

ABSTRACT

The objective of this project is to comparatively study customers' satisfaction toward the service quality of the branch with ISO 9002 working procedure (Siam Square Branch) and the branch without ISO 9002 (Sanam Pao Branch).

The bank's customers have been tested, to compare whether ISO 9002 working procedure has collectively affected the bank's customers or not. Surprisingly, the result from the research can not distinctly justify that customers of the branch with ISO 9002 have been more satisfied with the banks' service quality than that of the branch without ISO 9002. This may due to ISO 9002 international quality standard is emphasize more on the internal documentary system not on the design control of the branch.

However, there are many different aspects between those 2 branches such as in the areas of documentation control, human resources, office equipment control, communication between customers and the branch and communication between the branches and headquarter.

Overall, the advantages of the branch with the ISO 9002 certificate is greater than of those branches that do not obtain it. It helps the bank to maintain the quality management system and to ensure that they will be able to complete with others in this challenging period.