

Abstract or Synopsis Writing

This research emphasizes on the determinant of customer satisfaction at the Windmill Park Country Club. It is based on the statement of problem on "What are the factors that affect the level of Club's customer satisfaction".

For this research, the data were acquired by structured interviewing with closed-form 356 respondents who are members and non-member of the Windmill Park Country Club. All data were analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applies the Wilcoxon Matches-Pairs Test. to test the vary of independence and dependence.

The objective of the study achieved in the guideline of two important results

- 1) To study the factors contributing to the expectation of customers of Windmill Park Country Club.
- 2) To compare the factors indicating satisfaction of Windmill Park Country Club's customers.

