

ABSTRACT

TOPIC : Contact for service and satisfaction of International and countrywide money transfer

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The objective of this research is to study. The influence of demographic variables, and affect in International and countrywide money transfer. There were 400 people use to statistical analysis is frequency, percentage, mean and standard deviation, including statistical hypothesis testing by T-test and one-way analysis of variance. The Most of respondents were male, we have aged between 35 - 44 years, married, while the education is bachelor's degree, have income between 10001 - 20 000 baht, Frequency of service use period 1-2 times by the service.

From T-test and analysis of variance of each aspect, the demographic effect, and behavior choice. Affecting International and countrywide money transfer

Keyword: Western Union, Consumer behavior, satisfied