

THESIS TITLE	THE AWARENESS OF TRUE YOU APPLICATION, APPLYING, AND THE SATISFACTION IMPACTED TO THE BRAND LOYALTY
KEYWORDS	AWARENESS OF APPLICATION, SATISFACTION, TRUE YOU APPLICATION, LOYALTY, BRAND
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### ABSTRACT

The purpose of the research are to 1) Study demographic characteristics, 2) Application behavior for True You, 3) Recognition of True You Application, 4) Satisfaction in True You application affects to True brand loyalty.

This research has studied from a sample group of 400 people of which are True Network service customers and have using the True You application. The tool of this study is the survey questionnaires. The research has collected 2 types of statistic which are descriptive statistic including percentage value, average value, standard deviation, and inferential statistic including T-Test, One Way Anova, and Regression Analysis.

The results of the research state that in the point of True You application recognition, the sample group generally recognized from Facebook media ( $\bar{X} = 4.10$ , S.D. = 0.89), at the high level, public relations is acknowledged from Pope Thanawat Wattanaphutias the presenter ( $\bar{X} = 4.19$ , S.D. = 0.09), at the high level, in term of True You application satisfaction is mainly favored in the application design ( $\bar{X} = 4.36$ , S.D. = 0.25), at the highest level, followed by application responsiveness ( $\bar{X} = 4.24$ , S.D. = 0.34), at the highest level, for the subject of True brand loyalty in a part of application perspective is aware of True logo for the first choice ( $\bar{X} = 4.22$ , S.D. = 0.76), at the highest level, and in the view of usage behavior is trend to be use True products/services as well ( $\bar{X} = 3.99$ , S.D. = 0.91), at the high level.