

ABSTRACT

This project is about the Customer Relationship Management (CRM) and the impact of customers playing golf towards golf course. The objective of this research is to study customer behavior, the attitude of customers, and what factors create customer satisfaction at the golf course in Bangkok and suburbs.

Methodology of this research is based upon qualitative and quantitative models. This research has been conducted on customers who play golf at the golf course in Bangkok and suburbs. The researcher has set sample size by using statistical formula and has conducted on customers who play golf at the golf course in Bangkok and suburbs. The researcher has used questionnaires to gather information from customers and select frequency, mean, standard deviation, and chi-square as the tools for statistical analysis.

Most respondents prefer to play golf at the golf course, three to four time per month. They usually start to play golf at 8.01 to 10.00 hours. They usually spend three to four hours each time when they play golf. The main objective of playing golf is for exercise and relaxation. They usually play golf with their friends and colleagues. Most respondents are not members of the golf courses. The respondents usually go to the golf course to play a round, practice at driving range, meet or associate with their friends and use other services such as swimming, fitness and sauna respectively.

When considering the consumer attitude analysis and chi-square test, it is found that gender have significant relationship to the golf course factors, price factors, service factors and other factors. Age, personal monthly income and education have no significant relationship to any factor. There is a significant relationship between occupation and other factors.