

## CONTENTS

|  | PAGE |
|--|------|
| ABSTRACT.....                              | ii   |
| ACKNOWLEDGEMENTS.....                      | iii  |
| CONTENTS.....                              | iv   |
| CHAPTER                                    |      |
| 1. INTRODUCTION.....                       | 1    |
| 1.1 Background.....                        | 1    |
| 1.2 Statement of the Problem.....          | 3    |
| 1.3 Objectives of the Study.....           | 3    |
| 1.4 Conceptual Framework of the Study..... | 4    |
| 1.5 Definitions of Terms.....              | 4    |
| 1.6 Scope of the Study.....                | 6    |
| 1.7 Significance of the Study.....         | 6    |
| 1.8 Organization of the Study.....         | 7    |
| 2. REVIEW OF LITERATURE.....               | 8    |
| 2.1 Customer Satisfaction Theories.....    | 8    |
| 2.2 Concept of Services.....               | 10   |
| 2.3 Service Quality.....                   | 11   |
| 2.4 Special Library.....                   | 11   |
| 2.5 Relevant Research.....                 | 14   |
| 3. METHODOLOGY.....                        | 17   |
| 3.1 Subjects.....                          | 17   |
| 3.2 Materials.....                         | 17   |
| 3.3 Procedures.....                        | 18   |
| 3.4 Data Analysis.....                     | 18   |

|  |    |
|--|----|
| 4. RESULTS.....  | 20 |
| 4.1 General Information of the Respondents.....          | 20 |
| 4.2 Characteristics of Library Use.....                  | 21 |
| 4.3 Satisfaction with Library Use.....                   | 25 |
| 4.4 Problems found in Using Library’s Services.....      | 27 |
| 4.5 Additional Service Requirements and Suggestions..... | 30 |
| 5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS.....      | 34 |
| 5.1 Summary of the Study.....                            | 34 |
| 5.2 Summary of the Findings.....                         | 35 |
| 5.3 Discussion.....                                      | 38 |
| 5.4 Conclusions.....                                     | 41 |
| 5.5 Recommendations for the BOT Library.....             | 41 |
| 5.6 Recommendations for Further Research.....            | 43 |
| REFERENCES.....  | 44 |
| APPENDIXES.....  | 47 |
| A. Questionnaire (English Version).....                  | 47 |
| B. Questionnaire (Thai Version).....                     | 55 |