

55501320 : MAJOR : HOTEL AND TOURISM MANAGEMENT
KEY WORD: MANAGEMENT, WAITING TIME MANAGEMENT, CUSTOMER
DISTRACTION. IMPROVE SERVICE QUALITY

NUNTASIREE SETPAISAN : INCREASING CUSTOMERS' SATISFACTIONS
TOWARDS WAITING TIME MANAGEMENT (A CASE STUDY OF GOVERNMENT SAVINGS
BANK). INDEPENDENT STUDY ADVISOR: WALLOP LIIPHAN, Ph.D. , ARDIPORN
KHEMARANGSAN, Ph.D . 66 pp.

This research aimed to examine the perceptions of Government Savings Bank (GSB) customers toward 1) waiting time in the process of bank account opening 2) the bank's strategies to distract customers during their waiting. Additionally, the study was aimed at determining how to improve the bank account opening process in order to reduce the waiting time. The sample was comprised of 100 customers opening an account at the bank. The data pertaining to customer perceptions were collected through a survey questionnaire and then analyzed using descriptive and inferential statistics. The data for bank account opening process improvement were gathered through interviews with a deposit manager and a loan manager. The findings from survey indicated differences in the perceptions of the customers from different age groups and occupations. Those aged above 60 satisfied with the waiting time and distraction strategies. On the other hand, government officers, employees and business owners were satisfied with the distraction strategies but not the waiting time. The interview results revealed that the bank opening process could be improved by eliminating some unnecessary steps, thereby resulting in increased customer satisfaction.

Program of Hotel and Tourism Management Graduate School, Silpakorn University
Student's signature Academic Year 2013

Independent Study Advisor's signature 1.....2..... 3.....

Acknowledgements

For the finale independent study I would like to express my deepest thankfulness to my advisor, Dr. Wallop Lipiphan and Dr. Ardiporn Khemarangsarn, for excellent suggestion, caring, patience and providing me an excellent knowledge for my research. I really appreciated their help and the fact that she always been beside and train me. Also I would like to thank Dr. Sudawadee Chanpiwat who always supported and gave me an advice while I was study in Silapakorn University International College and I want to thank you all of professors who teach and give good suggest to me when I studied. I am very proud of to be part of Silapakorn University.

I want to thank all of Government Saving Bank officers at Rajdumneun branch for always supporting me while I am studying. I want to thank Mr. Jaruspong Lertmolpairoj the branch manager deposit section and Mrs. Karnnithi Malikao manager loan section. Also all of good colleagues Mr.Sawat Kengkanchang and Mrs.Udomluk Chaamtet. I would like to thank Ms.Aphinun Archasuwan my boss who always gave me a good advice on the report. Thank to Mrs.Doungluck Sukpinyo control manager of Government Saving Bank. And very nice customers, for their support on my survey.

I want to thank to Ms.Nutthinee Kwanbunjan my best friend in Silapakorn University International College for supporting me and strongly driven me while I studied.Finally and most important, I would like to thank my parent, who always supporting me Led me through the obstacles and be inspired. My brother who always beside me and supporting me thought good and bad.