

ABSTRACT

Nowadays, telecommunication business has become fiercely competitive. There are only four players in telecommunication industry, which are AIS (Advance Info Service), DTAC, True Move, and Hutch. However, they compete ferociously by responding quickly to the market, launching effective marketing campaigns, and counterattacking their competitors on marketing strategies. In order to have high customer retention rate and gain new customers, it is important for the companies to be active and alert to market situations. Launching new promotion packages is also a crucial part of DTAC marketing efforts. In addition, rendering supplemental services can add value to the core products and services available. Consequently, mobile phone will become part of people's lifestyles or even basic factor for living.

The conceptual framework and the hypothesis tested in this research aimed to investigate and measure the relationships among corporate image, trust, perceived switching cost, perceived service quality and customer satisfaction and customer loyalty in one of factor affecting customer loyalty towards DTAC subscribers in Bangkok. A primary determinant of customer loyalty and subsequent retention and it has been the key to creating a valuable business organization which includes goods and services in Bangkok. Furthermore, the research surveyed the service quality, customer satisfaction and loyalty of members of DTAC in order to analyze the relationships among the variables. The sample size for data collection consisted of 400 customers of DTAC Subscriber in Bangkok based on five shops and 80 respondents are assigned for each shop. In addition, various subgroups in a population are represented on pertinent sample characteristics to the exact extent desired, discussed more in chapter 4.

The data were analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) was utilized to summarize the data. The results show that there is positive relationship among service quality corporate image, trust, perceived switching cost and customer satisfaction. The study found positive relationships among all the variables; however, the most impact factor

on customer loyalty is trust factor and perceived switching cost seems to have the least impact on customer loyalty among other factors in terms of the correlation criteria. The company needs to provide a comprehensive suite of solutions which provides a variety of package to different customer types with distinctive packages. In order to understand more on the complex nature of the factors that affect customer loyalty, further research can be conducted in the area of the relationship among those factors such as the relationship among service quality, trust, corporate image and perceived switching cost.