

ABSTRACT

The project wants to uncover whether the customers are satisfied with the current level of services and range of products and find out the customer's needs by conducting a survey research.

In this report, the survey was collected by using the designed questionnaire that was distributed to sample 100 respondents of FASCO air conditioning manufacturer's customers around Bangkok. The data from all questionnaires have been analyzed by the frequency distribution and descriptive statistics, particularly percentage by using the Statistical Package for Social Science (SPSS) to analyze and deliver the survey result.

The results of the survey indicate that the number of respondents who completed the questionnaire were 56 male and 44 female. The majority of respondents were in the age of 31-35 years. Most respondents had education level of bachelor's degree and it was also found that most respondents had occupation as engineer. Most respondents had monthly income in the range of Baht 20,001-25,000, and the years of knowing air movement replacement motors, the majority of respondents have more than 4 years.

The results of the survey indicate that FASCO's customers are satisfied toward level of temperature in variety of speeds, fullness of service providing, promptness of service staff, service assistance and problem solving of staff, completeness of product, and accuracy of order. And FASCO's customers are not satisfied toward noise, vibration, accuracy of speed, capability of service staff in providing information, overall performance of service staff, on time delivery, concerning training, and also price reasonableness for both selling product and repairing service.