

Independent study title: Behavior of Choosing High-speed Internet Service inside Dormitory, Soi Latphrao 122, Khet Wang Thonglang, Bangkok

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Abstract

The purpose of this research was to study behaviors of choosing high-speed internet service inside dormitory, Soi Latphrao 122, Khet Wang Thonglang, Bangkok, The sample included 191 users. Questionnaires were used as a research tool. Data were analyzed by frequency, percentage, mean, and standard deviation.

The results indicated that 36.13 percent of users had used the service for 3-4 years, that 62.30 percent often used the service at dormitory, that 39.79 percent used the service for 2 hours, that 33.50 percent were uncertain about their average time used per week, that 46.07 percent were uncertain about the day they used most, that 35.60 percent used the service most often during 20.01-24.00, that 32.46 percent used it for information searching, and that 42.41 percent faced the problem in slow downloading. The overall behavior of users in choosing high-speed internet service was at medium level. Aspect analyses revealed that every aspect was at medium level, arranged in descending order were: service, promotion, and price. Item by item analyses showed that the only 1 item of service aspect “often lost of internet signal” was at high level.

Student’s signature.

Independent study advisors’ signatures 1. 2.