Abstract

INFORMATION SYSTEM FOR AUTOMOBILE SERVICE CENTER
: A CASE STUDY

By

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There are a lot of expansions and investments in auto-assembler and manufacturing in Thailand automobile industry recently. They make the automobile industry an interesting and more competitive industry. Since the service has also become a main topic for those who are looking for a car.   With more high-tech electronics devices such as electronic engine management systems being used nowadays, it is difficult for independent garages to check or repair them effectively when damaged. There would be more and more customers flood to the service center in the future. Therefore, improving the service quality in the service center is crucial and must be implemented as soon as possible.

 According to the above premise, this thesis presents on the information system for automobile service center. The research shows the redesign of the information system of Thai Daewoo Motor Sales Co., Ltd. with the centralized information system. The analysis and design of the system are based differently from others on which largely are the user requirements and the constraints of the information technology. The focuses are in two domains which are considered as the major factors for implementation of the information technology. They are customer analysis and user analysis.

- In customer analysis, the result of the study presents the causes of customer satisfaction by focusing on the attitude and expectations in information aspect for the core service process in automobile service center. They enable the system developers and/or designer to have clear understanding of customer's needs.

- In user analysis, the investigation discloses the users' attitude and requirements for the ideal information system of the core service process in the automobile service center. These would convey to maximize customer satisfaction, effectiveness and efficiency of the service process. They presents the three major issues that are the acceptance of new centralized computer information system, attitudes toward the existing information service quality, and expectations and requirements of the information system.

The research results provide the redesigned of information system for automobile service center with centralized information system The intranet technology as a notable technology is also recommended for the redesign information system. However, this thesis emphasizes on information management more than computer and technology perspective.