

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E47336

**THE EFFECT OF CUSTOMER SERVICE STAFF PERFORMANCE ON
CUSTOMER SATISFACTION IN BANGKOK
GARDEN APARTMENT, BANGKOK**

MONTIRA INTASON

**A Thesis Submitted to the Graduate School of Naresuan University in Partial
Fulfillment of the Requirements for the Master of Arts Degree
in International Hotel and Tourism Management
(International Program)**

May 2012

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This thesis entitled “The Effect of Customer Service Staff Performance on Customer Satisfaction in Bangkok Garden Apartment, Bangkok” submitted by Montira Intason in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

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ACKNOWLEDGEMENT

I am deeply grateful to the advisor, Dr. Roslyn Derrett Oam for her invaluable advice and her patient proofreading towards the completion of this thesis. Her time contribution and guidance are greatly appreciated.

I would also like to extend my sincere thanks to Dr. Anyapak Prapannetivuth, Dr. Kannapa Pongponrat and Dr. Ussawit Ittipuriphat for their faithful guidance and supreme expertise towards the achievement of the thesis. Their contribution and supervision are greatly appreciated. I would also like to extend the sincere thanks to all committees for their helpful correction of this paper and their suggestions for the accomplishment of the thesis.

Special thanks go to Bangkok Garden Apartment, Mr. Suvit Sakulkaruna allowed me to use the property as the place to collect the data.

Additionally, my heart felt thanks go to my family for their understanding, encouragement, support, love, and patience.

Lastly, I would like to thank those whose names are not mentioned here but have greatly inspired and encouraged us until this thesis comes to a perfect end.

Montira Intason

Title	THE EFFECT OF CUSTOMER SERVICE STAFF PERFORMANCE ON CUSTOMER SATISFACTION IN BANGKOK GARDEN APARTMENT, BANGKOK
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Academic Paper	Thesis MA. in International Hotel and Tourism Management, Naresuan University, 2011
Keywords	Customer Service, Service Quality, Customer Satisfaction

ABSTRACT

E47336

This research aims to investigate how customer service performance of staff affects customer satisfaction in serviced apartments. The customer service function is the crucial part of the organization that impacts on images, professionalism, and reputation of the organization. Therefore, this study seeks to identify the appropriate performance of customer service staff in order to maintain the quality of service performance in serviced apartments. The study applied mixed research methodology as the instrument for collecting data that consists of a case study, quantitative, and qualitative method. The research used Bangkok Garden Apartments as the case study. The data was collected by using quantitative methods which involved distributing questionnaires to 244 residents. The quantitative data was analyzed using the statistical package of the SPSS system. A qualitative approach to interviewing customer service staff in Bangkok Garden Apartments. The general inductive approach was utilized to analyze qualitative data from the interviews. These research results were created by using a summary of key points, some themes, through clusters of ideas and issues. They provide a useful good practice model of customer service.

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