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

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MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
JUNE 2012
A STUDY ON DETERMINANTS OF CUSTOMER SATISFACTION
TOWARDS BROADBAND SERVICES IN SONGKHLA PROVINCE

By

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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
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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 ($\chi^2$) 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.
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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
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REFERENCES


