

<b>Thesis</b>	A comparison between expectation and satisfaction of customers towards maintenance appointment service of Toyota Chairatchakarn Company Limited
<b>Author</b>	Chalatharn Jongpakdee
<b>Major</b>	-
<b>Advisor</b>	Assistant Professor Dr.Kittipong Sophonthummapharn
<b>Academic Year</b>	2018

## Abstract

The aim of this research was to study the comparison of expectation and satisfaction from customers toward the appointment service system of Toyota Chairatchakarn Co., Ltd. The research samples were 400 customers who used the appointment service. Questionnaire was used as a tool collecting data. The descriptive statistics applied were frequency, percentage, mean, standard deviation. The inferential statistics included t-test, Oneway ANOVA. Further LSD method was used to test the differences of variables. To compare the differences between expectations and satisfaction, the Paired t-test statistic was employed.

The findings showed that most respondents were male, having marriage with children, having aged between 36-45 years old, and having education level of bachelor degree. Moreover, they were having job as employees in private firm and having monthly personal income between 15,001-25,000 Baht. According to customer expectation, the highest mean value was from amicability aspect. The descending mean values were service tangibility aspect, reliability aspect, communication aspect and the least value was service accessibility. Similarly, for the customer satisfaction, the highest mean value was also from amicability aspect. The descending mean values were service tangibility aspect, reliability aspect, communication aspect and the least value was service accessibility aspect.

The hypothesis testing revealed that that 1) the difference on gender, age, education, job, family status, and monthly personal income were having no different on the expectation towards the appointment service system. 2) the difference on gender, age, education, family status, and monthly personal income were having no different on the satisfaction towards the appointment service system. Only the job variable was found having different on satisfaction. and 3) in overall, the customers' expectation toward the quality of appointment service system was having different from the customers' satisfaction. When consider in details, it was

found that the amicability aspect was not different between expectation and satisfaction. On the other hand, it was found that the reliability aspect, service tangibility aspect, service accessibility aspect, and communication aspect were having different between expectation and satisfaction.

**Keyword:** Expectation, Satisfaction, Service, Toyota

