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CUSTOMER'S SATISFACTION TOWARDS SERVICE OF THAILAND POSTOFFICE

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Abstract:

The research objective is to study customer's satisfaction towards the service offered by Thailand Post Office. Four hundred samples were selected by using quota sampling. Data were collected using questionnaires and analyzed using descriptive statistic frequency distribution, percentage, mean, standard deviation, inferential statistics, t- test, and F – test (One-way ANOVA). Results of the study found that respondents were mostly female, aging between 41 – 50 years, holding a bachelor's degree, married. Most of them are staff in private companies, with income of 15,001 bath per month or higher. Overall, respondents satisfied with the service at a high level.

The hypothesis testing revealed that the male and female samples had significantly different satisfaction in all aspects of service, except promotion and process of service. The samples with different age had significantly different satisfaction in place and promotion. Those with different educational background had significantly different satisfaction in all aspects, except place, productivity and quality of service, physical evidence. Those with different status had not different satisfaction in all aspects. Those with different career had significantly different satisfaction in place, promotion, and personnel. Those with different income had significantly different satisfaction in product and service, and place.

KEYWORD:

Satisfaction, Thailand Post Office.

INTRODUCTION

In 1898, the Minister of Public Works proposed that the activities of the Post Department and the Telegraph Department, which was founded earlier, were in the communication field, therefore, they should be merged as one unit to facilitate convenient operation. King Chulalongkorn agreed with the proposal and ordered the merger of the two government entities as “The Post and Telegraph Department” The Communications Authority of Thailand (CAT) was established on 25th February 1977 as a state-owned enterprise in accordance with the Communications Authority of Thailand Act 1976.

In relation to the state enterprise reform policy of the government, which intends to increase the efficiency of the public service sector to correspond with that of the private sector, the CAT is one among other state-owned enterprises that are deemed to be part of this reform policy. Thailand Post mission to maintain its lead in postal and monetary services on a par with international standards through its nationwide network, and in this way, to serve as an effective medium of communication and successful business both locally and internationally, to expand existing services and look for new business opportunities to meet changing consumer demands, which will in turn enable Thailand post to continue to perform in a harshly competitive market and make the most of its existing postal network, to improve corporate management to be on a par with international counterparts and better cope with

unpleasantly intense competition in the future, using information technology to enhance efficiency and cut service and management costs, and to develop its business so as to remain self-supporting by ensuring its ability to reap short-term profits, identify opportunities in new services aimed at meeting consumer demand, and prolong the company's potential for sustained growth in long term. Thailand Post objectives, to provide global standard services and seek for opportunities to run relevant businesses Domestically and internationally, to establish efficient and transparent administration in all levels of the organization and to create foundation for the development of the organization in the next 5 years so that business can run firmly under competitive condition by improving personnel to be able to learn and work efficiently in the business form.

LITERATURE REVIEW

Fitzsimmons (2008) explained that a service is an activity or series of activities of more or less intangible nature that normally, but not necessarily take place in interactions between customer and service employees or physical resources or goods or the systems of the service provider which are provided as solutions to customer problems.

Zeithanl and Bitner (2003) argues that service marketing mix is elements an organization controls that can be used to satisfy or communicate with customers. The traditional of service marketing mix is composed of 7ps: product, price, place, promotion, people, physical evidence and process.

Lovelock Christopher(2007) explained that service marketing mix is the set of marketing tools the firm uses to pursue its marketing objectives in the target market, the marketing mix refer to 8ps as follow: product, price, place, promotion, people, physical environment, productivity and quality.

RESEARCH OBJECTIVES

1. To study customer's satisfaction towards the service offered by Thailand Post Office.
2. To ascertain service marketing mix like product, price, place, promotion, people, process, physical evidence and productivity
3. To study the influence of gender, age, education, statute, career and income on the perceived importance of these marketing variables.

RESEARCH RESULTS

The characteristic of respondents were female and shown that 58%, age between 41-50 years old, representing 35.8%, bachelor's degree, representing 42.5%, married, representing 56.8%, most of them are staff in private companies, representing 37.8%, with income of 15,001 Bath per month or more representing 36.3%, overall of respondents satisfied with the service at a higher level.

Table 1:T-Test- Difference of Gender and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{x}	S.D.	t	Sig
Product	4.32	.596	-2.600	.010*
Price	4.27	.632	-2.799	.005*
Place	4.40	.569	-2.930	.004*
Promotion	3.77	.723	-1.465	.144
People	4.23	.623	-2.828	.005*
Process	4.36	.610	-1.491	.137
Physical evidence	4.44	.557	-2.897	.004*
Productivity	4.39	.650	-2.102	.036*

DIFFERENCE OF GENDER AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

The results from table 1 shown that consumer's satisfaction all factors were very important and indifferent hierarchy as follow, product (M=4.32), price (M=4.27), place (M=4.40), promotion (M=3.77), people (M=4.23), process (M=4.44), physical evidence (M=4.36). productivity (M=4.39), and gender was

significantly different toward the factors influence of service marketing mix with product, price, place, people, physical evidence and productivity(P<0.05). But age was no significantly different toward the factors influence of service marketing mix with promotion and process (P>0.05).

Table 2:ANOVA- Difference of Age and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{X}	S.D.	F	Sig
Product	4.32	.596	1.448	.217
Price	4.27	.632	1.346	.252
Place	4.40	.569	2.415	.048*
Promotion	3.77	.723	3.829	.005*
People	4.23	.623	1.901	.110
Process	4.44	.557	1.477	.208
Physical evidence	4.36	.610	2.218	.066
Productivity	4.39	.650	1.742	.140

DIFFERENCE OF AGE AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

Table 2 shown that age was significantly different toward the factors influence of service marketing mix with place and promotion(P<0.05). But age was no significantly different toward the factors influence of service marketing mix with product, price, people, process, physical evidence and productivity(P>0.05).

Table 3:ANOVA- Difference of Education and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{X}	S.D.	F	Sig
Product	4.32	.596	2.773	.027*
Price	4.26	.632	2.413	.048*
Place	4.40	.569	2.353	.053
Promotion	3.77	.723	2.475	.044*
People	4.23	.623	3.405	.009*
Process	4.44	.557	2.804	.026*
Physical evidence	4.36	.610	1.716	.146
Productivity	4.39	.650	.189	.944

DIFFERENCE OF EDUCATION AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

Table 3 displayed that education was significantly different toward the factors influence of service marketing mix with product, price, promotion, people and process(P<0.05). But education was no significantly different toward the factors influence of service marketing mix with place, physical evidence and productivity (P>0.05).

Table 4:ANOVA- Difference of Statute and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{X}	S.D	F	Sig
Product	4.32	.595	.517	.597
Price	4.26	.632	.101	.904
Place	4.40	.569	2.124	.121
Promotion	3.77	.723	.466	.890
People	4.23	.623	.307	.736
Process	4.44	.557	1.461	.233
Physical evidence	4.36	.610	1.249	.288
Productivity	4.39	.650	.258	.773

DIFFERENCE OF STATUTE AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

The results from table 4, it indicated that statute was no significantly different toward the factors influence of service marketing mix (overall of service marketing mix), ($P>0.05$).

Table 5:ANOVA- Difference of Career and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{X}	S.D	F	Sig
Product	4.32	.596	1.232	.289
Price	4.26	.632	1.773	.103
Place	4.40	.569	2.496	.022*
Promotion	3.77	.723	3.157	.005*
People	4.23	.623	2.366	.029*
Process	4.44	.557	1.603	.145
Physical evidence	4.36	.610	2.115	.051
Productivity	4.39	.650	3.021	.007*

DIFFERENCE OF CAREER AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

Table 5 displayed that career was significantly different toward the factors influence of service marketing mix with place, promotion, people and productivity ($P<0.05$). But career was no significantly different toward the factors influence of service marketing mix with product, price, process, and physical evidence ($P>0.05$).

Table 6:ANOVA- Difference of Income and The Factors Influence of Service Marketing mix

The factors influence of service marketing mix	\bar{X}	S.D	F	Sig
Product	4.32	.596	3.483	.016*
Price	4.26	.632	1.997	.114
Place	4.40	.569	5.800	.001*
Promotion	3.77	.723	.567	.637
People	4.23	.623	.863	.460
Process	4.44	.557	2.472	.061
Physical evidence	4.36	.610	1.441	.230
Productivity	4.39	.650	.463	.708

DIFFERENCE OF INCOME AND THE FACTORS INFLUENCE OF SERVICE MARKETING MIX

Table 2 shown that income was significantly different toward the factors influence of service marketing mix with product and place ($P < 0.05$). But income was no significantly different toward the factors influence of service marketing mix with price, promotion, people, process, physical evidence and productivity ($p > 0.05$).

CONCLUSION

From the analysis conducted, it is observed that the characteristic of respondents were female, age between 44-45 years old, bachelor degree, married, work in private companies, with income of 15,001 Bath per month or higher. The consumer's satisfaction were very important of all factors, it indicated that the highest satisfaction with product, price, place, promotion, people, process, physical evidence and productivity. Gender was significantly different toward the factors influence of service marketing mix with product, price, place, people, physical evidence and productivity. Age was significantly different toward the factors influence of service marketing mix with place and promotion. Education was significantly different toward the factors influence of service marketing mix with product, price, promotion, people and process. Career was significantly different toward the factors influence of service marketing mix with place, promotion, people and productivity.

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