ABSTRACT

The primary objective of this research paper is to investigate the factors influencing customer satisfaction and customer loyalty in net banking customers of central business districts of Bangkok, Thailand. The researcher took into consideration various factors (core service quality, social benefits, confidence benefits, physical layout, special treatment benefits and accessibility) in order to check their influence on customer satisfaction and customer loyalty of the net banking clients. Moreover, demographic factors (gender, age, income and occupation) were also examined regarding the focal matter.

The study applied the descriptive statistics research method that used self-administered survey questionnaire method to collect the data from respondents. A 33 item questionnaire were developed based on the literature review and tested for reliability and validity using Cronbach's alpha test. A total of 400 questionnaire were distributed to net banking clients in central business areas of Bangkok i.e. Ploenchit, Chidlom, Siam, Ratchadamri, Nana, Asoke, Phrom, Pong, Thong Lor, Ekkamai. Further more, Bank of Ayuthya, Bangkok Bank, Kasikorn Bank, SCB bank, KrungThai Bank, TMB bank and Standard Chartered Bank were selected for the study as they account approximately 75% of bank branches in Bangkok, Thailand. Findings showed that most of the respondents were female respondents (52%), most of them aged from 31-40 years old (38.5%) majority having income level of 30,001-40000 (36%) while most of them were private employees (57%) and most of they had Bangkok bank as primary bank (23%).

The regression analysis suggested that core service quality, social benefits, confidence benefits and physical layout had significant influence on customer satisfaction of commercial banks and explained variance of customer satisfaction at 72%. Similarly, the Pearson correlation analysis concluded that customer satisfaction has significant medium positive correlation with customer loyalty (Sig=0.626**). Moreover, special treatment benefits and accessibility have significant medium positive relationship with customer satisfaction (Sig=0.497** and Sig= 0.400”* respectively).