

ABSTRACT

The overall objective of this study was to examine the effects of customer relationship management on customer satisfaction. Nowadays, many organizations are concerned more about relationship management and customer's loyalty. Many theories state that "to keep a present customer is harder and cheaper than to find a new customer".

In conceptual framework, independent and dependent variables were performing from the theoretical framework which comprised of the three cornerstones. The questionnaire have been prepared in two versions, English and Thai language. The objective of the questionnaire was to acquire the SMC's customer perspective on the relationship of Customer Relationship Management and their satisfaction. One hundred and fifty seven sets of questionnaires were distributed to respondents in the area sampling frame.

The research design used in this research was a quantitative analysis to gathering a feedback from the customers while Pearson Correlation has been used in analyzing the variable such as a work performance, spare parts characteristics, and customer satisfaction. Finally, the research hypothesis was tested at 0.05 level of confidence. Significant level (2-tailed test) the bivariate test shows the significant value of 0.000 which is less than 0.05 ($p > .000$), it means the null hypothesis is rejected and th alternate hypothesis is accepted.

The result of this research reflected that there was a relationship between Customer Relationship Management, which consist of work performance and spare parts characteristics, and Customer Satisfaction. Correlation coefficient value

equates to .657, which means there is a positive relationship between work performance and spare parts characteristics and customer satisfaction.

