



IBBA STUDENTS' PERCEPTION ON SERVICE QUALITY TOWARDS
SATISFACTION: AN APPLICATION OF SERVPERF IN THE SERVICE OF
THE FACULTY OF MANAGEMENT SCIENCE UBON RATCHATHANI
UNIVERSITY

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SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
INTERNATIONAL MASTER OF BUSINESS ADMINISTRATION AT
THE GRADUATE SCHOOL OF BUSINESS SIAM UNIVERSITY
BANGKOK THAILAND

2015