

Abstract

Research Title : Study Behaviour of Deposit Service of The Government Savings Bank
Somdej Joaphaya Branch

Researcher : Miss Supaporn Khiandungchan

Degree : Master of Business Administration

Major : Finance and Banking

Advisor :
(Dr. Pichet Musikapodok)
..... / /

This research aims to study customer's individual factors of deposit customer at The Government Saving Bank Somdej Jaophaya Branch including study customer behavior of deposit service in The Government Saving Bank Somdej Jaophaya Branch and study factor affecting to satisfaction of service of The Government Saving Bank Somdej Jaophaya Branch.

This research was derived from representative sample in deposit service at The Government Saving Bank Somdej Jaophaya Branch by 400 persons accumulated from questionnaire. The data was analysed as frequency distribution, percentage, mean, and standard deviation. For hypothesis testing used t-test, one way analysis of variance and Pearson correlation. The research this study:

Most are male, aged between 41-50 years old, single, worked for The Government or state enterprise, hold bachelor's degree and earned more than 30,001 Baht. Servicing behavior of The Government Saving Bank Somdej Jaophaya Branch, service frequency was 5-6 times per month and recommend friends for use this service. The most service is special saving The period of time to service is 6-10 years and service time is 11.30-12.30 p.m. In addition to customer

satisfaction in deposit service factor, the most was process. The second was people and the last one was place.

The customer who was gender and marital status had difference in satisfaction level of deposit service of The Government Saving Bank Somdej Jaophaya Branch at 0.05 significant level. In addition, the factors of aged, education level, occupation and income had difference in satisfaction level of deposit service of The Government Saving Bank Somdej Jaophaya Branch. were indifferent.

Service behaviors were service frequency, recommend to other people, kind of deposit account and the time period of servicing related to customer satisfaction of The Government Saving Bank Somdej Jaophaya Branch. at 0.05 significant level.

The deposit service the customers have important in process and people. So, the bank's executives of The Government Bank should increase enough the number of employees, in the time period of servicing customers and should have the service steps were convenience, quickly in order to satisfy for the customers.