

Independent study title: Service Quality of General Procurement Sector in The Office of the National Telecommunications Commission, Bangkok.

Researcher: Miss Thanakorn Kanisthanon. Degree: Master of Business Administration (General Management). Dhonburi Rajabhat University Independent study advisor: 1) Dr.Jariya Klinjan
2) Prof.Dr.Raywat Chatreewisit. Academic year: 2010. 153 pp. Keywords: quality, service

Abstract

The purpose of this research were 1) to study service quality of General Procurement Sector in The Office of the National Telecommunications Commissions, Bangkok in point of view of officials using service of General Procurement Sector, 2) to compare service quality of General Procurement Sector in The Office of the National Telecommunications Commission, Bangkok from the points of view of officials using service of General Procurement Sector classified by demographic characteristics. The sample in this study consisted of 120 officials who used service of General Procurement Sector in The Office of the National Telecommunications Commission, Bangkok. The questionnaire was used as a research tool. Data were analyzed by using frequency, percentage, mean, standard deviation, t-test, and ANOVA.

Research results revealed that 1) the overall five aspects of services quality of General Procurement Sector in the opinion of officials were at the average level. Aspect by aspect analyses revealed that opinion concerning assurance was high while the opinions on responsiveness, reliability, tangibles, and empathy were average, ranked in descending order from large to small; 2) comparative analysis of the officials' opinions concerning the overall five aspects of service quality of General Procurement Sector classified by demographic characteristics revealed that there was no significant difference in service quality of General Procurement Sector. Aspect by aspect analyses indicated that officials of different age had significantly different opinions concerning reliability at 0.01. Officials having different gender had significantly different opinions concerning assurance at 0.05. In addition, officials having different level of education exhibited significantly different opinions about responsiveness at 0.05.

Student's signature.....

Independent study advisors' signatures 1..........2.....