

ABSTRACT

The researcher has conducted a study on influencing service quality factors of Thailand ISP (Internet Service Provider) in relation to the ISP survival. The main problems of this study are to find out the association between the influencing service quality factors and the survival of the ISP in the competitive environment. This research conducted the survey by distributing questionnaires to 400 Internet users in 4 main areas in Bangkok. The potential targets are expected to be located in Pantip Plaza, Seri Center, IT Mall fortune town, and Tawanna IT City. From the correlation test in SPSS by using crosstabs with Pearson Chi-square test the researcher found out that five variables of the Hypothesis are related to the ISP survival, which are as follows:

- (1) Tangibles refer to the ISP infrastructure that enables the connection between customer and ISP.
- (2) Access refers to the ease connectivity to the server.
- (3) Competence refers to the speed of transferring information and ability to compete with competitors.
- (4) Responsiveness refers to the willingness of the ISP in helping customer and providing prompt service.
- (5) Understanding the customer refers to the distribution of product package and product segmentation.

In this research was found that out of this five variables, Understanding the customer (Availability of Product, Promotion, Advertising, and Product Segmentation based on usage rate). Understanding the customer has proven to have the strongest relationship towards ISP survival. The value that has the lowest relationship towards the ISP survival is Access (re-connect to server and rarely downs).