

## ABSTRACT

Over the past decades, research on customer satisfaction has been vast and extensive. More and more writers and researchers seek to analyze customer satisfaction within service arena. This research follows this path with another light.

This study's focus was towards customer satisfaction of yahoo.com website at ABAC. The primary objective of the research is to test the significance and existence of a relationship between independent variables and dependent variables. The online service variables are understandability, security, site design, user friendliness, usefulness, and browsing pleasure, which finally leads to satisfaction of the website. The study revolves around e-commerce considering services provided by yahoo.com website to know whether customers are satisfied or not.

For this purpose, six hypotheses statements were formed. To test the hypotheses statements, survey research was conducted with convenience sampling where data were collected from 400 students of Assumption University, Thailand.

Data were processed using the Statistical Package for Social Analysis (SPSS11.5). In order to test the correlation between the variables in the hypotheses statements, Pearson's correlation was used. The findings show that all the six hypotheses have a significant statistical relationship with user satisfaction with yahoo.com website.

From the findings, it can be concluded that, although all the six online service factors have significant relationship towards satisfaction of yahoo.com, important factors which are to be mainly focused by site designers are site design, browsing pleasure, security, and usefulness of the website. These are the factors which have greater influence on the browsers who use the site and these are the areas which make them feel comfortable & meet their expectations; in turn browser will be satisfied.