Abstract

Research Title : Customers' Behavior of Thailand Post Company Limited, Samre branch

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This research aims to study the demographic, customers' behavior, and customers' satisfaction at Thailand Post Company Limited, Samre branch. The samples used for this study are 400 samples from people who servicing at Thailand Post Company Limited, Samre branch. Questionnaires were used to collect data. The data was analyzed as frequency, percentage, mean, and standard deviation. For hypothesis testing was used one-way ANOVA, and chi-square.

The results of the study showed that most customers are female, aged between 20-30 years old, hold bachelor's degree, single, worked in private companies, and earned between 10,000-20,000 Baht. Customers' behavior is the choice of courier services for domestic or oversea. They send 1 time per month. The time period is 12:01-4:00 pm. The expense per time is below 100 Baht. In addition, customers' satisfaction at Thailand Post Company Limited, Samre branch overall was high level. The most satisfaction was price. Secondly, it was process. The lowest satisfaction was physical evidence.

The hypothesis testing revealed that demographic: gender, age, marital status, level of education, occupation, and income related to customers' satisfaction at Thailand Post Company Limited, Samre branch. In addition, the researcher found that customers' behavior: kind of the service, frequency of the service, time period of the service and expense per time related to customers' satisfaction at Thailand Post Company Limited, Samre branch.