

Abstract

Title : Service quality affecting the customer loyalty of Krungthai bank,
Chatuchak area

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The purposes of this research aimed to study the relationship between the quality of service affecting the customer loyalty of Krungthai bank, Chatuchak area. The sampling group used in this research was the customers of Krungthai bank, Chatuchak area, total 18 branches, 407 people. The research tool was questionnaire and statistics used to analyze data were percentage, mean, standard deviation and Pearson coefficient correlation.

The results found that 1) Customers of Krungthai bank, Chatuchak area, mostly were female; their age was between 21 – 30 years old; their education level was bachelor degree; they were private employees; their average salary was 10,001 – 20,000 baht; duration of service using was 1 – 5 years. 2) The overall of quality of service and customer loyalty of Krungthai bank, Chatuchak area generally was at high level. It found that customers of Krungthai bank, Chatuchak area, highlighted the most on the assurance; the secondary was the reliability; the least was the responsiveness. And 3) The relationship between the quality of service affecting the customer loyalty of Krungthai bank, Chatuchak area in general found that there was the positive relation at the medium level.

The suggestion from the research found that Krungthai bank should be improved about the responsiveness to customer. For example; provide the service quickly; staff should be more enthusiastic for giving service to maintain customer loyalty.