A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION TOWARDS BROADBAND SERVICES IN SONGKHLA PROVINCE

MISS FATEEMOH LAEHEEM

MASTER OF SCIENCE (MANAGEMENT)

UNIVERSITI UTARA MALAYSIA

JUNE 2012

A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION

TOWARDS BROADBAND SERVICES IN SONGKHLA PROVINCE

By

MISS FATEEMOH LAEHEEM

Thesis Submitted to

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia,

In Fulfilment of the Requirement for the Degree of Master of Science

PERMISSION TO USE

In presenting this thesis in partial fulfillment of the requirements for a postgraduate degree Master of Science (Management) from University Utara Malaysia. I, hereby, give my consent to allow the Sultanah Bahiyah Library of UUM to display this thesis as a reference. I further agree that permission for copying of this thesis in any manner, in whole or in a part, for scholarly purpose may be granted by my supervisor or, in their absence by the Dean of Othman Yeop Abdullah Graduate School of Business. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be given to me and to University Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Requests for permission to copy or to make other use of materials in this thesis, in whole or in part shall be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

DISCLAIMER

I am responsible of the accuracy of the opinion, technical comment, factual report, data, figures, illustrations and photographs in the article. I bear full responsibility for the checking whether material submitted is subject to copyright or ownership right. UUM does not accept any liability for the accuracy of such comment, report and other technical and factual information and the copyright or ownership right claims.

I certify that the substance of this thesis has not already been submitted for any degree and is not currently being submitted for and other degree or qualification. I certify that any help received in preparing this thesis and all sources used have been acknowledged through this thesis.

MISS FATEEMOH LAEHEEM

806061

May 31, 2012

ABSTRACT

The researcher studies the determinants or the key factors that can affect the level of customer satisfaction of the Broadband Services in Songkhla Province in Thailand. It is crucial that Internet is a part of life for the business people in today. It can be mentioned that factors influencing between internet service of all Broadband Services providers in Songkhla Province in Thailand, quality, speed of internet and price are influential for the decision making process of the customers to select the Broadband Services providers in Songkhla Province in Thailand.

The questionnaires for the quantitative research conduct were developed from many previous researches. The data was collected from 100 randomly respondents which focused business group. In addition to this, the Pearson's Correlation Coefficient Analysis, Chi-square (χ^2) and ANOVA (F-Test) were used to test the hypotheses of this study.

In further, the results of this study show that the price and quality of Broadband Services providers are significant relevant to the customers' satisfaction in the part of finding and analysis accordingly. Whereas, the stability, education, and monthly income have no relevant to the customers' satisfaction in Songkhla Province in Thailand.

ACKNOWLEDGEMENT

In the name of Allah, the Most Merciful and Most Compassionate. First, I would like to express my appreciation to Allah, the Most Merciful and the Most Compassionate who has granted me the ability and willing to start and complete this study. I do pray to His Greatness to inspire and enable me to continue the work for the benefits of humanity.

Foremost, thank you to my supervisor, Mr. Abdul Manaf bin Bohari, enthusiastically support and backed the project and play a large role in completing the thesis. Thank you very much for the invaluable guidance, encouragements, suggestions, comments, and assistances through-out the period of this thesis. Your kind advice will encourage me to do further research in future.

I would like to thank Othman Yeop Abdullah Graduate School of Business for giving me the opportunity to finish my Master Thesis Project under Mr. Abdul Manaf bin Bohari as my supervisor. The experience of completing this research is priceless. And also, thank you to the respondents who cooperated in the questionnaire.

Finally, I am indebted to my family, thanks a lot for giving me more chance, more support and more time to complete this final report. And I am deeply to the importance person in my life, my beloved husband (Mr. Muhamad-Amin Abah) who touched my heart and gave me strength to move forward to something better. The person who encourage and believe in me when no one else does. Thank you for everything.

TABLE OF CONTENTS

CHAPTER FIVE: DISCUSSION AND CONCLUSION

LIST OF TABLE

LIST OF FIGURE

Figure		Page

CHAPTER 1

INTRODUCTION

1.0   Introduction

This chapter is including with eight (8) parts; (1) Background of the Study; (2) Problem Statement; (3) Research Question; (4) Research Objectives; (5) Significance of the Study; (6) Scope and Limitations of the Study; (7) Organization of Study; and (8) Summary.

1.1   Background of the Study

The world of telecommunications has changed rapidly as we enter the era of convergence between broadband Internet, wireless networks, and the content sector. The importance of information and communication technology (ICT) is undeniable as it has been applied in various fields for the purpose of service enhancement. It has been proven that resources can be managed efficiently and effectively through ICT. Broadband is considered as a key to enhance competitiveness of an economy and sustaining economic growth (OECD, 2001, 2002). Many governments around the world are increasingly committed to extending broadband networks to their citizens (BAG, 2003).

In Thailand, the usage of internet and multimedia by government, corporate, and public sectors is increasingly changed. Due to Statistic report by National Science and Technology Development Agency in 2010 showed that the amounts of Thailand

broadband users were increased to 2 million. All of them divided into 57.39% of men, and 42.61% of women. Meanwhile, 32.1% were students (National Science and Technology Development Agency, 2010). Furthermore, NECTEC (2010) also showed the statistics in 2010 of broadband users by found that 57.2% of Thailand's broadband users have intention to purchase product and good through internet and the amount of sellers are also increase to sell through internet as well.

The governments of many countries have promoted the usage of Broadband Services as well as related technology in the belief that broadband will contribute to economic and social development by enhancing productivity and introducing new services (Lee, 2005) in the long term. In addition to this, broadband is a generic term to describe high-speed networking services, which is a set of digital communication technologies with the capacity to transmit significant amounts of data at a high rate, supporting the delivery of a range of digital services some or all of which can occur simultaneously. It is usually a symmetrical service, allowing fast in and outbound data capacity (Becta, 2003; OECD, 2003). Meanwhile, Dwivedi et al. (2007) confirmed that broadband, as an key enabling technology in the networked society, can help boost the economy of Pakistan at the national level as well as help to improve the lives of its citizens by facilitating delivery of education, health and telecommunications services at low cost and to a wider population. In spite of the overall rapid growth broadband diffusion, many countries in developing country are still in the early stage of broadband deployment and are assessing policy strategies to promote faster adoption. The current deployment of broadband is significantly more advanced in some countries than others.

1.2   Problem Statement

It is obvious that the researcher establish the study about the key determinants of Customer Satisfaction towards Broadband Services in Songkhla Province to acquire the customer satisfaction response to the service as well as to analyze the most appropriate solutions for the problem.

It is because nowadays the customers of Broadband Services in Songkhla Province, in Thailand are increasingly changed by time. And many telecommunication companies in Thailand had begun to launch broadband services, but the speed of broadband diffusion is still at the initial stage and gradually growing. Broadband services in Songkhla province have been receiving many negative feedbacks in terms of speeds, connectivity, quality and price. There are still not enough internet penetration rates in the nation due to many reasons and factors. Therefore, in this research it is very important to identify the customers☐ satisfaction level or feedback on the usage and adoption of broadband services in Songkhla province, Thailand

1.3   Research Question

On the ground of the problem statement, the researcher aims to answer the five research questions, which are:

I.   Does the price have association with the customer satisfaction?

II.   Does the quality have association with the customer satisfaction?

III.   Does the stability have association with the customer satisfaction?

IV.   Does the education have association with stability factors?

V.   Does the monthly income have association with price factors?

3

1.4   Research Objective

The researcher aims to conduct the research method to answer these objectives:

I.   To study the relationship between price with the customer satisfaction.

II.   To study the relationship between quality with the customer satisfaction.

III.   To study the relationship between stability with the customer satisfaction.

IV.   To study the relationship between education with stability factors.

V.   To study the relationship between the monthly income with price factors.

1.5   Significance of the Study

The result of this study is expected to provide the benefit for marketers and sellers of Broadband Services organizations in Songkhla Province, in Thailand. Specially, this study aimed to determine the relative important of Broadband Services price, Broadband Services quality and the stability of Broadband Services from the perspective of business customers group in Songkhla Province. In addition, this study also could provide suggestions and recommendations from the respondent, in order to understand the way to improve and develop Broadband Services organizations in Songkhla Province Also, it is useful for a better understanding what customers really need to make them satisfy on service offering by Broadband Services organizations in Songkhla Province.

In further, it is agreed with Said Business School (2009) that "The broadband quality was linked to social and economic benefits and some particular countries with high broadband quality have broadband on their agenda." (Ahmad Syakir Bin Junoh and Dr. Mohd Rafi Bin Yaacob, 2011). If the researcher could approach this research and

result of the analysis to the prominent parties that are responsible to the quality of Broadband services in Songkhla Province, in Thailand, and motivate them to implement the development action to support the quality of Broadband Services, it is convinced that the Broadband services in this province will be advanced.

1.6   Scope and Limitations of the Study

This research focuses on Broadband Services organizations in Songkhla Province in general. The scope of the research will describe the relationship between Broadband Services price, stability of Broadband Services, and their service quality, which can directly influence on the customer satisfaction level and intention to use in further. Moreover, the respondent of this research will randomly select from business people group in Songkhla Province, who are normally use the Broadband Services or Internet for their works. It is because business people know well about the price, service quality and stability of Broadband Services organizations in Songkhla Province.

In addition, the researcher selects the user from 3 brands of Broadband service are TOT, 3BB, and True that can respond to the questionnaire rightly. Because of now in Thailand have only 3 Broadband Service providers which already mentioned above.

1.7   Organization of Thesis

This study will cover issues based on Management field of study. This is to determine Broadband Services price, Broadband Services quality, and stability of Broadband service that influence towards the customer's satisfaction in Songkhla Province in the long term.

For further discussion, the paper is divided into five chapters. Chapter one is the introductory part, including the background of the study, the reason of why researcher is studying such topic as describe in problem statement, research question, research objectives, significance of the study and also as the scope and limitations of study.

Moreover, chapter Two will discuss the review of theories, concepts and definitions as well as finding from previous studies about the related issue in this study.

Also, the chapter Three will continue the flow of the paper by describing the methodology of this study, the research design of the study as divide into seven sup-chapters, namely: population and sampling, research framework, hypothesis involved, measurement of variables and instrumentations, and data collection (sampling and data collection procedure) as well as the techniques of data analysis.

Additionally, in chapter four, the researcher discusses the result or findings of the study. For Chapter Four, the researcher will explain about the result of the research conduct with the statistics by SPSS. Finally, in chapter five, the researcher discusses the details by highlighting the significance of the findings and related theories for further discussion, practically of their implications and also recommends the crucial part for the future researches.

1.8   Conclusion

This chapter has given a general view about the outline and direction of research. Its focus was to define the problem statement, which will accomplish the objectives of this study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The purpose of this part is to examine how Broadband Services price, service quality, and stability influences towards the customer's satisfaction with a focus on Broadband Services in Songkhla province in Thailand. The review of related literature is including with the Concept of the Broadband Services, Broadband Services Consumer Behavior Intention, Concept of Broadband Services price, and Concept of service quality. In addition to this, the next part describes a theories of service loyalty. Then, the researcher ends up by a conclusion.

2.1 Concept of the Broadband Services

Robert (2005) has defined broadband as any technology – currently, cable, telephone-based (DSL), wireless, or through electric power lines – that permits users to communicate at rates substantially faster than older generation "dial-up" services, and unlike dial-up services, is "always on." Meanwhile, Sangwon (2007) explained that communication technologies which provide high-speed, always-on connections to the Internet for large numbers of residential and small-business subscribers are commonly referred as broadband. For many people, the term of "broadband" conjures up images of individuals plugged into their PCs, browsing the Internet, and frequently downloading songs or even movies at speeds once thought to be impossible (Robert, 2005). Whereas, this element is respond to the level of

customer's satisfaction. Kotler (2003) said that there is wide consensus that "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Therefore, satisfaction is closely related to consumers' expectations.

More specifically, the narrower the gap is between the consumers' expectations and the actual performance of the product or service, the higher is the consumer's satisfaction (Hutcheson and Moutinho, 1998). In addition, the analysis of the research data showed that service quality is a major predictor of both customer satisfaction and loyalty, with three out of the six quality dimensions of the chosen instrument (customer support, pricing structure and billing system) having significant positive effects on both concepts (Ilias and Panagiotis, 2010) Dwivedi et al.(2007) found that broadband, as an key enabling technology in the networked society, can help boost the economy of Pakistan at the national level as well as help to improve the lives of its citizens by facilitating delivery of education, health and telecommunications services at low cost and to a wider population.

As far as customer satisfaction is concerned, Santos (2003) found a measure of how well the level of the delivered services matches customer's expectations usually understood as service quality. As an example, the definition by Gro¨nroos (1984) outlines perceived service quality, as "the outcome of an evaluation process, where the consumer compares his expectations with the service he perceives he has received".

2.2 Broadband Services Consumer Behavior Intention

Interestingly, Chaudhuri et al. (2005) found strong influences of traditional socio-demographic variables like income and education on broadband deployment. Recently, through a household-level analysis, Clements and Abramowitz (2006) suggested income, age, educational attainment, and the presence of children influence adoption of broadband service in the USA. Through a US nationwide survey, Savage and Waldman (2005) discovered that preference for high-speed access is apparent among higher income and college-educated households. Through data analysis of the US national surveys from 2002 to 2005, Horrigan (2005) claims the intensity of online use is the critical factor in understanding the home broadband adoption decision and suggests the intensity of internet use is a function of connection speed and years of online experience. Horrigan more recent survey demonstrates younger age, higher education and income, and urban living share of population may lead to higher level of broadband adoption (Horrigan, 2007).

In addition, the United States Government Accountability Office (2006) found consumers with higher income and college degrees are significantly more likely to adopt fixed broadband internet. As in the case of education, Rogers (1995) described socio-economic status (income and occupation) as a correlate or antecedent of innovativeness. The diffusion of innovation theory suggests that new technologies are initially adopted by those with more resources (Rogers, 1995). The findings of a longitudinal study using the USA census data found a positive correlation between income and computer ownership Socio-economic determinants (Venkatesh et al., 2000). Further, this study suggested that a considerable gap persists between the

lower and higher income groups (Venkatesh et al., 2000). A study by Choudrie and Dwivedi (2005) also confirmed that income and occupation drive the general pattern of ICT ownership and usage. Similarly, Carveth and Kretchmer (2002) suggested that in the USA, the higher the household income, the more likely the members of the household will own a computer and use the internet. A similar pattern was suggested for Western European countries and the UK. This study suggested that only 23 percent of lower income groups in comparison to 68 percent of the higher income groups in the UK used the internet (Carveth and Kretchmer, 2002). As in the case of gender, Morgan (1986) argued that gender can be employed as a descriptive variable as well as an explanatory variable. As he put it: gender, as a key variable, is one of the most common face-sheet variables" in social investigations. A number of studies have investigated the role of gender in the adoption and usage of ICTs (Harris et al., 1996; Gefen and Straub, 1997; Morris and Venkatesh, 2000; Venkatesh and Morris, 2000; Venkatesh et al., 2000; Leonard and Cronan, 2005, Venkatesh et al., 2003; Choudrie and Lee, 2004, Haines and Leonard, 2007). The findings of the previous studies revealed that gender has an important role when considering technology adoption and usage in both the organisational and household contexts. Furthermore, the study by Venkatesh et al (2000) illustrated that male users used a computer more than females, and suggested the male gender to be one of the most important variables when examining PC adoption in the household.

2.3 Concept of Broadband Services Price

Industry factors like price and speed might influence broadband penetration in Songkhla Province in Thailand. Fixed broadband price might be a key industry factor in promoting broadband demand (International Telecommunication Union, 2003a). In general, lower prices can contribute to higher broadband adoption. A competitive market structure leads to low prices (International Telecommunication Union, 2003a). Through statistical analysis of approximately 100 countries, Garcia-Murillo (2005) found fixed broadband price and competition have been influential factors of fixed broadband adoption. Through data analysis of a national sample of US households, Rappoport et al. (2001) found that price elasticity of demand for broadband service is much greater than narrowband service. In a futher study, Chaudhuri et al. (2005) found substantial variation observed in access price may largely have a spatial explanation of internet access.

As a product differentiation strategy in the broadband access market, broadband speed might influence broadband demand. Higher speed may even be a key driver of broadband adoption (International Telecommunication Union, 2003b). For Broadband Services in Songkhla Province, there is the update of the speed of the Internet or Broadband Services by time. Therefore, the price elasticity of demand for broadband Services in Songkhla Province is considered among the customers.

2.4 Concept of Service Quality

The increasingly intense competition of the Broadband Services in Songkhla Province, service quality is an indicator of business performance (Hurley & Estelami, 1998) and is the importance on customer satisfaction (Cheung & Lee, 2005; Yen & Lu, 2008). The definition of service quality by Parasuraman et al, (1994) is the customers' evaluation of the expectation with actual service performance. Watson et al. (1998) define service quality is based on a comparison between what customer feels should offered and what is provided. Traditional service quality refers to the quality of all non-Internet based customer interaction and experience with companies.

Service quality has been discussed of many researchers (Sasser et al, 1978; Lehtinen & Lehtinen, 1982; Gronroos, 1982; Lewis & Bernard, 1983) suggested that service quality is more difficult for the consumer to assess than good quality, service quality perception result from a comparison of consumer expectation with Broadband Services performance in Songkhla Province, and quality assessment are not made solely on the outcome of a service and concern assessment of the process of service satisfaction as well.

Taylor & Huneter (2002) believed that the perceived service quality contributes to positive business outcome as greater level of customer satisfaction, and by extension, favorable marketing, behaviors, such as repurchases and positive word-of-mouth behaviors of customers.

With rapid growth of the internet, most companies accepted and adopted the new information technology in the performance of their activities as establishing website for new channel and distribution to conduct business transaction because the online comparison of the technical features of product is essentially costly, feasible, and easier than comparisons of products through traditional channels. Hence, E-commerce and online business hang out among these opportunities and customer also can make purchase products and services though websites (Li & Suomi, 2009). Obviously, the influence of the internet on creating e-service has been revolutionary for both provides and their customers (Boyers et al., 2002). Therefore, the in Broadband Services industry Songkhla Province is extended by time.

In addition, the Broadband Services has been increasingly recognized by both researchers and practitioners as being one of the important key determinants in successful Broadband Services marketing goals. (Santos, 2003)

An understanding of the role of Broadband Services is critically important according to a recent study by Taylor (2001) has suggested that as much as £ 8 billion in potential Web sales were lost in 2001 due to inefficiency of Broadband Services system. More importantly, the amount of customers begins to discover the world available to them on the web is more increase and also widespread consumer experience of Broadband Services system is increased as well. Therefore, they are likely to be less willing to put up with poor service (Rust & Lemon, 2001).

Research into service quality has been popular for more than two decades, but it is only recently that is has been applied to the e-commerce environment (Santos, 2003).

Broadband Services quality can be described as overall customer evaluations and judgments regarding the excellence and the quality of Broadband Services in the real world. (Santos, 2003)

Furthermore, Lehtinen & Lehtinen (1982) and Gronroos (1982) studied that the service quality of the service confront as two different dimensions. First, Being technical or output quality including other function or process quality were evaluated in terms of attitude and behavior, appearance and personality, service mindedness, accessibility and approachability of customer contact personnel.

Additionally, Parasuraman et al. (1988) defined service quality as "the overall evaluation of a specific service firm that results from comparing that firm's performance with the customers□ general expectations of how firms in that industry should perform". As mentioned earlier, customer's satisfaction can be measured as either a single-item scale or as a multi-item construct assessing the satisfaction for each component of the service. For the example, Cronin and Taylor (1992) measured customer satisfaction as a one-item scale that asks for the customers overall feeling towards an organization, while Anderson and Srinivasan (2003) used a 6- item constructs to measure customer satisfaction in the context of electronic commerce. For example, comparing these two methods, LaBarbera and Mazursky (1983) made the remark that the use of a multi-item scale for measuring summary evaluation does not increase reliability over time but it can lead instead to poor response rate and artificial answers by respondents.

Previous research, many studies have attempted to discover to the global or standard dimension of service quality which are considered important by customers (Jun et el., 2004). SERVQUAL instrument are developed by Parasuraman & Zeithaml (2002), is the most current e-service quality scales used to examine consumer-perceived service quality. The scale measures service quality across a broad range of service categories on five dimensions of SERVQUAL are:

(I) Tangibles: The appearance of physical facilities, equipment, personnel and communication materials;

(II) Reliability: The ability to perform the promised service dependably and accurately;

(III) Responsiveness: The willingness to help customers and provide prompt services;

(IV) Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence;

(V) Empathy: Care and individualized attention provided to customers.

In this regard, SERVQUAL scale has been used to measure service quality in various service industries, including banks, credit card companies, telephone companies, and travel companies. Furthermore, its suitable to examine in the context of e-service as well. However, SERVQUAL has been considered problematic and may not be quite appropriate for e-service quality evaluation was given by Li et al., (2009) that the reason of difference between traditional service and e-services with three aspects as following;

(I) The absence of sales staff. In term of Broadband Services industry, there are no service encounters between the customers and the sales staff as in the traditional service.

(II) The absence of traditional tangible element. In term of e-service, service process is almost completed in the virtual environment with some intangible elements.

(III) Self-Service of customers. In term of Broadband Services industry, customers conduct self-service in purchasing and realize on the control in business process with the technical staff and call center.

Considering three of these reasons show that SERVQUAL scale is not suitable for measuring Broadband Services industry quality in Songkhla province. Therefore, different scales have already been developed for measuring of Broadband Services industry quality, the existing research on of Broadband Services industry quality has been studied by Lee and Lin (2005), who used a modified version of SERVQUAL to identify the main factors influence customer perception. According to Bauer et al. (2000), the five dimensions are closely related to some of critical of Broadband Services industry criteria such as Reliability, Assurance, Tangible, Empathy and Responsiveness.

(I) Reliability

Parasuraman et al., (1994) defined reliability is the promise in a reliable and dependable manner for providing the service accurately and as ordered online or verbally with the call center. Moreover, it is the most important dimension of Broadband Services industry quality. In the virtual environment, it is vital to make

customers to trust that the company is going to perform what it promised to do according to the service standard. This is important for any business and relates to the whole interaction between the interface and the back-end process of fulfillment for the Broadband Services industry particularly in this province.

In addition to this, Li et al. (2009) studied reliability can make customers recognize the consistency and credibility of the company including, accurate Broadband system service, complete Broadband order service, company being truthful about its offering, the Broadband service always correct, keeping service and promotion promise, accurate online Broadband record, and website always available for all customers.

(II) Assurance

Assurance refers to knowledgeable and courteous can be shown through the system's ability to guide the customer through the process, and to supply addition beneficial service.

Moreover, courteous help-screens, and appropriate error message and guidance boxes, among other means, can help customers in a manner comparable to guidance signs and their ability provide store (Cheung & Lee, 2005). Schneider & Perry (2000) stated that some website feature that help promote the assurance to customers. Namely, providing detailed company information (i.e. background, mission statement, announcement, and company news).

(III) Tangibles

The tangible elements in the SERVQUAL scale refer to the physical facilities, equipment and the appearance of the staff of Broadband service industry. But in the virtual environment of Broadband services industry, the tangible should focus on the website design as well as the characteristics of the staff to confront to the customers. Since, it the main access to service organizations and to a successful purchase process (Li et al., 2009). Thus, Soumi & Li (2009) suggested that website and audio design for a call-in can influence customers' perceived image of company and attract customers to conduct Broadband service easily with good navigation and useful information on the website as well as by call. Whereas, the insufficiency of website design can result in negative impression of the website quality to the customers, and customer may exit out from the purchase process of the website.

For example, one of the critical successful factor for Broadband service websites were identified by Lin & Joyce (2004) including website layout-layout must be clear, comfortable and easy to use, with good use of color typography and white space, personalized features-advance features, such as service monitoring and notifying features, can bring convenience to users of online services, and information Architecture-appropriate organization of service listings can easy of the process for using browsing and finding particular service alternatives.

(IV) Empathy

In the virtual environment of service, empathy is important in customer's perception of the service quality without face-to-face encounter. Although, there is no direct human interaction in the virtual environment of service process, but some human contacts are involved in this service such as call-in to the Broadband call center or e-mail communication. Providing customer individual attention shows empathy to customers. Response to customers should always be cognizant of customer's needs and show understanding of customer's need. The following are the attributes of empathy dimension including, good personal attention, adequate contacts, address complaints friendly, and consistently courteous (Li et al., 2009; Li & Suomi, 2009). In addition, Watson (1998) stated that empathy should including caring, individualized attention the service provider gives its customer.

(V) Responsiveness

Responsiveness refers to effective handling of problems and returns via the internet from customer. In Broadband service Company prompt which service to customers via the internet or by call. It can make customers feel more comfortable during purchasing and continue purchasing without interruption or problems.

The following are the attributes of responsiveness dimension including adequate contact information and performance, prompt responses to customers, timely responses to customer, adequate response time, and quickly solve problem (Li et al., 2009; Li & Suomi, 2009). Watson et al. (1998) stated that responsiveness as

willingness to help customers and it can be measured by the time taken before replying to a customer's inquires.

The causal relationship between Broadband service quality and intention to use of user has been a topic of discussion in several studies. For a comprehensive review and discussion, see Yen & Lu (2008) mention Broadband service quality is related to user satisfaction and Broadband service success in the Broadband service field, and is also related to customer satisfaction, retention and loyalty in the marketing field. Moreover, Bauer et al. (2006) studied that in term of the Broadband service, Broadband service system quality of the seller is a crucial factor that influences customers to repurchase. Parasuraman et al. (2005) found that the ability and willingness of the Broadband service providers should promptly respond to the customers' problems for example inquiries and complaints that occur after the purchase in time.

In addition, due to the low entry barrier, Broadband services attract millions of customers, users and anyone can easily become a micro business or re-seller, but their performance differs significantly. Yen & Lu (2008) studied that the seller should communicate with the buyer deliver Broadband service alternatives, and provide after-sales service. They also state that the transaction process of Broadband service is importance of customers' service quality, including contact, fulfillment, and responsiveness. Therefore, Broadband service needs to be developed its technology infrastructure and control mechanism to ensure that the further transaction proceeds smoothly in the future.

2.5 Theories of Service Loyalty

In response to the definition of the service loyalty, Albert Caruana stated that "*Service loyalty, with its final effect on repurchasing by customers, appears to have received relatively little attention. This study starts by first delineating the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction.*" (Albert Caruana, 2002). The relationship between the service quality and customer satisfaction is the basic part of the service loyalty which is correlated together. It is clarified that the quality of service of a particular organization or brand is directly related to the customer satisfaction. Hence, when the service satisfaction is evaluated by the customers, it is about the rating of quality of service plus the perception of each customers towards the specific organization or brand as well. From the academic journal, the author considered for the key findings that "*Results indicate that customer satisfaction does play a mediating role in the effect of service quality on service loyalty.*" (Albert Caruana, 2002).

Furthermore, Albert Caruana supported that the customer satisfaction can significantly affect the consequences of the acquisition of quality of services or products. It is vital that the relationship between these two aspects, customer satisfaction quality of services or products, is consciously appraised by the customers or stakeholders.

For other source, Erdogan H. Ekiz, Ali Bavik and Huseyin Arasli mentioned that "*Service quality perception is one of the key determinants of customer satisfaction and repeat purchase.*"(Erdogan et al., 2009). It is honestly and truly that the perceptive ability of the customers with the customers' experiences and educational

background are the key basic judgment for the determinants of the customer satisfaction level. Furthermore, the background and environment encompassment is also a part of the key indicator for the quality of service evaluation.

Much more, Erdogan H. Ekiz, Ali Bavik and Huseyin Arasli emphasized on the evaluation issue that "*Parasuraman et al. (1985, 1988) suggest that the customer's appraisal of the overall service quality depends on the gap between the actual performance and their expectations.*" (Erdogan et al., 2009). By the way, the performance of the service employees of the car rental service brand or company and the customer's perception and expectation is the two variables that are uncontrollable for the consideration of service quality in real situation. In other words, the actual performance would not meet the customers' expectation. As a result, the customers might rate as the dissatisfactory feedback for the potential performance of employee. It is possible for that, because each person's expectation and perceptive cognition is subjective. Possibly, the customers might be in bad mood and respond to the good service performance as the very poor service. On a contrary, the good customers who are empathetic and understandable may not rate for the poor employees as the bad point evaluation, just because that good customer favored the employee by personal reason.

Clearly, it is uncontrollable for the performance of service quality and customer expectation. However, it is obvious that these two basic criteria is the crucial part of the study of service quality of service industry in all countries. Further, the authors also stated that "*The customers will appraise a service quality by using criteria such*

as tangibles, reliability, responsiveness, assurance and empathy." (Erdogan et al., 2009).

Also, these five basic criteria for quality of service evaluation are the developing basic measuring scale of Parasuraman (1988). It is developed for the more accuracy of the evaluation by the respondents for the service quality. It is appropriate for the service companies or brands that give service to the customers occasionally or frequently. These five dimensions of the SERVQUAL model are part of the ten determinants of service quality that can be generalized for any type of service of Parasuraman. First of all, tangibles is about the physical evidence of the service, physical facilities, appearance of employees of the company or organization, tools or equipment used to provide a service. Secondly, reliability is about the consistency and dependability of performance that the customers can derive from the employees. For responsiveness dimension, it is about to consider of the willingness or readiness of employees to provide services for all customers equally.

Moreover, *Assurance* includes the knowledge and courtesy of employees and their ability to generate customer trust and confidence towards the brand or overall performance. In the same way, it includes competence, courtesy, credibility and security of the service quality. *Empathy* refers to individualized attention or care that a firm provides to its customers. (Parasuraman et al., 1998)

For the new measurement scale that is exclusively designed for the car rental services, which is being called RENTQUAL, the authors mentioned for an

explanation that they are the "*Factors and item numbers of RENTQUAL scale at this stage were as follows; security (3 items), handing over (4 items), policy (3 items), comfort (4 items), ergonomics (3 items), delivery (4 items), and accessibility (3 items).*" (Erdogan et al., 2009). Most of the criteria are based on the consistency of the car rental characteristics for the service functions such as the ergonomics, accessibility, and more. These are the dimensional functions that are the capability of the car rental service industry in general. For the car rental organizations, it is necessary that these basic criteria of the service should be met by the demands of the customers. On other part, the customers might rely on the service quality on the basis of general dimensions such as the characteristics of the employees as well. To explain, the way that the customers are treated by the employees is considered by some research respondents as well.

Moreover, Nimit Chowdhary and Monika Prakash considered that "*service quality as the core of services marketing.*" (Nimit Chowdhary and Monika Prakash, 2007). The authors concentrate on the service quality of one brand or organization as the main part of the services marketing. The marketing service function can be contributed by the potential quality of service by time. It can take time to provide the quality of service to involve in the major part of the services marketing. In other words, the marketing scheme can be boosted up by the superior service quality.

2.6 Conclusion

The chapter has covered a review of relevant literature regarding the construction of proposed model as well as related theories and finding of the previous studies. The subject focus has also been discussed about the factors influence the customer's satisfaction and decision making to purchase Broadband Services in Songkhla Province. In the next chapter, the research framework and several hypotheses based on the literature review pertain to the study will be discussed accordingly.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Generally, this chapter will discuss the building of research framework that has been explained in the literature review and the hypotheses that is developed based on the research questions. Meanwhile, the measurement of variable or the instrument will also be discussed. Moreover, the data collection includes sampling and its procedures as well as the techniques of data analysis will be mentioned in this chapter.

For the methodology, the researcher will use the quantitative research method plus qualitative questions that will be employed to answer the research questions which will meet the aims and objectives set out at the beginning in the first chapter. Furthermore, it will give the key findings to answer the research questions. The selected research method is the research survey.

3.1 Theoretical Framework

Based on research framework (see Figure 1), the research method is designed to identify the influence of Broadband Services price, Broadband Services quality, and stability of Broadband service as the independent variables and customer's satisfaction as the dependent variable.

In addition to this, the justification for selecting these variables had been discussed in the previous chapter and hence is not repeated here. The variables selected for investigation are reflected in alternative hypotheses.
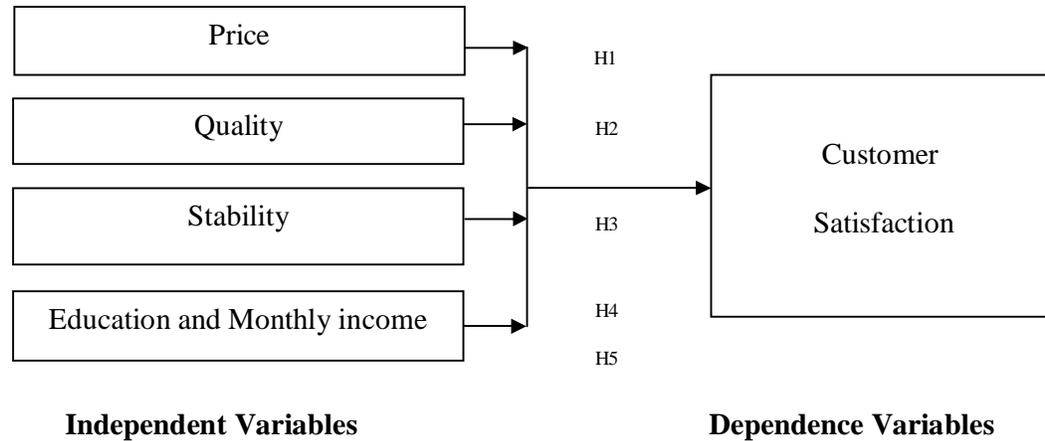
Figure 1: Conceptual Framework

3.2 Research Hypothesis

This study involves inductive technique where hypotheses are developed and tested based on the research question and there are six main hypotheses as follows:

H1:   There is an association between price and customer satisfaction of broadband services in Songkhla Province, in Thailand.

H2:   There is an association between quality and customer satisfaction of broadband services in Songkhla Province, in Thailand.

H3:   There is an association between stability and customer satisfaction of broadband services in Songkhla Province, in Thailand.

H4:   There is an association between education factor and stability factor.

H5:   There is an association between monthly income and price factor.

3.3 Research Design

The research design is created to assist the researcher in the conduct of the research to achieve certain objectives. This current research uses a quantitative approach. Therefore, a survey method by distribution questionnaire in purpose to collect information of variables also as to measure all research variables will be used.

3.4 Population and Sampling

According to Sekaran (2003), populations refer to the entire group of people, events, or things of interest that can be a focus for the researcher to investigate. For this research, the population covers only customers, who normally use the broadband services in Songkhla Province, in Thailand. The sampling populations for this study are about 100 users, who are business people.

Table 3.1: The population of Broadband service in Songkhla province

Broadband Company	Population (All Customers)	Population (Business people)	Sampling
TOT	19,550	556	53
3BB	10,980	385	37
TRUE	5,335	103	10
Total	**35,865**	**1,044**	**100**

Source: TOT, 3BB, and TRUR Company in Songkhla province

Accidental sampling is a method to select the sampling to obtain the number required without rules. The sample is anyone who can provide information (Nongluk, 2003). The researcher focused on 100 peoples who consider all of them are good representative, they can provide the true and reliable answers that depend on their available time. Because of researcher studies about the relationship of variables that Nongluk also supported that if we study about the relation with, we can select the sampling at least 100 propels.

3.5 Data Collection Method

The data collection process in this study was based on types of data such as primary data and secondary data. Secondary data were collecting during library research through journal, article, thesis, dissertation, and books whereas the primary data were collected through the distribution of questionnaire.

This study applied the survey research approach. The method was used to investigate the responses between dependent variable (customer satisfaction of Broadband Services) and independent variable (price, quality, stability and demographic factors) in Broadband Services industry in Songkhla Province in Thailand. This research conducted by structured questionnaire survey to gather the data.

Moreover, the questionnaire was developed based upon concepts, theories as well as the previous research information. Therefore, the randomly respondents are Thai people, who might not understand in English. Therefore, Thai version of questionnaire was developed in the same order of the questions in the questionnaire to measure broadband services customer satisfaction. Primarily, English

questionnaire had been prepared and written, and then it was translated to Thai language afterwards back- translated to English by the English-Thai bilingual expert to check the comparison of the questions meaning (Sekaran, 2003). Any ambiguity were dealt with and subjected to second round of translation and back translation. Significantly, Sekaran (2003) describes that convenience sampling as one of the probability sampling techniques, in which most easily accessible members are chosen as subject, as well as it provides information in a quick, convenient and less expensive manner. Therefore, this research focuses on 3 brands of Broadband Services customers (TOT, 3BB, and True) and the convenience sampling was used where researcher would be distributed the 100 sets of questionnaire by hand to the randomly business people in Songkhla Province in Thailand.

3.6 Measurement of Variables/ Instrumentation

A questionnaire was used as the research instrument; the instrument was basically to identify the broadband services customer satisfaction in Songkhla Province as main dependent variable and 5 independent variables such as price, quality, stability, education, and monthly income.

For the questionnaire consists of 3 parts including part I: questions about demographic data of samples, part II: asking about factors of broadband services which influence toward customers satisfaction, and part III: asking about factors influencing of Broadband Services customers' intention to purchase. All questions of 3 parts measuring the research variables base on a 5 point Likert responding format.

Respondents were requested to indicate their level of influence for each item in the questionnaire using a five-point Likert scale given as followings:

1   =   Not satisfy

2   =   Less satisfy

3   =   Neither

4   =   Satisfy

5   =   Most satisfy

The full format of questionnaires in English and Thai versions of this study is shown in the appendix.

3.7 Technique of Data Analysis

The data analysis in this study used descriptive statistics and inferential. The Statistical Package for the Social Science (SPSS 16.0) is used to precede the data analysis. This software help researcher to describe profile of respondents and analyze correlation between independent variables mediator and dependent variable. In this study, the responses and information collected from the survey were tested using statistical techniques such as Mean, Frequencies, Percentage, Standard Deviation, Pearson correlation, Chi-square (χ^2), and ANOVA (t-test).

The researcher employed the Pearson Correlation because this study determines the relationship between two variables in the interval or ratio scale. Employed the Chi-square because the researcher to examine the relationship between two variables that are independent of each other which can measure in nominal Scale. Because of that

32

researcher employed the ANOVA (t-test), study on the average and test the differences of mean between the populations which more than 2 groups.

The descriptive analysis is also employed in this study to describe the basic characteristic of respondents (Zikmund et al., 2010). The descriptive statistics such as means, standard deviations and percentage values for interval-scaled independent and dependent variables were obtained in this research (Roberts, 2008).

The frequencies were computed to analyses respondents' profile in term of gender, age, profession, highest education, and frequency of internet usage of each brand of Broadband Service in Songkhla province.

3.8 Conclusion

This chapter discussed the method of this research, which comprises the design of study, research hypotheses, research design, pilot test, sampling design, data collection, and data analysis.

CHAPTER 4

FINDINGS AND ANALYSIS

4.0 Introduction

This chapter highlights and discusses the result from the finding based on the analysis done on the data collection from respondents which were analyzed by using Statistic Package for Social Science (SPSS16.0), which is well-known for current time to contribute the result of research analysis. In accordance with the objectives listed in the chapter one as well as its methods in the chapter three, this chapter will be divided into three sections as description of the study, descriptive statistic of variables, and hypotheses testing.

4.1 Description of the study sample

4.1.1 Demographic Data

This part provides background information of respondents who were participating in this study. The characteristics examined including gender, age, profession, highest education, monthly income, and frequency of Broadband Service company which the most of customers in Songkhla Province, in Thailand chosen.

Table 4.1: Frequency of Distribution of Respondents by Gender

Gender	Frequency	Percent (%)
Male	53	53.0
Female	47	47.0
Total	**100**	**100**

Source: Questionnaire No.1 Part I

The sampling populations are 53 male, which is accounted for 53.0, whereas the rest is 47 female participants, which is accounted for 47.0.

Table 4.2: Frequency of Distribution of Respondents by Age

Age	Frequency	Percent (%)
25-35 years	25	25.0
36-45 years	38	38.0
46-55 years	18	18.0
56-65 years	12	12.0
Above 66 years	7	7.0
Total	**100**	**100**

Source: Questionnaire No.2 Part I

The sampling population is majorly the 36-45 years old of age people, which is accounted for 38.0. The second rank is 25-35 years old of age people, which is accounted for 25.0. The least rank is over 66 year's people, which is accounted for 7 people. There are 7 people, which are accounted for 7.0.

Table 4.3: Frequency of Distribution of Respondents by Education

Highest Education	Frequency	Percent (%)
Bachelors' Degree	87	87.0
Masters' Degree	12	12.0
Doctoral' Degree	1	1.0
Total	**100**	**100**

Source: Questionnaire No.3 Part I

The majority of the sampling populations are Bachelor Degree respondents. There are 87 people, which are accounted for 87.0. The second rank is Master Degree respondents, which is accounted for 12.0 and the Doctoral Degree respondent is 1.0. From this, it indicates that the majority of business people that normally use the Internet service in Songkhla Province are graduated for the Bachelor Degree.

Table 4.4: Frequency of Distribution of Respondents by Profession

Profession	Frequency	Percent (%)
The restaurant business	32	32.0
Commercials or Convenience stores business	10	10.0
Accommodation business	5	5.0
Gift shop	12	12.0
The beauty business	6	6.0
Mobile Phone business	10	10.0
Clothes stores business	15	15.0
Other	10	10.0
Total	**100**	**100**

Source: Questionnaire No.4 Part I

Furthermore, the majority of the respondents are people, who work in the restaurant business category. There are 32 people, which are accounted for 32.0. The second rank is the respondents, who work in the clothes stores business. There are 15 people, which are accounted for 15.0. There are 12 people that work in the gift shop business, which is accounted for 12.0. The rest is 10 people, who work in the commercials or convenience stores, 10 people in the mobile phone business and 10 people in other category (shoes stores, bags stores, drugstores, and stationeries), which are accounted for 10.0. As well as the beauty business has 6 people, which accounted for 6.0. In further, least one is the Accommodation business. There are 5 business people, which are accounted for 5.0.

Table 4.5: Frequency of Distribution of Respondents by Monthly income

Monthly income	Frequency	Percent (%)
Less than 10,000 Baht	0	0.0
10,001-30,000 Baht	27	27.0
30,001-100,000 Baht	60	60.0
More than 100,001 Baht	13	13.0
Total	**100**	**100**

Source: Questionnaire No.5 Part I

The majority of the research respondents are 60 business people who have 30,001-100,000 Baht of monthly income, which accounted for 60.0, whereas the second one is 27 business people that have more than 100,001 Baht, which is accounted for 13.0. However, there is no one has monthly income for less than 10,000 Baht in this regard.

Table 4.6: Frequency of Distribution of Respondents by stability of broadband

service brands

Broadband Service Brands	Frequency	Percent (%)
TOT	53	53.0
3BB	37	37.0
True	10	10.0
Total	**100**	**100**

Source: Questionnaire No.6 Part I

According to the result, it is revealed that there are 53 business people in Songkhla Province that have used the Broadband Services with TOT, which is accounted for 53.0. The second one is 3BB brand, there are 37 people. For the 3BB brand, it is accounted for 37.0. The last one to this, the research respondents that have used True are 10 people, which is accounted for 10.0.

Table 4.7: Frequency of Distribution of Respondents by the main reason to purchase

a service of Broadband services

The main reason to purchase a service of Broadband services	Frequency	Percent (%)
For business	82	82.0
For search of information	16	16.0
For entertainment	2	2.0
Others	0	0.0
Total	**100**	**100**

Source: Questionnaire No.7 Part I

The other significant factor that affects the decision making process of the customers is for business, there are 82 research respondents, which accounted for 82 percent. However, the factor that also affects the decision making process of the customers is for search of information, there are 16 research respondent, which is accounted for 16.0. The last reason is for entertainment, and there are 2 research respondents, which accounted for 2 percent.

Table 4.8: Frequency of Distribution of Respondents by the quality of the contract that customers have satisfy

Types of contract that customers have satisfy	Frequency	Percent (%)
1-year contract	65	69.9
2-year contract	15	16.1
3 year contract	13	14.0
Total	**93**	**100**

(There are 7 persons did not answer this question)
Source: Questionnaire No.8 Part I

From the table, there are 65 research respondents that answered for 1-year contract of using the Broadband Services in Songkhla Province, which is accounted for 69.9. The secondary type of the Broadband Services contract for customers in Songkhla Province is 2-year contract. For the second one, there are 15 research respondents who answered, which is accounted for 16.0. Also, there are 13 research respondents who answered for 3-year contract of using the Broadband Services in Songkhla Province, which is accounted for 14.0.

Table 4.9: Frequency of Distribution of Respondents by the service charge ranges for

monthly

Service charge ranges (per month)	Frequency	Percent (%)
Less than 500 Baht	23	23.7
500-1,000 Baht	67	69.1
More than 1,000 Baht	7	7.2
Total	**97**	**100**

(There are 3 persons did not answer this question)
Source: Questionnaire No.9 Part I

From the table, there are 67 respondents use the Broadband Services in Songkhla Province for 500-1,000 Baht per month, which accounted for 69.1 percent. The second one is less than 500 Baht per month of service charge range, there are 23 respondents, which accounted for 23.7 percent, whereas the least proportion of the respondents is More than 1,000 Baht per month. There are 7 respondents, which accounted for 7.2.

4.2 Descriptive statistics of variable

From the result of this study, it is revealed that the customer satisfaction factors of the customers in Songkhla Province in Thailand, which are investigated by the questionnaire for the conduct. The sampling populations are 100 people.

The researcher experiments the confidence of measurement to figure out Internal Consistency and found that Cronbach's Alpha is .860, which means that the confidence value of measurement for this study is 86.0. For the result of the study is as followings.

Table 4.10: Mean & Standard deviation of Distribution by the Customer satisfaction

factors

Customer satisfaction factors	Mean	Std. Deviation
Quality of Service	3.84	.756
Speed of Internet	3.50	.674
Stability of system	3.25	.730
Price	3.62	.648
Convenience	3.39	.682
Politeness of the employees	3.54	.658
Empathy	3.26	.676
Punctuality of Internet service	3.57	.700
Accuracy of information when the customers have problem	3.67	.697

From the table, it is revealed that the most important factors that can affect the customer satisfaction of the Broadband Services in Songkhla Province is Quality of service, which is accounted for 3.84. The second one is the accuracy of information when the customers have problem, the average value is 3.67 and the Price is 3.62. However, the factor that customer of the Broadband Services to assessed rather not importance is Stability of system, the average value of this point is 3.25.

Table 4.11: The total customer satisfaction factors of the Broadband Services

customers in Songkhla Province

Variables	Minimum	Maximum	Mean	Standard Deviation (SD)
Total customer satisfaction factors of the Broadband Service	1.89	4.56	3.5074	.47599

In consideration to the factors that can affect the customer satisfaction level of the Broadband services customers in Songkhla Province, an average value is approximately 3.5074, which means that the Quality of service, Speed of Internet, Stability of system, Price, Convenience, Politeness of the employees, Empathy, Punctuality of Internet service and Accuracy of information when the customers have problem are all important to the customer satisfaction.

Table 4.12: Frequency of Distribution by Factors that affect Purchase Intention for

the selection of the Broadband Service Provider

Factors that affect Purchase Intention	Frequency	Percent (%)
Quality of Service	32	37.64
Speed of Internet	15	17.64
Stability of system	0	0.00
Price	11	12.94
Internet service Convenience	5	5.88
Politeness of the employees	2	2.35
Empathy	1	1.17
Punctuality of Internet service	1	1.17
Accuracy of information when the customers have problem	2	2.34
Necessity for business	4	4.70
Necessity for communication and search of information	11	12.94
Stability of the internet system	1	1.17
Total	**85**	**100.0**

(There are 15 persons did not answer this part)

The majority of the research respondents agreed that the Quality of service is the

most significant factor that affect to purchase intention is accounted for 37.64, for 32

respondents. The second rank is the Speed of internet, which is accounted for 17.64,

for 15 respondents. The Price factor and Necessity for communication and search of information is accounted for 12.94, for 11 respondents. However, the factor that research respondents agreed that it is not important is the Stability of system.

Table 4.13: Frequency of Distribution by the suggestions or recommendations towards the broadband services for improvement in the future.

Suggestions or recommendations	Frequency	Percent (%)
Quality of Service	13	17.10
Speed of Internet	17	22.36
Price	15	19.73
Convenience/Network expansion/Location that is available for service including with countryside and downtown	5	6.57
Politeness of the employees	3	3.94
Empathy	7	9.21
Punctuality of Internet service	9	11.84
Accuracy of information when the customers have problem	4	5.26
Choice of internet package	3	3.94
Total	**76**	**100.0**

(There are 24 persons did not answer this part)

The research respondents gave the suggestions and recommendations on the speed of the internet for 22.36, for 17 respondents. The second rank is 15 respondents agreed for the Price, which is accounted for 19.73, the next recommendations are Quality of Service for 17.10, for 13 respondents, the Punctuality of internet services for 9 respondents, accounted 11.84, the Empathy for 7 respondents have suggested, accounted 9.21. And other suggestions are Convenience/ Network Expansion/ Location that is available for the service including with countryside and downtown.

4.3 Hypotheses testing

This study the researcher employed ANOVA (F-Test) to test the hypothesis 1, hypothesis 3, employed Pearson Correlation to test hypothesis 2, and employed Chi-square (χ^2) to test hypothesis 4 and hypothesis 5.

Hypothesis 1: There is an association between price and customer satisfaction of broadband services in Songkhla Province, in Thailand.

The result of this hypothesis that employed by Oneway ANOVA (F-Test) to tested. There is df = 2, Sig. = .280, which means that price have significant relationship with customer satisfaction in statistical study is considered and **α = .05.**

Hypothesis 2: There is an association between the quality and customer satisfaction of broadband services in Songkhla Province, in Thailand.

The result of this hypothesis that employed by Pearson Correlation to tested. There is Pearson Correlation = .660, Sig. = .000, which means that the quality have

45

significant relationship with customer satisfaction in statistical study is considered and α = .01.

Hypothesis 3: There is an association between the stability and customer satisfaction of broadband services in Songkhla Province, in Thailand.

The result of this hypothesis that employed by Oneway ANOVA (F-Test) to tested. There is df = 4, Sig. = .024, which means that stability have no significant relationship with customer satisfaction in statistical study is considered and **α = .05.**

Hypothesis 4: There is an association between education factor and stability factor .

The result of this hypothesis that employed by Chi-square (χ^2) to tested. There is Sig = .903, which means that education factors have no significant relationship with stability in statistical study is considered and **α = .05.**

Hypothesis 5: There is an association between monthly income and price factor.

The result of this hypothesis that employed by Chi-square (χ^2) to tested. There is Sig = .815, which means that monthly income have no significant relationship with price factors in statistical study is considered and **α = .05.**

4.4 The Summary of Hypothesis Results

Table 4.14: Summary of Hypothesis Results

Hypotheses	Results
H1: There is an association between price and customer satisfaction of broadband services in Songkhla Province, in Thailand.	**Accepted**
H2: There is an association between the quality and customer satisfaction of broadband services in Songkhla Province, in Thailand.	**Accepted**
H3: There is an association between the stability and customer satisfaction of broadband services in Songkhla Province, in Thailand.	**Unaccepted**
H4: There is an association between education factor and stability factor.	**Unaccepted**
H5: There is an association between monthly income and price factor.	**Unaccepted**

From the above table, the correlation analysis concludes that the independents variables (price and quality) have significantly related to the customer satisfaction. Whereas, the independents variables (stability, education, and monthly income) have no significantly related to the customer satisfaction of Broadband Services in Songkhla Province, in Thailand.

4.5 Conclusion

This chapter presented the finding collected from the respondents who use the Broadband Services. The researcher focused on 100 business people in Songkhla Province, in Thailand. The next chapter will discuss the recommendation and conclusion for the study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

In the previous chapter, the data analysis and hypotheses have been carried out accordingly to the objective of the study. Moreover, this chapter presents discussion, recommendation and conclusion of the study conducted. It highlights on the stated objectives and the results that is the findings of the research work. The discussion in this chapter will suggest some recommendations based on the finding to future researchers who may be interested to investigate the study in similar areas.

5.1 Discussion

The idea behind this study is to determine the factors which influence on the level of customer satisfaction for using the Broadband Services. This study intended to figure out the relationship between independents variables (price, quality, stability, and demographic factors) and dependent variable (customer satisfaction) for business people in Songkhla Province, in Thailand.

In addition to the research findings and analysis, Ahmad Syakir Bin Junoh and Dr. Mohd Rafi Bin Yaacob (2011) also supported that "*The research findings may have an implication for internet broadband service providers.*" Especially for the guideline to what the business people in Songkhla Province, in Thailand, the Broadband Services providers can apply this study to foster the analysis of customers and market analysis to improve the service in terms of quality and system of

Broadband Services. In this study, the results that the researcher received are price and quality has significant relationship with customer satisfaction in Songkhla province.

There is wide consensus that "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Therefore, satisfaction is closely related to consumers' expectations. In addition, the analysis of the research data showed that service quality is a major predictor of both customer satisfaction and loyalty, with three out of the six quality dimensions of the chosen instrument (customer support, pricing structure and billing system) having significant positive effects on both concepts (Ilias and Panagiotis, 2010).

For the price variable, the results of the study have verified the previous findings (D'Souza & Prentice, 2002) that the price is being a critical decision-making factor and the most influencing in the alternative evaluation of the consumer. They also have stated that the result supports the acceptance hypothesis and is consistent with Rao & Monroe (1988, 1989) who studied on the influence of price on customer satisfaction that the price is likely to have significant effect on a consumer satisfaction. In addition, Ariely & Simonsom (2003) found that the starting price influence the decision dynamics of consumer to participation on internet services. This study also found that price is positively correlated.

Through statistical analysis of approximately 100 countries, Garcia-Murillo (2005) found fixed broadband price and competition have been influential factors of fixed broadband adoption. Through data analysis of a national sample of US households, Rappoport et al. (2001) found that price elasticity of demand for broadband service is much greater than narrowband service. In a futher study, Chaudhuri et al. (2005) found substantial variation observed in access price may largely have a spatial explanation of internet access.

The quality variable, the result of this study have verified the previous findings (Zhang & vonDran, 2002; Liang & Lai, 2000; Calisir et al., 2009) that quality is the factor which is influence to consumer purchasing behavior. The finding suggests that there is a strong investigated as Know et al. (2002) founded that there is a positive influence on belief in internet effectiveness influences the intention to purchase. Calisir et al. (2009) studies that the internet services such as quality attract to service user, and influence them to become regular visitor of the services and convert them into loyalty customer. This study found that services quality is positively correlated. And also the previous findings (Bauer et al., 2006) that service quality of the seller is crucial factor that influences a customer to purchase. Parasuraman et al. (2005) found that the ability and willingness of the seller should promptly respond to the customers' problems as inquiries and complaints that occur after the purchase. Moreover, Yen & Lu (2008) studied that the servicer should communicate with customer or users, and they also stated that transaction process of internet services is importance of service quality, including contact, fulfillment, and responsiveness to attract the customers.

The increasingly intense competition of the Broadband Services in Songkhla Province, service quality is an indicator of business performance (Hurley & Estelami, 1998) and is the importance on customer satisfaction (Cheung & Lee, 2005; Yen & Lu, 2008). And also Taylor & Huneter, (2002) believed that the perceived service quality contributes to positive business outcome as greater level of customer satisfaction, and by extension, favorable marketing, behaviors, such as repurchases and positive word-of-mouth behaviors of customers.

In addition, due to the low entry barrier, Broadband services attract millions of customers, users and anyone can easily become a micro business or re-seller, but their performance differs significantly. Yen & Lu (2008) studied that the seller should communicate with the buyer deliver Broadband service alternatives, and provide after-sales service. They also state that the transaction process of Broadband service is importance of customers' service quality, including contact, fulfillment, and responsiveness.

Albert Caruana, (2002) asserted that the relationship between the service quality and customer satisfaction is the basic part of the service loyalty which is correlated together. It is clarified that the quality of service of a particular organization or brand is directly related to the customer satisfaction. Hence, when the service satisfaction is evaluated by the customers, it is about the rating of quality of service plus the perception of each customers towards the specific organization or brand as well. Furthermore, Albert Caruana supported that the customer satisfaction can significantly affect the consequences of the acquisition of quality of services or

products. It is vital that the relationship between these two aspects, customer satisfaction quality of services or products, is consciously appraised by the customers or stakeholders.

In conducting this research, the researchers have perceived the challenges of evaluating the customers satisfaction level of broadband services because there are not many studies have been conducted done in Thailand. Apart of that, broadband services are considered as a pretty new technology that existed in Thailand for the past few years. Broadband services are only getting more public awareness recently with the encouragement by government as well as aggressive promotional activities by internet service providers. Based on our literature review, there are three constructs of price, quality and stability which were expected to influence the customer's satisfaction level when adopting broadband services in Thailand.

However, this research found that these three constructs had no significant effect or correlation in examining the customer's satisfaction level on broadband in Thailand. This might be due to some limitations that to be discussed later. Anyhow according to the finding of this research, there are associations between price and quality factors with customer satisfaction.

5.2 Limitation of the study

The study in this research focuses on the respondents, who are business people in Songkhla Province, in Thailand. Therefore, not all of respondents have participated in this study. The data from questionnaire may be inefficient to all populations in Songkhla Province, in Thailand, because the researcher conducted the research with

the business people. There was varying few empirical studies focusing simultaneously on the Broadband Services quality, price, and stability as the major independent variables that can influence on the decision making process of the customers to purchase the Broadband Services in Songkhla Province, in Thailand.

Hence, the findings were insufficient to make a conclusion for the entire population of Thailand. Time and resources constraint are another limitation that we faced in this study. This study was conducted in a short time frame so insufficient sample size has limited the ability of researchers to analyze more findings from different perspectives. Next, the questionnaire was newly constructed by the researchers and it never been tested before in the survey, the results may generate lower reliability level.

5.3 Recommendation for further research

For the suggestion, the researcher expected that this study can be beneficial for the future research. Moreover, the perceived relationship between Broadband Service providers and customers can explore the interactive relationship towards the Broadband Service brands in Sonhkhla Province, in Thailand.

As broadband technologies enabled a range of communication and internet services, this research provides a useful starting point to understand the customer satisfaction level of broadband services in Thailand. The findings of the research may have implication for internet broadband service providers especially TRUE who ranked in the last place in the local market. Thailand government has aggressively encouraged

and promoted the adoption and utilization of internet broadband. The internet broadband providers perhaps could offer affordable package at lower subscription fees with lower speed for that would help to expand market share and benefit different market segments. Doing so would also help to promote higher diffusion rate of internet broadband services in Thailand.

In addition, the further researches could develop the other dimensions more precisely to improve service quality strategies or other factors influencing to attract customers for the Broadband Service brands in Sonhkhla Province, in Thailand. Therefore, the future research of a similar nature may entail a longer data collection period, which subsequently eliminates any variables that may have produced anomalies in the result.

5.4 Conclusion

This chapter the researcher mentioned about the discussion that revealed which theories and previous study can support the variable of this study. And also the researcher mentioned some limitation that suffered and some suggestions that can give to the interesting person use in the future with the same area.

REFERENCES

Albert Caruana. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction, *European Journal of Marketing*, Vol. 36 Issue: 7/8, pp.811- 828

Ary, Jacobs and Razavieh. (2002). *Introduction to Research in Education*, Wadsworth Group, pp.134-142

Cochran, W. G., *Sampling Techniques*. Second Edition. John Wiley & Sons, Inc. New York. 1953-1963. Library Of Congress Catalog Card Number: 63-7553

Cohen, Manion and Morrison. (2007). *Research Methods in Education*, Routledge, Taylor and Francis Group, pp.133-348

Choudrie, Jyoti, (2005). The Demographics of Broadband Residential Consumers in a British Local Community: The London Borough of Hillingdon. The Journal of Computer Information Systems. Retrieved on 02 March 2012

Dwivedi. Y. K., Khoumbati. K., Williams. M. D. & Lal. B. (2007). Factors affecting consumers☐ behavioral intention to adopt broadband in Pakistan. Emerald Journal, Vol. 1, No. 3, 2007. Retrieved on 02 March 2012, from http://www.emeraldinsight.com/

Erdogan et al. (2009). RENTQUAL: A new measurement scale for car rental services, *ORIGINAL SCIENTIFIC PAPER*, Vol. 57 No 2/ 2009, pp. 135-153

Gronroos, C. (1982). Strategic Management and Marketing in the service sector. Helsinfors: Swedish School of Economics and Business Administration.

Harris, L.C. and Goode, M.M.H. (2004). The four levels of loyalty and the pivotal role of trust: a study of online service dynamics. *Journal of retailing,* 80, 38-50.

Ives, B., Olson M.H., and Baroudi, J.J. (1983). The measurement of User Information Satisfaction. *Communications of the ACM*, 26(10), 785-793

Jham, V., & Khan, K. M. (2008). Determinants of Performance in Retail Banking: Perspectives of Customer Satisfaction and Relationship Marketing. *Singapore Management Review*, 30(2), 35-45

Kwak, N & Skoric, M. M. Williams, A. E & Poor, N. D (2010). To Broadband or Not to Broadband: The Relationship Between High-Speed Internet and Knowledge and Participation. Journal of Broadcisting & Electronic Media, September 2004. Retrieved on 11 March 2012, from http://web.ebscohost.com/

Lee. S., & Brown. S. (2007). Examining broadband adoption factors: an empirical analysis between countries. Emerald Journal, Vol. 10, No.1, 2008. Retrieved on 11 March 2012, from http://www.emeraldinsight.com/

Lehtinen, U., and Lehtinen, J.R. (1982). Service Quality: A study of quality Dimension. *Unpublished working paper*, Helsinki: Service Management Institute, Finland OY.

Lewis, R.C., and Bernard, H.B. (1983). The Marketing Aspects of Service Quality. *Emerging Perspective on Service Marketing*, Chicago: American Marketing, 99-107.

McMillan and Schumacher. (2006). *Research in Education, Evidence-Based Inquiry*, Pearson Education, Inc. , pp.243-412

McKinney, V., Yoon, K., and Zahedi, F.M. (2000). The measurement of web-customer satisfaction: an expectation and disconfirmation approach. *Information System,* 13(3), 296-315.

National Science and Technology Development Agency. (2010). *Statistic of internet User in 2010.* Retrieved March 28, 2011, from http://www.nstda.or.th/home.

NECTEC. (2010). *Thailand Internet Map*. Retrieved March 28, 2011, from
    http://internet.nectec.or.th/webstats/home.iir?Sec=home.

Negash, D., Laily, H.P., and Ali, K. (2009). Developing an Instrument for
    measurement of Attitude Toward Online Shopping. *European Journal of
    Social Science,* 7(3), 166-177.

Negash, S., Ryan, T., and Igbaria, M. (2002). Quality and effectiveness in web-based
    customer support system. *Information and Management*, 40(8), 757-768.

Nielsen, J. (2000). Designing web usability. Indiana publishing: New riders'
    Publishing.

Nimit   Chowdhary   and   Monika   Prakash.   (2007).   Prioritizing   service
    qualitydimensions, *Managing Service Quality Journal* Vol. 17 No. 5, pp.
    493-50

Wiratchai, N. (2003). Frontiers of research knowledge and statistics. Chonburi:
    College of Public Administration, Burapha University.

Oliver, R.L. (1980). Satisfaction: A behavioral perspective on the consumer:
    New York: McGraw-Hill.

Parasuraman, A.V., Valarie, A.Z., and Leonard, L.B. (1994). Reassessment of
    expectations as a comparison standard in measuring service quality :
    Implications for Further Research. *Journal of Marketing,* 58(1), 111.

Parasuraman, A., and Zeithaml, V.A. (2002). Measuring and improving service
    quality: a literature review and research agenda. In Weitz, B. (Ed.),
    Handbook of Marketing, Sage, Thousand Oaks, CA.

Parasuraman, A., Zeithaml, V.A., and Malhotra, A. (2005). E-S-QUAL: multiple-
    item scale for assessing electronic service quality. *Journal of Service
    Research*, 7(3), 213-33.

Shankar, V., Smith, A.K. and Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments.*International Journal of Research in Marketing,* 20, 153-75.

Stern, B.B., and Stafford, M.R. (2006). Individual and social determinants of winning bids in online auctions. *Journal of Customer Behavior,* 5, 43-55.

Watson, R.T., Pitt, L.F., and Kavan, C.B. (1998). Information System Quality: *Lessons from Two Longitudinal Case Studies.* MIS Quarter, 23(1), 61-79.

Yang, Z. (2001). Customer perceptions of service quality in Internet-based electronic commerce. *Proceedings of the 30th EMAC conference*, Bergen.

Yamane, T. (1967). *Statistic: An introductory analysis* (2nd ed.). New York: Harper and Row.

Yen, C.H., and Lu, H.P. (2008). Effects of e-service quality on loyalty intention: an empirical study in online auction. *Managing Service Quality*, 18(2), 127-146.

Yogesh K. Dwivedi *et al*. (2008). Managing Consumer adoption of Broadband: Examining drivers and barriers. Journal of Industrial Management & Data System, Vol.109 No. 3 2009 pp. 357-369. Retrieved on 15 March 2012 from http://www.emeraldinsight.com/

Zeithaml, V.A., Parasuraman, A., and Malhotra, A. (2000). A conceptual Framework for Understanding E-service Quality: Implications for Future Research and Managerial Practice. Working paper, Report Number 00-115, *Marketing Science Institute.*

Zhen, C & Qiang, W (2010). Broadband infrastructure investment in stimulus packages: relevance for developing countries, Emerald Journal, VOL. 12 NO. 2 2010. Retrieved on 27 February 2012, from http://www.emeraldinsight.com/

APPENDIX

English Version

Dear Value Respondents,

A Study on Determinants of Customer Satisfaction towards
Broadband Services in Songkhla Province

This questionnaire is to collect data of factors influencing among broadband service quality, broadband service price, and stability of broadband service influence toward customer satisfaction in Songkhla, in Thailand. This survey is conducted for the purpose of the preparation of project for the completion

I sincerely hope you could spend some times to answer this survey. The result from this survey will be used in aggregate, without referring to any one individual, and will be used solely for academic research purposes. Your response will be kept confidential and there is no right or wrong answer.

Thank you for your time and kind cooperation.

Fateemoh Laeheem

MSc. Management Student

College of Business, UUM

Directions: Please mark x in the relevant box and give explanation with answers for the open-ended questions

Part I - Demographic Information

1. Gender

( )	Male
( )	Female

2. Age

25-35	36 – 45	46-55	56- 65	66 over
( )	( )	( )	( )	( )

3. Education

      ( ) Bachelors' Degree

      ( ) Masters' Degree

      ( ) Doctoral' Degree

4. Profession

      ( ) The restaurant business   ( ) Gift shop
      ( ) Accommodation business   ( ) Mobile Phone business
      ( ) The beauty business   ( ) Clothes stores business
      ( ) Commercials or Convenience stores business
      ( ) Other

5. Income Level (per month)

( )	Less than 10,000 Baht
( )	10,001 – 30,000 Baht
( )	30,001 – 100,000 Baht
( )	More than 100,001 Baht

6. Which brand of Broadband services that you obtain and consider the stability of internet services?
      ( ) TOT
      ( ) 3BB
      ( ) True

7. What is the main reason to purchase a service of Broadband services in Songkhla Province?

     ( ) Business
     ( ) Entertainment
     ( ) Searching information
     ( ) Others - (Please specify………………………………………….)

8. Which types of the contract that you obtain and satisfy with the quality (in term of contract condition as promotion, speed of internet, package, etc)?

     ( ) 1 year contract
     ( ) 2 years contract
     ( ) 3 years contract

9. What is the price range of Broadband services that you normally for per month?

     ( ) less than 500 Baht per month
     ( ) 500-1000 Baht per month
     ( ) more than 1000 Baht per month

Part II: The level of customer satisfaction

How do you describe the importance of these factors which affected to your decision on purchasing Broadband services in Songkhla province, in Thailand? Please rate the level of satisfaction by putting number into the boxes, based on the importance of service quality by real experience if possible.

1   =   Not satisfy

2   =   Less satisfy

3   =   Neither

4   =   Satisfy

5   =   Most satisfy

	Not Satisfy	Less Satisfy	Neither	Satisfy	Most Satisfy
Quality of service					
Speed of the Internet					
Stability of system					
Price					
Convenience					
Politeness of the employees					

Empathy					
Punctuality of internet service					
Accuracy of information when the customers have problem					

PartIII: **Factors influencing to purchasing intention of Broadband services in Songkhla province in Thailand**

10. Please give details for which aspects of Broadband service that you consider most important? Why? (You can select the factors from the table above)

………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………..................

10. Please give suggestions and recommendations to improve the customer relationship management of Broadband service providers in Songkhla province in Thailand in total.

………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………………
………………………………………………………………………………..................

=Thank you for taking the time to complete this questionnaire=

เรียนผู้ตอบแบบสอบถามทุกท่าน

การศึกษาปัจจัยที่มีผลต่อความพึงพอใจของลูกค้าที่ใช้บริการ

อินเตอร์เน็ตไฮสปีดในจังหวัดสงขลา

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของการศึกษาในหลักสูตรบริหารธุรกิจมหาบัณฑิตโดยมีวัตถุประสงค์เพื่อ
ศึกษาปัจจัยในด้านคุณภาพของการบริการอินเตอร์เน็ต,ราคา,และระบบการให้บริการที่มีอิทธิพลต่อความ
พึงพอใจของลูกค้าที่ใช้บริการอินเตอร์เน็ตหรือไม่

ข้อมูลที่ได้จากแบบสอบถามนี้จะถูกเก็บเป็นความลับและจะถูกนำมาใช้สำหรับการศึกษาและวิจัยของ   คณะ
บริหารธุรกิจ มหาวิทยาลัย **University Utara Malaysia (UUM)** เท่านั้น

ผู้วิจัยขอขอบคุณเป็นอย่างยิ่งที่ท่านให้ความกรุณาตอบแบบสอบถามมา ณ โอกาสนี้ด้วย

ฝาติเม๊าะ และหีม **(087-2989505)**

นักศึกษาปริญญาโท ภาควิชาบริหารธุรกิจ

Universiti Utara Malaysia

คำสั่ง: โปรดทำเครื่องหมาย X ลงไปในช่องว่างเพื่อตอบคำถามต่อไปนี้

ส่วนที่1: ข้อมูลส่วนตัว

1. เพศ

( )	ชาย
( )	หญิง

2. อายุ (ปี)

25-35	36 – 45	46-55	56- 65	66 ปีขึ้นไป
( )	( )	( )	( )	( )

3. การศึกษา

(   ) ปริญญาตรี

(   ) ปริญญาโท

(   ) ปริญญาเอก

4. อาชีพธุรกิจของท่าน

( ) ธุรกิจร้านอาหาร   ( ) ธุรกิจเกี่ยวกับความสวยความงาม

( ) ธุรกิจร้านค้าหรือร้านสะดวกซื้อ   ( ) ธุรกิจร้านเสื้อผ้า

( ) ธุรกิจที่พักอาศัย   ( ) ธุรกิจร้านกิ๊ฟช้อป

( ) ธุรกิจร้านโทรศัพท์   ( ) อื่นๆ (โปรดระบุ...)

5. รายได้ต่อเดือน

( )	น้อยกว่า 10,000 บาท
( )	10,001 – 30,000 บาท
( )	30,001 – 100,000 บาท
( )	มากกว่า 100,001 บาท

6. ท่านคิดว่าเครือข่ายใดในจังหวัดสงขลามีการให้บริการอินเตอร์เน็ตที่มีความเสถียรมากที่สุด?
        ( ) TOT
        ( ) 3BB
        ( ) TRUE

7. อะไรคือปัจจัยสำคัญที่ทำให้ท่านตัดสินใจใช้บริการอินเตอร์เน็ตในจังหวัดสงขลา
        ( ) เพื่อทำธุรกิจ
        ( ) เพื่อความบันเทิง
        ( ) เพื่อหาข้อมูล
        ( ) อื่นๆ – (โปรดระบุ……………………………………………………………)

8. สัญญาการบริการอินเตอร์เน็ตแบบใดที่ท่านมีความพอพึงใจในคุณภาพ (ด้านเงื่อนไขของสัญญา เช่น โปรโมชั่นและแพจเกจต่างๆ) เท่าที่ท่านเคยใช้มา?
        ( ) สัญญา1ปี
        ( ) สัญญา2ปี
        ( ) สัญญา3ปี

9.ช่วงราคาของบริการอินเตอร์เน็ตในจังหวัดสงขลาที่ท่านใช้บริการต่อเดือน คือ
        ( ) น้อยกว่า500บาทต่อเดือน
        ( ) 500-1000บาทต่อเดือน
        ( ) มากกว่า 1000 บาทต่อเดือน

ส่วนที่2: แบบสอบถามเพื่อวิเคราะห์ข้อมูลเกี่ยวกับความพึงพอใจของท่านต่อการใช้บริการอินเตอร์เน็ตในจังหวัดสงขลา

โปรดใส่ตัวเลขที่ตรงกับความพึงพอใจในการใช้บริการอินเตอร์เน็ตในจังหวัดสงขลากับบริษัทผู้ให้บริการที่ท่านซื้อบริการอินเตอร์เน็ท

1	=	**ไม่พึงพอใจอย่างยิ่ง**
2	=	**ไม่พึงพอใจ**
3	=	**เฉยๆ**
4	=	**พึงพอใจ**
5	=	**พึงพอใจอย่างยิ่ง**

	ไม่พึงพอใจอย่างยิ่ง	ไม่พึงพอใจ	เฉยๆ	พึงพอใจ	พึงพอใจอย่างยิ่ง
คุณภาพของการบริการ					
ความเร็วของอินเตอร์เน็ต					
ความเสถียรของระบบ					
ราคา					
ความสะดวก					
ความสุภาพของพนักงานที่ให้บริการ					
ความเอาใจใส่					
ความตรงต่อเวลาของการให้บริการอินเตอร์เน็ต					
ความเที่ยงตรงของข้อมูลเมื่อท่านประสบปัญหาการใช้บริการอินเตอร์เน็ต					

ส่วนที่ 3: **ปัจจัยที่มีผลต่อความตั้งใจในการซื้อบริการอินเตอร์เน็ตในจังหวัดสงขลา**

10. โปรดให้ข้อมูลเกี่ยวกับปัจจัยที่ท่านพิจารณาว่ามีความสำคัญที่สุดในการรับบริการด้านอินเตอร์เน็ต

ในจังหวัดสงขลาต่อบริษัทผู้ให้บริการที่ท่านซื้อบริการอินเตอร์เน็ท โปรดอธิบายพร้อมเหตุผล

(ท่านสามารถเลือกปัจจัยใดปัจจัยหนึ่งหรือมากกว่าจากตารางข้างบน)

....

....

....

....

....

....

11. โปรดให้ข้อมูลเกี่ยวกับคำแนะนำหรือข้อเสนอแนะ ในการรับบริการด้านอินเตอร์เน็ตในจังหวัดสงขลา
กับบริษัทผู้ให้บริการที่ท่านซื้อบริการอินเตอร์เน็ทโดยภาพรวม เพื่อการปรับปรุงการให้บริการต่อไป โปรด
อธิบายพร้อมเหตุผล

....

....

....

....

....

....

==ขอบคุณเป็นอย่างสูงค่ะ==