

Independence study title: Customers Opinions for Choosing Services at Heng Rung Rueng Garage Company Limited, Rat Burana District, Bangkok.

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Abstract

The purposes of this research were to: 1) study the customers' opinions for choosing services at Heng Rung Rueng Garage Company Limited, Rat Burana district, Bangkok; and 2) compare levels of the customers' opinions for choosing services at Heng Rung Rueng Garage Company Limited, Rat Burana district, Bangkok classified by personal information. The sampling was 132 customers. The instrument used in this research was a questionnaire. The data were analyzed by frequency, percentage, means, standard deviation, t-test and ANOVA.

The research revealed that: 1) the customers' opinions for choosing services at Heng Rung Rueng Garage Company Limited, Rat Burana district, Bangkok in term of the customers' views in various aspects namely: product and service, price, place of providing services and distribution channels, marketing promotion, personnel, processes of providing services and creating and physical presentation in overall and in each aspect were at high levels; and 2) the result in comparing the levels of the customers' opinions for choosing services at Heng Rung Rueng Garage Company Limited was found that the customers with different genders, ages, careers and average salaries in overall had no significantly statistical difference.

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Thesis advisor's signatures 1..... 2.....