



CUSTOMERS' SATISFACTION FOR AFTER SALES SERVICE:
A CASE STUDY OF SAMMAKORN CO., LTD. (PUBLIC)

by

Ms. Nathinee Larbvetee

A Final Report of the Three - Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

April 2001

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Project Title	Customer's Satisfaction for After Sales Service: A Case Study of Sammakorn Co., Ltd. (Public)
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ABSTRACT

The study of "Customers' Satisfaction for After Sales Service: A Case Study of Sammakorn Co., Ltd. (Public)" had the following objectives;

- (1) To study the satisfaction of customers with after sales service.
- (2) To study problems of after sales service.
- (3) To study the requirements of customers to improve after sales service.

In this study, questionnaires were used to collect data from a sample group of 2,672 Sammakorn Co. customers. The data were computed and interpreted in terms of frequency, percentage and weighted average. The study covered after sales service before and after rights transfer including the opinions of customers about setting up village committees. The results of the study were as follows:

The study of customers' satisfaction with after sales service before rights transfer, had a high degree of satisfaction. For customer satisfaction with after sales service after rights transfer of the total sample showed a medium to high degree of satisfaction consisting of satisfaction with maintenance service, security service, electricity and water in plant service, environment caring service, and clubhouse service showed a moderate to high degree of satisfaction but a high degree of satisfaction with the cleaning service and the infrastructure maintenance service.

The study of problems in after sales service before rights transfer showed a low to moderate degree of problems. The problems in after sales service after rights transfer showed a moderate degree of problems.

And the study of major requirements in after sales service to be improved concerned public lighting systems on the streets, water supply systems, cleaning service, infrastructure maintenance service and security service.

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My grateful thanks go to Mr. Pariwat Sunthonwiphat, my co-workers at Town Surf Co., Ltd., who recommended and taught me the SPSS program and suggested to me many things. Although he is a busy person, he still had time for me. The persons who stood beside me all the time and cheered me up are all my best friends, Ms. Wanwisa Namchaisiwattana, and Ms. Aranya Silapasuwan. I would like to state my grateful thanks to these special persons, who encouraged me and helped me to finish my study. It is impossible here to acknowledge all those who have helped me in answering the questionnaires. I owe an incalculable debt to these people. This study could not have been completed without their valuable time and information.

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I. INTRODUCTION

The market of property development, especially housing estate project, has a rapid change. In the past, image of housing estate project was not good, price was low and there was no standard construction. But many years later a lot of new investors took more consideration in quality the construction and developed the quality of housing estate project that leads to a good picture in the customer's mind. They begin to admit a living in housing estate projects.

Now the business of property development is in the period of strong competition, the same as a housing estate projects, the part of property development. For example the competition of marketing that tries to make many strategies, strength points and more advantages, gave free or sales promotions and paid more advertisement expenses, the competition of forming product development, the suitable landscapes, the extreme competition of pricing and financial competition and giving a lower interest rate in a period of time. Selecting a strategy depends on the status of market and strength-weakness point of the company. But in the long run making a good picture or brand loyalty is important because of customer's announcement to others about quality and the good things of the company that is the lower cost and highest efficiency advertisements.

After Sales Service is an important composition to make the customer's confident and satisfied that stimulate the occurring brand loyalty, so that the enterprises begin to attend, give more services, facilities and After Sale Service in the project. Because of the competition in other ways, product feature, price, sale promotion, marketing mix and financial strategy for the large company also have little difference administration and development, the development of the house's design and price. The reason is

control of market machinery and financial management can make available a low cost operating fund, especially the registered company on the Stock Exchange of Thailand.

Service is the thing that the proceeder of housing estate project must pay attention correlative with operating. The thing that should be operated is the guarantee of house's quality for obtaining the customer's confidence. The organization's safety system is having a sentry box to check the coming-leaving cars. The dweller's car should have a sticker for checking to build customer's confident. In addition the entrepreneur should consider other services that favour convenience to make the customers feel that they receive benefits more than from the other projects.

In the present situation, the manager of the project must be a caretaker about the problem of a public utility besides the low sets. For example, picking the garbage, cleaning the road and the ditch, the problem of public service and renovation After Sale Service is the thing that the entrepreneur must pay a lot of attention because the village that has a problem of environment or not have convenience of After Sales Service affects to the remained houses sales.

Sammakorn Public Co., Ltd. (Sammakorn 1999) is the leader of Property Development Business especially the housing estate project. Sammakorn Public Co., Ltd. was inaugurated on September 17, 1970, as a property developing company with an initial registered capital of Bht 8 million. Sammakorn's objective is to develop properties and build houses to accommodate families in the middle and higher income bracket. Sammakorn's first housing project, the Sammakorn Bangkapi Housing Estate on Sukhapiban 3 Road, began operating in 1973 and is still in operations today.

On February 3, 1994 Sammakorn was registered as a Public Company on the stock Exchange of Thailand and further increased the registered capital from Bht 150 million to Bht 530 million. At the end of 1994, Sammakorn and Premier Estate

Development Co., Ltd. jointly set up Premier Sammakorn Co., Ltd., each holding 50% of the Bht 40 million registered capital. Sammakorn Premier Co., Ltd.'s business is to develop and operate a low-rise shopping arcade on Sammakorn's property in the vicinity of the Sammakorn Bangkapi Housing on Sukhapiban 3 Road. The project is now in operations.

As at December 31, 1998, Sammakorn's registered capital is Bht 530 million divided into 53 million ordinary shares at Bht 10 par value. Paid up capital is Bht 450 million.

Sammakorn has a policy of After Sales Service which is an important thing that builds confidence and satisfaction to customers. However, to be a procedure in development and improvement, After Sales Service should have high quality and satisfy customer's need that will lead to a major point in selling in the future.

1.1 Objectives

This project will lead the researcher to find out:

- (1) A study of Customers' Satisfaction for After Sales Services.
- (2) A study of what the exact problems of After Sales Services are.
- (3) A study of Customer's needs for After Sales Services Development.

1.2 Hypothesis

- (1) There is a significant difference in customer's satisfactions between general data and satisfaction for after sales service before the rights transfers.
- (2) There is a significant difference in customer's satisfactions between general data and satisfaction for after sales service after the rights transfers.
- (3) There is a significant difference in customer's satisfactions between villages and satisfaction for after sales service before the rights transfers.

- (4) There is a significant difference in customer's satisfactions between villages and satisfaction for after sales service after the rights transfers which are:
- (a) Maintenance service
 - (b) Infrastructure service
 - (1) Security service
 - (2) Cleaning service
 - (3) Electricity and water in plant service
 - (4) Infrastructure and maintenance service
 - (5) Environment caring service
 - (6) Clubhouse service
- (5) There is a significant difference in customer's problems between villages and problems for after sales service before the rights transfers.
- (6) There is a significant difference in customer's problems between villages and problems for after sales service after the rights transfers which are:
- (a) Maintenance service
 - (b) Infrastructure service
 - (1) Security service
 - (2) Cleaning service
 - (3) Electricity and water in plant service
 - (4) Infrastructure and maintenance service
 - (5) Environment caring service
 - (6) Clubhouse service

1.3 Scope

The scope of this study will be concentrated in the population who stay in Sammakorn Bangkapi 1, Sammakorn Bangkapi 2, Sammakorn Bangkapi 4, and Sammakorn Condomonium.

1.4 Methodology

Data Collection:

- (1) Primary data come from interviewing the population who stay in Sammakorn from the total 4 villages which has total population families. We take 2,672 families to be our sample, that will be 85% of all population.
- (2) Secondary data come from the collection of the report, thesis and the research of the private and public sector that was collected and approved already.

Sample Set:

From the total population in each village, we use the Systematic sample by:

- (1) List the sample from 85% of all population in each village
- (2) In case of the sample that we had selected cannot be interviewed, we used the stuck family instead

II. LITERATURE REVIEW

2.1 Theory and Relative Research

The study of a dweller's satisfaction about dwelling place is the part of the housing project's evaluation. The usage of the physical environment, the measure in the housing project's evaluation, never appears before the 20th century. In the past, the usage of beauty standard, building designer's subjective evaluation, make the result of evaluation that deviate and take side with an assessor. During and after the 20th century, the evaluation by surveying a dweller's satisfaction makes more accurate result, objective evaluation, and is used popularly in the present.

This new pattern of evaluation uses the study about relationship between human and physical environment as the main that depends on response and reaction of the dweller about physical environment. This study uses this idea about the new pattern of evaluation (qtufiviti 2526) estimate the dweller's satisfaction about a public utility in their town compared with others, to find the average of satisfaction and used it to prepare the utility for a new housing project.

This chapter is the study about the document of research work and relative theory that are the relationship between human and physical environment, the theory of satisfaction about physical environment and the result of study about dweller's satisfaction.

2.2 The Relationship between Human and Physical Environment

Although the physical environment isn't the determinant of social behavior, it's involved in supporting or obstructing social behavior that make the action depend on

character of physical environment (luaavii 2526). This concept makes the popular study about occurred relationship between human and physical environment.

Humans have a relationship with anything, the physical environment that is made by humans, the things that appear in nature and included the things that make the relationship between human and physical environment and between human and human. The relationship is followed to a norm that is determined by society. Human and physical environment determines any style of relationship that affect each other and builds the process of behavior.

This process can be split into three parts. Part one is perception, the process that receives the information from environment pass the sensation. Part two is cognition, relate with the process of mind that included the learning, the memory, the thinking that build the process of intelligence and the process of mood. Part one and two build the internal behavior. Part three is spatial behavior, the process the humans have a behavior occur in the environment related through the action that can be noticed externally. Also it is the external behavior (CmahW 2526). All the parts have a complicated continuous relationship. Figure 2.1 shows the process of occurring behavior. And Figure 2.2 shows the structure and the element of relationship between human and physical environment.

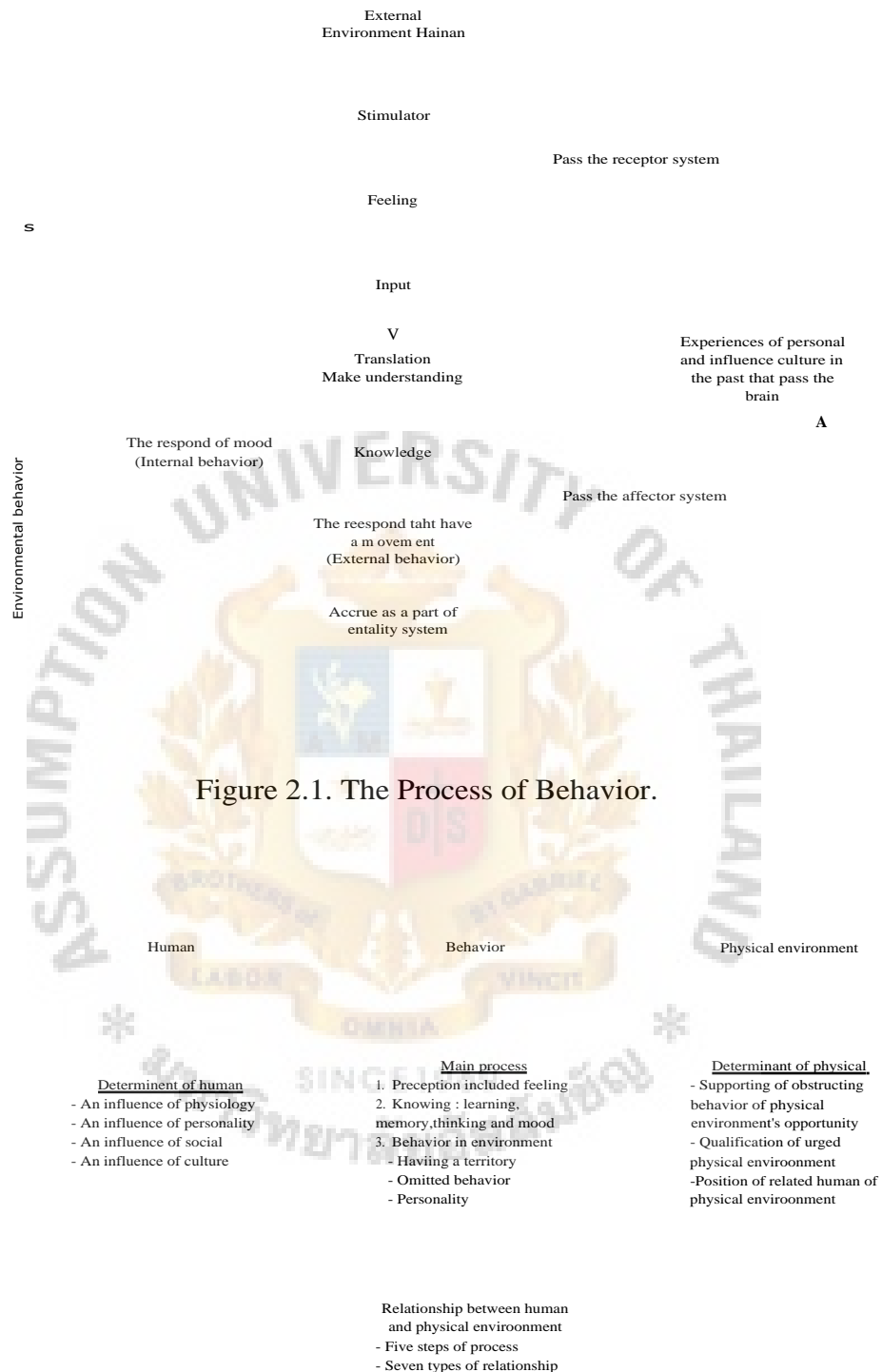


Figure 2.2. Structure and Determinant of Relationship between Human and Environment.

2.3 Theory of Human's Satisfaction about Physical Environment

According to the relationship between human and physical environment, the researcher learns about internal behavior that responds to an emotion especially a main point of a human's satisfaction.

Theory of Shelley's satisfaction (Shelly 1975) is a concluded theory about two kinds of human feelings, positive and negative. Every kind of a human's feeling is in a group of those feelings.

Positive feeling means the feeling that if it happens, humans will be happy and creative. It is differentiated from the negative feeling. This feeling have the reverse system and can make more happiness or positive feeling. So it's a complicated thing and effect to humans more than other negative feelings. However, this complicated relationship system of negative feeling, positive feeling and this happiness are called "Satisfaction system."

The satisfaction will occur when the satisfaction system had positive feelings more than negative feelings. It can perform in the pattern of positive feeling as in any behavior. This positive feeling also is the thing that supports to make more satisfaction.

The resources or stimuli are the things that make the occurring of a human's feeling, opinion or satisfaction. Analysis of satisfaction system is the study of the kind of resource or stimuli that is wanted to build the satisfaction and happiness to the human. Extreme satisfaction will occur when the resource is complete and have a suitable service and management of resource. However, this world has limited resources.

The physical environment also is a resource that has impact on satisfaction system. Designing a chart of environment in community is the decision of how to service and manage a relative resource in a community that makes the occurring of the

satisfaction. That decision is considered in two ways, a cause of occurring satisfaction in environment and an influence that effect dweller's satisfaction.

2.4 A Cause of Occurring in Community's Satisfaction in Physical Environment

A regular researcher pays attention on how the satisfaction in physical environment happens except that it has a relationship with three kinds of feelings, positive-negative feeling and happiness. Newman (ntuiivtl 2526) is one of those. He founded that if an element is separated to be the human's response and the reaction, on physical environment, the study about relationship between human and physical environment is clear. The reaction on environment is a change of biology, estimated from the beating rate of heart, change of pulse and change of temperature while the situation happens. The response is perception, having an attitude and showing a behavior (Social-Psychological Behavioral response). The factor that makes an occurring of the response through the satisfaction system is shown in Figure 2.3.

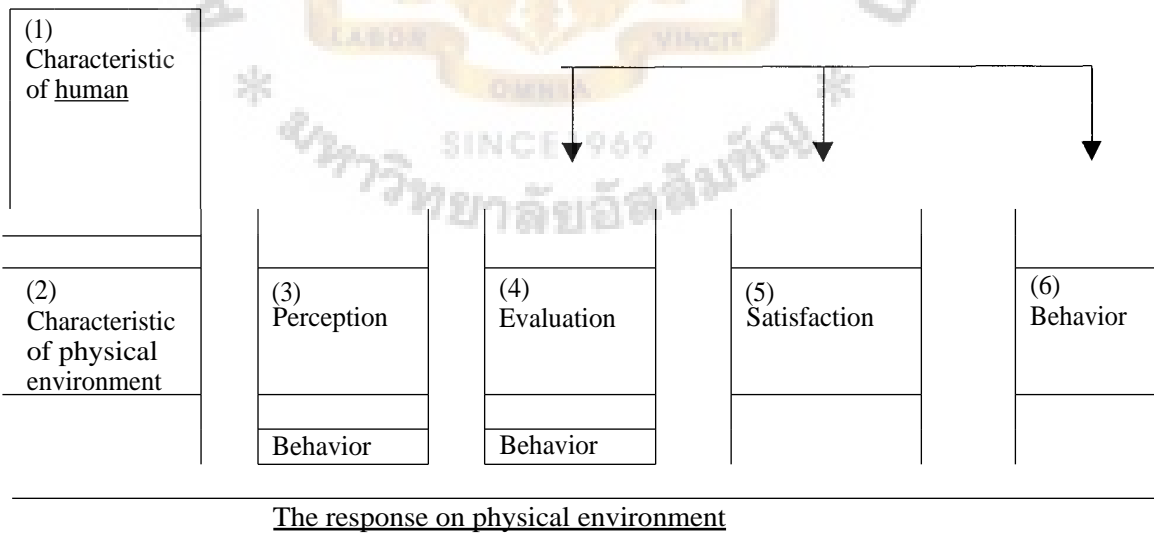


Figure 2.3. Social — Psychological Behavioral Response (fltufm12526).

From the above figure, the previous two factors are input of system and four factors are the result of system. A human's perception depends on the characteristic of physical environment and characteristic of humans. The evaluation and satisfaction later happens from the perception that is internal human's processing. The behavior also later happens from the perception and satisfaction. The expression reflects that human have a satisfaction or not. Occurring of satisfaction about the community's physical environment has a source and a direct relationship from the human's perception about any characteristic of environment in that community.

2.5 An Influence That Impacts on the Satisfaction about Dwelling

Except that the satisfaction in the physical environment is impacted from any factor, which is stated previously, it also is impacted from others. Baecor (Backer 1977) said that factor are the experience about dwelling in the past and the expectation about dwelling in the future with a restriction on condition and situation of dwelling in the present.

The experience forms three factors, the image of ideal dwelling, condition and machinery of personal problem solving. Dweller takes that factors to estimate their present dwelling. Baecor explained that dweller maybe have a satisfaction about present dwelling although it is different from an ideal dwelling. Because of history about a living in the past, non-physical part, such as: a family's position of social economy, a price of dwelling and physical part which are physical dwelling, location and physical community also have impact on the estimating about present dwelling. And humans have reasons that are a basic of decision about dwelling. The examples are characteristic of family, the restriction about revenue and dwelling's price. An ideal dwelling also is founded that it is a goal of dwelling by using a present dwelling lead to that goal. So that any condition and machinery of personal problem solving in one moment may

make a satisfaction about dwelling in that time, and when any condition or any factor is converted, a satisfaction may change to a dissatisfaction in a later period.

A good physical environment of community has impact on a satisfaction in a way that dweller takes a good characteristic to replace a present dwelling's inferiority. This situation will make a dweller feel good and satisfied in his community.

2.6 The Result of Study from Using a Dweller's Satisfaction That Impact on Community

The person who pays attention and researches the study in this way is continuously increasing. Since 1962s accepted the study about satisfaction system, the physical and non-physical thing also has impact on dweller's satisfaction. However the study this way is difficult because of the difference in human's perceptions, evaluation standard, liking and experience in the past. So that the researcher has a duty to design research, set the measure unit and evaluation standard in order to receive a real data (Gutman 1974). The study in this way has a purpose to search a data from the user for the benefit in the chart designing, the policy setting the decision and the evaluation to find strong and weak point of the housing project in the dweller's attitude.

The study in document and relative research shows the idea of dweller's satisfaction in four different ways. First, Using this idea is specific thing and prediction about person's acceptance of general quality living (Francescato 1974). Second, take this idea to be an element of evaluation to measure the success or failure of government or private project (ijipi 2518). This way informs about source of the satisfaction, the community's convenience to approach workplace, store and other facilities. Third, this idea is to verify a movement and a change of population (114u 2530). Finally, this idea is

to estimate enough of the present community's physical environment, the dweller realized, that makes a real success of the improvement in the future (itita 2528).

To bring the dweller's satisfaction in any way that can be told previously, the group's research show that factor of physical environment have impact on the dweller's satisfaction. Some research show that the physical characteristic have high relationship with the satisfaction, such as Reynold's research found that the physical that appears is an attraction and a close relationship with the dweller (Reynold 1978). Briten's study found that the physical characteristic is important to the dweller because the commentate that any kind of physical characteristic is a primary necessity of dweller.

2.7 Physical Characteristic That Impact on the Satisfaction Can Be Separated to Any Group

- (1) The factor of location and traveling convenience. Wimonsit said that the person who lives in 4 flats of the national residence have the same attitude about a convenience of living that is a consequence of the location of the flat (1kMain2526).
- (2) The factor of the environment in community and planning of community's chart. Every researcher pays attention in this. Onibokun's research separates the residence of community to three systems, living place, environment and service. From this research, Dweller's dissatisfaction is a most important result from community's environment system. Only the study about a satisfaction in a community is found that when compared to the high income with low income, the community's element, public space is more important to the high income and less important to the low income. The environments

of community's element that is researched a lot is the public space for relaxing, public car parking, footpath and a playgroup (Onibokun 1974).

(3) The factor of environment in living place. This factor concluded that a satisfaction in a living place is the factor that have a close relationship with the dweller's satisfaction.

(4) Other factors that are a result from physical environment such as the crowd and the privacy. Michel found that a single house is the attitudinal house for many people because it has more privacy than others (Michelson 1975) and the factor of safety will increase the level of satisfaction.

(519ffl 2530) The study of the factors that influence detached houses targeting families with middle income in making a decision to buy the housing project in the Bangkok area. The price of the medium price housing project is about Bht 1,200,000.00 — 2,000,000.00. Every housing project that we choose to be our sample are single houses and condominiums. The research findings can conclude that the highest priorities are given to the surrounding environment and the infrastructure within each project. The next are situated next to the main road and are easily accessible. The last factor that the dweller will consider are services and amenities to serve the community with each project such as 24 hours security service, clubhouses, swimming pools and communal parks.

For the satisfaction and the requirement of services and amenities to serve the community, we had studied the results of all research that is beneficial to this project as follows:

(Tiojitt 2535) The study about "The factors that influence detached house targeting families in making a decision to buy the housing project at Amphur Muang

Chieng Mai province. We found that almost all dwellers that have to be accommodated at Chieng Mai require the entrepreneur to manage the public utility and facility which are:

- (1) Cleaning service
- (2) Quality and standard of water
- (3) Sidewalk maintenance on time
- (4) Water System
- (5) Security service
- (6) Public utility inside the housing project have to maintain

(uii 2536) The study of the market of housing project business in Chieng Mai found that the public utility and infrastructure in almost every housing project are: Electricity in plant road, water system, and cleaning service. Some projects hire the outsiders to do the water system and cleaning service. On the whole they focus on the quality of the construction, maintenance, and rights transfer.

(416 2531) The study of the housing project in Chieng Mai province about the problem of land allocation and facility, research institution of Chieng Mai University, found that all problems that usually occur with the housing project in Chieng Mai province are:

- (1) the allocation of security is not enough
- (2) the environment of the clubhouse
- (3) the cleaning service
- (4) electricity in plant road cannot maintained
- (5) the problem of the fringe waste water
- (6) Others

(MINI 2540) The study about customer satisfaction's Land and House case study has altogether 5 projects which were Nantawan, Ingdoy, Nantana (Auammuang), Lakeview Park 1, and Lakeview Park 2. He found that the customer satisfaction's to after sales service both before and after rights transfer were in medium — high level. If we consider this by using the thinking theory for customer satisfaction of Philips Cottle which said that satisfaction will be the feeling level of customer that to be the consequence of comparing between the perception of product's received performance and the person's expectation. If the results that they had received from the service is lower than the customer's expectation, it will cause dissatisfaction. In the opposite side, if the results are higher than their expectation, it will bring about delight to the customer. Thus if we would like to examine the research findings we found that most are medium — high level while the mean is medium level. When there was the lower level of satisfaction or dissatisfaction Land and House Co., Ltd. (Public) should start to innovate the after sales service both before and after rights transfer to improve the confidence and trust and it still increases good images to the company.

Regarding the problem that they had faced both before and after rights transfer should be amended to increase the service quality. To decrease and to solve the problem will lead to a better quality of work and higher customer satisfaction. To add more service by following customer's need, the company can make more productivity and competitive differentiation.

2537) The study of factors influencing Town house Buying and Residents.

Problem: A case study of Rangsit Suburban area. Regarding the factors that influences purchasing decision of Town House in Rangsit area and the problems faced by the

residents, from the following study are the recommendations that might be useful for future studying/research.

- (1) From the study, the primary factors that are important for making purchasing decision are: location, price, pattern, construction and the distance between Town House and resident's office. Secondary factors are common facilities provided, reputation, after sales service and the creditability of financial institutions that support the project.
- (2) From the study the major problem faced by the residents in Rangsit area is the plumbing system. From the samples, the percentages of households of small medium and big projects having this problem are 44.59%, 68.92%, and 79.35% respectively.
- (3) Besides high competition, the owners of projects in the suburb of Rangsit also faced other problems such as government regulation or plumbing in case public infrastructure is not available.
- (4) In case that road or utilities are provided by private sector, there should be a law to govern this matter. This is in order to be fair to both private sector and the residents. And since government cannot provide the services to cope with the high demand, the concession should be granted to private sector
- (5) Juristic person should be set up in order to take care of common properties such as road or infrastructure, and monitor the project owner to ensure that she abide the law. This is for the sake of all residents.

III. RESEARCH METHODOLOGY

3.1 Limitation of Research

The research of Customer's Satisfaction for after sales service case study of Sammakorn Public Co., Ltd., will study both before and after rights transfers. And we will study just only the population that live in these housing projects (Sammakorn 1, Sammakorn 2, Sammakorn 4, and Sammakorn Condominium).

3.2 Population

Population studied is the customer that bought the housing project of Summakorn Co., Ltd. (Public)

Number of houses for all Sammakorn housing project are:

Sammakorn Bangkapi 1	Total	2,220 units	Existing	1,842 units.
Sammakorn Bangkapi 2	Total	1,400 units	Existing	1,153 units
Sammakorn Bangkapi 4	Total	60 units	Existing	49 units
Sammakorn Condominium	Total	120 units	Existing	100 units
Grand total		3,800 units	Existing	3,143 units

The collection of a sample from population in four projects, total existing are sample for all projects. The actual amount that can be collected are 3,143 samples. While the method of setting the size of a sample which is used is the Darwi Hendl's table and the Confidence Level 95 Percent have to be collected not less than 2,672 examples.

3.3 Data Collection

Data collection in this research. The researcher used questionnaires as a main tool in the data collection. In addition, before the setting up of questionnaires, the researcher

searched from the document and academic data, the source of data also came from two parts.

- (1) An academic document and the relative research.
- (2) 2,672 sets of questionnaires form the Summakorn Co., Ltd. (Public)'s customers.

3.4 The Research Tools

The researcher determines the operation plan by using the method of primary data collection that is collected from the questionnaires of the dweller in Summakorn Co., Ltd. (Public)'s four housing projects. The question can be separated into two parts.

Part one The general data ages, sex, status, occupation, education, number of members in family, average revenue, housing project, characteristic of occupation, period of living.

Part two The data that is relative with the customer's satisfaction about after sales service, An after sale service which should be improved, the occurring problem of after sales service and the customer's opinion about the village's committee election.

3.5 Data Analysis

When we had finished the data collection, we set the code and run the data. After that we will compile and analyze the data by using SPSS (Statistical the social Sciences) program in each characteristic as follows:

- (1) Statistics described for arranging category and to know the basic characteristics of each sample. We analyzed the data by using the percentages, mean, and standard deviation.
- (2) Analyzed by using Chi — Square Technique to study the relation between two variables and test of independence. We separated it in groups to be easy to understand and is very clear from this analysis.

- (3) Using the statistical analysis to analyze weight compared in forecasting and percentage of customer satisfactions that can be illustrated.
- (4) Using Pearson product moment correlation between independent variables and dependent variables that we used to study.
- (5) Using multiple regression analysis style Forward (Stepwise) selection to study the comparing of weight in forecasting and percentage to explain those variables.

The data which are analyzed to summarize the customer's satisfaction; about after sales service, the added customer's requirement, what should be added for customer's benefit and the company can provide and the occurring problem about after sales service in general. Each project concludes in an accurate way to solve the development about after sales service system in the future to create the satisfaction, and occur in the continuous telling about the company's quality of reliability.

The measurement about level of satisfaction uses "Likert Scales" that was separated into five levels and each level have each score.

Level of Satisfaction	Score
Highest	5 point
High	4 point
Mid	3 point
Low	2 point
Lowest	1 point
Mean	<u>Satisfaction</u>
4.01-5.00	Highest
3.01-4.00	High

Mean	<u>Satisfaction</u>
2.01-3.00	Mid
1.01-2.00	Low
0.01-1.00	Lowest

Mean x is the weighted average x which can calculated by:

The weighted average $x = (5 * \text{frequency of highest level} + 4 * \text{frequency of high level} + 3 * \text{frequency of mid level} + 2 * \text{frequency of low level} + 1 * \text{frequency of lowest level})$ divided by total of frequency.

Total mean = The sum of mean x in each project divided by the sum of projects.

3.6 The Period of the Study

This study is taken for about 6 months, from Aug 2000 to Jan 2001.

3.7 Reliability of the Questionnaire

(1) Validity

We have the validity by give the questionnaire to the expert for checking the questionnaire. We use Pre-test by distributing our questionnaire to the population in Sammakorn which are not the real sample but using the same technique as the sample for testing the understanding of the questionnaire before distributing the real questionnaire to our sample.

(2) Reliability

After data collection, the researcher analyzed the reliability by two-ways factorial design analysis between the question and answer

Table 3.1. The Reliability in Each Part.

Questionnaire	Reliability
The satisfaction of service	0.8290
The problem of the after sales service before right transfer	0.8349
The satisfaction of maintenance service	0.8564
The problem of building repair service	0.9230
The satisfaction of security service	0.8425
The problem of the security service	0.8425
The satisfaction on cleaning service	0.8298
The problem of the cleaning service	0.8026
The satisfaction of the electricity and water service	0.8526
The problem of the electricity and water service	0.8355
The satisfaction of the infrastructure service	0.8094
The problem of the infrastructure service	0.8722
The satisfaction of the environment caring service	0.8644
The problem of the environment caring service	0.8240
The satisfaction of clubhouse service	0.8849
The problem of clubhouse service	0.8561

IV. RESEARCH FINDING AND EVALUATION

To analyse the data to present the research findings, we can separate them into 6 parts which are:

- (1) To examine the customer's general data of Sammakorn Co., Ltd.
- (2) To examine the customer's satisfaction of after sales service before the rights transfer.
- (3) To examine the problem of the after sales service before rights transfer.
- (4) To examine the customer's satisfaction of after sales service after rights transfer.
- (5) To examine the problem of the after sales service after rights transfer.
- (6) To study customer's need for after sales services department.

4.1 General Data of Sammakorn Co., Ltd.'s Customers

Regarding the data collection of Sammakorn Co., Ltd.'s customers that is shown in Table 4.1, the characteristics can be separated into:

- (1) Villages

The populations that we had studied consisted of dwellers in Sammakorn Village Bangkok 1 1,565 residents (58.6%), Sammakorn Village Bangkok 2 980 residents (36.7%), Sammakorn Village Bangkok 4 42 residents (1.6%), and Sammakorn Condominium 85 residents (3.2%).

- (2) Gender

Our 2,672 respondents found that 1,154 persons (43.2%) of the respondents are male and 1,518 persons (56.8%) are female.

(3) Age

Most respondents fall into the age 31-40 years, total 823 persons (30.8%).

(4) Status

The respondents separated into married 1,308 persons (49.0%), single 1,140 persons (42.7%), and divorce 224 persons (8.3%).

(5) Status of receiver

Most respondents are the owner, 1,711 persons (64.0%) while 961 persons (36.0%) are the tenants.

(6) Occupation

Most respondents are now working in the private organization, 61.3% of the respondents and 4.0% are now retired already.

(7) Education and Income

The total number of respondents Bachelor, Master, and less than Bachelor are distributed as 69.6%, 15.7% and 14.7% respectively. Most of them have income between Bht 10,001 — 30,000, 44.6% of total responses.

(8) Stage of time

The majority of the respondents in the group that stay over 8 years, while the minority are the persons that stay between 1-2 years.

Table 4.1. Frequency and Percentage of General Data.

General Data	Quantity	
Village		
Bangkapi 1	1,565	58.6
Bangkapi 2	980	36.7
Bangkapi 4	42	1.6
Condominium	85	3.2
Gender		

Table 4.1. Frequency and Percentage of General Data. (Continued)

General Data	Quantity	%
Male	1,154	43.2
Female	1,518	56.8
Age		
Less than 20	49	1.8
20-30	711	26.6
31-40	823	30.8
41-50	786	29.4
51-60	178	6.7
Over 60	125	4.7
Status		
Single	1,140	42.7
Married	1,308	49.0
Divorce	224	8.3
Status of receiver		
Owner	1,711	64.0
Tenant	961	36.0
Occupation		
Governor	460	17.2
Private Organization	1,638	61.3
Own business	434	16.2
State Enterprise	62	2.3
Retirement	11	4.0
Other (explain)	67	2.5
Education		
Less than Bachelor	392	14.7
Bachelor	1,860	69.6
Master	420	15.7
Income		
Less than 10,000	345	12.9
10,001 - 30,000	1,192	44.6
30,001 - 50,000	503	18.8
50,001 - 70,000	409	15.3
70,001 - 90,000	112	4.2
90,001 - 120,000	57	2.1
Over 120,000	54	2.0
Stage of time		
Between 1-2 Years	428	16.0
3-4 Years	341	12.8
5-6 Years	427	16.0
7-8 Years	160	6.0
Over 8 Years	1,316	49.3

4.2 The Satisfaction

4.2.1 Customer Satisfaction for After Sales Service before Rights Transfer

Table 4.2. Frequency and Percentage of the Focus Group, Categorized by All Satisfaction before Rights Transfer.

All Satisfaction before Rights Transfer	Quantity	Percentage
Highest (more than 20)	63	2.4
High (16-20)	1,304	48.8
Mid (11-15)	1,242	46.5
Low (6-10)	-	-
Lowest (less than 6)	-	-

Results of the research findings indicate that most customers of Sammakorn housing project have satisfaction for after sales service before the rights transfer in medium to high level as shown in Table 4.2 especially in the examination before the rights transfer and in the building amendment service. In reverse, the customers put their least emphasis on the construction information service. The results follow the company policy to maintain the customer's satisfaction of the house that they decide to purchase as presented in Table A.1.

4.2.2 Customer Satisfaction for After Sales Service after Rights Transfer

From our study of customer's satisfaction for after sales service after rights transfer, we found that it is in the high level. While satisfaction for after sales service after the rights transfer is in the medium to high level as shown in Table 4.3 but the maintenance service is in the medium level. For infrastructure, it is in the high level. Thus, all results that come out follow the research findings that we had mentioned.

Table 4.3. Frequency and Percentage of the Focus Group, Categorized by All Satisfaction after Rights Transfer.

All Satisfaction after Rights Transfer	Quantity	Percentage
Highest (more than 140)	-	-
High (106-140)	1,125	42.1
Mid (71-105)	1,156	43.3
Low (36-70)	-	-
Lowest (less than 36)	-	-

(1) Maintenance service

The result of the data analyses for the customer satisfaction for after sales service after the rights transfer in maintenance service was in the medium to high level as shown in Table 4.4. The factor that the customer valued the most was the quality of the construction. Their second emphasis is on the quickness in repairing. However, the least emphasis was service mind as presented in Table A.2. The first factor that the company insisted was the quality of the construction followed by the company policy which was the same factor that the customer valued the most.

Table 4.4. Frequency and Percentage of the Focus Group, Categorized by All Satisfaction after Rights Transfer for Maintenance Service.

All Satisfaction after Rights Transfer for Maintenance Service	Quantity	Percentage
Highest (more than 20)	-	-
High (16-20)	846	31.7
Mid (11-15)	1,700	43.3
Low (6-10)	63	2.4
Lowest (less than 6)	63	2.4

(2) Infrastructure service

The result of the data analyses for the customer satisfaction for after sales service after the rights transfer in infrastructure service was in the

medium to high level as shown in Table 4.5. And infrastructure service can separated and explained into:

Table 4.5. Frequency and Percentage of the Focus Group, Categorized by All Satisfactions after Rights Transfer for Infrastructure Service.

All Satisfactions after Rights Transfer for Infrastructure Service	Quantity	Percentage
Highest (more than 120)	62	2.3
High (91-120)	1,125	42.1
Mid (61-90)	1,094	40.9
Low (31-60)	-	-
Lowest (less than 31)	-	-

(a) Security service

In the section of security service most dwellers have the satisfaction in the medium to high level as shown in Table A.3. The result stated that car pool and card exchange was prioritized as the first most important enquiry response. In-out plant system, traffic signal system, manner of security guard system, in-plant security system were the secondary as a sequence as shown in Table A.4, while the least important was plant fence and security fence plant system. All of them are the basic normal standard of security service in the housing project.

(b) Cleaning service

Regarding the research findings, in-plant road cleaning was the first important factor that the dweller will consider. Trash and garbage box service as the second important factor. Lastly, trash and garbage preservative are the least important factor in their perception, as shown in Tables A.5 and A.6.

(c) Electricity and Water in plant service

Outcome of finding, we found that the customer has the satisfaction in medium to high level as shown in Table A.7. The customer showed the highest degree of satisfaction with the electricity system in in-plant road and a lower degree of satisfaction with the water system in plant as shown in Table A.B.

(d) Infrastructure maintenance service

The efficiency in infrastructure fees paid is of first importance, the infrastructure service fees and the water-caring pool maintenance are of second and third importances with a little difference in the percentage of respondents's satisfactions. The customer's satisfaction for after sales service after the rights transfer in infrastructure maintenance service is as shown in Tables A.9 and A.10.

The company had considered that the infrastructure service is the most important thing that we should maintain. It will result in keeping the old customer and getting the newcomer who will decide to purchase Sammakorn housing project.

(e) Environment caring service

Environment is another important thing in every housing project. All factors are found that lake caring is of the first importance that we have to consider. However, plant caring system is considered second and third importance is co-building and security booth maintenance. The least important is the co-area and park decoration and maintenance as shown in Table A.11.

But we found that some customers have the satisfaction in low level (25%) as shown in Table A.12. which may occur from the environment in each housing project is different. For example, the environment between Sammakorn Bangkapi 1 and Sammakorn Condominium.

(f) Clubhouse service

The research can bring results that most customers have the satisfaction in medium level as shown in Table A.13, especially in the service mind of officers. But we still found that some customers have never been to use the clubhouse because of no promotion at all, not enough place to fit the customer's need such as tennis court, snooker club, and gymnasium as shown in Table A.14.

4.3 The Problems

4.3.1 Customer's Problems for After Sales Service before Rights Transfer

Table 4.6. Frequency and Percentage of the Focus Group, Categorized by All Problems before Rights Transfer.

All Problems before Rights Transfer	Quantity	Percentage
Highest (more than 12)	-	-
High (10-12)	337	12.4
Mid (7-9)	1,326	49.6
Low (4-6)	889	33.3
Lowest (less than 4)	63	2.4

Results of the research findings indicate that the problems for after sales service before rights transfer is in medium as shown in Table 4.6 which are the financial and down payment problem, building amendment problem and loan problem as a sequence as presented in Table A.15, regarding the target are the customers with the middle level

as we had mentioned, thus the financial and down payment problem and loan problem have small amounts. For the building amendment problem, we still found them, but not much due to the difference in customer's needs.

4.3.2 Customer's Problem for After Sales Service after Rights Transfer

Table 4.7. Frequency and Percentage of the Focus Group, Categorized by All Problems after Rights Transfer.

All Problems after Rights Transfer	Quantity	Percentage
Highest (more than 144)	-	-
High (109-144)	617	23.1
Mid (73-108)	1604	60.0
Low (37-72)	60	2.2
Lowest (less than 37)	-	-

From the research finding, we found that the problem of after sales service after rights transfer is in the medium to high degree as shown in Table 4.7 separated into two parts which are problem of maintenance service and problem of infrastructure service.

(1) Maintenance service

Table 4.8. Frequency and Percentage of the Focus Group, Categorized by All Problems After Rights Transfer for Maintenance Service.

All Problems after Rights Transfer for Maintenance Service	Quantity	Percentage
Highest (more than 16)	175	6.5
High (13-16)	377	14.1
Mid (9-12)	1,459	54.6
Low (5-8)	536	20.1
Lowest (less than 5)	62	2.3

The result of the data analyses for the customer's problem for after sales service after the right transfer in maintenance service was in the

medium to low level as shown in Table 4.8. The problem that the customer valued the most was the delay service. Their second emphasis was on the problem of inconvenient service. The third one is the problem of substandard of repairing. However, the least emphasis is the problem of service mind as presented in Table A.16. Because each Sammakorn housing project is rather big; it can lead to delay and inconvenient service.

(2) Infrastructure service

Table 4.9. Frequency and Percentage of the Focus Group, Categorized by All Problems after Rights Transfer for Infrastructure Service.

All Problems after Rights Transfer for Infrastructure Service	Quantity	Percentage
Highest (more than 128)	-	-
High (97-128)	714	26.7
Mid (65-96)	1,507	56.4
Low (33-64)	60	2.2
Lowest (less than 33)	-	-

The problem is in the medium to high level as shown in Table 4.9 by dividing all problems into six parts:

(a) Security service

As a result of findings, we found that most of the security problems in Sammakorn housing project are of medium to high level as shown in Table A.17. The first thing that the dweller gives attention is negligence in in-out plant system. Their second emphasis on problem of security service in plant, because Sammakorn housing project is a large housing project and has many in-out plants as shown in Table A.18. Thus, it leads to the problem of checking the cars in

and out in some areas then it is problem that we have to correct immediately.

(b) Cleaning service

Cleaning service is the one thing that the dwellers deem to be the problem with the medium to high level as shown in Table A.19, especially the problem of unsuitable manner of garbage cleaner, problem of inconsistent trash and garbage preservative, problem of unusual trash and garbage box and problem of in-plant road cleaning as shown in Table A.20. These problems can occur by negligence of the staffs and sometimes the office didn't get any information about these, thus these problems still happen until the present without any alteration. And these problems can be found in almost every housing project in Bangkok.

(c) Electricity and Water in plant service

The problem of electricity and water in plant service is the one thing that can be found all over but for Sammakorn housing project it is in the medium to high level as shown in Table A.21, especially, the problem of quality of water including problem of insufficient electricity in in-plant road that will be the results of remission checking and missing the information without any one to notify as shown in Table A.22.

(d) Infrastructure maintenance service

Infrastructure maintenance service is one part that is necessary and should not be neglected. In Sammakorn housing project, the problem that we found are problems of clog in culvert, problem of

unusual road, problem of inconvenience in infrastructure fees paid, problem of no maintenance in the water-caring pool, and problem of unsuitable infrastructure service fees, respectively. These problems had occurred because the dwellers do not keep it in order and self confidence including the fact that they do not maintain the environment and the company tries to amend these problems all the time. Sometime the amendment will be delayed because Sammakorn housing project is a large housing project and consisted of many projects, thus the alterations have to follow the requirements respectively; infrastructure maintenance service as shown in Tables A.23 and A.24.

The company had considered that the infrastructure service is the most important thing that we should maintain. It will result in keeping the old customer and getting the newcomer who will decide to purchase Sammakorn housing project.

Environment caring service

Environment is the main factor for customers to make a decision to purchase so it will be the first important thing that we have to consider. In Sammakorn housing project, the problem of environment caring service is a big problem that we should give more attention especially the problem of wild plants, problem of lack of lake maintenance, and problem of lack of security booth maintenance as a sequence as shown in Tables A.25 and A.26. If these problems did not get any alteration, it will lead to lack of customer's confidence and bad images for the current and future customers.

(f) Clubhouse service

Clubhouse is the place for recreation that is available for the dweller to use for meetings and relaxation including the place that each family has a chance to make an activity. The clubhouse is the important factor that the customer will consider before making decisions.

The problems that had occurred are in medium to high level as shown in Table A.27. The problem that the dweller valued the most is not enough locker, snooker table, for the user as shown in Table A.28. Their second emphasis is the pool cleaning that is usually dirty and the water is not clear enough. It still includes the open-close time. However, the least emphasis was the service fees that some dweller gives attention, so it becomes a problem. All of these things if we think that they are small thing that if we neglect and do not give attention, it will lead to big problems in the future.

4.4 Hypothesis Testing

Six hypotheses were generated to find answers for six research questions. The first hypothesis tests whether there is a significance difference in customer's satisfactions between the general data and satisfaction for after sales service before the rights transfer. The second hypothesis is similar like the first one but differs in after the rights transfer instead of before the rights transfer. The third hypothesis tests whether there is a significance difference in customer's satisfaction between villages and satisfaction for after sales service before the rights transfer. The fourth hypothesis seems like the third but differ in after the right transfer instead of before the right transfer. The remaining two hypotheses test whether there are differences in customer's problem

Table 4.10. The Relationship between General Data and Satisfaction for After Sales Service before Rights Transfer (n = 2,672).

VARIABLES	1	2	3	4	5	6	7	8	9
1. Satisfaction of after sales service before right transfer	1.0000	.0719**	.0922**	.1878**	.1878**	.2856**	.0500**	.1000**	.0102**
2. Villages		.1814**	.1807**	.1711**	.1711**	.0000	.0000	.1055**	.1280**
3. Gender		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1850**
4. Age		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**
5. Status		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**
6. Status of receiver		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**
7. Occupation		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**
8. Education		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**
9. Total		.1710**	.1710**	.1710**	.1710**	.0000	.0000	.1710**	.1710**

*, ** Reliability at the confidence interval .01 and .001 as sequence.

Those relations are the simple ones and we will use it to be the basic information to find the main factor that is used to determine the satisfaction for after sales service before the rights transfer.

When we determine the stepwise regression which can explain the independent variable most among dependent variables as shown in Table 4.11 which are all general data (income, education, status of receiver/tenant, age, status, villages, gender, occupation), we had discovered that the group of those variables can indicate the variation of the customer's satisfaction between general data and satisfaction for after sales service before the rights transfer at about 17% or coefficient of determination (R^2) = 0.17. Considering each variable which is the basic factor, we found that the factor of income can most indicate the variation of the customer's satisfaction between general data and satisfaction for after sales service before the rights transfer at about 6.2% (R^2 = 0.062). The secondary is education that can indicate the stepwise regression at about 3.5% (R^2 = 0.035). Follow to the status of receiver have the stepwise regression at about 1.5% (R^2 = 0.015) and the factor of status and villages have the total stepwise regression at about 0.4% (R^2 = 0.004). The final factor is gender that can indicate the stepwise regression at about 0.2% (R^2 = 0.002).

From the analysis of the stepwise regression, income can explain the most in conformity with the previous analysis of relationship. The factor of education can explain the stepwise regression in the following that differs from the previous analysis of relationship because each factor relate each. So the factor of status of receiver can reduce the ability of explanation in the stepwise regression.

In addition to the analysis of the stepwise regression, the analysis of the questionnaires discovered the result that the factor of income is important.

So from the research we can conclude that the basic factor which are income, education, status of receiver/tenant, age, stage of time, status, villages and gender effect the customer's satisfaction between general data and satisfaction for after sales service before the rights transfer except for the education.

After analyses in more details as shown in Table 4.12 we had discovered that the customers who are in the group having income between 10,000-30,000 Bahts (45.7%) have the highest level of satisfaction for after sales service before the rights transfer. The minor group are the customer with the income between 30,000-50,000 Bahts. Similar, we also put the least satisfaction to the customer that have income of more than 70,000 Bahts. It will be the results of the target of Sammakorn Co., Ltd. (Public) who are the customers of the medium class. The second factor that influence the customer's satisfaction is the status of receiver. The customer that are the owner (63.2%) showed a higher degree of satisfaction than the customers who are the tenant (36.8%). For the next, we saw that the customer who are single and married have quite similar levels of satisfaction. Lastly, the customer with Bachelor's degree (68.9%) have the highest level of satisfaction for after sales service before the rights transfer. The customer who graduated less than and more than Bachelor degree have quite similar levels of satisfaction with the low level.

Therefore, hypothesis one was accepted at the 0.001 level except for the level of occupation.

Table 4.12. Frequency and Percentage between All Satisfaction for After Sales Services before Rights Transfer and General Data.

General Data	Quantity	%
Village		
Bangkapi 1	1,502	57.6
Bangkapi 2	980	37.6
Bangkapi 4	42	1.6
Condominium	85	3.3
Gender		
Male	1,154	44.2
Female	1,455	55.8
Age		
Less than 20	49	1.9
20-30	711	27.3
31-40	823	31.5
41-50	723	27.7
51-60	178	6.8
Over 60	125	4.8
Status		
Single	1,140	43.7
Married	1,245	47.7
Divorce	224	8.6
Status of receiver		
Owner	1,648	63.2
Tenant	961	36.8
Occupation		
Governor	460	17.6
Private Organization	1,575	60.4
Own business	434	16.6
State Enterprise	62	2.4
Retirement	11	0.4
Other (explain)	67	2.6
Education		
Less than Bachelor	392	15.0
Bachelor	1,797	68.9
Master	420	16.1
Income		
Less than 10,000	345	13.2
10,001 - 30,000	1,192	45.7
30,001 - 50,000	503	19.3
50,001 - 70,000	346	13.3

Table 4.12. Frequency and Percentage between All Satisfactions for After Sales Services before Rights Transfer and General Data. (Continued)

General Data	Quantity	%
70,001 - 90,000	112	4.3
90,001 - 120,000	57	2.2
Over 120,000	54	2.1

(2) Hypothesis 2 There is a significance difference in customer's satisfactions between general data and satisfaction for after sales service after rights transfer.

Correlation coefficient's indicating that the relationships between the general data (Village, Gender, Age, Status, Status of receiver, Occupation, Education, Income, and Stage of time) with satisfaction for after sales service after the rights transfer. We found that age, status, status of receiver, occupation, education, income and stage of time have significant relationships at the 0.001 level with the satisfaction for after sales service after the rights transfer while villages have the significant relationships at the 0.01 level with the satisfaction for after sales service after the rights transfer. And gender has no significant difference. The factors that result in the satisfaction are stage of time, income, status of receiver, status, and age as a sequence. The others have little relation with the satisfaction as shown in Table 4.13.

Those relations are the simple ones and we will use it as the basic information to find the main factor that is used to determine the satisfaction for after sales service after the rights transfer.

When we determine the stepwise regression as shown in Table 4.14 that can explain the independent variable most among dependent variables

VARIABLES	1	2	3	4	5	6	7	8	9	10	11	12
1. Satisfaction of after sales service after right transfer	1.000	.0599*	.058	.2290**	.085Z**	.0515Z**	.080**	.1580**	.085**	.08	.08	.08
2. Satisfaction of after sales service after right transfer			.2510**	.054Z**	.054Z**	.054Z**	.054Z**	.054Z**	.054Z**	.054Z**	.054Z**	.054Z**
3. Satisfaction of after sales service after right transfer			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
4. Satisfaction of after sales service after right transfer			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
5. Status			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
6. Status of receiver			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
7. Occupation			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
8. Education			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
9. Income			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**
10. Staying			.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**	.074Z**

*, ** Reliability at the confidence interval .01 and .001 as sequence.

The customer who stay in the housing project for more than 8 years showed the highest degree of satisfaction, while the customers who stay in the housing project for 1-6 years have quite similar degree of satisfaction. But we found that the customer who stays in the housing project for 7-8 years have low level of satisfaction. The customer who are in a group have income between 10,000-30,000 Bahts have the highest level of satisfaction for after sales service after the rights transfer. In reverse, we found that the least satisfaction in the customer who have income of more than 70,000 Bahts, that will Sammakorn Co., Ltd.'s target are the middle class level. We still found that the dwellers who are the owners have more satisfaction than the dweller who are the tenant. The satisfaction of the dweller who are single and married are quite similar by having the age between 20-50 years old.

Table 4.15. Frequency and Percentage between All Satisfactions for After Sales Services after Rights Transfer and General Data.

General data	Quantity	
Village		
Bangkapi 1	1,188	52.1
Bangkapi 2	980	43.0
Bangkapi 4	38	1.7
Condominium	75	3.3
Gender		
Male	1,087	47.7
Female	1,194	52.3
Age		
Less than 20	49	2.1
20-30	649	28.5
31-40	813	35.6
41-50	530	23.2
51-60	115	5.0
Over 60	125	5.5
Status		
Single	1,068	46.8
Married	1,052	46.1
Divorce	161	7.1

Table 4.15. Frequency and Percentage between All Satisfaction for After Sales Services after Rights Transfer and General Data. (Continued)

General data	Quantity	
Status of receiver		
Owner	1,445	63.3
Tenant	836	36.7
Occupation		
Governor	334	14.6
Private Organization	1,377	60.4
Own business	430	18.9
State Enterprise	62	2.37
Retirement	11	0.5
Other (explain)	67	2.9
Education		
Less than Bachelor	392	17.2
Bachelor	1,479	64.8
Master	410	18.0
Income		
Less than 10,000	283	12.4
10,001 - 30,000	1,129	49.5
30,001 - 50,000	440	19.3
50,001 - 70,000	273	12.0
70,001 - 90,000	49	2.1
90,001 - 120,000	53	2.3
Over 120,000	54	2.4
Stage of time		
Between 1-2 Years	428	18.8
3-4 Years	279	12.2
5-6 Years	417	18.3
7-8 Years	160	7.0
Over 8 Years	997	43.7

(3) Hypothesis 3 There is a significant difference in customer's satisfactions between villages and satisfaction for after sales service before rights transfer.

We found that the villages have the significance relationships at the 0.001 level with satisfaction for after sales service before the right transfer which follow our assumption as shown in Table 4.16. Each project have a difference in loan service, financial and down payment service, construction

When we test stepwise regression between villages and satisfaction after sales service before the rights transfer, we conclude that there is a significant in lowest level 0.42% ($R^2=0.0042$) as shown in Table 4.16.

Variable	b	Beta	F	R	R ²	r
All satisfaction for after sales service before right transfer	-0.082	-0.065	11.125	0.064	0.0042	-0.065

$$F = 11.125$$

(4) Hypothesis 4 There is a significance difference in customer's satisfaction between villages and satisfactions for after sales service after the rights transfer which are:

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Table 4.17. The Relationship between Villages and Satisfaction for After Sales Service before and after Rights Transfer (n = 2,672).

VARIABLES		Before		After		t-value		p-value	
1	Mean	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00
2	Standard deviation	0.91	0.91	0.91	0.91	0.00	0.00	0.00	0.00
3	Minimum	1.00	1.00	1.00	1.00	0.00	0.00	0.00	0.00
4	Maximum	5.00	5.00	5.00	5.00	0.00	0.00	0.00	0.00
5	Skewness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Kurtosis	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	Cleaning service	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00
8	Electricity and water in plant service	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00
9	Infrastructure and maintenance service	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00
10	Environment caring service	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00
11	Clubhouse service	3.17	3.17	3.17	3.17	0.00	0.00	0.00	0.00

*, ** Reliability at the confidence interval .01 and .001 as sequence.

- (3) Electricity and water in plant service
- (4) Infrastructure and maintenance service
- (5) Environment caring service
- (6) Clubhouse service

There is a significance relationships at the 0.01 level satisfaction for after sales service after the rights transfer, according to the assumption between villages and all satisfaction for after sales service after the rights transfer as shown in Table 4.17.

When we test the stepwise regression, there is a significant between villages and all satisfaction for after sales service after the rights transfer that all satisfaction can explain the variation with villages at 0.3% ($R^2 = 0.003$). As shown in following Table 4.18.

Table 4.18. The Statistics of Stepwise Regression Analysis between All Villages and All Satisfaction for After Sales Service after Rights Transfer.

Variable	B	Beta	F	R	R^2	r
All satisfaction for after sales service after right transfer	0.082	0.059	8.219	0.054	0.003	0.06

Constant = 1.272

F = 8.219

If we separate the satisfaction for after sales service after the rights transfer into two parts which are maintenance service and infrastructure service, the results of the analysis is shown in Tables A.30 and A.31. It can indicate that the maintenance service has a significant relationship at the 0.01 level satisfaction for after sales service after the rights transfer while infrastructure service has no significant relationship as shown in Table 4.19.

When we test the stepwise regression, there is no factor which is infrastructure and maintenance that can explain the variation with villages.

After we take more examination of the details of infrastructure service, we can indicate that the security service, cleaning service, electricity and water in plant service, environment caring service and clubhouse service have a significant relationship at the 0.001 level except for the infrastructure maintenance service.

Table 4.19. The Statistics of Stepwise Regression Analysis between All Villages and Satisfaction for After Sales Service after Rights Transfer in Infrastructure Service's Details.

Variable	B	Beta	F	R	R^2	R^2 Change	r
Clubhouse service	0.192	0.161	88.27	0.192	0.037	0.036	0.193
Cleaning service	-0.248	-0.196	90.59	0.270	0.073	0.036	-0.157
Security service	0.293	0.280	96.23	0.335	0.112	0.039	0.178
Environment caring service	-0.220	-0.190	89.44	0.367	0.135	0.023	-0.138
Electricity & Water in plant service	-0.109	-0.090	74.98	0.376	0.141	0.006	-0.07
Infrastructure & maintenance service	0.088	0.080	64.41	0.381	0.145	0.004	0.006

Constant = 1.684

F = 64.64

After analyses of the stepwise regression in the factor of satisfaction for after sales service after the rights transfer which are security service, cleaning service, electricity and water in plant service, infrastructure and maintenance service, environment caring service, and clubhouse service. These factors can illustrate the variation of satisfaction for after sales service after the rights transfer at about 15% ($R^2=0.145$). If we consider every

factor, we will find that clubhouse service is the best one that can explain at about 4% ($R^2=0.037$). The next are cleaning service, security service, environment caring service and electricity and water in plant service, respectively. While the least is infrastructure and maintenance service.

From the results after we compare with Pearson product moment correlation, we can indicate that cleaning service can explain the relationship of the satisfaction for after sales service after the rights transfer. It will show the results of each factor related with each factor in the suitable degree.

Therefore, we can see that each housing project in Sammakorn housing project can influence the satisfaction for after sales service after the rights transfer.

Sammakorn Bangkapi 4 showed a highest degree of satisfaction with after sales service after the rights transfer as shown in Table A.32. Accordingly, Sammakorn village 4 is a small size housing project. Having not too much quantities of houses, the service can be distributed to the whole village. On the other hand, Sammakorn condominium, Sammakorn Bangkapi 2 and Sammakorn Bangkapi 1 have more quantities of houses as a sequence. So thorough taking-care is difficult. Sometimes the dwellers do not inform the problem to the office. In reverse, there are not enough officers to examine dweller's requirement and the problem.

When we analyse in each infrastructure service, the following was found:

- (a) Sammakorn condominium has the highest degree of satisfaction after sales service after rights transfer in infrastructure maintenance service

and cleaning service as shown in Tables A.33 and A.34. Sammakorn condominium has a center expenses in the taking-care of cleaning service and security service due to a problem about infrastructure maintenance service, it will effect the whole building.

- (b) Sammakorn Bangkapi 2 has the highest degree of satisfaction after sales service after rights transfer in security service as shown in Table A.35. Sammakorn Bangkapi 2 is located closely to the lake and has many in-out plants. In order to increase the security, the office provided three-four police booths more than other housing projects. Thus, the dwellers in this project has the highest degree of satisfaction.
- (c) Sammakorn Bangkapi 1 has a highest degree if the satisfactions of after sales service after the rights transfer in clubhouse service as shown in Table A.36. Sammakorn Bangkapi 1 is located near clubhouse more than others so that the dweller can travel more conveniently to clubhouse. In addition, it has a highest degree of satisfaction in electricity and water in plant service as shown in Table A.37. Regarding the results of satisfaction of after sales service before the right transfer, we can find that Sammakorn Bangkapi 1 has the most frequent construction information service to the customer so we face a few problems in this housing project.
- (d) The project that has the most degree of satisfaction for after sales service after the rights transfer in environment caring service is Sammakorn Bangkapi 4 as shown in Table A.38. Due to its small size project and the restricted area it makes an easy taking-care.

- (⁵) Hypothesis 5 There is a significant difference in customer's problems between villages and problems for after sales service before rights transfer.

The results are shown in Table 4.20 reveals that there are no relationship between villages and problems for after sales service before the rights transfer. When we test stepwise regression we conclude that there is a significance between villages and problems for after sales service before the rights transfer at the lowest level 0.73% ($R^2 = 0.0073$) as shown in Table 4.21. The simple reason is that every housing project will try to make the satisfaction to the customer as much as they can in order that the customer who has confidence in project makes a final decision during rights transferring. If it has a problem in this process, the customers will change their mind to purchase the others.

Table 4.21. The Statistics of Stepwise Regression Analysis between All Villages and All Problems for After Sales Service before Rights Transfer.

Variable	b	Beta	F	R	R ²	r
All problem for after sales service before right transfer	0.084	0.085	19.299	0.085	0.0073	0.086
Constant = 1.275			F = 19.299			

(6) Hypothesis 6 There is a significant difference in customer's problems between villages and problems for after sales service after rights transfer which are:

- (a) Maintenance service
- (b) Infrastructure service
 - (1) Security service
 - (2) Cleaning service
 - (3) Electricity and water in plant service
 - (4) Infrastructure and maintenance service
 - (5) Environment caring service
 - (6) Clubhouse

Correlation coefficients indicating the relationship between villages and all problems for after sales service after the rights transfer, we found that all problems for after sales service after the rights transfer have no significant relationship with villages as shown in Table 4.20.

When we test the stepwise regression, there is no significance between villages and problems for after sales service after the rights transfer.

When we separate the problems for after sales service after the rights transfer into two parts; maintenance service and infrastructure service. We discovered that the infrastructure service's problems for after sales service after the rights transfer have the significant relationship at the 0.01 level problems for after sales service after the rights transfer while the maintenance service's problem for after sales service after the rights transfer have no significant relationship as shown in Table 4.20.

When we test the stepwise regression, there is a significance between villages and all problems for after sales service after the rights transfer in maintenance service that can explain the variation with villages at 3.9% ($R^2 = 0.039$). As shown in following Table 4.22.

Table 4.22. The Statistics of Stepwise Regression Analysis between All Villages and All Problems for After Sales Service after Rights Transfer in Maintenance Service.

Variable	b	beta	F	R	R ²	r
All problem for after sales service after right transfer in maintenance service	0.039	0.043	4.273	0.031	0.001	0.043

Constant = 1.447 F = 4.273

After analyses in more details of infrastructure service, we found that the problem of security service, cleaning service, electricity and water in plant service, environment caring service and clubhouse service have significant relationship at the 0.001 level problems for after sales service after the right transfer while the problem of infrastructure maintenance service has a significant relationship at the 0.01 level problems for after sales service after the rights transfer as presented in Tables A.40, A.41, A.42, A.43, A.44, A.45 and A.46.

Table 4.23. The Statistics of Stepwise Regression Analysis between All Villages and Problem for After Sales Service after Rights Transfer in Infrastructure Service's Details.

Variable	b	beta	F	R	R ²	R ² Change	r
Environment caring service	0.477	0.447	356.61	0.367	0.135	0.135	0.368

Table 4.23. The Statistics of Stepwise Regression Analysis between All Villages and Problem for After Sales Service after Rights Transfer in Infrastructure Service's Details. (Continued)

Variable	b	beta	F	R	R^2	R^2 Change	r
Security service	-0.179	-0.184	257.38	0.429	0.184	0.049	-0.157
Electricity & Water in plant service	-0.159	-0.148	175.90	0.434	0.188	0.004	0.116
Cleaning service	0.152	0.159	139.66	0.444	0.197	0.006	0.192
Infrastructure & maintenance service	-0.089	-0.089	115.15	0.448	0.201	0.004	0.054

Constant = 1.11

F = 115.15

According to comparison the stepwise regression between each village and customer's problem for after sales service after rights transfer (security service, cleaning service, electricity and water in plant service, infrastructure and maintenance service, environment caring service, and clubhouse service) as shown in Table 4.23, we encounter that all those factors can elucidate the variation of the customer's problem for after sales service after rights transfer for each village at about 20% ($R^2 = 0.201$). If we consider in detail, the problem of environment caring service is the best one that can explain at about 14% ($R^2=0.135$). The following are the problems of security service and electricity and water in plant service, respectively. The least is the problem of infrastructure and maintenance service that can explain at about 0.4% ($R^2=0.004$). While the problem of clubhouse doesn't have the relationship with each village.

When we compare the result of Pearson product moment correlation, the problem of environment caring service is the best that can explain the variation of the customer's problem for after sales service after rights transfer for each village, same as the result of the stepwise regression. While the second is the problem of security service and the third is the problem of cleaning service that differs from the above analysis, because each factor has the highest degree of relationship with each.

Although we found that Sammakorn Bangkok 1 has the highest degree of problems which are cleaning service, electricity and water in plant service and infrastructure maintenance service because of its size it is not suitable with the quantities of security officer and cleaner. Sammakorn condominium has the highest degree of problems about environment caring service because of its pattern of the living place that has a little area and too stuffy, besides it has most problems about the clubhouse service due to the distance between the housing project and clubhouse.

The overall problems of infrastructure services are most in Sammakorn Bangkok 2, regarding the location of this project is nearby the lake so it will make difficulties in taking-care of the security, cleaning, electricity in in-plant road, a quality of water and side walk, a long the clubhouse.

From the research we can conclude that the problem of after sales service after rights transfer except for the problem of clubhouse service relate to each village, so we accept hypothesis six.

However when we consider all customer's problems for after sales service after rights transfer with all villages, we found that there are no significant relationships, so we rejected this hypothesis six.

From the results of all six hypotheses, we would be accepted and rejected by testing and analysis method, which was, called regression. The main objectives of regression is the hypotheses testing which concerned about relation between each independent variable and dependent variable by controlling influence of the other independent variable. To checking that there is a significance difference between each independent variable and dependent variable or not, and in what way (positive or negative) by looking at the value of "b" without thinking about symbol. The other objective is an estimating of the dependent variable. Moreover, this objective will go very smooth when the combination of all independent variables have relation with dependent variable at high level ($R > 0.80$). How high is it, the estimation of dependent variable by using the relation between independent and dependent variables convention that was faced would be better and more accurate. These equations will be better in using if there is a significance difference in each independent variable and dependent variable. Anyhow, in getting results of regression analysis to estimating value of dependent variable we can avoid the independent variable that has no significance difference with dependent variable by using stepwise regression.

Stepwise regression was used in testing a significance difference among one independent variable and many dependent variables. Independent variable has to be in Interval level or dummy variable and dependent variable has to be measured in interval level only. Stepwise regression each independent variable will run to equation and rank by descending while the independent variable that has no significance will not represent the value and no in the rank.

Regression analysis has some limitations which are each independent variable must has no significance difference with dependent variable in high level (not more than 0.75), this problem will called Multicollinearity. The basic testing, we can see from correlation matrix that will get from Descriptive.

From the analysis and testing of six hypotheses, we would be accepted or rejected regarding the above information. Due to the results of six hypotheses that were shown, we will found that there is a significance difference in independent variable and each dependent variable but in a small level. Sometime, each dependent variable can explain independent variable in the moderate to low level (R^2 not more than 0.30), while sometime in a few amount (R^2 not more than 0.001.) Regard to the dependent variable will be rely on the other variables or other factors, while that variable was essential and influence to independent variable. Moreover, it will be the outcome of the regression analysis limitation.

Customer's Need for After Sales Service Department

Sammakorn Bangkapi 1

- (1) Maintain the moonlight in the housing project to prevent it to be turned off during rainy season.
- (2) Regularity in in-plant road cleaning, trash and garbage preservative.
- (3) Insufficient electricity in in-plant road, thus should accrue the quantity in addition to the light.
- (4) Culvert maintenance once a year.
- (5) Some police booths are unusual, so should maintain and have a development.

Sammakorn Bangkapi 2

- (1) Improvement in efficiency of the security guard.

- (2) Rehabilitation of the swimming pool area.
- (3) Direct communication between each house and security office.
- (4) Keeping strong the water in plant.
- (5) The lights were put out very often during the rainy season.
- (6) Frequent lake maintenance.

Sammakorn Bangkapi 4

- (1) Insufficient electricity in in-plant road, thus should accrue the quantity to add to the light.
- (2) Should install the mirror in the crossroad area.
- (3) Should have the amendment of the sign in each housing project.
- (4) Regularity of trash and garbage preservative.
- (5) Should have comment box in each project.
- (6) Culvert maintenance to be in good condition all the time.

Sammakorn Condominium

- (1) Increase the number of security guards.
- (2) Should not collect or collect with the minimum amount of the service fees for clubhouse.
- (3) Should expand open-close time of clubhouse.
- (4) Improve the quality of water in plant.
- (5) Provide the staff with the basic knowledge about the maintenance for basic problem in the housing project.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The research of "Customer's satisfaction for after sales service, Case study of Sammakorn Public Co., Ltd." is the attempt to learn about the factors that create the customer's satisfaction and to learn the occurring problem (before and after rights transfer) in order to bring the benefit to present and future dwellers including the company that can use this research to develop and adjust in the present and future housing projects.

In studying this research, we gather the data from documents that interviewed the related person and 2,672 questionnaires from dweller in Sammakorn Public Co., Ltd.'s housing project.

The tool which we use in this study is questionnaires that consisted of two parts:

Part one: The general data; ages, sex, status, occupation, education, a number of member in family, average revenue, housing project, characteristic of occupy, period of living.

Part two: The data that is related to the customer's satisfaction about after sales service, An after sales service which should improve, the occurring problem of after sales service and the customer's opinion about the village's committee election.

According to the analysis of the reliability by two-ways factorial design method between question and the answer, we discovered all reliability which are the satisfaction of service = 0.8290, the problem of the after sales service before rights transfer = 0.8349, the satisfaction of maintenance service = 0.8564, the problem of building repair service = 0.9230, the satisfaction of security service = 0.8425, the problem of the security service = 0.8425, the satisfaction on cleaning service = 0.8298, the problem of

the cleaning service = 0.8026, the satisfaction of the electricity and water service = 0.8526, the problem of the electricity and water service = 0.8355, the satisfaction of the infrastructure service = 0.8094, the problem of the infrastructure service = 0.8722, the satisfaction of the environment caring service = 0.8644, the problem of the environment caring service = 0.8240, the satisfaction of clubhouse service = 0.8849 and the problem of clubhouse service = 0.8561, that can be classed as the questionnaires in the part of each satisfaction has enough of the reliability.

The statistics which we used in this studies are:

- (1) The basic statistics (percentage)
- (2) Pearson product moment correlation
- (3) The stepwise regression by use the SPSS program for the convenience speed of the information analysis.
- (1) Conclusion for the result of studying about basic information

From the data collecting, we found that most answers (86.8% of all dwellers) fall in the age 20-30 years. Most respondents are single and married. The owner is 64% of all respondents and 61.3% of those is now working in private organizations. In the total number of respondents, Bachelor are distributed as 69.6% and most of them have income between 10,001 — 30,000 Bahts, 44.6% of total responses. The majority of the respondents in the group have stayed over 8 years.

- (2) Conclusion for the result of studying about satisfaction

(a) Customer's satisfaction for after sales service before rights transfer

95.3% of all dwellers in Sammakorn housing project have the satisfaction for after sales service before rights transfer in the medium to high level. Most of them have the satisfaction in a part of

examination before rights transfer, the secondary is building amendment service and the third is financial and down payment service.

(b) Customer's satisfaction for after sales service after right transfer

85.4% of all dwellers have the satisfaction for after sales service after right transfer in the medium to high level. In the part of maintenance service, 43.3% of all dwellers have the satisfaction at medium level while 31.7% have the satisfaction at high level. In the part of infrastructure service, 42.1% of all dwellers have the satisfaction at high level.

(3) Conclusion for the result of studying about satisfaction in the problem.

(a) Customer's problem for after sales service before rights transfer

From the research, 49.6% of all dwellers have the problem for after sales service after rights transfer in the medium level, while 33.3% have the problem at low level. Most of this problem is the part of finance and down payment problem. The next are building amendment problem and loan problem, respectively.

From the study, problem for after sales service before the rights transfer 60% has the problem in the medium to high level.

(b) Customer's problem for after sales service after rights transfer

All problems for after sales service after the rights transfer is divided into 2 parts which are maintenance service and infrastructure service. In part of maintenance, we found that it is in the medium to low degree while infrastructure service is in the medium to high level.

5.2 Hypotheses Testing

The hypotheses included the following:

- (1) Hypothesis 1 There is a significant difference in customer's satisfactions between general data and satisfaction for after sales service before the rights transfer.

From the analyses we can find that general data factor which are age, status, status of receiver, education and income have the influencing and can explain most variation of satisfaction for after sales service before the rights transfer with 17%. Thus, hypothesis 1 will get the support except for gender that can not explain the variation of satisfaction for after sales service before the rights transfer

- (2) Hypothesis 2 There is a significant difference in customer's satisfactions between general data and satisfaction for after sales service after rights transfer.

From the research we discovered that general data factor except for the villages have the influence and can explain most variations of satisfaction for after sales service after the rights transfer with 37%, especially stage of time can explain the variation at 16.2%. The second factor that can explain the variation at 11% is income. The next are status of receiver and occupation which can explain the variation at 5.5% and 1.7%, respectively.

Thus, the hypothesis 2 is distinctly accepted.

- (3) Hypothesis 3 There is a significant difference in customer's satisfactions between villages and satisfaction for after sales service before rights transfer.

From the research findings, we found that the relationship which villages have with satisfaction for after sales service before rights transfer is rather low which equals 4.2% ($R^2 = 0.042$). When we consider more details, we will see that Sammakorn Bangkapi 1 has satisfaction for after sales service before the rights transfer most, especially in loan service, financial and down payment service.

We can conclude that there is a significant difference in customer's satisfaction between villages and satisfaction for after sales service before rights transfer.

(4) Hypothesis 4 There is a significant difference in customer's satisfaction between villages and satisfactions for after sales service after the rights transfer which are:

- (a) Maintenance service
- (b) Infrastructure service
 - (1) Security service
 - (2) Cleaning service
 - (3) Electricity and water in plant service
 - (4) Infrastructure and maintenance service
 - (5) Environment caring service
 - (6) Clubhouse service

From the research, when we talk about all sales satisfaction for after sales service after rights transfer, we found that satisfaction for after sales service after rights transfer can explain the variation of all villages. All villages consisted of Sammakorn Bangkapi 1, Sammakorn Bangkapi 2,

Sammakorn Bangkapi 4, and Sammakorn Condominium in a small amount which equal 0.3% ($R^2 = 0.0003$).

When we had separate satisfaction for after sales service after rights transfer into 2 parts which are maintenance service and infrastructure service, we found that factors in component part of infrastructure can explain the variation of all villages which equal 14.5% ($R^2 = 0.145$). The factor that can explain the variation most is clubhouse service.

When we had consider from the results, we can conclude that there is a significant difference in customer's satisfaction between villages and infrastructure service only.

- (5) Hypothesis 5 There is a significant difference in customer's problems between villages and problems for after sales service before the rights transfer.

From the research of the relationship between all villages and problem for after sales service before the right transfer, we found that problem for after sales service before rights transfer have a capability in explaining the variation of all villages in a small volume 0.73% ($R^2 = 0.0073$). Most are the problems of financial and down payment.

Thus, we can conclude that there is a significant difference in customer's problems between villages and problems for after sales service before rights transfer.

- (6) Hypothesis 6 There is a significant difference in customer's problems between villages and problems for after sales service after the rights transfer which are:

(a) Maintenance service

(b) Infrastructure service

- (1) Security service
- (2) Cleaning service
- (3) Electricity and water in plant service
- (4) Infrastructure and maintenance service
- (5) Environment caring service
- (6) Clubhouse

From the research, the relation between all villages and all problems for after sales service after rights transfer, we found that all problems for after sales service after rights transfer cannot explain the variation of all villages. Thus, there is no significant difference in customer's problems between villages and problem for after sales service after rights transfer.

But when we separated all problems for after sales service after rights transfer into maintenance service and infrastructure service, we found that problem in maintenance service can explain the variation of all villages in small volume about 0.1% ($R^2 = 0.001$). For the problem in infrastructure service, we found that they cannot explain the variation of all villages.

When we focus in more details of infrastructure service, we found that all components of infrastructure service can explain the variation of all villages at the level of 20% and the factor that can explain most is environment caring service with 13.5% ($R^2 = 0.135$).

5.3 Discussion of the Research Findings

From the research findings of Sammakorn Co., Ltd. (Public) housing project in customer satisfaction for after sales service by studying 4 housing projects which are Sammakorn Bangkapi 1, Sammakorn Bangkapi 2, Sammakorn Bangkapi 4, and

Sammakorn Condominium, we found that customer satisfaction for after sales service in both before and after rights transfer of Sammakorn Co., Ltd. (Public) showed a moderate degree of satisfaction by having percentage in the medium to high level.

When we considered Customer Satisfaction's theory by Philip Kotler (Kotler 1994) which said that satisfaction is the level of customer's feeling that results of the comparison between perception of product's received performance and person's expectation. If the results of the product or service is lower than the customer's expectation that they should receive, the customer will be dissatisfied. In reverse, if the outcome is equal to their expectation, the customer will be satisfied. If the outcome is higher than their expectation, the customer will be delighted. Thus, if we consider the research finding of most satisfaction, we found that most are in the medium to high level and the mean is in the medium level. It can show that most efficiency of after sales service that the customer had received are exactly the same level as their expectation and there are some that have the low level which will be the results of bad service or the over expectation. Sammakorn Co., Ltd. (Public) is a famous company in quality of work and good service both before and after sales, so if the service do not match with the customer's satisfaction, it will cause the customer to be dissatisfied . Thus, Sammakorn Co., Ltd. (Public) should speed up the improvement of after sales service in both before and after rights transfer to give the best service to the customer. It will make more confidence and belief in after sales service of the company to the customer which will create good images to the company and hope that the customer will state to the others.

For problem of after sales service of Sammakorn Co., Ltd. (Public) on the whole picture, we found that the problem for after sales service in both before and after right transfer showed a moderate degree of problems. Most problems are medium to low level of problems and mean of the problem is medium level. But the main problem that

the company should improve are: to increase the service quality consisted of the quick renovation, consultation with WAT (Water Authority of Thailand) to improve the water pressure for improvement or decrease the problem volume will result in better service quality and lead to a higher satisfaction degree and direct communication from each house to the security office to increase the security in living.

When we considered the research findings in customer's need or customer's comment, the company should improve or increase some services by following the customer's need. It still builds the productivity and create competition differentiation which is important work of service business to continue service development.

5.4 Benefit from the Research Study

The benefit that we get from this research consisted of technique and practical results which are:

In the technique part, we can know the relationship between all villages and the variables of satisfaction for after rights transfer in both before and after right transfer which follow the concept and the theory. It still supports the other research that satisfaction is the level of customer's feeling which will be the results of comparing perception of performance or the efficient of product or service with the customer's expectation.

In the practical part, to know the factor that is important to satisfaction for after sales service in both before and after rights transfer that will benefit anyone who run the housing project business. They will know the idea in making decisions to purchase houses and the problem that the customers face to improve and use directive in practice to build the benefit to the company and lead to company success.

5.5 Recommendations

(1) Recommendation in the research part

- (a) The work is sub-standard, can't use throughout its duration
- (b) The quality of construction should have enough standards
- (c) Request excellent craftsman and quick renovations
- (d) The department of renovation should increase craftsman in order to solve taking the outside work
- (e) Request modern tools for more efficient work

(2) Infrastructure service

(a) Security service

- (1) Take more strict inspection for the in-out car especially taxicabs
- (2) Not enough knowledge of the traffic police for using traffic sign
- (3) Some houses use homes for office and park the cars in front of house, makes the problem of traffic
- (4) Request the inspection for Security Company
- (5) Request the efficient security officer
- (6) Request exchange ticket for external persons

(b) Cleaning service

- (1) Having worse smell of garbage
- (2) Take attention to cleaning footpath and road
- (3) The garbage car let out the putrid water
- (4) Request to set the timing of the trade in front of housing project, in order to clean it

- (5) Request the efficient clean officer, sometimes they make noise
- (6) Pay attention to the problem of garbage after weekend market closed
- (7) The problem about the sufficient garbage cans

(c) Electricity and water in plant service

- (1) Request more light on the road
- (2) When the rain falls, the electricity is shut down
- (3) Request water mains in stead of the bowels of the earth
- (4) If the office send an officer to repair the water system, it should tell to the dwellers early
- (5) The problem of broken tap and shut down of pump machine

(d) Infrastructure and maintenance service

- (1) When the rain falls, neighborhood in front of housing project flood
- (2) The garbage is full on an opening of the conduit
- (3) Have the mistake about the scale of water machine
- (4) Request the pump machine, decreasing the flood problem

(e) Environment caring service

- (1) Take care of the police booth
- (2) Request more public playground
- (3) The police booth should be created eminently

(4) Request more trees

(f) Clubhouse service

(1) The problem about bad smell of the lake

(2) Take cares of the tennis court

(3) The officer not willing to serve and isn't enthusiastic

(4) The toilet at the playground isn't clean

(5) Don't let only one group use playground

(6) Renovate the clubhouse and request more modern exercise machines

(7) Not enough parking space

(3) The committee of villages

(a) Spread news about village to all dwellers

(b) Non-objective in villages committee, so not good in solving problems

(c) The members in committee villages should be the dwellers in those villages

(d) Should have good coordinating activities in villages committee

(e) Should select the person to be a villages committee who has a good vision and complete work



Table A.1. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Service.

The Satisfaction of Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Examination before transfer	161 (6.0%)	829 (31.0%)	1,487 (55.7%)	132 (4.9%)	63 (2.4%)
2.Building amendment service	63 (2.4%)	484 (18.1%)	1,627 (60.9%)	435 (16.3%)	63 (2.4%)
3.Financial and down payment service	-	1,155 (43.2%)	1,280 (47.9%)	112 (4.2%)	62 (2.3%)
4.Loan service	-	654 (24.5%)	1,727 (64.6%)	291 (10.9%)	-
5.Construction information service	-	463 (17.3%)	1,958 (73.3%)	251 (9.4%)	-

Table A.2. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Maintenance Service.

The Satisfaction of Maintenance Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Quality	-	632 (23.7%)	1,619 (60.6%)	358 (13.4%)	63 (2.4%)
2.Efficient	-	523 (19.6%)	1,674 (62.6%)	412 (15.4%)	63 (2.4%)
3.Convenient	-	492 (18.4%)	1,691 (63.3%)	426 (15.9%)	63 (2.4%)
4.Responsibility on maintenance	-	482 (18.0%)	1,715 (64.2%)	412 (15.4%)	63 (2.4%)
5.Service mind	-	235 (8.8%)	1,788 (66.9%)	537 (20.1%)	112 (4.2%)

Table A.3. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Security Service.

The Satisfaction of Security Service	Quantity	Percentage
Highest (more than 24)	49	1.8
High (19-24)	956	35.8
Mid (13-18)	1,417	53.0
Low (7-12)	188	7.0
Lowest (less than 7)	-	-

Table A.4. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Security Service.

The Satisfaction of Security Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Car pool and card exchanged	160 (6.0%)	707 (26.5%)	939 (35.1%)	567 (21.2%)	237 (8.9%)
2.In-Out Plant system	54 (2.0%)	433 (16.2%)	1,308 (49.0%)	689 (25.8%)	126 (4.7%)
3.Traffic signal system	49 (1.8%)	288 (10.8%)	1,407 (52.7%)	866 (32.4%)	-
4.Manner of security guard system	10 (0.4%)	711 (26.6%)	1,590 (59.5%)	299 (11.2%)	-
5.In-Plant security system	5 (0.2%)	474 (17.7%)	1,196 (44.8%)	872 (32.6%)	63 (2.4%)
6.Plant fence and security fence		419 (15.7%)	1,360 (50.9%)	831 (31.1%)	-

Table A.S. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Cleaning Service.

The Satisfaction of Cleaning Service	Quantity	Percentage
Highest (more than 12)	11	0.4
High (10-12)	1,568	58.7
Mid (7-9)	1,044	39.1
Low (4-6)	49	1.8
Lowest (less than 4)	-	-

Table A.6. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Cleaning Service.

The Satisfaction on Cleaning Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.In-Plant road cleaning	11 (0.4%)	1,384 (51.8%)	1,179 (44.1%)	98 (3.7%)	-
2.Trash and garbage box service	11 (0.4%)	821 (30.7%)	1,503 (56.3%)	853 (31.9%)	-
3.Trash and garbage preservative		955 (35.7%)	1,668 (62.4%)	49 (1.8%)	-

Table A.7. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Electricity and Water In Plant Service.

The Satisfaction of Electricity and Water In Plant Service	Quantity	Percentage
Highest (more than 8)	62	2.3
High (7-8)	896	33.5
Mid (5-6)	1,651	61.8
Low (3-4)	63	2.4
Lowest (less than 3)	-	-

Table A.8. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Electricity and Water In Plant Service.

The Satisfaction of Electricity and Water In Plant Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Electricity in In-Plant road	62 (2.3%)	781 (29.2%)	1,668 (62.4%)	161 (6.0%)	-
2.Water system in plant		835 (31.3%)	1,711 (64.0%)	126 (4.7%)	-

Table A.9. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Infrastructure Maintenance Service.

The Satisfaction of Infrastructure Service	Quantity	Percentage
Highest (more than 20)	165	6.2
High (16-20)	1,221	45.7
Mid (11-15)	1,160	43.4
Low (6-10)	63	2.4
Lowest (less than 6)	-	-

Table A.10. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Infrastructure Service.

The Satisfaction of the Infrastructure Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Efficient in infrastructure fees paid	178 (6.7%)	785 (29.4%)	1,475 (55.2%)	171 (6.4%)	63 (2.4%)
2.Infrastructure service fees	112 (4.2%)	754 (28.2%)	1,429 (53.5%)	315 (11.8%)	62 (2.3%)
3.Water-caring pool maintenance		951 (35.6%)	1,148 (43.0%)	524 (19.6%)	-
4.Sidewalk maintenance		909 (34.0%)	1,525 (57.1%)	238 (8.9%)	-
5.Culvert maintenance	-	848 (31.7%)	1,323 (49.5%)	438 (16.4%)	-

Table A.11. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Environment Caring Service.

The Satisfaction of the Environment Caring Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Lake caring (specified plant)	132 (4.9%)	1,260 (47.2%)	864 (32.3%)	344 (12.9%)	-
2.Plant caring system	66 (2.5%)	1,057 (39.6%)	1,375 (51.5%)	112 (4.2%)	-
3.Co-building and security booth maintenance	62 (2.3%)	565 (21.1%)	1,647 (61.6%)	398 (14.9%)	-
4.Co-area and park decoration and maintenance	4 (0.1%)	819 (30.7%)	1,465 (54.8%)	322 (12.1%)	-

Table A.12. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Environment Caring Service.

The Satisfaction of Environment Caring Service	Quantity	Percentage
Highest (more than 12)	73	2.7
High (10-12)	429	16.1
Mid (7-9)	1,431	53.6
Low (4-6)	667	25.0
Lowest (less than 4)	-	-

Table A.13. Frequency and Percentage of Satisfaction for After Sales Service after Rights Transfer in Clubhouse Service.

The Satisfaction of Clubhouse Service	Quantity	Percentage
Highest (more than 40)	-	-
High (31-40)	552	20.7
Mid (21-30)	1,309	49.0
Low (11-20)	482	18.0
Lowest (less than 11)	-	-

Table A.14. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Clubhouse Service.

The Satisfaction of Clubhouse Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
1.Service mind of officer	173 (6.5%)	239 (8.9%)	1,628 (60.9%)	367 (13.7%)	125 (4.7%)
2.Gymnasium	124 (4.6%)	141 (5.3%)	1,563 (58.5%)	521 (19.5%)	183 (6.8%)
3.Pool cleaning	111 (4.2%)	362 (13.5%)	1,422 (53.2%)	574 (21.5%)	63 (2.4%)
4.tennis court	111 (4.2%)	267 (10.0%)	1,927 (72.1%)	227 (8.5%)	-
5.Service fees	111 (4.2%)	197 (7.4%)	1,900 (71.1%)	324 (12.1%)	-
6.Club house cleaning	62 (2.3%)	323 (12.1%)	1,660 (62.1%)	357 (13.4%)	130 (4.9%)

Table A.14. Frequency and Percentage of the Focus Group, Categorized by the Satisfaction of Clubhouse Service. (Continued)

The Satisfaction of Clubhouse Service	Level of Satisfaction				
	Highest	High	Mid	Low	Lowest
7.Locker	62 (2.3%)	161 (6.0%)	1,406 (52.6%)	720 (26.9%)	183 (6.8%)
8.Open-Close time	49 (1.8%)	453 (17.0%)	1,707 (63.9%)	197 (7.4%)	126 (4.7%)
9.Service		332 (12.4%)	1,701 (63.7%)	499 (18.7%)	-
10.Snooker service	-	178 (6.7%)	1,448 (54.2%)	415 (15.5%)	302 (11.3%)

Table A.15. Frequency and Percentage of the Focus Group, Categorized by the Problem for After Sales Service before Rights Transfer.

The Problem of the After Sales Service before RightTransfer	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Financial and down payment problem	-	157 (5.9%)	1,191 (44.6%)	1,037 (38.8%)	287 (10.7%)
2.Building amendment problem	-	161 (6.0%)	1,071 (40.1%)	1,377 (51.5%)	63 (2.4%)
3.Loan problem	-	277 (10.4%)	939 (35.1%)	1,022 (38.2%)	371 (13.9%)

Table A.16. Frequency and Percentage of the Focus Group, Categorized by the Problem for the Problem of Building Repair Service.

The Problem of Building Repair Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Problem of delay service	175 (6.5%)	488 (18.3%)	1,122 (42.0%)	825 (30.9%)	62 (2.3%)
2.Problem of inconvenience service	175 (6.5%)	303 (11.3%)	1,191 (44.6%)	941 (35.2%)	62 (2.3%)
3.Problem of under standard of repairing	126 (4.7%)	249 (9.3%)	1,133 (42.4%)	1,102 (41.2%)	62 (2.3%)
4.Problem of service mind	63 (2.4%)	176 (6.6%)	913 (34.2%)	1,234 (46.2%)	223 (8.3%)

Table A.17. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Security Service.

The Problem of Security Service	Quantity	Percentage
Highest (more than 24)	126	4.7
High (19-24)	1,079	40.4
Mid (13-18)	1,156	43.3
Low (7-12)	249	9.3
Lowest (less than 7)	-	-

Table A.18. Frequency and Percentage of the Focus Group, Categorized by the Problem of Security Service.

The Problem of the Security Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Negligent in In-Out Plant system	301 (11.3%)	718 (26.9%)	814 (30.5%)	715 (26.8%)	62 (2.3%)
2.Problem of security service in plant	189 (7.1%)	511 (19.1%)	1,238 (46.3%)	574 (21.5%)	98 (3.7%)
3.Problem of infirm plant fence	189 (7.1%)	404 (15.1%)	1,368 (51.2%)	600 (22.5%)	49 (1.8%)
4.Problem of insufficient security guard	175 (6.5%)	691 (25.9%)	1,122 (42.0%)	622 (23.3%)	-
5.Problem of insufficient security guards' accessories	126 (4.7%)	553 (20.7%)	1,288 (48.2%)	633 (23.7%)	4 (0.4%)
6.Problem of security guards' manner	-	125 (4.7%)	1,674 (62.6%)	698 (26.1%)	113 (4.2%)

Table A.19. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Cleaning Service.

The Problem of Cleaning Service	Quantity	Percentage
Highest (more than 16)	53	2.0
High (13-16)	798	29.9
Mid (9-12)	1,151	43.1
Low (5-8)	599	22.4
Lowest (less than 5)	8	0.3

Table A.20. Frequency and Percentage of the Focus Group, Categorized by the Problem of Cleaning Service.

The Problem of the Cleaning Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Problem of unsuitable manner of garbage cleaner.	61 (2.3%)	284 (10.6%)	1,108 (41.5%)	1,133 (42.4%)	23 (0.9%)
2.Problem of inconsistent trash and garbage preservative	53 (2.0%)	407 (15.2%)	1,137 (42.6%)	1,056 (39.5%)	19 (0.7%)
3.Problem of unusable trash and garbage box	2 (0.1%)	672 (25.1%)	953 (35.7%)	1,026 (38.4%)	19 (0.7%)
4.Problem of In-Plant road cleaning	-	517 (19.3%)	969 (36.3%)	1,167 (43.7%)	19 (0.7%)

Table A.21. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Electricity and Water In Plant Service.

The Problem of Electricity and Water in Plant Service	Quantity	Percentage
Highest (more than 16)	63	2.4
High (13-16)	773	28.9
Mid (9-12)	1,385	51.8
Low (5-8)	388	14.5
Lowest (less than 5)	-	-

Table A.22. Frequency and Percentage of the Focus Group, Categorized by the Problem of Electricity and Water In Plant Service.

The Problem of the Electricity and Water In Plant Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Problem of quality of water	185 (6.9%)	375 (14.0%)	1,424 (53.3%)	465 (17.4%)	160 (6.0%)
2.Problem of insufficient of electricity in In-Plant road	63 (2.4%)	477 (17.9%)	1,237 (46.3%)	784 (29.3%)	111 (4.2%)
3.Problem of insufficient maintenance of electricity in In-Plant road	63 (2.4%)	474 (17.7%)	1,276 (47.8%)	810 (30.3%)	49 (1.8%)
4.Problem of water in plant	63 (2.4%)	391 (14.6%)	1,450 (54.3%)	706 (26.4%)	62 (2.3%)

Table A.23. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Infrastructure Maintenance Service.

The Problem of Infrastructure Service	Quantity	Percentage
Highest (more than 20)	63	2.4
High (16-20)	593	22.2
Mid (11-15)	1,449	54.2
Low (6-10)	504	18.9
Lowest (less than 6)	-	-

Table A.24. Frequency and Percentage of the Focus Group, Categorized by the Problem of Infrastructure Service.

The Problem of the Infrastructure Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Problem of clog in culvert	237 (8.9%)	437 (16.4%)	1,062 (39.7%)	824 (30.8%)	49 (1.8%)
2.Problem of unusable road	126 (4.7%)	293 (11.0%)	1,262 (47.2%)	942 (35.3%)	49 (1.8%)
3.Problem of inconvenient in infrastructure fees paid	126 (4.7%)	49 (1.8%)	1,346 (50.4%)	990 (37.1%)	98 (3.7%)
4.Problem of no maintenance in the water-caring pool	63 (2.4%)	286 (10.7%)	1,478 (55.3%)	845 (31.6%)	-
5.Problem of unsuitable infrastructure service fees	63 (2.4%)	185 (6.9%)	1,571 (58.8%)	741 (27.7%)	112 (4.2%)

Table A.25. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Environment Caring Service.

The Problem of Environment Caring Service	Quantity	Percentage
Highest (more than 16)	70	2.6
High (13-16)	1,443	54.0
Mid (9-12)	1,024	38.3
Low (5-8)	63	2.4
Lowest (less than 5)	-	-

Table A.26. Frequency and Percentage of the Focus Group, Categorized by the Problem of Environment Caring Service.

The Problem of the Environment Caring Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Problem of wild plant	63 (2.4%)	157 (5.9%)	1,121 (42.0%)	1,265 (47.3%)	4 (0.1%)
2.Problem of lack of lake maintenance	10 (0.4%)	361 (13.5%)	1,128 (42.2%)	1,048 (39.2%)	53 (2.0%)
3.Problem of lack of security booth maintenance	-	639 (23.9%)	1,118 (41.8%)	853 (31.9%)	-

Table A.27. Frequency and Percentage of Problem for After Sales Service after Rights Transfer in Clubhouse Service.

The Problem of Clubhouse Service	Quantity	Percentage
Highest (more than 40)	62	2.3
High (31-40)	576	21.6
Mid (21-30)	1,580	59.1
Low (11-20)	125	4.7
Lowest (less than 11)	-	-

Table A.28. Frequency and Percentage of the Focus Group, Categorized by the Problem of Clubhouse Service.

The Problem of Clubhouse Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
1.Locker	125 (4.7%)	112 (4.2%)	1,139 (42.6%)	1,040 (38.9%)	53 (2.0%)
2.Snooker service	124 (4.6%)	242 (9.1%)	1,181 (44.2%)	733 (27.4%)	63 (2.4%)
3.Pool cleaning	63 (2.4%)	388 (14.5%)	1,457 (54.5%)	575 (21.5%)	49 (1.8%)
4.Open-Close time	63 (2.4%)	83 (3.1%)	1,406 (52.6%)	820 (30.7%)	160 (6.0%)
5.Club house cleaning	62 (2.3%)	504 (18.9%)	1,243 (46.5%)	723 (27.1%)	-

Table A.28. Frequency and Percentage of the Focus Group, Categorized by the Problem of Clubhouse Service. (Continued)

The Problem of Clubhouse Service	Level of Problem				
	Highest	High	Mid	Low	Lowest
6.Service	62 (2.3%)	262 (9.8%)	1,292 (48.4%)	818 (30.6%)	98 (3.7%)
7.Service mind of officer	62 (2.3%)	245 (9.2%)	1,214 (45.4%)	815 (30.5%)	196 (7.3%)
8.Gymnasium	49 (1.8%)	183 (6.8%)	1,330 (49.8%)	844 (31.6%)	63 (2.4%)
9.tennis court	49 (1.8%)	133 (5.0%)	1,347 (50.4%)	941 (35.2%)	62 (2.3%)
10.Service fees		147 (5.5%)	1,675 (62.7%)	661 (24.7%)	49 (1.8%)

Table A.29. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service before Rights Transfer.

TheSatisfaction of Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	63 (4.2%)	751 (50.0%)	688 (45.8%)	-	-	1,502 (57.6%)
Sammakorn 2		490 (50.0%)	490 (50.0%)	-	-	980 (37.6%)
Sammakorn 4	-	20 (47.6%)	22 (52.4%)	-	-	42 (1.6%)
Condominium	-	43 (50.6%)	42 (49.4%)	-	-	85 (3.3%)
Total	63 (4.2%)	1,304 (50.0%)	1,242 (47.6%)	-	-	2,609 (100%)

Table A.30. Frequency and Percentage of Relationship between Villages and All Satisfactions of After Sales Service after Rights Transfer for Maintenance Service.

All Satisfactions After Right Transfer for Maintenance Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	501 (32.0%)	938 (59.9%)	63 (4.0%)	63 (4.0%)	1,565 (58.6%)
Sammakorn 2	-	294 (30.0%)	686 (70.0%)	-	-	980 (36.7%)
Sammakorn 4	-	8 (19.0%)	34 (81.0%)	-	-	42 (1.6%)
Condominium	-	43 (50.6%)	42 (49.4%)	-	-	85 (3.2%)
Total	-	846 (31.7%)	1,700 (63.6%)	63 (2.4%)	63 (2.4%)	2,672 (100%)

Table A.31. Frequency and Percentage of Relationship between Villages and All Satisfactions of After Sales Service after Rights Transfer for Infrastructure Service.

All Satisfactions after Right Transfer for Infrastructure Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	62 (5.2%)	562 (47.3%)	564 (47.5%)	-	-	1,188 (52.1%)
Sammakorn 2	-	490 (50.0%)	490 (50.0%)	-	-	980 (43.0%)
Sammakorn 4	-	30 (78.9%)	8 (21.1%)	-	-	38 (1.7%)
Condominium	-	43 (57.3%)	32 (42.7%)	-	-	75 (3.3%)
Total	62 (2.7%)	1,125 (49.3%)	1,094 (48.0%)	-	-	2,281 (100%)

Table A.32. Frequency and Percentage of Relationship between Villages and All Satisfactions of After Sales Service after Rights Transfer.

All Satisfactions after Right Transfer	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	562 (47.3%)	626 (52.7%)	-	-	1,188 (52.1%)
Sammakorn 2	-	490 (50.0%)	490 (50.0%)	-	-	980 (43.0%)
Sammakorn 4	-	30 (78.9%)	8 (21.1%)	-	-	38 (1.7%)
Condominium	-	43 (57.3%)	32 (42.7%)	-	-	75 (3.3%)
Total	-	1,125 (49.3%)	1,156 (50.7%)	-	-	2,281 (100%)

Table A.33. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Infrastructure Service.

The Satisfaction of the Infrastructure Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	63 (4.2%)	814 (54.2%)	562 (37.4%)	63 (4.2%)	-	1,502 (57.6%)
Sammakorn 2	98 (10.0%)	343 (35.0%)	539 (55.0%)	-	-	980 (37.6%)
Sammakorn 4	4 (9.5%)	22 (52.4%)	16 (38.1%)	-	-	42 (1.6%)
Condominium	-	42 (49.4%)	43 (50.6%)	-	-	85 (3.3%)
Total	165 (6.3%)	1,221 (46.8%)	1,160 (44.5%)	63 (2.4%)	-	2,609 (100%)

Table A.34. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Cleaning Service.

The Satisfaction on Cleaning Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	1,062 (67.9%)	503 (32.1%)	-	-	1,565 (58.6%)
Sammakorn 2	-	441 (45.0%)	490 (50.0%)	490 (5.0%)	-	980 (36.7%)
Sammakorn 4	-	34 (81.0%)	8 (19.0%)	-	-	42 (1.6%)
Condominium	11 (12.9%)	31 (36.5%)	43 (50.6%)	-	-	85 (3.2%)
Total	11 (0.4%)	1,568 (58.7%)	1,044 (39.1%)	490 (1.8%)	-	2,672 (100%)

Table A.35. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Security Service.

The Satisfaction of Security Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	500 (33.3%)	815 (54.2%)	188 (12.5%)	-	1,503 (57.6%)
Sammakorn 2	49 (5.0%)	392 (40.0%)	539 (55.0%)	-	-	980 (37.5%)
Sammakorn 4		22 (52.4%)	20 (47.6%)	-	-	42 (1.6%)
Condominium	-	42 (49.4%)	43 (50.6%)	-	-	85 (3.3%)
Total	49 (1.9%)	956 (36.6%)	1,417 (54.3%)	188 (7.2%)	-	2,610 (100%)

Table A.36. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Clubhouse Service.

The Satisfaction of Clubhouse Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	62 (5.0%)	188 (15.0%)	875 (70.0%)	125 (10.0%)	-	1,250 (53.4%)
Sammakorn 2	-	343 (35.0%)	637 (65.0%)	-	-	980 (41.8%)
Sammakorn 4	-	13 (34.2%)	25 (65.8%)	-	-	38 (1.6%)
Condominium	-	32 (42.7%)	43 (57.3%)	-	-	75 (3.2%)
Total	62 (2.6%)	576 (24.6%)	1,580 (67.4%)	125 (5.3%)	-	2,343 (100%)

Table A.37. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Electricity and Water Service.

The Satisfaction of Electricity and Water Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	62 (4.0%)	563 (36.0%)	877 (56.0%)	63 (4.0%)	-	1,565 (57.6%)
Sammakorn 2	-	294 (30.0%)	686 (70.0%)	-	-	980 (36.7%)
Sammakorn 4	-	18 (42.9%)	24 (57.1%)	-	-	42 (1.6%)
Condominium	-	21 (24.7%)	64 (75.3%)	-	-	85 (3.2%)
Total	62 (2.3%)	896 (33.5%)	1,651 (61.8%)	63 (2.4%)	-	2,672 (100%)

Table A.38. Frequency and Percentage of Relationship between Villages and the Satisfaction of After Sales Service after Rights Transfer for Environment Caring Service.

The Satisfaction of the Environment Caring Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	62 (4.1%)	940 (62.5%)	438 (29.1%)	63 (4.2%)	-	1,503 (57.8%)
Sammakorn 2	-	441 (45.0%)	539 (55.0%)	-	-	980 (37.7%)
Sammakorn 4	8 (19.0%)	30 (71.4%)	4 (9.5%)	-	-	42 (1.6%)
Condominium	-	32 (42.7%)	43 (57.3%)	-	-	75 (2.9%)
Total	70 (2.7%)	1,443 (55.5%)	1,024 (39.4%)	63 (2.4%)	-	2,600 (100%)

Table A.39. Frequency and Percentage of Relationship between Villages and All Problems of After Sales Service before Rights Transfer.

All Problems before Right Transfer	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	125 (8.3%)	812 (54.1%)	502 (33.4%)	63 (4.2%)	1,502 (57.6%)
Sammakorn 2	-	196 (20.0%)	441 (45.0%)	343 (35.0%)	-	980 (37.6%)
Sammakorn 4	-	-	30 (71.4%)	12 (28.6%)	-	42 (1.6%)
Condominium	-	10 (11.8%)	43 (50.6%)	32 (37.6%)	-	85 (3.3%)
Total	-	331 (12.7%)	1,326 (50.8%)	889 (34.1%)	63 (2.4%)	2,609 (100%)

Table A.40. Frequency and Percentage of Relationship between Villages and All Problems of After Sales Service after Rights Transfer.

All Problems after Right Transfer	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	249 (21.0%)	939 (79.0%)		-	1,188 (52.1%)
Sammakorn 2	-	343 (35.0%)	588 (60.0%)	49 (5.0%)	-	980 (43.0%)
Sammakorn 4	-	4 (10.5%)	34 (89.5%)	-	-	38 (1.7%)
Condominium		21 (28.0%)	43 (57.3%)	11 (14.7%)	-	75 (3.3%)
Total	-	617 (27.0%)	1,604 (70.3%)	60 (2.6%)	-	2,281 (100%)

Table A.41. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Infrastructure Service.

The Problem of the Infrastructure Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	63 (4.2%)	313 (20.8%)	813 (54.1%)	313 (20.8%)	-	1,502 (57.6%)
Sammakorn 2	-	245 (25.0%)	588 (60.0%)	147 (15.0%)	-	980 (37.6%)
Sammakorn 4	-	4 (9.5%)	26 (61.9%)	12 (28.6%)	-	42 (1.6%)
Condominium	-	31 (36.5%)	22 (25.9%)	32 (37.6%)	-	85 (3.3%)
Total	63 (2.4%)	593 (22.7%)	1,449 (55.5%)	504 (19.3%)	-	2,609 (100%)

Table A.42. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Cleaning Service.

The Problem of the Cleaning Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	53 (3.5%)	385 (25.6%)	562 (37.4%)	502 (33.4%)	-	1,502 (57.6%)
Sammakorn 2	-	392 (40.0%)	539 (55.0%)	49 (5.0%)	-	980 (37.6%)
Sammakorn 4	-	-	18 (42.9%)	16 (38.1%)	8 (19.0%)	42 (1.6%)
Condominium	-	21 (24.7%)	32 (37.6%)	32 (37.6%)	-	85 (3.3%)
Total	53 (2.0%)	798 (30.6%)	1,151 (44.1%)	599 (23.0%)	8 (0.3%)	2,609 (100%)

Table A.43. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Security Service.

The Problem of the Security Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	126 (8.4%)	564 (37.5%)	751 (50.0%)	62 (4.1%)	-	1,503 (57.6%)
Sammakorn 2	-	490 (50.0%)	343 (35.0%)	147 (15.0%)	-	980 (37.5%)
Sammakorn 4	-	4 (9.5%)	30 (71.4%)	8 (19.0%)	-	42 (1.6%)
Condominium	-	21 (24.7%)	32 (37.6%)	32 (37.6%)	-	85 (3.3%)
Total	126 (4.8%)	1,079 (41.3%)	1,156 (44.3%)	249 (9.5%)	-	2,610 (100%)

Table A.44. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Clubhouse Service.

The Problem of Clubhouse Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	-	311 (24.9%)	626 (50.1%)	313 (25.0%)	-	1,250 (53.4%)
Sammakorn 2	-	196 (20.0%)	637 (65.0%)	147 (15.0%)	-	980 (41.8%)
Sammakorn 4	-	13 (34.2%)	25 (65.8%)	-	-	38 (1.6%)
Condominium	-	32 (42.7%)	21 (28.0%)	22 (29.3%)	-	75 (3.2%)
Total	-	552 (23.6%)	1,309 (55.9%)	482 (20.6%)	-	2,343 (100%)

Table A.45. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Electricity and Water Service.

The Problem of the Electricity and Water Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	63 (4.2%)	438 (29.2%)	751 (50.0%)	250 (16.6%)	-	1,502 (57.6%)
Sammakorn 2	-	294 (30.0%)	588 (60.0%)	98 (10.0%)	-	980 (37.6%)
Sammakorn 4	-	9 (21.4%)	25 (59.5%)	8 (19.0%)	-	42 (1.6%)
Condominium	-	32 (37.6%)	21 (24.7%)	32 (37.6%)	-	85 (3.3%)
Total	63 (4.2%)	773 (29.6%)	1,385 (53.1%)	388 (14.9%)	-	2,609 (100%)

Table A.46. Frequency and Percentage of Relationship between Villages and the Problem of After Sales Service after Rights Transfer for Environment Caring Service.

The Problem of the Environment Caring Service	Highest	High	Mid	Low	Lowest	Total
Sammakorn 1	63 (4.2%)	126 (8.4%)	813 (54.1%)	501 (33.3%)	-	1,503 (57.8%)
Sammakorn 2	-	294 (30.0%)	539 (55.0%)	147 (15.0%)	-	980 (37.7%)
Sammakorn 4	-	9 (21.4%)	25 (59.5%)	8 (19.0%)	-	42 (1.6%)
Condominium	10 (13.3%)	-	54 (72.0%)	11 (14.7%)	-	75 (2.9%)
Total	73 (2.8%)	429 (16.5%)	1,431 (55.0%)	667 (25.7%)	-	2,600 (100%)



APPENDIX B

QUESTIONNAIRE (ENGLISH VERSION)

Questionnaire

The satisfaction of the customer in the after sell service of village selling

The Summakorn Co., Ltd. (public)

Please mark on the your plan selection

Plan ☐ Summakorn Village Bangkok 1 ☐ Summakorn Village Bangkok 2
 ☐ Summakorn Village Bangkok 4 ☐ Summakorn Condominium

Part 1 General Information

Please fill in the blank () on the your own selection

1. Gender ☐ Male ☐ Female

2. Age(year) ☐ Less than 20 ☐ 21-30
 ☐ 31-40 ☐ 41-50
 ☐ 51-60 ☐ 60 and above

3. Status ☐ Single ☐ Married
 ☐ Widow ☐ Separate

4. Status of receiver ☐ Own ☐ Resident

5. Occupation ☐ Governor ☐ Private Organization
 ☐ Own business ☐ State Enterprise
 ☐ Retirement ☐ Others(explain)

6. Education ☐ Less than Bachelor ☐ Bachelor
 ☐ Master ☐ Doctor
 ☐ Others (explain)

7. Income(bath) ☐ Less than 10,000 ☐ 10,001-30,000
 ☐ 30,001-50,000 ☐ 50,001-70,000
 ☐ 70,000-90,000 ☐ 90,001-120,000
 ☐ 120,000 and above

8. How long for resident ☐ Less than 1 year ☐ 1-2 years
 ☐ 3-4 years ☐ 5-6 years

()7-8 years

()8 years and above

Part 2 The Satisfaction, Problem, and after sell service of The Summakorn Co., Ltd.
(public)

Please fill in the blank completely in order to evaluate and improve the better after sell service for further.

1. After sell service in the right transfer.

Please mark on the best of your own selection.

(A.) The satisfaction of service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.Financial and down payment service					
2.Building amendment service					
3.Construction information service					
4.Examination before transfer					
5.Loan service					

(B.) The problem of the after sell service before right transfer	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Financial and down payment problem					
2.Building amendment problem					
3.Loan problem					

4. Others problems(explain).....
.....
.....

(C.). What would you like to have in the after sell service before right transfer?

(suggestion).....
.....
.....

II. After sell service after right transfer

1. Maintenance service

Please mark on the best of your own selection.

(A.) The satisfaction of maintenance service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.Convenient					
2.Efficient					
3.Quality					
4.Service mind					
5.Responsibility on maintenance					

(B.) The problem of building repair service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Problem of inconvenience service					
2.Problem of delay service					
3.Problem of under standard of repairing					
4.Problem of service mind					

5. Others problems (explain)

.....

.....

(C.). What would you like to have in the building repair service? (suggestion)

.....

.....

.....

2. Infrastructure service

2.1 Security service

Please mark on the best of your own selection

(A.) The satisfaction of security service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.In-Out Plant system					
2.Car pool and card exchanged					
3 .In-Plant security system					
4.Plant fence and security fence					
5.Manner of security guard system					
6.Traffic signal system					

(B.) The problem of the security service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Negligent in In-Out Plant system					
2.Problem of security service in plant					
3.Problem of infirm plant fence					
4.Problem of insufficient security guard					
5.Problem of security guards' manner					
6.Problem of insufficient security guards' accessories					

7. Others problems (explain)

.....

.....

(C.) What would you like to have in the security service? (suggestion)

.....

.....

2.2 Cleaning service

Please mark on the best of your own selection

(A.) The satisfaction on cleaning service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.In-Plant road cleaning					
2.Trash and garbage preservative					
3.Trash and garbage box service					

(B.) The problem of the cleaning service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Problem of In-Plant road cleaning					
2.Problem of inconsistent trash and garbage preservative					
3.Problem of unusable trash and garbage box					
4.Problem of unsuitable manner of garbage cleaner.					

5. Others problems (explain)
.....
.....

(C.) What would you like to have in the cleaning service? (suggestion)
.....
.....
.....

2.3 Electricity and Water in plant service

Please mark on the best of your own selection

(A.) The satisfaction of electricity and water service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.Electricity in In-Plant road					
2.Water system in plant					

(B.) The problem of the electricity and water service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Problem of insufficient maintenance of electricity in In- Plant road					
2.Problem of insufficient of electricity in In-Plant road					
3.Problem of water in plant					
4.Problem of quality of water					

5. Others problems (explain)
.....
.....

(C.) What would you like to have in the electricity and water service? (suggestion)
.....
.....
.....

2.4 Infrastructure maintenance service

Please mark on the best of your own selection

(A.) The satisfaction of the infrastructure service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.Sidewalk maintenance					
2.Culvert maintenance					
3 .Water-caring pool maintenance					
4.Infrastructure service fees					
5.Efficient in infrastructure fees paid					

(B.) The problem of the infrastructure service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Problem of unusable road					
2.Problem of clog in culvert					
3 .Problem of no maintenance in the water-caring pool					
4.Problem of unsuitable infrastructure service fees					
5.Problem of inconvenient in infrastructure fees paid					

6. Others problems (explain)
.....
.....

(C.) What would you like to have in the infrastructure service? (suggestion)
.....
.....
.....

2.5 Environment caring service

Please mark on the best of your own selection.

(A.) The satisfaction of the environment caring service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.Plant caring system					
2.Lake caring (specified plant)					
3.Co-area and park decoration and maintenance					
4.Co-building and security booth maintenance					

(B.) The problem of the environment caring service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.Problem of wild plant					
2.Problem of lack of lake maintenance					
3.Problem of lack of security booth maintenance					

4. Others problems (explain)
.....
.....

(C.) What would you like to have in the environment caring service? (suggestion)
.....
.....
.....

2.6 Clubhouse service

Please mark on the best of your own selection.

(A.) The satisfaction of clubhouse service	Level of satisfaction				
	Highest	High	Mid	Low	Lowest
1.tennis court					
2.Gymnasium					
3. Locker					
4.Snooker service					
5.Club house cleaning					
6.Pool cleaning					
7.Service					
8.Service mind of officer					
9.Service fees					
10.Open-Close time					

(B.) The problem of clubhouse service	Level of problem				
	Highest	High	Mid	Low	Lowest
1.tennis court					
2. Gymnasium					
3.Locker					
4.Snooker service					
5.Club house cleaning					
6.Pool cleaning					
7.Service					
8.Service mind of officer					
9.Service fees					
10.Open-Close time					

11. Others problems (explain)
.....
.....

(C.) What would you like to suggest in the clubhouse service?

.....
.....

3. Village's Committee election

Please mark on the blank of your own selection

1. Have you ever known the village's committee election?

- ☐ Yes ☐ No

2. Do you understand the process and authority of the village's committee?

- ☐ Yes ☐ No

3. Do you what is the responsibility of the village's committee?

- ☐ Coordinate with plant and company ☐ Represent to work with the company
☐ Financial management ☐ Listen to the opinion of member
☐ Coordinate with plant contractor ☐ Audit the infrastructure fees
☐ Others (explain)

4. What is the problem of the village's committee election and how to improve ?

.....
.....
.....

5. What is the suggestion of the village's committee election?

.....
.....
.....

6. How about the current committee's pattern ? Any comment ?

.....
.....
.....



APPENDIX C

QUESTIONNAIRE (THAI VERSION)

แบบสอบถาม
เรื่อง ความพึงพอใจของลูกค้าต่อการบริการหลังการขายบ้านจัดสรร
บริษัท สัมมากร จำกัด(มหาชน)

กรุณาเขียนเครื่องหมาย ตามโครงการที่ท่านอาศัย

โครงการ ☐ หมู่บ้านสัมมากร บางกะปิ 1 ☐ หมู่บ้านสัมมากร บางกะปิ 2

☐ หมู่บ้านสัมมากร บางกะปิ 4 ☐ อาคารชุดสัมมากรคอนโดมิเนียม

ส่วนที่ 1 ข้อมูลทั่วไป กรุณาเขียนเครื่องหมาย ในช่อง ☐ หน้าหัวข้อที่ท่านต้องการเลือก

1. เพศ ☐ ชาย ☐ หญิง
2. อายุ ☐ น้อยกว่า 20 ปี ☐ 21 – 30 ปี
☐ 31 – 40 ปี ☐ 41 – 50 ปี
☐ 51 – 60 ปี ☐ มากกว่า 60 ปี
3. สถานภาพ ☐ โสด ☐ สมรส
☐ ม้าย ☐ แยกกันอยู่
4. สถานภาพของผู้ให้ข้อมูล ☐ เจ้าของบ้าน ☐ ผู้อยู่อาศัย
5. อาชีพ ☐ ข้าราชการ ☐ พนักงานบริษัทเอกชน
☐ ธุรกิจส่วนตัว ☐ พนักงานรัฐวิสาหกิจ
☐ เกษียณ (บำนาญ) ☐ อื่น ๆ ระบุ.....
6. ระดับการศึกษา ☐ ต่ำกว่าปริญญาตรี ☐ ปริญญาตรีหรือเทียบเท่า
☐ ปริญญาโท ☐ ปริญญาเอก
☐ อื่น ๆ ระบุ.....
7. รายได้ต่อเดือนของครอบครัว ☐ < 10,000 บาท ☐ 10,001 - 30,000 บาท
☐ 30,001–50,000 บาท ☐ 50,001 – 70,000 บาท
☐ 70,001–90,000 บาท ☐ 90,001 – 120,000 บาท
☐ > 120,000 บาท

8. ระยะเวลาที่อยู่อาศัย

() < 1 ปี

() 1 – 2 ปี

() 3 – 4 ปี

() 5 – 6 ปี

() 7 – 8 ปี

() > 8 ปีขึ้นไป

ส่วนที่ 2 ความพึงพอใจ, ปัญหา และความต้องการบริการหลังการขายต่อบริษัท สัมมากร จำกัด(มหาชน)

ขอความกรุณาท่านกรอกข้อมูลให้ครบถ้วนมากที่สุด เพื่อนำไปใช้ในการพัฒนาการบริการหลังการขายให้ดีขึ้นต่อไป

I. การให้บริการหลังการขายในส่วนก่อนการโอนกรรมสิทธิ์

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการให้บริการ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. การให้บริการเรื่องการรับชำระเงินดาวน์					
2. การให้บริการเรื่องงานต่อเติมอาคาร					
3. การให้บริการเรื่องแจ้งความคืบหน้างานก่อสร้าง					
4. การดูแลตรวจสภาพบ้านก่อนโอน					
5. การให้บริการเรื่องการยื่นกู้สถาบันการเงิน					

(ข.) ปัญหาในส่วนการให้บริการหลังการขายก่อนการโอนกรรมสิทธิ์	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ปัญหาเรื่องการให้บริการชำระเงินดาวน์					
2. ปัญหาเรื่องงานต่อเติม					
3. ปัญหาในเรื่องการให้บริการยื่นกู้สถาบันการเงิน					

4. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการของท่านต่อการให้บริการหลังการขายในส่วนก่อนการโอนกรรมสิทธิ์ (กรุณากรอกข้อเสนอแนะของท่าน)

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II. การให้บริการหลังการขายในส่วนหลังการโอนกรรมสิทธิ์

1. การให้บริการด้านงานซ่อม

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการให้บริการงานซ่อม	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ความสะดวกในการติดต่อแจ้งซ่อม					
2. ความรวดเร็วในการเข้างาน					
3. คุณภาพของงานซ่อม					
4. ปัญหาเรื่องอริยาศัยของผู้ควบคุมงานไม่เหมาะสม					
5. ความรับผิดชอบในการบริการงานซ่อม					

(ข.) ปัญหาเรื่องการให้บริการงานซ่อมแซมอาคาร	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ปัญหาเรื่องความไม่สะดวกในการติดต่อแจ้งซ่อม					
2. ปัญหาเรื่องความล่าช้าในการเข้างานซ่อม					
3. ปัญหาเรื่องคุณภาพงานซ่อมไม่ได้มาตรฐาน					
4. ปัญหาเรื่องอริยาศัยของผู้ควบคุมงานไม่เหมาะสม					

5. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการของท่านต่อการให้บริการงานซ่อมแซมอาคาร (กรุณากรอกข้อเสนอแนะของท่าน)

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2. การให้บริการเรื่องระบบสาธารณูปโภค
- 2.1 การให้บริการเรื่องระบบความปลอดภัย
- กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการบริการระบบความปลอดภัย	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ระบบการตรวจการเข้าออกโครงการ					
2.ระบบการใช้สติ๊กเกอร์ติดรถและแลกบัตรเข้าออกโครงการ					
3. การตรวจตราภายในโครงการของ รปภ.					
4. รื้อโครงการและรื้อเหล็กกันขโมย					
5.ความสุภาพของพนักงาน รปภ.					
6. ระบบป้ายสัญญาณจราจรในโครงการ					

(ข.) ปัญหาเรื่องการให้บริการเรื่องระบบความปลอดภัย	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ความหละหลวมในการตรวจตราการเข้าออกโครงการ					
2.ปัญหาการตรวจความเรียบร้อยในโครงการของพนักงาน รปภ.					
3. ปัญหารั้วของโครงการไม่มั่นคงแข็งแรง					
4. ปัญหาเรื่องจำนวนพนักงาน รปภ. ไม่เพียงพอ					
5. ปัญหาเรื่องกิริยามารยาทของพนักงาน รปภ. ไม่เหมาะสม					
6. ปัญหาอุปกรณ์สำหรับ รปภ. ในการปฏิบัติหน้าที่ไม่เพียงพอ					

- 7.ปัญหาอื่น ๆ ระบุ
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- (ค.) ความต้องการของท่านต่อการให้บริการเรื่องความปลอดภัย (กรุณากรอกข้อเสนอแนะของท่าน)
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2.2 การให้บริการเรื่องระบบรักษาความสะอาด

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการบริการระบบรักษาความสะอาด	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.การให้บริการเรื่องความสะอาดถนนในโครงการ					
2.การให้บริการการจัดเก็บขยะแต่ละครัวเรือน					
3. การให้บริการเรื่องถังขยะ					

(ข.) ปัญหาเรื่องการให้บริการเรื่องระบบรักษาความสะอาด	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ปัญหาความสะอาดของถนนในโครงการ					
2.ปัญหาความไม่สม่ำเสมอในการเข้าจัดเก็บขยะ					
3. ปัญหาสภาพถังขยะผู้พ่วงขาดการดูแล					
4. ปัญหาพนักงานเก็บขยะจัดเก็บไม่เรียบร้อย เลอะเทอะ					

5.ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการในเรื่องการให้บริการเรื่องระบบรักษาความปลอดภัย (กรุณากรอกข้อเสนอแนะของท่าน)

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2.3 การให้บริการระบบไฟฟ้า - น้ำประปาในโครงการ

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อระบบไฟฟ้า - ประปาในโครงการ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ระบบไฟฟ้าแสงจันทร์ถนนในโครงการ					
2. ระบบน้ำประปาในโครงการ					

(ข.) ปัญหาต่อระบบไฟฟ้า - ประปาในโครงการ	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ปัญหาไฟฟ้าแสงจันทร์ถนนดับขาดการดูแล					
2. ปัญหาจำนวนไฟฟ้าแสงจันทร์ไม่เพียงพอ					
3. ปัญหาเรื่องระบบน้ำประปาในโครงการไหลไม่แรง					
4. ปัญหาเรื่องคุณภาพน้ำ					

5. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการในเรื่องการให้บริการเรื่องระบบไฟฟ้า - ประปาในโครงการ (กรุณารอกข้อเสนอนะของท่าน)

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2.4 การให้บริการเรื่องดูแลระบบสารสนเทศ

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการดูแลระบบ สารสนเทศ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. การดูแลรักษาสภาพถนนทางเท้าให้มีสภาพ ใช้งานที่ดี					
2. การดูแลระบบท่อระบายน้ำให้มีสภาพใช้งาน ที่ดี					
3. การดูแลบ่อบำบัดน้ำเสียให้มีสภาพพร้อมใช้งาน ที่ดี					
4. อัตราการจัดเก็บค่าบริการสารสนเทศโดย รวม					
5. ความสะดวกในการจ่ายค่าสารสนเทศ					

(ข.) ปัญหาในเรื่องการดูแลระบบ สารสนเทศ	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. ปัญหาสภาพถนนทางเท้าผู้พึงไม่สะดวกต่อ การใช้งาน					
2. ปัญหาต่อท่อระบายน้ำอุดตันทำให้เกิดน้ำขัง					
3. ปัญหาบ่อบำบัดน้ำเสียไม่ได้รับการดูแล					
4. ปัญหาอัตราการจัดเก็บค่าสารสนเทศไม่ เหมาะสม					
5. ปัญหาเรื่องความไม่สะดวกในการชำระค่า สารสนเทศ					

6. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการในเรื่องการดูแลระบบสารสนเทศ (กรุณารอกข้อเสนอนะของท่าน)

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2.5 การให้บริการเรื่องการดูแลสภาพแวดล้อมโครงการ
 กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการให้บริการเรื่องดูแล รักษาสภาพแวดล้อมโครงการ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. การดูแลรักษาด้านไม้และกำจัดวัชพืชในโครงการ					
2. การดูแลรักษาทะเลสาป (เฉพาะโครงการที่มี)					
3. การดูแลสวนและพื้นที่ส่วนกลางอื่น ๆ ในโครงการ					
4. การดูแลรักษาสภาพป้อมยามและสิ่งก่อสร้างส่วนกลางอื่น ๆ ในโครงการ					

(ข.) ปัญหาในเรื่องการให้บริการเรื่องการดูแล สภาพแวดล้อมในโครงการ	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.ปัญหาด้านไม้ในโครงการรกรุงรังไม่ได้รับการดูแล					
2.ปัญหาน้ำในทะเลสาปขาดการดูแลที่ดี					
3. ปัญหาสภาพป้อมยามขาดการดูแลซ่อมแซม					

4. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการในเรื่องการดูแลสภาพแวดล้อมโครงการ (กรุณากรอกข้อเสนอแนะของท่าน)

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2.6 การให้บริการสโมสร

กรุณาเขียนเครื่องหมาย ในช่องที่ท่านเห็นว่าเหมาะสมที่สุด

(ก.) ความพึงพอใจต่อการให้บริการสโมสร	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. สนามเทนนิส					
2. โรงยิม					
3. สภาพการใช้งาน Locker เกือบของ					
4. การให้บริการสันทนาการ					
5. ความสะอาดของสโมสร					
6. ความสะอาดของสระว่ายน้ำ					
7. ความสะอาดรวดเร็วในการให้บริการ					
8. ทัศนียภาพของพนักงานดูแลสโมสร					
9. อัตราค่าบริการการใช้สโมสร					
10. เวลาเปิด – ปิดบริการ					

(ข.) ปัญหาจากการรับบริการสโมสร	ระดับปัญหา				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1. สนามเทนนิส					
2. โรงยิม					
3. สภาพการใช้งาน Locker เกือบของ					
4. การให้บริการสันทนาการ					
5. สโมสรไม่สะอาดขาดการดูแลรักษา					
6. น้ำในสระว่ายน้ำไม่สะอาด					
7. การให้บริการจากพนักงานล่าช้า					
8. พนักงานดูแลมีปฏิริยาไม่เหมาะสม					
9. อัตราค่าบริการแพงไม่เหมาะสม					
10. เวลาเปิด – ปิดบริการไม่เหมาะสม					

11. ปัญหาอื่น ๆ ระบุ

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(ค.) ความต้องการและข้อเสนอแนะในเรื่องการให้บริการสโมสร (กรุณากรอกข้อเสนอแนะของท่าน)

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3. การจัดตั้งคณะกรรมการหมู่บ้าน

กรุณาเขียนเครื่องหมาย ในช่อง() ที่ท่านต้องการเลือก

1. ท่านทราบหรือไม่ว่า บริษัทฯ จะมีการตั้งคณะกรรมการหมู่บ้าน

() ทราบ () ไม่ทราบ

2. ท่านเข้าใจถึงแนวทางการดำเนินงานและบทบาทของคณะกรรมการหมู่บ้านหรือไม่

() เข้าใจดี () ไม่ชัดเจน

3. ท่านคิดว่าหน้าที่ของคณะกรรมการหมู่บ้านมีอะไรบ้าง

() ช่วยกันดูแลสภาพโครงการร่วมกับบริษัท

() เป็นตัวแทนของลูกบ้านในการทำงานร่วมกับบริษัท

() บริหารการเงิน รับ / จ่าย ในโครงการ

() รับความคิดเห็นของลูกบ้านเพื่อนำมาปรับปรุง

() ประสานงานกับผู้รับเหมาดูแลโครงการ

() ตรวจสอบการบริหารค่าสาธารณูปโภคของบริษัท

() อื่นๆ (โปรดระบุ).....

4. การที่มีคณะกรรมการหมู่บ้าน ท่านคิดว่าปัจจุบันมีปัญหาอะไรบ้าง และควรแก้ไขปรับปรุงอย่างไร

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5. ข้อเสนอแนะของท่านในเรื่องการมีคณะกรรมการหมู่บ้าน

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6. รูปแบบการจัดตั้งคณะกรรมการหมู่บ้านที่เป็นอยู่ในปัจจุบัน ท่านคิดว่าเหมาะสมแล้วหรือไม่ ถ้าไม่เหมาะสม ท่าน คิดว่าควรปรับปรุงอย่างไร

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