

TOPIC : Client’s Satisfaction of Loans Service Given by Bank for Agriculture and Agricultural Cooperatives in Phasi Charoen Branch Bangkok

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ABSTRACT

The objectives of this study were to examine clients’ satisfaction of loans service given by bank for Agriculture and Agricultural Cooperatives (BAAC) in Phasi Charoen Branch Bangkok province, to investigate a degree of clients’ satisfaction of loans service given by BAAC in Phasi Charoen Branch Bangkok province, to compare a degree of clients’ satisfaction of loans service among those whose personal backgrounds were different, and to discover a development guideline for elevation clients’ satisfaction of loans service received. A sample for this study comprised 378 clients of BAAC in Akat Amnuai branch firm which they come to receive service. A 22 – item rating scale questionnaire was used as tool for collecting data, whose discrimination power values in part of satisfaction were between .23 and .90 statistics used to analyze data were percentage, mean, standard deviation, F-test and t-test of independent samples for hypotheses testing.

The findings revealed as follows:

1. Both of the clients’ overall and each aspect satisfaction of loans service given by BAAC, in Phasi Charoen Branch Bangkok province were at the medium level.
2. The clients’ overall satisfaction of loans service given by BAAC, in Phasi Charoen Branch Bangkok province based on either occupation or a period of time receiving service was no found different.

3. Both of the clients' overall and each aspect satisfaction of loans service given by BAAC, in Phasi Charoen Branch Bangkok province based on the type of customer the clients belong to were not found different.

4. This study presents a way suitable for promotion and development of giving loans service by BAAC in Phasi Charoen Branch Bangkok province in the aspects of giving loans service, suitable building and service giving attendants.