

Abstract

Title People's Satisfaction of the Bangkok Area Revenue Office 3 : A study of
Area Revenue Pathumwan Branch 1

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The study in People's Satisfaction of the Bangkok Area Revenue Office 3 : A study of Area Revenue Pathumwan Branch 1 purposed to: study in satisfaction level of services provided by Area Revenue Pathumwan Branch 1; study in factor associating to satisfaction in obtaining services from Area Revenue Pathumwan Branch 1 and; suggest the guidelines in service quality improvement to be more efficient. This was quantitative research which employed questionnaire as research tool. The populations used are 400 peoples who came to be served at Area Revenue Pathumwan Branch 1 and selected by accidental sampling. The statistical analysis was conducted for the values of frequency, percentage, chi-square, Gamma correlation coefficient at the significance level of 0.05.

The results indicated that the satisfaction level in services provided by Area Revenue Pathumwan Branch 1 was in moderate to very high level. The factors which did not relate to the satisfaction level of services were age and occupation and the others related were income, neutrally providing services, rapidly providing services, correctly providing the services of answering questions and solving the issues of taxation, services in term of place and facilities.

The recommendations were the satisfaction level in servicing peoples in various fields for all age ranges should be retained and developed such as providing eyeglasses for elderly for their convenience while being served, the information in all fields should be served including providing service in the knowledge regarding taxations through various channels for the

recognition of peoples in all occupation, the reception should always suggest the procedures of services to peoples and the officer should suggest how to submit taxation forms through the internet, the queue card system must be adopted and strictly used and the officers must observe to prohibit jumping the queue or representing in tax forms to make confidence in services, the duplicated procedures should be reduced and the time period of each procedure should be clearly specified, the training for officers operating in all duties should be arranged for ability to answer taxation related questions and well solve problems, the places and facilities should be checked such as waiting chairs for peoples who come to pay tax sufficiently.

Recommendations for further researches: the qualitative research should be conducted to inquire peoples who used to take services for acquiring in-depth information; compare quantitative and qualitative information; the results could be used for better improvement of Area Revenue Pathumwan Branch 1 ; the study should reach the levels and factors affecting satisfaction level in services provided by other Area Revenue Branch Offices.