมีความพึงพอใจมากน้อยเพียงใด

BIOGRAPHY

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