

**Abstracts**

Research Title : Service Satisfaction of the cardholder KTC-GSB.

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This research aims to study the demography behavior of customer who is holder of KTC-GSB credit card and the relative of service and satisfaction.

This research has surveyed from 200 customers. The data collected from questionnaires and statistical processing such as percentage, average, standard deviation, the statistical analysis, independent-test, and ANOVA (One-Way Analysis of Variance).

The research found that customers are female who is aged between 21-29 year sold, married, under graduate. The occupations are government officers, employees of state enterprises; and the salary is between 15,000-20,000 THB. The result of research shows that the customers are most satisfaction on information, card format Promotion and benefit from credit card

According to the result, the relevant department could adapt the result for improving the service and product of KTC credit card.

The company should do the advertisement on website and inside of business alliance sit with explanation of promotion. They also should improve the credit card package like including travel insurance with Tipp hay insurance that some customer does not know the information of this product...

Moreover, the company should attach the list of business alliances in the application form. These are the way to collect the direction of customer behavior to improve service for expansion of customer base and increasing the customer satisfaction.