

RCGR⁹
2022

PROCEEDINGS OF

The 9th **REGIONAL
CONFERENCE**

on Graduate Research 2022

Theme

“Centres and Peripheries: Research,
Development, and Implementation. Part II”

15 January 2022

**Sripatum University, Khon Kaen Campus
Khon Kaen, Thailand**

Editors

Vichit U-on

George C. Hadjinicol

Organized by



**University
of Cyprus**



**UNIVERSITY
OF WOLLONGONG
AUSTRALIA**

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Edited by

Assoc. Prof. Dr. Vichit U-on, Sripatum University, Thailand
Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chairs

It is a great pleasure and honor for us, on behalf of *The 9th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, we would like to thank the co-organizers, namely Graduate College of Management, Sripatum University, (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Khon Kaen as a conference venue due to it is one of the four major cities of Isan, Thailand, also known as the “big four of Isan”, the others being Udon Thani, Nakhon Ratchasima, and Ubon Ratchathani. Thailand’s 2014 EU Film Festival also included Khon Kaen, together with Chiang Mai and Bangkok, as host locations.

To conclude my address, we would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Khon Kaen to our delegates and guests.

We wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2022’s Honorary Chair



Asst. Prof. Dr. Junya Pookayaporn
Assistant to the President, Sripatum University, Thailand
RCGR 2022’s Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University, Khon Kaen Campus (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *The 9th Regional Conference on Graduate Research* which will take place at Sripatum University on 15 January, 2022 in Khon Kaen, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Sustainable Business Growth, Challenges, Measures and Solutions in Global Scenario”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Prof. Dr. Vichit U-on Sripatum University,
Thailand RCGR 2022's General Chair



Prof. Dr. George C. Hadjinicola Lecturer, University of Cyprus,
Cyprus RCGR 2022's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2022's General Chair

Welcome Address from Conference Program Chairs

Welcome to *The 9th Regional Conference on Graduate Research* in Khon Kaen, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. This year, researchers from more than 5 countries have submitted their papers to the 9th RCGR 2022 international conference. After a careful review process by members of the international program committee, 113 quality papers have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

We wish you a pleasant stay in Khon Kaen, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics,
Thailand RCGR 2022's Program Chair



Prof. Dr. Andreas C. Soteriou Lecturer, University of Cyprus,
Cyprus RCGR 2022

Speaker Background



Oscar Maruquez Malicad Jr.

Assistant to the Department Chair, English Business Communication Department

- Graduated Master in Education Major in English, Lyceum Northwestern University Lingayen Pangasinan Philippines
- Graduated Bachelor of Science in Secondary Education Major in English from Lingayen State University, March, 2014
- Licensed Professional Teacher under the Ministry of Education Bangkok, Thailand.
- Graduated Bachelor of Science in Medical Technology from the University of Santo Tomas España, Manila dated March 31, 1999.
- Passed the Philippine Medical Technology Board Examination given by the Professional Regulatory Commission, September, 1999.
- Passed the Civil Service Examination by the Civil Service Commission last March, 2000.
- Passed the American Society for Clinical Pathology International Medical Technologist School of Liberal Arts, Sripatum University, Bangkok, Thailand

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Session Schedule



**The 9th Regional Conference on Graduate Research
Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand
Theme “Centres and Peripheries: Research, Development, and Implementation. Part II”**

Saturday (S) 15 January 2022	Room	Zoom				
		Zoom#1	Zoom#2	Zoom#3	Zoom#4	Zoom#5
	08:00 – 09:00	REGISTRATION				
	09:00 – 09:15	OPENING ADDRESS: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand				
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand				
	09:30 – 10:20	KEYNOTE ADDRESS: “Centres and Peripheries: Research, Development, and Implementation.”				
	10:30 – 10:40	SATURDAY AM BREAK				
	10:40 – 12:00	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	12:00 – 13:00	SATURDAY LUNCH BREAK				
	13:20 – 15:00	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	15:00 – 15:20	SATURDAY PM BREAK				
	15:20 – 18:20	HS1 Humanities, Social Sciences and Education	HS2 Humanities, Social Sciences and Education	BE1 Business Economics	BE2 Business Economics	BE3 Business Economics
	19:00 – 21:00	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers’ Consortium of Value Chain Management and Logistics, Thailand				

Saturday, 15 January 2022

Code	Session	Chair	Room	Start	Finish
SRE	Registration Saturday	Yongyut Homthong	Zoom	08:00	09:00

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Ungul Laptaned	Zoom	09:15	09:30
	09:00	09:15	Opening Address: Asst. Prof. Dr. Junya Pookayaporn, Honorary Chair Sripatum University, Thailand		
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Chair	Room	Start	Finish
SKA	Keynote Addresses	Assoc. Prof. Dr. Vichit U-on	Zoom	09:30	10:45
	09:30	10:45	“Centres and Peripheries: Research, Development, and Implementation. Part II”		

Code	Session	Chair	Room	Start	Finish
SAB	Saturday AM Break		Zoom	10:45	11:00

Code	Session		Chair	Room	Start	Finish
HS1	Humanities, Social Sciences and Education		Assoc.Prof. Dr.Sureemas Sukkasi and Dr.Somwang Puntalee	Zoom 1	10:40	17:40
0005	10:40	11:00	The Impact of the Covid-19 Epidemic on the Management of Chinese Language Teaching in Thailand. Chadarut Lertponprasopchok			
0027	11:00	11:20	Problems of the Law on the Control of Advertising by Using a Loudspeaker and the Thai Election Campaign. Siggawat Kringsantie, Trirath Pluempitichaikul, and Pattama Suwunpukdee			
0001	11:20	11:40	A Study of Personnel Management in Schools Under Local Governments in the Area of Muang Buriram District, Buriram Province. Adisak Songram and Cherdasak Srisangachai			
0002	11:40	12:00	The Leadership of School Administrators Affects Teachers' Work Motivations in Secondary Schools. Under the Office of the Secondary Educational Service Area Office Loei, Nong Bua Lam Phu. Aphichaya Boonlay and Sanae Komsommai			
0003	13:00	13:20	The Development of Ethical Leadership of School Administrators Affecting to Teacher Happiness in Schools Under the Office of Khon Kaen Primary Educational Service Area 1. Arphakorn Supho and Sanae Komsommai			
0004	13:20	13:40	A Study on the Satisfaction of Parents of Students towards Educational Administration Under the Office of the Private Education Commission Khon Kaen Province Region 5. Autsadayut Gobudda, Supat Punpattanakul, and Ruangurai Setsungnoen			
0006	13:40	14:00	The Collaborative Learning Activities Development Through the Student Teams Achievement Divisions (stad) Strategy for Mathayomsuksa 2 Students' Reading Comprehension Improvement. Chalida Kankhwao			
0007	14:00	14:20	The Relationship Between Academic Leadership of School Principals and Learners Educational Quality Standard Under the Office of Chaiyaphum Primary Educational Service Area 2. Chanitsara Chattahan and Siri Thee-asana			
0008	14:40	15:00	A Study of the Guidelines for the Administration of School Administrators Using Good Governance Under the Office of Chaiyaphum Primary Educational Service Area 2. Chanthamuk Chaengkham and Cherdasak Srisangachai			
0009	15:20	15:40	Guideline for Development of Academic Administration in Secondary Extension Schools Under the Office of Khon Kaen Elementary Education Service Area 3. Intira Kraiyaso, Supat Punpattanakul, Ruangurai Setsungnoen			
0010	16:00	16:20	Study of School Administrator Leadership Elements of Primary Schools Under the Office of Chaiyaphum Primary Educational Service Area 2. Khanisthaka Nontan and Chakkaphan Chanchareon			
0011	16:20	16:40	Academy Development Guidelines Under the Chaiyaphum Educational Service Area Office 2 to Become a Learning Organization. Matika Luepanya and Siri Thee-asana			
0012	16:40	17:00	The Study of Educational Administration Based on the Principles of Good Governance of School Administrator at Opportunity Expansion School Under the Office of Chaiyaphum Primary Educational Service Area 2. Nantaporn Morakot and Cherdasak Srisangachai			
0013	17:00	17:20	The Development of Leadership Skills in the 21st Century of School Administrators Under the Office of Chaiyaphum Primary Educational Service Area 2. Nantiya Tongsom and Chakkaphan Chanchareon			
0014	17:20	17:40	Guidelines for the development of child development centers Affiliation local government organization Chumphon Buri District Surin. Naruicha Phongsai and Cherdasak Srisangachai			

Code	Session		Chair	Room	Start	Finish
HS2	Humanities, Social Sciences and Education		Assoc.Prof. Dr. Jinawatara Pakotang and Assoc.Prof. Dr. Sutham Thammatasananon	Zoom 2	10:40	18:40
0015	10:40	11:00	Quality Assurance in Schools Under Khon Kaen Primary Educational Service Area Office 1. Niyada Buakhao and Virat Chareonchua			
0016	11:00	11:20	Information and Communication Technology Management Strategies for Educational Institutions Under the Khon Kaen Provincial Administrative Organization. Noppakhun Suebloei and Chakkaphan Chanchareon			
0017	11:20	11:40	Academic Administration Related to the Academic Achievement of Students Under the Office of Mukdahan Primary Educational Service. Patiwat Saensuk and Sanae Komsommai			
0018	11:40	12:00	The Guidelines for the School Student Support System Under the Sakon Nakhon Primary Educational Service Area Office 3. Phatthiraporn Kraipinit and Virat Chareonchua			
0019	13:00	13:20	The Guideline of Academic Management of High Schools Under the Office of Chaiyaphum Secondary Educational Service Area. Pissanuwat Surarittiphong and Virat Chareonchua			
0020	13:20	13:40	The Guideline of School Administrator's Ethic and Morality Development Under the Office of Chaiyaphum Secondary Educational Service Area. Piyanan Akkarakot and Virat Chareonchua			
0021	13:40	14:00	Guidelines for the Implementation of the Student Support System of Vocational Institutions in the Area of Udon Thani Province. Pongpan Sripirom and Sanae Komsommai			
0022	14:00	14:20	A study of Academic Leadership of Administrators and the Effectiveness of Internal Quality Assurance in Schools under Kalasin Primary Educational Service Area Office 2. Poovasit Srichaisang and Sanae Komsommai			
0023	14:40	15:00	"Leadership of School Administrators Affecting Teacher Performance Motivation School Expands Educational Opportunities Office of Primary Educational Service Area Surin District 3 Srinarong District Surin. Samart Chomrum and Chakkaphan Chanchareon			
0024	15:00	15:20	Principles of Governance in Education Management in the 21st Century of School Administrators Chaiyaphum Primary Educational Service Area District Office 1. Thammarat Singsong and Siri Thee-asana			
0025	15:20	15:40	The Guideline of Early Childhood Development Center Internal Quality Assurance Under Local Government Organization Muang District Buriram Province During Covid -19 Situation. Thawutchai Sawasdee and Siri Thee-asana			
0026	15:40	16:00	The Relationship Between Strategic Leadership of School Administrators and Teamwork of Teachers in Schools Under Khonkaen Elementary Education Service Area Office 2. Thongchai Paisri and Supat Punpattanakul			
0028	16:00	16:20	Leadership of School Administrators in 21st Century Under the Chaiyaphum Primary Educational Service Area Office 2. Veeraphan Pimsaran and Supat Punpattanakul			
0029	16:20	16:40	Effective Leadership in the Digital Age Under Amnatcharoen Provincial Vocational Education. Wanchalermchai Phonnawapat and Chakkaphan Chanchareon			
0030	16:40	17:00	Leadership of Educational Institution Administrators in the 21st Century of the Samchai Quality Development Network Group Under Kalasin Elementary Education Service Area Office 1. Wasan Siripak and Chakkaphan Chanchareon			
0031	17:00	17:20	Administration of Educational Institutions Using the Principles of Good Governance of Educational Institution Administrators Under the Office of Maha Sarakham Primary Educational Service Area 3. Wichai Thiabjan and Supat Punpattanakul			

Code	Session		Chair	Room	Start	Finish
HS2	Humanities, Social Sciences and Education		Assoc.Prof. Dr. Jinawatara Pakotang and Assoc.Prof. Dr. Sutham Thammatasananon	Zoom 2	10:40	18:40
0032	17:20	17:40	Century Leadership of School Administrators in Schools Under the Secondary Education Service Area Office Khon kaen. Worachet Chaiyasong and Virat Chareonchua			
0033	17:40	18:00	Desirable Characteristics of Administrators in the View of Teachers, Nong Phon Ngoen Educational Quality Development Center Under the Education Service Area Office Mahasarakham Primary School District 3. Worason Somsri and Cherdsak Srisangachai			
0034	18:00	18:20	The Guidelines on Development Middle – Sized Schools toward World – Class Standard School of the Office of Chaiyaphum Primary Educational Service Area 2. Yaowaret Charoenwan and Siri Thee-asana			
0035	18:20	18:40	The Leadership of School Administrators in the 21st Century Under Kalasin Primary Educational Service Area Office 2. Yupawadee Khunthula and Siri Thee-asana			

Code	Session		Chair	Room	Start	Finish
BE1	Business Economics		Asst. Prof. Dr.Natsapan Paopun and Dr.Khorntawatt Sakhonkaruhatdej	Zoom 3	10:40	17:40
0045	10:40	11:00	Personal Factors Affecting Satisfaction of Chum Phae Provincial Court Users. Jirapat Artkaew Nontipan Prayurhong and Thitirat Thongkaew			
0067	11:00	11:20	Satisfaction on Welfare System of civil servants and employees Office of the Court of Justice in Khon Kaen Province. Sungwarn Chaikarin Cheewan Charoensook and Nontipan Prayurhong			
0071	11:20	11:40	Research on the Relationship Between Personal Factors and the Quality of Service that Affectssatisfaction of Those Who Come to use Government Savings Bank in Roi Et Province. Teerapol Starat, Onanong Phoocharoen and Nontipan Prayurhong			
0053	11:40	12:00	The Relation between Quality of Working Life and Work Motivation of Judiciary Officers of the Court of Justice in Khon Kaen Province. Manutsanun Siripai boon Nontipan Prayurhong			
0065	13:00	13:20	Morale and Operational Efficiency of Civil Servants of the Court of Justice in Khon Kaen Province. Sirinat Bunpaboot and Nontipan Prayurhong			
0056	13:20	13:40	Study of the Relationship Between Motivation and Performance of Judicial Personnel in Bueng Kan Province. Nunnacha Jumpanil and Nontipan Prayurhong			
0072	13:40	14:00	Study the Influence of Quality of Service on Customer Satisfaction of Welfare Bank Users in Mueang Khon Kaen District, Khon Kaen Province. Thanya Konggoennok, Onanong Phoocharoen and Nontipan Prayurhong			
0074	14:00	14:20	Quality of Work Life Affecting Work Efficiency of Staff of Subdistrict Administrative Organizations in Yang Sisurat District, Maha Sarakham Province. Thongchai Toomton and Nontipan Prayurhong			
0066	14:40	15:00	The Satisfaction of Customer Godunk cofee shop in Khonkaen. Siriwan Moontreekaew and Nontipan Prayurhong			
0055	15:20	15:40	Quality and Satisfaction with the Services Provided by Pha Nok Khao Subdistrict Administration Phu Kradueng District, Loei Province. Nattawan Kamphuthon and Nontipan Prayurhong			
0063	16:00	16:20	Market Ingredients That Affect the Behavior of People Making Online Purchases in Khon Kaen District. Pornthep Yommarat and Nontipan Prayurhong			
0048	16:20	16:40	Relationship Between Personal Factors Affecting Behavior and Satisfaction in Choosing to use Amazon Café, Gas Station Branch, P.T.T. Ban Dung, Phon Phisai District, Nong Khai Province. Ketsaraporn Utsa Nontipan Prayurhong and Thannithi Maneeroongrat			
0064	16:40	17:00	Customer Satisfaction Study on Quality of Services of Wang Sam Mo Government Savings Bank, Udon Thani Province. Rattiya Panomai and Nontipan Prayurhong			
0068	17:00	17:20	Studying the Relationship Between Expectations that Affect Satisfaction People Who Use Electricity to Light the Streets by Installing Charoensap Engineering Limited Partnership. Supasun Limjaroensap Cheewan Charoensook and Nontipan Prayurhong			
0082	17:20	17:40	Marketing Strategies and Leadership for Low Cost Airlines Ekapol Chomchay and Vichit U-on			

Code	Session		Chair	Room	Start	Finish
BE2	Business Economics		Assoc.Prof. Dr. Vichit U-on and Dr. Sumana Chantharat	Zoom 4	10:40	18:00
0052	10:40	11:00	Behavior and Satisfaction of Customers Who Come to Cheng Cheng Restaurant, Khon Kaen Province. Manassavee Waingthong and Nontipan Prayurhong			
0058	11:00	11:20	Quality of Service That Affects the Satisfaction of Our Customers Bank for Agriculture and Agricultural Cooperatives Sahaskhan Branch, Kalasin Province. Orapan Kerdtaweekit, Kingkeaw Pornapiraksakul and Natsapan Paopun			
0039	11:20	11:40	Customer Satisfaction toward the Marketing Mix of Big C Supercenter at Suwannaphum Branch in Roi Et Province. Itsarin Tisantia, Natsapan Paopun and Kingkeaw Pornapiraksakul			
0077	11:40	12:00	Quality of Service that Affects the Satisfaction of the Provincial Electricity Service Providers in Maha Sarakham Province in Mueang Maha Sarakham District. Wirun Tatami and Natsapan Paopun			
0049	13:00	13:20	Relationship Between Quality of Work Life and Organizational Commitment of Personnel Regional Prosecutor's Office in Khon Kaen Province. Kunchaya Chotjitrarn and Natsapan Paopun			
0050	13:20	13:40	Quality of Work Life That Affects Corporate Engagement of Officials Under the Department of Provincial Administration in Khon Kaen Province. Lanrada Wongsasuab and Natsapan Paopun			
0047	13:40	14:00	Incentives to Affect the Performance of Personnel Under the Governing Body in Kalasin Province. Kanyarat Phakdikumjorn Natsapan Paopun and Vachiraporn Chiravongvit			
0059	14:00	14:20	"Study of Employee Motivation and Satisfaction That Affects the Organizational Engagement of Pharmaceutical Company Employees in Muang District, Khon Kaen Province. Pang Tinrach and Natsapan Paopun			
0070	14:40	15:00	Market Ingredient Factors Affecting the Behavior of Consumers of Ready to Drink Sour Milk in Khon Kaen. Surapong Luengtrairat and Natsapan Paopun			
0036	15:20	15:40	The Study of the Relationship Between Personnel Development Factors Affecting Personnel Performance of Petroleum Trading Lao Public Company of Lao People's Democratic Republic. Bounpanh Sovilay, Natsapan Paopun and Teerawit Krangsupun			
0062	16:00	16:20	Satisfaction of Entrepreneurs Towards the Use Services of The Small and Medium Enterprise Development Bank of Thailand. Poonika Komonsai, and Natsapan Paopun			
0037	16:20	16:40	The Usage of Readers' Theater for Development of Learner's Pronunciation in the Thai Language. Chavaphon Karom, Chayada Rungtao and Somjate Yamacharoen			
0038	16:40	17:00	Research on the Scale and Management Changes of Thai Enterprises. CHUANGLING ZHANG and Praphan Chaikidurajai			
0075	17:00	17:20	The Analysis of Logistics' System in Cambodia. Vannary Chin			
0076	17:20	17:40	The Propose Model of Social Media Marketing (SMM) Effected on Brand Equity of Online Shoppers during COVID-19 Pandemic in Thailand. Varunya Nuesrichan and Vichit U-on			
0078	17:40	18:00	The Usage of Contemporary Performing Arts for Development of the Cognitive Knowledge in Local Literature. Woraphop Charoenmanoporn, Somjate Yamacharoen and Chayada Rungtao			

Code	Session		Chair	Room	Start	Finish
BE3	Business Economics		Asst. Prof. Dr.Pornwan Nunthaphad And Asst. Prof. Dr. Ungul Laptaned	Zoom 5	10:40	18:00
0040	10:40	11:00	The Impact of Board Chairman Caree Horizon on R&D Investment the Moderating Effect of Institutional Investors' Shareholding Ratio. Jiajia Xin			
0041	11:00	11:20	Factors Affecting Selection of Thai Processed Food Case studies of Chinese people living in Thailand. Jiang Wentian			
0042	11:20	11:40	The influence of charismatic leadership on employee Innovative behavior-based on the mediating role of work related flow. Jingya Li			
0043	11:40	12:00	A Supply Chain Risk Evaluation Model Based on Integration of Data Characteristics and Subjective Preference. Jingying Zhao			
0044	13:00	13:20	A Causal Factor for Study of Knowledge Management for Organizational Performance in the Business. Jirapach Pongsunont Vichit U-on and Kansinee Nuchpanied			
0046	13:20	13:40	Design of Decision Support Case Study - Distribution Centers of Chaixi Bamee Kiao Thai Noodle Co., Ltd. Kanjana Wongsumalee, Tharinee Maneesri and Suradech Kaewmoragot			
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0058

**Quality of Service That Affects the Satisfaction of Our Customers Bank for
Agriculture and Agricultural Cooperatives Sahaskhan Branch, Kalasin Province.**



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Quality of Service That Affects the Satisfaction of Our Customers Bank for Agriculture and Agricultural Cooperatives Sahaskhan Branch, Kalasin Province.

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ABSTRACT

This study aims to: (1) To study the personal factors of customers who use the loan service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province (2) to study the level of opinion of the quality of customers who use the loan service of the Bank for Agriculture and Agricultural Cooperatives. Sahaskhan Branch, Kalasin Province (3) to study the level of customer satisfaction at the Bank for Agriculture and Agricultural Cooperatives. Sahaskhan Branch, Kalasin Province (4) to study personal factor relationships affecting Quality and satisfaction of customers using bank loans for agriculture and agricultural cooperatives Sahaskhan Branch, Kalasin Province 400 persons The tools used in the study were rating scale measurement meters. With a sentiment value of 0.965, the statistics used to analyze the data are percentage, average, standard deviation. It found that 400 respondents were The majority of respondents were male, with 282 males, representing 71.39 percent, while females were 113, representing 28.61 percent. Between 41 and 50 years old, 168 people represented 42.53% of them with a high school/diploma level. 287% of the 72.66% had farmers' careers, 60.25% of them had monthly income of 10,001 – 15,000 baht, 187% of them 47.34%. Only the quality population resulted in a statistically significant level of 0.052, statistically significant at 0.05 customer satisfaction at the bank's credit service for agriculture and agricultural cooperatives. 0.816 (R = 0.816) at statistical significance level 0.05.

Keywords: Good service, good behavior Affects good satisfaction.

1. Introduction

In the face of rapid global economic change, technological science is thriving, communications are spreading everywhere around the world. Business is expanding. Therefore, the need for investment in businesses is increasing, so the Bank is classified as a financial institution that plays an important role in economic growth. Everyone recognizes that banks are a major arteries that nurture growth and advance the economic and social progress of the nation. Economic development, regardless of the branch, relies on banks as an important source of capital because banks are the most powerful mechanism in the country's financial system. Therefore, it would not be too much to say that the bank is one of the pillars of the entire economy, which is a steady and capital-funding principle to support the country's economy to grow. More advanced than other financial institutions In modern times, the competitiveness of the banking system and financial institutions is becoming more intense. The strategy has been changed in terms of product and service in order to meet the needs of a wide range of customers. Complex and constantly changing Bank for Agriculture and Agricultural Cooperatives As a state-owned bank that must meet financial needs to support economic expansion, therefore, operational strategies in both products and services must be changed in order to meet the needs of customers, and as an alternative to customers having the opportunity to choose from a wide range of services. Not only are farmers' customers the main customer base. The bank also wants to expand its customer base to various professional groups. In the process of modifying the bank's operational strategy, Personnel are important individuals, especially in terms of providing services and satisfying directly to the bank's customers, as well as a full range of deposit and credit products. This is to maintain the customer base and increase the number of customers of the bank to persist and increase in the future. The Bank for Agriculture and Agricultural Cooperatives provides financial services to farmers, customers and professional groups related to agriculture. The Bank currently plans and adjusts its strategy with deposit and credit policies to meet various customers thoroughly, which forces the bank to issue various products in terms of deposits and loans to meet the needs of today's customers. The Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, operates in financial services including deposits and lending. Currently, there are 14,355 registered customers of both deposit and loan types, which compares to the demographics in the area is likely to be expanded. This will require services that can meet the needs of customers to win new customer market share and maintain an existing customer base to use the bank continuously and increasingly.

Due to such a cause, Therefore, the researchers are interested in studying customer satisfaction with the quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, to use the results as a way to improve the quality of service to be of highest quality, to meet the needs of customers.

2. Research Objectives

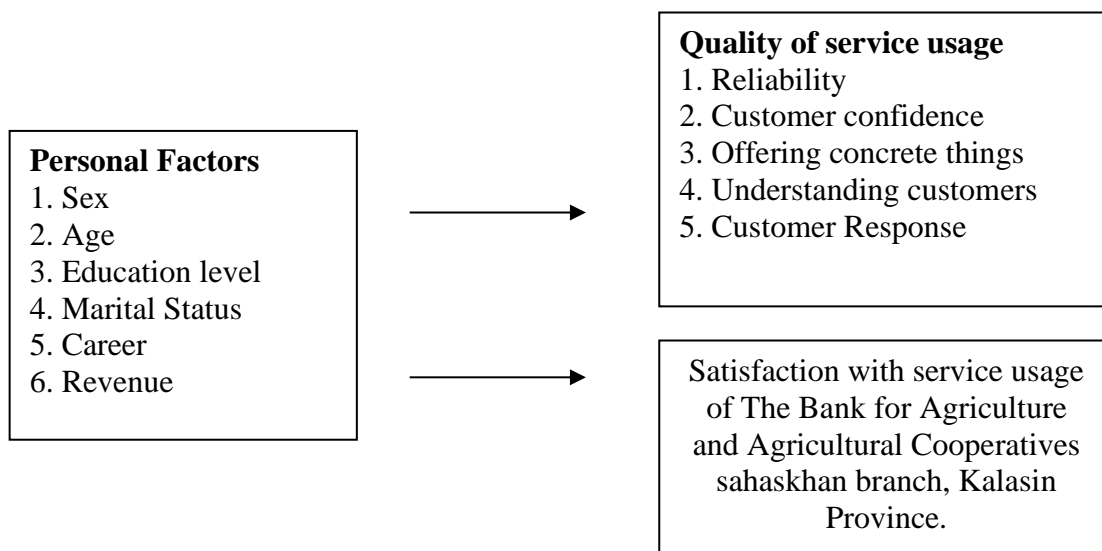
From the origin and importance of research issues. The objectives for research times consist of 4 The following topics:

1. To study the personal factors of customers who come to use the loan service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.
2. To study the level of feedback of the quality of customers who come to use the bank's credit services for agriculture and agricultural cooperatives. Sahaskhan Branch, Kalasin Province.

3. To study the level of feedback of customer satisfaction who came to use the bank's credit services for agriculture and agricultural cooperatives. Sahaskhan Branch, Kalasin Province.

4. To study the relationships, personal factors affecting Quality and satisfaction of customers who come to use the Bank's credit services for agriculture and agricultural cooperatives Sahaskhan Branch, Kalasin Province.

3. Research Conceptual Framework



4. Expected benefits

The results of this research can be utilized as follows:

1. To study the personal factors of customers who come to use the loan service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

2. To study the level of feedback of the quality of customers who come to use the credit services of the Bank for Agriculture and Agricultural Cooperatives. Sahaskhan Branch, Kalasin Province.

3. Have studied the level of feedback of customer satisfaction who came to use the bank's credit services for agriculture and agricultural cooperatives. Sahaskhan Branch, Kalasin Province.

4. Have studied the relationships of personal factors that affect Quality and satisfaction of customers who come to use the Bank's credit services for agriculture and agricultural cooperatives Sahaskhan Branch, Kalasin Province.

5. How to conduct research

This research aims to (1) to study the personal factors of customers who come to use the credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, (2) to study the level of opinion of the quality of customers who come to use the loan services

of agricultural banks and agricultural cooperatives. Sahaskhan Branch, Kalasin Province (3) to study the level of feedback of customer satisfaction who came to use the credit services of the Bank for Agriculture and Agricultural Cooperatives. Sahaskhan Branch, Kalasin Province (4) to study the relationships of personal factors affecting Quality and satisfaction of customers who come to use the Bank's credit services for agriculture and agricultural cooperatives Sahaskhan Branch, Kalasin Province: 395 persons This chapter presents a research regulation. Research design to get accurate and reliable information Before performing the next analysis of the data, you must first analyze the data. The instrument used in the study was a rating scale estimation questionnaire with a total reliability of 0.965. Chi-Square Statistics and Multiple Regression Analysis.

6. Summary of findings

The majority of respondents were found to be 395, with 282 of whom were male, 71.39 percent of whom were female, with 113, 28.61 percent aged between 41 and 50 years old, 168 of whom had a high school/vocational education degree. 142 people, 35.95% have marital status, 287 people, 72.66% have farmer occupations, 60.25% have monthly income of 10,001 – 15,000 baht, 187 people, 47.34 % .

Part 2: Descriptive analysis of variables based on research framework.

The sample was found to have a level of feedback on the quality of service. The Bank for Agriculture and Agricultural Cooperatives sahaskhan branch in Kalasin is very high ($\bar{x} = 4.83$, S.D. = 0.37) and considering the composition, the largest level of opinion is that the bank is accurate in recording customer data ($\bar{x} = 4.86$, S.D. = 0.41)

Customer confidence in service the sample was found to have a level of feedback on the quality of service. The Bank for Agriculture and Agricultural Cooperatives sahaskhan branch in Kalasin is very high ($\bar{x} = 4.83$, S.D. = 0.40), and considering the composition, the highest level of opinion is that employees have knowledge of providing information about services and recommending bank products ($\bar{x} = 4.84$, S.D. = 0.41)

Empathy found that the sample had a level of feedback on the quality of service. The Bank for Agriculture and Agricultural Cooperatives sahaskhan branch in Kalasin is very high ($\bar{x} = 4.83$, S.D. = 0.38) and considering the composition, the highest level of opinion is to establish good relationships between employees and customers ($\bar{x} = 4.84$, S.D.=0.42).

Responsiveness found that the sample had a level of feedback on the quality of service. The Bank for Agriculture and Agricultural Cooperatives sahaskhan branch in Kalasin is very high ($\bar{x} = 4.82$, S.D. = 0.40), and considering the composition, the largest level of opinion is that employees are ready to provide services to customers ($\bar{x} = 4.84$, S.D. = 0.41).

Tangibles found that the sample had a level of opinion on the quality of service. The Bank for Agriculture and Agricultural Cooperatives sahaskhan branch in Kalasin is very high ($\bar{x} = 4.84$, S.D. = 0.39), and considering the composition, the largest opinion level is that the bank has modern equipment to serve ($\bar{x} = 4.84$, S.D. = 0.39).

Part 3: Research Hypothetical Analysis Results

Hypothesis 1.1 Gender differs in the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

It was found that the samples of different genders were found. It has differently affected the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. Has a value of Sig. = 0.39 accepts hypothesis?

Assumption 1.2 Age differences in the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. 15. A sample of different ages was found. It has differently affected the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. There is a value Sig. = 0.46 accepts hypothesis.

Hypothesis 1.3 Different levels of education affect the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

The samples were found to have different levels of education. It has differently affected the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. The value Sig. = 0.08 accepts hypothesis.

Hypothesis 1.4 Occupations differ in the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

It found that a sample with different occupations was found. It has differently affected the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. There is a value Sig. = 0.10 accepts hypothesis.

Hypothesis 1.5 Different statuses affect the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

The samples were found to have different statuses. It has differently affected the quality of credit services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. valuable Sig. = 0.21 Accept hypothesis

Assuming 1.6 Income differs in the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province.

It was found that the samples of different genders were found. It affects the quality of loan services of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province. Sig. = 0.64 accept hypothesis

7. Discuss results

1. Gender results show that different genders It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

2. Age Data vigils showed different ages. It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

3. Education level, data vicarious results showed different levels of education. It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

4. Marital status, data vicarage results showed different status. It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

5. Occupations, data results show that different professions It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

6. Revenue, data results show that income is different. It affects the satisfaction and quality of service of the Bank for Agriculture and Agricultural Cooperatives, Sahaskhan Branch, Kalasin Province, in accordance with the assumptions set.

8. Suggestion

Educational feedback

1. Reliability Offering the services promised in regards to service delivery service Customer promising services from service providers that keep their contracts, especially contracts regarding the characteristics of the main service. Therefore, the service business should be aware of the expectations of the customer in this regard. If it does not provide credibility in the core services that customers need, then it can be unsuccessful.

2. Customer confidence This is important for services that customers recognize as high risk or fail to assess the results of services such as financial services, medical care and legal services.

3. Offering concrete things This factor is important in enhancing the image of the business and is a marker of quality, and is often used in conjunction with other quality determiners.

4. Understanding customers, caring and paying attention to customers individually, offers personalized services or meets the needs of each customer to show that the customer is special. Customers want the business to understand and see the importance.

5. Customer response, willingness to help customers and provide Instant Service This factor focuses on attention and readiness to follow requests. Answer questions, listen to complaints, and solve problems for customers, including flexibility and the ability to adapt services to customer needs.

- Feedback on the next research

1. Reliability The least feedback level is that the bank keeps customer data very well. There should be adjustments to the next research.

2. Customer confidence the minimum level of opinion, the bank is accepted, trustworthy, should be adjusted for the next research.

3. Offering concrete things Minimal comment level Employees know and remember the details of regular customers. There should be adjustments to the next research.

4. Customer understanding, minimal feedback level, flexibility It can resolve each customer's problems willingly. There should be adjustments to the next research.

5. Customer response, minimal feedback level, staff dressed modestly, should be adjusted for the next research.

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Sripatum University is one of the oldest and most prestigious private universities in Bangkok, Thailand. Dr. Sook Pookayaporn established the university in 1970 under the name of "Thai Suriya College" in order to create opportunities for Thai youths to develop their potential. In 1987, the college was promoted to university status by the Ministry of University Affairs, and has since been known as Sripatum University. "Sripatum" means the "Source of Knowledge Blooming Like a Lotus" and was graciously conferred on the college by Her Royal Highness, the late Princess Mother Srinagarindra (Somdet Phra Srinagarindra Baromarajajanan). She presided over the official opening ceremony of SPU and awarded vocational certificates to the first three graduating classes. Sripatum University is therefore one of the first five private universities of Thailand. The university's main goal is to create well-rounded students who can develop themselves to their chosen fields of study and to instill students with correct attitudes towards education so that they are enthusiastic in their pursuit of knowledge and self-development. This will provide students with a firm foundation for the future after graduation. The university's philosophy is "Education develops human resources who enrich the nation" which focuses on characteristics of Wisdom, Skills, Cheerfulness and Morality.

University of Cyprus, Cyprus

The University of Cyprus was established in 1989 and admitted its first students in 1992. It was founded in response to the growing intellectual needs of the Cypriot people, and is well placed to fulfill several aspirations of the country. The University is a vigorous community of scholars engaged in the generation and diffusion of knowledge. Despite its brief history, the University of Cyprus has earned the appreciation of Cypriot society. Admission for the majority of undergraduate students is by entrance examinations organized by the Ministry of Education and Culture of the Republic of Cyprus.

University of Wollongong in Dubai, United Arab Emirates

The University of Wollongong in Dubai, abbreviated as UOWD, is a private university located in Dubai, United Arab Emirates. The University is one of the UAE's oldest universities, having been founded in 1993. The Campus has over 3,500 students from more than 108 countries. UOWD is one of the UAE's oldest and most prestigious universities. Established in 1993 by the University of Wollongong in Australia – currently ranked in the top 2% of universities in the world (QS World University Rankings 2018) – UOW in Dubai represents a pioneering Australian initiative in the Gulf region.

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