

ABSTRACT

Nowadays, arc welding robot sales situation of each distributor not only in Thailand but around the world is in the midst of the fear that the equipment investment is curbed down due to the global recession. To survive in this difficult period, the important factors in environmental changes that would promote purchasing demand of arc welding robots are improvement the right products and also improvement the right sales activity to meet the highest levels of customer satisfaction to the right person. Therefore, this study is focused on the difference of users' satisfaction for arc welding robots when classified by various users' characteristic profiles. In this study, Uni Arc Co., Ltd. [UNAC] as a reliable arc welding robots distributor in Thailand was selected to be the case study. The research objectives encompass 1) To study the levels of users' satisfaction toward the product factors of arc welding robots which are Performance in operation, Reliability, Technical sophisticate, Flexibility and Adaptability in use, Size, Weight, Speed, Warranty, and Durability. 2) To study the differences of satisfaction toward the arc welding robots of UNAC among users when classified by users' characteristic profiles (Gender, Age level, Income level, Education level, and Department).

Research methodology encompasses sampling survey. Data collection tools involve structured questionnaires, in which 400 sets of closed-form questionnaires were used. Probability sampling technique is chosen. Sampling element is users who have ever experienced in using, received the service at any period of product life or involved in purchasing the arc welding robots of UNAC before. There are totally 45 hypotheses conjectured for testing.

Descriptive statistics is used to explain the users' satisfaction through product factors of arc welding robots can be concluded that the users have the greatest satisfaction on the "Performance in Operation" of arc welding robots; following with; Durability, Speed, Warranty, Flexibility and adaptability in use, Size, Reliability, Weight, and the least satisfaction of users toward product factors of arc welding robot is "Technical Sophisticate" respectively. Also, Independent Sample T-test is used for testing the hypotheses which want to find out the difference between male and female's satisfaction toward the arc welding robots of UNAC. Results from the test of 9 hypotheses by T-test can be concluded that there is significant difference between male and female on satisfaction toward the arc welding robots of UNAC by Male users have the greater satisfaction than Female users on the arc welding robots toward Performance in operation, followed by Durability, Speed, Warranty, Flexibility and adaptability in use, Reliability, and Weight, respectively. However, only Technical sophisticate and Size of arc welding robot factors that both Male and Female users have the same level on satisfactions. Moreover, Analysis of variance (ANOVA) technique is used for hypotheses testing in analyzing the difference among the other respondents' characteristic profiles which are Age level, Income level, Education level, and Department with the level of satisfaction toward the arc welding robots of UNAC. Results from the test of the rest 36 hypotheses by One-way ANOVA can be concluded that there is significant difference among the respondents regarding their satisfaction toward the arc welding robots of UNAC when classified by Age level, Education level, Income level and Department. However, there are no difference among the respondents regarding their satisfaction for Reliability and Speed of the arc welding robots of UNAC when classified by department.

Finally, the findings have implications for arc welding robots supply businesses which will recommend about the right product factors of arc welding robots that should be developed on the new generation of arc welding robots and also should be emphasized or improved when arc welding robots distributors directly make their sales activities to the right users.

