

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

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

By

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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.

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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

The contents of
the thesis is for
internal user
only

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