

ABSTRACT

This project primarily focuses on the customer satisfaction factors for Thailand Internet Service Providers, then this study investigated the theoretical framework conceptualized in parts by Singh (1991), Parasuraman, Zeithaml and Berry (1994) and Teas (1993) in that a customer's overall satisfaction is a function of an individual's cognitive evaluation or assessment of a wide range of variables or satisfaction measures of a product/service transaction. This study focused on the scope of those variables, the three major components of satisfaction suggested by a review of the current consumer satisfaction literature—cost/price, convenience/location and product/service. In addition, this study has taken into account the influence of various socioeconomic and demographic variables as covariates of the individual's assessment of the satisfaction components of cost/price, convenience/location and product/service quality. Therefore, this model postulates that a customer's overall satisfaction with a product/service transaction is a function of his or her individual assessment of the variables of cost/price, convenience/location, product/service and various socioeconomic and demographic variables. The survey is used as a research tool with 100 sampling population who are middle to senior level people from various areas in Bangkok. And using the Statistical Package for Social Sciences (SPSS) software program in evaluating the result in terms of percentage does the data analysis. Most of the sampling population is a member of the Internet Service Providers (ISP) in Thailand. This sampling population completed a survey designed to measure responses to a wide range of customer satisfaction variables based upon their most recent Internet product/service experience with Internet Service Providers.