ABSTRACT

The first objective of this thesis is to analyze the factors influencing customer satisfaction including, service quality, self-service technology and price. These factors are believed to be the main factors influencing customer satisfaction. Without one of these factors, the customers might not fully be satisfied with the services of online taxi providers. The second objective is to examine the relationship between customer satisfaction and word of mouth.

This research uses Yamane's theory to determine the sample size. Reliability and Factor Analysis have been tested. The results have achieved the standard. Service Quality (Tangible, Reliability, Responsiveness, Assurance and Empathy), Self Service Technology, Perceived Price Fairness and Estimated Waiting Time are related to Customer Satisfaction and Customer Satisfaction is related to Word of Mouth. The result based on a questionnaire which respondents are GRAB ad UBER users who live in Bangkok and provinces nearby. Hypothesis of this research is related to information factors that would lead to Satisfaction and Word of Mouth including Demographic Background.

From the results of this research, it shows that Service Quality (Tangible, Reliability, Responsiveness, Assurance and Empathy), Self Service Technology, Perceived Price Fairness are related to Customer Satisfaction. So, the companies should focus on these points to increase their service in the eyes of customers. The younger customers tend to perceive Assurance and Self Service Technology higher than the other age groups. From the result, the company should focus more on the older generation which perceive satisfaction lesser. The companies also should also focus more on customers who pay by cash since this group of customers perceive satisfaction lower than customers who pay by credit card or other methods such as Grab Pay.

Moreover, the companies use safety as their strength because younger customers and customers who use the service at night perceive Satisfaction the highest. The platform

of application is also important since older customers perceive satisfaction lower in Self Service Technology part. The reliability of drivers and service teams are also the good part of satisfaction.

However, there is no significant relationship between Demographic Background such as Gender and Age and Satisfaction. So, the companies do not need to focus much on these points.