

Abstract

Research Title : Customer Satisfaction in Using GSB Internet Banking
of Government Saving Bank The Mall Thapra Branch

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This research aims for studied three reason of customer who used the Internet Banking of Government Saving Bank The Mall Thapra Branch; first studied customer demography feature, second studied customer behavior and third studied customer satisfies. The research was done through conducting survey samples to around 400 persons in cutomer who used GSB Internet Banking of Government Saving Bank The Mall Thapra Branch. Informations were derived from questionnaires and the statistical analysis that is to say, Frequency, Percentage, Average, Standard deviation. It was then compared using T-Test and One-way Analysis of Variance including Multiple Comparison Test. The researcher found out that there are more male people than female. The average age is between 30-39 years old, their marital status is single, Those who have completed their bachelor degree education and work at private company has an income of 15,001-20,000 bath per month. In addition customer first satisfies in service process, next is product and customer has to satisfies last is the cost. In hypothesis customer who used GSB Internet banking of Government Saving Banking The Mall Thapra banch are distinguish in age, status, career, and income they have difference in satisfies in level .05 their followed by hypothesis and customer who difference in gender and education there are same satisfied it doesn't follow by hypothesis . The factors in customer satisfifies who used GSB Internet Banking of Government Saving Bank The Mall Thapra Branch that is to say in product, price, promotion and service process involved with satisfifies level affective for customer who used GSB Internet Banking satisfaction level is .05.

The bank should give more information or advertisement because this is the channel for all customer to receive an information and for support using internet banking in the future. In addition the bank should develop electronic bank system and improve about bank strategies for customer in high-tech society, especially in bank account, credit card, money transfer, payment and service.