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IN DUBAI

PROCEEDINGS OF

THE 1st REGIONAL CONFERENCE ON GRADUATE RESEARCH 2019

THEME "TRANSFORMING INNOVATION BUSINESS TO THE FUTURE"

25 August 2019

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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A Global Network

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Proceedings of
The 1st Regional Conference on Graduate Research 2019

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Theme “Transforming Innovation Business to the Future”
25 August 2019
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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of The 1st Regional Conference on Graduate Research 2019, to welcome you all to the world famous festival. First of all, I 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 Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I 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 Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2019's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (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 1st Regional Conference on Graduate Research 2019 which will take place at Sripatum University on 25 August, 2019 in Bangkok, 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 “Transforming Innovative Business to the Future”. 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.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2019's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2019's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2019's General Chair

Welcome Address from Conference Program Chairs

Welcome to the 1st Regional Conference on Graduate Research 2019 in Bangkok, 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 7 countries have submitted their papers to the 1st RCGR 2019 international conference. After a careful review process by members of the international program committee, 58 quality papers from 4 different countries (Cambodia, China, Thailand, and Vietnam) have been accepted for presentation at the conference. We thank all authors who dedicated a particular effort to contribute to the conference.

Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2019 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

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



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2019's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2019's Program Co-Chair

Speaker Background



Dr. Jeff Paul Harper

Dr. Harper is currently a Director of Institutional Research and Development Center at the International College, King Mongkut's University of Technology North Bangkok. He obtained a Ph.D. in Comparative and International Higher Education Policy and Administration from University of Virginia, USA, and worked as research consultant in several organizations such as U.S. Department of Education, Yale University, or St. Andrews University. Dr. Harper was an international educator and researcher in numerous countries – United Kingdom, Singapore, Thailand, Congo (DRC), and Denmark.

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Session Schedule

RCGR^{1st}
2019

The 1st Regional Conference on Graduate Research 2019
Sripatum University, Bangkok, Thailand
Theme: Transforming Innovative Business to the Future

Sunday (S) 25 August 19	Room	Floor 11, Room 1102			
	08:30 – 09:15	REGISTRATION			
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand			
	09:30 – 10:45	KEYNOTE ADDRESS: "Business Research: Method, Realm, and Scope" Dr. Jeff Paul Harper United States of America			
	10:45 – 11:00	SUNDAY AM BREAK			
	11:00 – 12:20	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Organization and Human Resource Management 1	SD1 Laws and Regulations
	12:20 – 13:20	SUNDAY LUNCH BREAK			
	13:20 – 15:00	SA2 Business and Marketing Management 3	SB2 Business and Marketing Management 4	SC2 Organization and Human Resource Management 2	SD2 Operation and Supply Chain Management 1
	15:00 – 15:20	SUNDAY PM BREAK			
	15:20 – 17:00	SA3 Business and Marketing Management 5	SB3 Business and Marketing Management 6/ Communication Arts	SC3 Organization and Human Resource Management 3	SD3 Operation and Supply Chain Management 2
	20:00 – 22:00	WELCOME DINNERS: White Orchid River Cruise, Bangkok, Thailand			
	22:00 – 22:10	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand			

Sunday, 25 August 2019

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Floor 11, Room 1102	08.30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1102	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1102	09:30	10:45
	09:30	10:45	Business Research: Method, Realm, and Scope		

Code	Session		Room	Start	Finish
SAB	Sunday AM Break		Hall	10.45	11.00

Code	Session	Chair	Room	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 12A01	11:00	12.20
0005	11:00	11:20	Factors Affecting Motivation to Use the Service of Customers for La Grace Clinic <i>Wisutthipuk Singkhamka and Uthairat Muangsan</i>		
0006	11:20	11:40	A Study of the Consumption Behavior of Y Generation <i>Kampon Jomkham and Chutima Kessadayurat</i>		
0008	11:40	12:00	The Perceived Value of Brand Image and Customer Satisfaction and the Loyalty of Mobile Banking of the Government Savings Bank Customers in Lamlukka District, Pathumthani Province <i>Sirisopa Chanopas and Arisara Seyanont</i>		
0009	12:00	12:20	Service Quality Affecting Foreign Customer Satisfaction Towards Hotel Service: A Case Study of Boutique Hotels in Bangkok <i>Nantanit Tongmanee and Sukunya Thipha</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Business and Marketing Management 2	Dr. Sukanya Thipha	Floor 11, Room 12A02	11:00	12.20
0031	11:00	11:20	Factors Affecting the Decision to Buy Perfume Through the Online Society of Customers in Bangkok <i>Phanuphong Wara-Eksiri and Surat Wongrattanapassorn</i>		
0035	11:20	11:40	Marketing Mix Factor (7Ps) that Affect the Satisfaction of Kerry Express Users in Bangsue <i>Sutasinee Kingyai and Natsapun Paopun</i>		
0037	11:40	12:00	The Profitability of the Feltol Manufacturing Company Limited has Decreased <i>Wichet Chinpakdee and Boonlert Jitmaneroj</i>		
0039	12:00	12:20	Factors Affecting Motivation in Selling Life Insurance AIA Company in Pathum Thani Province <i>Phakhawan Narkbangkaeo and Uthairat Muangsan</i>		

Code	Session		Chair	Room	Start	Finish
SC1	Organization and Human Resource Management 1		Dr. Natsapun Paopun	Floor 11, Room 12A03	11:00	12:20
0002	11:00	11:20	Factors Affecting to Quality of Work Life of Staff at Sripatum University, Bangkok <i>Adisak Jantarattanawong</i>			
0004	11:20	11:40	Impact of Employee Turnover on Organizational Effectiveness of The Banking Sector in Bangkok <i>Tanawat Thafong and Sukunya Thipha</i>			
0007	11:40	12:00	Factors Affecting the Performance of Company Employees Si Phraya Construction <i>Sathaporn Rittirattanagul and Surat Wongrattanapassorn</i>			
0020	12:00	12:20	Working Factors Affecting Employee Satisfaction Maintenance Work Airports of Thailand Public Company Limited Suvarnabhumi <i>Kitsada Chauyyok and Sukunya Thipha</i>			

Code	Session		Chair	Room	Start	Finish
SD1	Laws and Regulations		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1102	11:00	12:00
0001	11:00	11:20	Legal Problems Relating to Protection of Injured Person's Rights in Criminal Cases: A Study of Statutes of the Damages for the Injured Person and Compensation and Expense for the Accused in Criminal Case Act B.E. 2544 and Amendment (No. 2) B.E. 2559 <i>Wannisa Suksawat and Somjit Sersansie</i>			
0016	11:20	11:40	Guideline for the Community Participation in Tree planting to Alleviate Global Warming <i>Sunee Mallikamarl</i>			
0029	11:40	12:00	The Protection of Human Right to Healthy Environment in the New Context Under Eco-Centric Legal Paradigm <i>Julapathana Kiratiphumtam</i>			

Code	Session		Room	Start	Finish
SLB	Sunday Lunch Break		Lounge Floor 12A	12:20	13:20

Code	Session		Chair	Room	Start	Finish
SA2	Business and Marketing Management 3		Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 12A01	13:20	15:00
0012	13:20	13:40	Motivation Factors that Affect the Decision Using the Private Pawnshop Service: The Case of Tungthauasin Co., Ltd. <i>Thuagpon Klawlaaid and Sukunya Thipha</i>			
0013	13:40	14:00	Marketing Mix Factors Affecting Behaviors of Buy Screen Printing on T-Shirt <i>Rujirat Thongthua and Surat Wongrattanapassorn</i>			
0014	14:00	14:20	Consumers' Attitude Towards Purchasing Thai Desserts Among New Generations in Bangkok, Thailand <i>Chanakarn Amsa-ard and Sukanya Thipha</i>			
0017	14:20	14:40	Factors Affecting the Decision to Buy Beautiful Fish of Consumers in Bangkok <i>Charassorn Leechirakunroj and Uthairat Muangsan</i>			
0018	14:40	15:00	Factors Affecting Consumers' Decision to Buy Obesity Reduction Products in Bangkok <i>Kocharak Bunkong and Uthairat Muangsan</i>			

Code	Session		Chair	Room	Start	Finish
SB2	Business and Marketing Management 4		Dr. Sukanya Thipha	Floor 11, Room 12A02	13:20	15:00
0041	13:20	13:40	Factors Affecting the Decision to Buy Hair Care Products of Teenagers in Bangkok <i>Nichamon Pennet and Uthairat Muangsan</i>			
0043	13:40	14:00	Guideline and Recommendation Solution for Resolving the High Cost Medical Devices Investment in Phythai 2 Hospital <i>Somtida Kachanonda and Phusit Wonglorsaichon</i>			
0044	14:00	14:20	Service Quality Affecting to Service Satisfaction of Shabu Restaurants in Bangkok Area <i>Kemlawan Sangkrom and Uthairat Muangsan</i>			
0047	14:20	14:40	Factors Influencing the Outstanding Unsecured Loans of the Household Sector <i>Chalisa Emamung, Thanarak Laosutthi, and Rawatthatma Apirom</i>			
0048	14:40	15:00	Marketing Mix Factors Related to Consumer Decision Making in Big Bike in Bangkok Metropolis <i>Tossaporn Chuenarom and Asawin Pasutham</i>			

Code	Session		Chair	Room	Start	Finish
SC2	Organization and Human Resource Management 2		Dr. Natsapun Paopun	Floor 11, Room 12A03	13:20	15:00
0021	13:20	13:40	Working Satisfaction Factors Affect the Decision of Resignation of A Private Company Bangkok <i>Prawit Promyota and Uthairat Muangsan</i>			
0024	13:40	14:00	Factors Affecting Organizational Commitment of Private Company Employees in Bangkok <i>Manutsave Sangngiw and Uthairat Muangsan</i>			
0025	14:00	14:20	Factors at Work Effect to the Employee Performance Efficicney Office Of Agricultural Economics (Central) <i>Napaphat Yoothim and Sukanya Thipha</i>			
0032	14:20	14:40	Factors That Affect the Performance of the Receptionist Aboard <i>Tachaya Chokdechapat and Surat Wongrattanapassorn</i>			
0038	14:40	15:00	Satisfaction of military personnel 11th Military Circle <i>Kitiwat Thamniyai, Uthairat Muangsan, and Natsapun Paopun</i>			

Code	Session		Chair	Room	Start	Finish
SD2	Operation and Supply Chain Management 1		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1102	13:20	15:00
0003	13:20	13:40	Optimal Oder Allocation for Multiple Products, Multiple Suppliers under Multiple Decision Criterions <i>Chiranya Chotyakul</i>			
0011	13:40	14:00	Modified Artificial Bee Colony for Procurement Problems with Price Discounts <i>Chiranya Chotyakul</i>			
0015	14:00	14:20	Guidelines for Increasing the Supply Chain Efficiency of Rubber Wood Products: A Case Study of Logistics Company Limited <i>Suchada Poolnuan and Sawaros Srisutto</i>			
0033	14:20	14:40	Increasing the Packaging Efficiency of Transport by Lean Concept: A Case Study of Motorcycle Manufacturing Company <i>Kanokwan Sakunsongdej</i>			
0053	14:40	15:00	The Future of Last Mile Delivery in Logistics 4.0: A Prediction of the Future Method <i>Duc Tinh Ta</i>			

Code	Session		Room	Start	Finish
SPB	Sunday PM Break		Hall	15:00	15:20

Code	Session	Chair	Room	Start	Finish
SA3	Business and Marketing Management 5	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 12A01	15:20	17:00
0019	15:20	15:40	Personnel Satisfaction that Comes to Use Financial Services with the Royal Military Savings Division <i>Parichad Ninkhiao and Uthairat Muangsan</i>		
0023	15:40	16:00	Factors Affecting the Behavior of Using Hypermarket Shops in Bangkok <i>Rodchana Ngokkamrai and Uthairat Muangsan</i>		
0026	16:00	16:20	The Confidence and Loyalty that Influence the Decision to Access the Department Service: A Case Study of the Department Stores in Wattana Area <i>Wichada Chorobcheay and Natsapun Paopun</i>		
0027	16:20	16:40	Behavioral Factors Affecting the Decision to buy Monthong Durian in Permsin <i>Kamonwan Phromthongphan and Sukanya Thipha</i>		
0030	16:40	17:00	Management Factors Affecting the Decision to Participate in the Temple Activities of Teenagers in Nakhon Sawan Province <i>Jakkaphan Suphasa and Uthairat Muangsan</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Business and Marketing Management 6/ Communication Arts	Dr. Sukanya Thipha	Floor 11, Room 12A02	15:20	17:00
0049	15:20	15:40	The Perceived Value of the Marketing Mix on the Decision to Purchasing: A Case Study of KOI THE Pearl Milk Tea <i>Prawvarin Nunkam</i>		
0050	15:40	16:00	A Study of the Relationship of the Behavior of Buying Souvenirs and Channels of Media Exposure of Fan Club, Thai League Futsal Club <i>Bunhan Khantichaikachon and Natsapun Paopun</i>		
0056	16:00	16:20	Factors of Service Quality Affecting Customer Satisfaction of Theaters Business in Bangkok <i>Watchara Jaimon and Surat Wongrattanapassorn</i>		
0058	16:20	16:40	The Study of Consumer Service Satisfaction of Chor Bor Shabu <i>Kanittha Potiaudomsakul</i>		
0051	16:40	17:00	Youtubers and Marketing Mix that Affects the Decision to Buy Toys of Generation Z <i>Chumpon Meeying and Tanachart Junveroad</i>		

Code	Session	Chair	Room	Start	Finish
SC3	Organization and Human Resource Management 3	Dr. Natsapun Paopun	Floor 11, Room 12A03	15:20	16.40
0042	15:20	15:40	Motivation that Affects the Loyalty of Staffs and Employees of the Government Savings Bank Region 14 <i>Paksiri Anekwithee and Sukunya Thipha</i>		
0045	15:40	16:00	Motivation Factors Affecting Self-Development of Aviation Personnel at Donmuaeng Airport <i>Nithima Chuairod and Uthairat Muangsan</i>		
0052	16:00	16:20	Leadership Skills for the Disruptive World <i>Chutimavadee Thongjeen</i>		
0057	16:20	16:40	Compensation Affecting to Performance Efficiency of Employees in Leelalin Massage & Spa Shop <i>Vimolrat Pokadhanawat</i>		

Code	Session		Chair	Room	Start	Finish
SD3	Operation and Supply Chain Management 2		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1102	15:20	16.00
0054	15:20	15:40	Transport and Logistics Trends 2019 <i>Monyoch Chea</i>			
0055	15:40	16:00	A Study of Rationalization of Logistics and Transportation: A Literature Review <i>Zhengkai Chen</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned		20:00	22:00
	20:00	22:00	Welcome Dinners: White Orchid River Cruise, Bangkok, Thailand			

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Business and Marketing Management

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Factors Affecting Motivation to Use the Service of Customers for La Grace Clinic

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Abstract

The purpose of this research is to study the effects of impulse use in order to compare the results of studies on incentives for using information services and recommendations for further research studies. The sample group consists of 222 customers who come to use the service within Ratana area. Research instruments Calculation of proportions from testing, calculation and analysis of the analysis of variance has statistically significant at the level of .05 Research results showed that Using the services of the customers will receive the most importance, helping the customers with physical problems. But still in a very important level, all 3 results of the comparison of the overall picture of the customer have not significantly different opinions, with statistical significance at 0.05. Get the signal from the bus stop at the subway station to come out comfortably but also feel relaxed as well. Promoting sales to customers during important festivals where advertisements for beauty management products through television Important moments and with free items or promotions.

Keywords: Factors Affecting, Motivation, La Grace Clinic

A Study of the Consumption Behavior of Y Generation

by

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Abstract

This research focused on studying the media consumer behavior of the Y generation which changed after the technology played more the role in the daily life. To approach the information affected how to make a decision for purchasing which changed from the past. Especially in the Y generation who was born in the transition of the technology period. Their behaviors changed all the time. This affected to study the media consumer behavior in the Y generation. For catching up the changing, there were purposes as following: 1. For studying the content which Y generation liked; and 2. To study the Media consumer behavior of the Y generation by collecting data from the in-depth interview. There were 16 persons of target groups which were 8 men and 8 women who were born during 1981-2000, by analyzing the collected data along with the studies and the other involved resources. The results were found that 1. The Y generation had three types of contents consumer behavior which were the videos, pictures, and infographics, and the articles; the Y generation like the content on videos the most; 2. The Y generation liked 3 types of medias such as on electronics media printing media, and social media; the Y generation consumed social media the most from 3 types of medias as above.

Keywords: Media Consumer Behavior, Y Generation

The Perceived Value of Brand Image and Customer Satisfaction and the Loyalty of Mobile Banking of the Government Savings Bank Customers in Lamlukka District, Pathumthani Province

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Abstract

The objectives of this research study were to: 1) study the Perceived value of brand image, customer satisfaction and the loyalty. 2) Compare the difference between personal factors, the loyalty to use the service, 3) the perceived value of brand image, customer satisfaction of services to influence the loyalty of services mobile banking. Data were collected by questionnaire from customers number of sample size is 400 persons and analyze statistical information, including frequency, percentage, mean, standard deviation, t-tests. One-way ANOVA, the correlation coefficient Pearson correlation and Multiple Regression Analysis were used. The results of the research showed that: 1) The Perceived values of brand image as a whole and at the level of agreement. Sort the mean is the brand awareness or brand associated and perceived quality and customer satisfaction of services, overall and individual aspects were at the level of agreement. Sort the mean is promotion, place, product, price, process, physical evidence and presentation and people, and the loyalty to use the service in the overall a high level of satisfaction, 2) Personal factors, gender, age, education level, occupation, average income per month and used most the types of financial transactions variables were different. the loyalty of services mobile banking was statistically significant at the 0.05 level, 3) the Perceived value of brand image of brand awareness and brand associated, customer satisfaction of Product, Price and Place . As a result a positive, the loyalty of mobile banking service at the 0.01 level of significance.

Keywords: Perceived Value of Brand Image, Customer Satisfaction of Services, Mobile Banking

Service Quality Affecting Foreign Customer Satisfaction Towards Hotel Service: A Case Study of Boutique Hotels in Bangkok

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Abstract

The purposes of the research are: 1) to study the service quality level of the Boutique hotels in Bangkok. 2.) To study the satisfaction level of the Boutique hotels in Bangkok. 3.) To study the service quality that affect the Boutique hotels in Bangkok guest satisfaction. The sample for the research are 400 foreign guests who staying at the Boutique hotels in Bangkok by using questionnaires to collect data and statistics, such as basic statistic, to analyze and describe the sample by finding out the Frequency, Percentage, Mean, Standard Deviation. For testing the hypothesis, this research used statistic and Multiple Regression analysis. The analysis result showed that, most of the samples are male, 20-40 years old, Bachelor degree, single, private companies employees, income per month around 4,001-6,000 (USD), and the purpose of staying for travelling. The guest' feedbacks for service quality, tangibility, reliability, fast response, accountability, and carefulness are excellent. The research showed that overall guests satisfaction also excellent. The hypothesis test result showed that guest' satisfaction to service quality of the Boutique hotels in Bangkok is excellent with significant statistical value. Service quality, tangibility, reliability, fast response, accountability, and carefulness are also in the same way as overall guest' satisfaction

Keywords: Service Quality, Customer Satisfactions, Hotel, Foreigner

Motivation Factors that Affect the Decision Using the Private Pawnshop Service: The Case of Tungthausin Co., Ltd.

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Abstract

The objective of this study is to study the personal factors of service users that affect the selection of private pawnshop services: a case study of Tang Thanasin Company Limited in order to study the factors of service users' motivation that affect the selection. Private pawnbroker services: a case study of Tang Thanasin Company Limited and to study the relationship between personal factors and factors affecting. The decision to use the services of a private case study of the pawnshop Tang Thanasin limited. The sample group used in this study was users of private pawn shops. The case study of Tang Thanasin Company Limited used 400 persons. The research instruments were questionnaires about motivation factors affecting the selection and use of private pawnshop services. Statistics used in research. This time is the means and standard deviation. Motivation factors affecting decision making and the use of private pawnshop services: a case study of Tang Thanasin Company Limited in all aspects. Overall, the respondents had a moderate level of opinions (\bar{x} = 3.08). When considering in each aspect, the average order from highest to lowest found that emotions were at a moderate level (\bar{x} = 3.13), followed by reason at a moderate level (\bar{x} = 3.04). Decision making and the use of private pawnshop services: a case study of Tang Thanasin Company Limited in all aspects. Overall, the respondents had opinions at a high level (\bar{x} = 3.58). Arranging property was at a high level (\bar{x} = 3.66), followed by human relations of personnel was at a high level (\bar{x} = 3.64) and confidence building high level (\bar{x} = 3.62) respectively.

Keywords: Motivation, Decision Making

Marketing Mix Factors Affecting Behaviors of Buy Screen Printing on T-Shirt

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Abstract

The objectives of this research are: 1) to study the personal factors and consumers' buying behavior of T-shirt screen printing consume classified by personal factors, 2) to study the influence of personal factors affecting consumer buying behavior of T-shirt screen pattern, and 3) to study and compare the behavior of consumers buying screened t-shirts Classified by personal factors The sample group used in the research was Customers who resided in Bangkok were 400 samples using questionnaires as a tool for collecting data and using statistical analysis including basic statistics to describe the sample group by finding frequencies. Average percentage distribution ratio and standard deviation and in the hypothesis testing, Comparative analysis of buying behavior of t-shirt screened by personal factors Will test at the statistical significance level of 0.05 The group goes up and analyzes. More information by method Scheffe in case the F-test analysis results showed significant differences statistical at level 0.05. The data analysis of the respondents found that the sample group that answered 400 questionnaires, more than half were males aged 22-30 years with average monthly income of 20,000-30,000 baht with a career in private company employees. The hypothesis test found that samples with different gender There is a behavior of buying a t-shirt with screen pattern. (The average frequency of buying clothes per 1 time and the average cost of buying a T-shirt with 1 pattern per screen) is no different. As for the sample group that is older, income per month, different occupations. There are different buying behavior of screened t-shirts.

Keywords: Marketing Mix, Behavior Buy, T-Shirt Screen Printing

Consumers' Attitude Towards Purchasing Thai Desserts Among New Generations in Bangkok, Thailand

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Abstract

The current research was aimed at examining consumers' attitude toward purchasing Thai desserts in Bangkok, Thailand. By doing so, the theory of attitude was adopted as conceptual framework to examine the influences of attitude on new generations of consumers. Attitude would serve as an independent variable. To learn if attitude affected consumers to buy Thai dessert, purchase intention was selected to function as a dependent variable. People who fell between 15 years old and 25 years old were defined as new generations and served as population. 400 respondents were the sample size of this current research. Moreover, the targeted respondents must live in Bangkok. Quantitative research methodology was employed in this research and the tool for data collection was questionnaire. For data collection method, it used face-to-face interview technique to gain some insights from the targeted respondents in addition to the required information. Such method was expected to learn whether a brand of Thai dessert affected their decision making toward buying Thai dessert. Simple regression was used to analyze if consumers' attitude toward purchasing Thai desserts had effects on their purchase intention. Hypothesis testing was also performed. The results indicated that consumers' attitude toward purchasing Thai desserts could influence their purchase intention, but their strength of the relationship was not high since its coefficient value was 0.284 at the significant level of 0.05. In addition, a brand of Thai desserts was found not to affect new generation's purchase intention to buy Thai desserts.

Keywords: Consumers' Attitude, Purchase Intention, Thai Desserts, New Generations

Factors Affecting the Decision to Buy Beautiful Fish of Consumers in Bangkok

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Abstract

This study aims to study factors affecting the decision to buy beautiful fish of consumers in Bangkok to study the decision to buy beautiful fish of consumers in Bangkok. The samples used in this study were 400 people in Bangkok. The tools used in the study the researcher used a questionnaire on factors affecting the decision to buy beautiful fish of consumers in Bangkok. The statistics used in this research were mean, standard deviation Research found that: Factors affected to the decision to buy beautiful fish of consumers in Bangkok province, including all aspects the level of factors is at the highest level ($\bar{X} = 4.61$). Marketing promotion at the highest level ($\bar{X} = 4.63$), followed by product distribution channels at the highest level ($\bar{X} = 4.61$) and the price is at the highest level ($\bar{X} = 4.59$) respectively. The decision to buy beautiful fish of consumers in Bangkok the level of factors is at the highest level ($\bar{X} = 4.61$). When considering each issue, the average order from descending order is found to decide to buy beautiful fish. Because it is personal preference at the highest level ($\bar{X} = 4.71$), followed by study and compare information about beautiful fish from various sources before deciding to buy at the highest level ($\bar{X} = 4.63$) and thinking about introducing others to buy beautiful fish from selected sources at the highest level ($\bar{X} = 4.62$), respectively.

Keywords: Factors, Decision to Buy, Beautiful Fish

Factors Affecting Consumers' Decision to Buy Obesity Reduction Products in Bangkok Kacharak Bunkong

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Abstract

The purpose of this study was to study factors affecting the decision to buy obesity reduction products among consumers in Bangkok the samples used in this study were 400 people in Bangkok questionnaire about factors affecting consumers' decision to buy obesity reduction products in Bangkok. The statistics used in this research were mean, standard deviation Research found that. The factors that affected to the decision to buy obesity reduction products of consumers in Bangkok, including all aspects, overall, the level of factors is at the highest level ($\bar{X} = 4.55$). Distribution channels Marketing promotion at the highest level ($\bar{X} = 4.57$), followed by product at the highest level ($\bar{X} = 4.55$) and the price is at the highest level ($\bar{X} = 4.53$) respectively. The decision to buy obesity reduction products of consumers in Bangkok in overall, the level of factors is at a high level ($\bar{X} = 4.50$). When considered in each aspect, the average order from descending order is found that there is interest and willingness to buy obesity reduction products. The highest level ($\bar{X} = 4.57$), followed by recognize that the products used to reduce obesity are currently in good health. The highest level ($\bar{X} = 4.56$) and satisfied with physical health after eating slimming products at the highest level ($\bar{X} = 4.54$) respectively.

Keywords: Factors, Purchasing Decisions

Personnel Satisfaction that Comes to Use Financial Services with the Royal Military Savings Division

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Abstract

The purpose of this study was to study the satisfaction of personnel using financial services with the Army Savings and Investment Division and to compare the satisfaction of personnel using financial services with the company. Army saving division was classified by personal factors. The samples used in this study were personnel who came to use financial services with the Royal Thai Army Savings Division. The research instruments were questionnaire about personnel satisfaction that comes to use financial services with the Standard Deviation. The sample group that answered 400 questionnaires, more than half were male, 62.50%, single status, 50.25%, 64.25% had bachelor's degree education, average monthly income 20,001-30,000 baht, 42.25 percent with work experience 11-15 years, 35.75 percent. The satisfaction of the personnel who use financial services and the division of the Army Savings and Investment Division in all aspects, overall, the level of factors is at the highest level (\bar{x} = 4.66). Little found that the process / service process at the highest level (\bar{x} = 4.70), followed by Facilities at the highest level (\bar{x} = 4.69) and service staff at the highest level (\bar{x} = 4.60) respectively.

Keywords: Satisfaction, Financial Services

Factors Affecting the Behavior of Using Hypermarket Shops in Bangkok

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Abstract

This study aims to study the factors affecting the use of hypermarkets in Bangkok, to study the behavior of using hypermarkets in Bangkok and to study the relationship between factors that affect the use of hypermarkets in Bangkok. The samples used in this study were 400 people in Bangkok questionnaire about factors affecting the behavior of using hypermarket shops in Bangkok. The statistics used in this research were frequency, percentage, mean, and standard deviation Research found. The sample group that answered 400 questionnaires, more than half were female, 56.75 percent. The sample group was 41-50 years old, 34.50 percent had married marital status, 70.50 percent had a bachelor's degree, and 54.25 percent had average monthly income. 10,000-20,000 baht, 29.50 percent. Factors affecting the behavior of using hypermarkets in Bangkok in all aspects overall, the respondents had a high level of opinion ($\bar{X} = 4.30$). When considering each aspect, the average order from descending order was found. That the variety of product types at the highest level ($\bar{X} = 4.52$), followed by shop design and product placement at a high level ($\bar{X} = 4.37$) and location / distribution channels at a high level ($\bar{X} = 4.27$). The behavior of using hypermarkets in Bangkok in all aspects overall, the respondents had a high level of opinion ($\bar{X} = 4.29$). When considering each aspect, the average order was ranked in descending order. Buy at a high level ($\bar{X} = 4.50$), followed by the influence on purchasing decisions at a high level ($\bar{X} = 4.29$) and the estimated cost per time at a high level ($\bar{X} = 4.27$) respectively.

Keywords: Factors, Service Behavior, Hypermarkets

The Confidence and Loyalty that Influence the Decision to Access the Department Service: A Case Study of the Department Stores in Wattana Area

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Abstract

The purposes of the research are: 1) to study reliability factor in quality of service, trust, organization's image of the department store in wattana area, and 2) to study loyalty of consumers behavior, repeat purchase /repeat service satisfied that influence the purchasing decisions of the department store in wattana area. The sample for the research are 400 customer who eating at the department store in wattana area by using questionnaires to collect data and statistics, such as basic statistic, to analyze and describe the sample by finding out the Frequency, Percentage, Mean, Standard Deviation. For testing the hypothesis, this research used statistic and Multiple Regression analysis. The analysis result showed that, most of the samples are male, 31-40 years old, Bachelor degree, single, private companies employees, income per month more than 40,000 (THB). The reliability factor in quality of service, trust, organization's image and loyalty factor consumers behavior, satisfaction influence the decision to access the department store statistically significant at the 0.05 level on the contrary. The loyalty of repeat purchase / repeat service no influences the decision to access the department store statistically significant.

Keywords: Service Quality, Customer Satisfactions, Department Store

Behavioral Factors Affecting the Decision to buy Monthong Durian in Permsin

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Abstract

The purpose of this study was to study the behavioral factors that affect the decision to purchase durian of monthong in the Permsin area and to study the decision to buy Durian monthong in Permsin District. The samples used in this study were 400 people living in the Permsin area. Questionnaire about behavioral factors affected the decision to buy durian monthong in Permsin. The statistics used in this research were frequency, percentage, mean, standard deviation and testing the hypothesis by using t-test for Independent Sample (ANOVA) (One-Way ANOVA). The sample group that answered 400 questionnaires, more than half were female, 55.75 percent, aged 41-50 years, 28.00 percent, married marital status, 55.25 percent, occupation as state enterprise employees, 27.75 percent, had bachelor degree, 49.25 percent had income get average per month 10,000-20,000 baht, 31.00 percent. Behavioral factors affecting the decision to buy durian monthong in the Permsin area, it was found that most of the buyers bought Durian monthong from the market at 27.50 percent. The price of buying durian in each month is 201-400 baht, 42.50 percent; most of them will buy durian for eating by themselves, depositing 52.50 percent of the amount of purchasing durian, monthong 2-4 kilograms, 54.25 percent of the influence of buying durian, 53.25 percent of friends / colleagues. The decision to purchase all types of monthong durian in the area of the Permsin area, in total, respondents had a high level of opinion ($\bar{X} = 4.02$). ($\bar{X} = 4.07$) and information recognition at a high level ($\bar{X} = 3.98$) respectively. Hypothesis testing comparison of behavioral factors that affect the decision to buy durian in Permsin classified by personal factors, it was found that samples with different gender, age, status, occupation and income per month were different. Decision to buy durian in Permsin not different educational levels Decision to buy durian in Permsin in terms of information recognition not different marketing differing significantly at the 0.01 level, comparing behavioral factors affecting the decision to buy durian, monthong in Permsin classified by behavioral factors, found that the source of buying / selling durian, monthong. The price of buying durian gold each time what purpose is the purchase of durian monthong? Amount of purchase of durian, monthong and influence on the purchase of durian the decision to buy durian in Permsin area is not different.

Keywords: Behavioral Factors, Purchasing Decisions, Durian

Management Factors Affecting the Decision to Participate in the Temple Activities of Teenagers in Nakhon Sawan Province

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Abstract

The purpose of this study was to study the factors of temple management affecting the decision to participate in the activities of adolescent temples in Nakhon Sawan province, to study the decision to participate in the activities of adolescent temples in Nakhon Sawan province and to study the relationship. Between the factors of the temple management affected the decision to participate in the activities of the temple of teenagers in Nakhom Sawan. The samples used in this study were people living in Nakhon Sawan and in this research, 400 respondents were teenagers living in Nakhon Sawan Province. Questionnaire about Management factors affecting the decision to participate in the temple activities of teenagers in Nakhon Sawan Province the statistics used in this research were frequency, percentage, mean, standard deviation and hypothesis testing using t-test for independent sample ANOVA (One-Way ANOVA) Pearson's Correlation and Regression Analysis Research found that. The sample group that answered 400 questionnaires, more than half were female, 63.75 percent, female 36.25 percent. The sample group was 16-20 years old, 49.75 percent. The sample group was 59.75 percent of students. 33.00 percent. The factors of business, clergy / religious affairs of all temples, in total, respondents were at a high level ($\bar{X} = 4.19$). When considered in each aspect, the order was ranked in descending order at a high level ($\bar{X} = 4.22$), followed by education at a high level ($\bar{X} = 4.20$) and public welfare was at a high level ($\bar{X} = 4.15$), respectively. The overall environmental management factors in all aspects. Overall, the respondents had a high level of opinion ($\bar{X} = 4.34$). When considering each aspect, the average order was ranked in descending order. At a high level ($\bar{X} = 4.41$), followed by activities at a high level ($\bar{X} = 4.28$). The decision to participate in the activities of the temple of teenagers in Nakhon Sawan Province in all aspects overall, the respondents had a high level of opinion ($\bar{X} = 4.29$). In monks at a high level ($\bar{X} = 4.48$), followed by environment in the high level ($\bar{X} = 4.28$) and the popularity of the temple's reputation at a high level ($\bar{X} = 4.22$), respectively.

Keywords: Factors, Management, Decision to Participate

Factors Affecting the Decision to buy Perfume Through the Online Society of Customers in Bangkok

by

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Abstract

The purpose of this study was to study the factors affecting the decision to buy products for the hair care of teenagers. In Bangkok, to study the decision to buy products for teen hair care in Bangkok and to study the factors that influence the decision to buy perfume through the online society of consumers in Bangkok. The samples used in this study were 200 consumers in Bangkok questionnaire about factors affecting the decision to buy perfume through the online society of customers in Bangkok. The statistics used in this research were frequency, percentage, mean and standard deviation Research found that. The sample group that answered 200 questionnaires, more than half were female, 61.00 percent, male 39.00 percent, aged 31-40 years, 40.50 percent, single status, 60.50 percent, career as a private company employee, 35.50 percent had a bachelor's degree education. 79.50 per cent, with an average monthly income of more than 30,000 baht, 51.50 per cent. The frequency of using the service to buy products via Facebook is found 2-3 times per week, 48.50 per cent. Once found 1,000-3,000 Baht 49.00 percent. Attitude factors affect the decision to buy perfume through the online society of customers in Bangkok. Respondents have opinions. At the highest level ($\bar{X} = 4.59$) the trust factor affects the decision to buy perfume through the online society of customers in Bangkok at the highest level ($\bar{X} = 4.53$) and the marketing mix factors affect the decision to buy perfume through the online society of customers in Bangkok at a high level ($\bar{X} = 4.31$).

Keywords: Factors, Decision, Social Online

Marketing Mix Factor (7Ps) that Affect the Satisfaction of Kerry Express Users in Bangsue

by

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Abstract

Research factors of marketing mix factors (7Ps) that influence the satisfaction of Kerry Express users in Bangsue is a survey research which aims to study the satisfaction of Kerry Express users in Bangsue. And to study the factors that affect the satisfaction of users. By using a questionnaire as a tool to collect various data of this research. With a sample of 200 people and 100% of the questionnaires returned, using statistics to analyze data consisting of descriptive statistics such as percentage, mean, deviation. The second part is an analysis of inferential statistics in hypothesis testing. Statistics used to analyze sample groups representing the population, which bring the results of the analysis to summarize the results referred to the population by using the theory of necessity. Inferential statistics, t-test statistics were used to test the differences or compare the mean values of the two groups of samples. There are 2 characteristics: Independent Samples, One-way ANOVA, One-way analysis of variance. Factor Analysis is a group of variables that are related to each other. And multiple linear regression analysis, which is an analysis to test the relationship between the initial variables is the marketing mix factor (7Ps) and the dependent variable is the satisfaction of using Kerry Express services at statistical significance level. 95%

Keywords: Marketing Mix, Satisfaction

The Profitability of the Feltol Manufacturing Company Limited has Decreased

by

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Abstract

This independent study the objective of this study is to study the profitability of the Feltol Manufacturing Co., Ltd. by using secondary data. The financial statements of the company, Feltol Manufacturing Co., Ltd., from the Department of Business Development since the year. 2013 – 2017. According to studies, it has been found that the cause of the problem of profitability of the company is reduced: 1) Feltol Manufacturing Co., Ltd. has a continuous increase in total assets every year may be caused by investment in plant expansion and purchase of machinery to increase production capacity. Making the total assets increase continuously every year but not only can generate more profits compared to the assets that are increasing every year, 2) Feltol Manufacturing Co., Ltd. has an increase in shareholders' equity every year May be caused by unappropriated retained earnings for shareholders Therefore, the shareholders' equity has a higher cumulative value but not only can generate more profits when compared to the increase in shareholders' equity every year, and 3) Feltol Manufacturing Co., Ltd. has reduced total revenue while the cost of sales and services increased Resulting in reduced profitability. Offering alternative solutions to problems by reducing sales and service costs because they can reduce the cost of sales and services more. If the investment occurs, it will be able to pay back quickly because it is a recurring expense if it can be reduced, it will result in continuous benefits. And can be done immediately without risk By choosing to reduce the cost of product testing Because testing the product has a high cost Can be reduced by increasing the ability of the product testing laboratory To have the ability to test more products In order to reduce the testing of products from external laboratories which are costly. Advantages: can reduce the cost of sales and services more if the investment occurs, it will be able to pay back quickly. Because it is a recurring expense if it can be reduced, it will result in continuous benefits. And can be done immediately without risk. Disadvantages: There is an investment to increase the operational capability. So that the operation with lower operating costs The total budget is 2,900,000 baht. The payback period is approximately 2 years.

Keywords: Return on Assets, Return on Equity, Operating Expenses per Total Income

Factors Affecting Motivation in Selling Life Insurance AIA Company in Pathum Thani Province

by

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Abstract

The purpose of this study was to study factors affecting motivation in selling life insurance for AIA companies in Pathum Thani province. This study aim to the motivation for selling life insurance for AIA companies in Pathum Thani province. The samples used in this study were Life Insurance Agent, AIA Company in 400 people in Pathum thani province. Tools used in the study were questionnaires about factors affecting motivation in selling life insurance for AIA companies in Pathum Thani province the statistics used in this research were mean, standard deviation. Research found that. The factors affected to motivation in selling life insurance for AIA companies in Pathum Thani province, including all aspects, overall, the level of factors is at a high level ($\bar{X} = 4.29$). Respect for recognition at a high level ($\bar{X} = 4.41$), followed by aspects of the work that is performed at a high level ($\bar{X} = 4.35$) and responsibility at a high level ($\bar{X} = 4.33$) respectively. The motivation in selling life insurance for AIA companies in Pathum Thani province. Overall, the level of motivation is at a high level ($\bar{X} = 4.28$). When considered in each aspect, the average order from descending to the highest is found that this profession is a profession that receives high returns at the highest level ($\bar{X} = 4.96$), followed by the bonus received is worth the work. At the highest level ($\bar{X} = 4.72$) and have the opportunity to advance in career in the high level ($\bar{X} = 4.48$) respectively.

Keywords: Factors, Motivation to Work

Factors Affecting the Decision to Buy Hair Care Products of Teenagers in Bangkok

by

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Abstract

The purpose of this study was to study the factors affecting the decision to buy products for the hair care of teenagers. In Bangkok to study the decision to buy products for teen hair care in Bangkok and to study the relationship between factors that affect the decision to buy products for teen hair care. In Bangkok the samples used in this study were 400 people in Bangkok questionnaire about factors affecting the decision to buy products for teen hair care in Bangkok. The statistics used in this research were frequency, percentage, mean, and standard deviation Research found. The sample group that answered 400 questionnaires, more than half were female, 65.00%, under the age of 20 years, 35.50%, single status, 53.25%, were private company employees, 31.50% had education level lower than bachelor's degree, 52.75% had average income. Per month, lower than 10,000 baht, 37.00 percent. Factors affecting the decision to buy products for teen hair care in all areas of Bangkok, including the level of factors at the highest level ($\bar{X} = 4.61$) when considered in each aspect, the average order from descending to the highest was found that the price was at the highest level ($\bar{X} = 4.63$), followed by marketing promotion at the highest level ($\bar{X} = 4.62$) and distribution channels at the highest level ($\bar{X} = 4.61$) respectively. Decision to buy products for teen hair care in Bangkok overall, the level of factors is at the highest level ($\bar{X} = 4.61$). When considering each aspect, the average orders from descending to the highest, it was found that friends used to use hair care products before. At the highest level ($\bar{X} = 4.71$), followed by choose to buy hair care products because of the features and benefits. At the highest level ($\bar{X} = 4.64$) and before buying products for maintenance products, I inquired about the efficiency from those who had already consumed at the highest level ($\bar{X} = 4.62$), respectively.

Keywords: Factors, Decision to Buy, Hair Care Products

Guideline and Recommendation Solution for Resolving the High Cost Medical Devices Investment in Phyathai 2 Hospital

by

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Abstract

Recently, private hospital business is highly competitive in order to win the best treatment result. Thus, to continuously increase the accuracy of treatment and diagnosis, the organization needs to invest in the part of medical device and technology. Each organization have their own protocol to decide investment method. In study of some organization found that an expensive device is initially requested to buy by medical personnel who need to use the newest medical device technology which lack of carefully consideration to other circumstances. After approved to order those devices, most of them trend to decrease frequency of device operation when start to use for a while. The decreasing frequency of device operation occurs from many reasons, for example, none of the patient need to use those devices or the physician changes the treatment process. The less use the device the more spend the maintenance fee that the organization have to response. The first vision of healthcare business is the quality of treatment. Therefore, the responsibility of organization leader should consider to another interested person. To decide the suitable investment in order to utilize the highly expensive medical devices to reach the breakeven point, it should be carefully considered the benefit of equipment. Therefore, this study is aim to reconsider the budget plan, buying process, delivering process and usage control to find out the unsuitable process in order to re-plan and improve those processes. This study found that the process of requesting highly expensive devices required investment report form including investment references to support the breakeven point of the device. Since, the medical personnel are less knowledge of investment result in the business effect; the investment report form is also less reliable and incorrect. This error from ineffective investigation impacts to wrong investment decision. If the less profit project is selected, the organization could loss better project which make much profit than the selected one. On the other hand, the impact of investment consideration also come from reliable statistical references and market information which should be used to consider market demand and breakeven point

Keywords: Investment, Value, Medical Equipment

Service Quality Affecting to Service Satisfaction of Shabu Restaurants in Bangkok Area

by

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Abstract

The purposes of the research are 1.) To study reliability factor in quality of service, trust, organization's image of the Shabu restaurants in bangkok area. 2.) To study loyalty of consumers behavior, repeat purchase /repeat service satisfied that influence the purchasing decisions of the Shabu restaurants in bangkok area. The sample for the research are 400 customer who eating at the Shabu restaurants in bangkok area by using questionnaires to collect data and statistics, such as basic statistic, to analyze and describe the sample by finding out the Frequency, Percentage, Mean, Standard Deviation. For testing the hypothesis, this research used statistic and Multiple Regression analysis. The analysis result showed that, most of the samples are male, age more than 40 years old, Bachelor degree, single, private companies employees, income per month around 30,001-40,000 (THB). The reliability factor in quality of service, trust, organization's image and loyalty factor consumers behavior, satisfaction influence the decision to access the restaurants statistically significant at the 0.05 level on the contrary. The loyalty of repeat purchase / repeat service no influences the decision to access the restaurants statistically significant.

Keywords: Service Quality, Customer Satisfactions, Restaurants

Factors Influencing the Outstanding Unsecured Loans of the Household Sector

by

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Abstract

This research aims to study the determination of unsecured credit rules and to study the factors that influence behavior towards outstanding loans using unsecured loans of the household sector. The data was collected from 200 users who used credit card and who used cash card, each with a total of 400. All of which are the holders of credit card and cash card loans at present. The questionnaires used to collect data which consists of 3 parts; general information, information on behavior of using unsecured credit loans and credit marketing mix factors. This study used regression analysis to study the relationship of variables. The study found that the factors that influence the outstanding balance of unsecured loans in the kitchen sector, namely the household sector that chooses to use the cash card, have an impact on the outstanding balance, which affects the factors caused outstanding debt. The total amount of cash cards that are possessed by the group, which has a statistically significant level (0.01) that affects the outstanding amount of cash card, with the impact on factors caused by commercial banks. The final part in the amount of credit, which has a statistically significant level (0.05).

Keywords: Outstanding Balance, Credit, Cash, Credit Cards, Household

Marketing Mix Factors Related to Consumer Decision Making in Big Bike in Bangkok Metropolis

by

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Abstract

This study aimed to study the effecting of the marketing mix related to consumer decision making in big bike in Bangkok metropolis. Case study for this research is gathering from 400 sample from consumer in Bangkok metropolis. Collecting data with questionnaires. And using Multiple Regression Analysis to test the hypothesis. The result of research is Variables that could predict the purchasing decisions of big bike (Y) is a review of the product, Place, Promotion and people. The transmission line's marketing and which variables can predict the 4 decision to buy a big bike (Y) percent 8.80 (Adjusted R2 = 0.088)..

Keywords: Marketing Mix, Decision

The Perceived Value of the Marketing Mix on the Decision to Purchasing: A Case Study of KOI THÉ Pearl Milk Tea

by

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Abstract

This study, the objective is to study the level of marketing mix perceived value of KOI THÉ pearl milk tea. Study the level of decision to buy of KOI THÉ pearl milk tea for consumers. And to study the perceived value of marketing mix affecting the decision to purchase KOI THÉ pearl milk tea. Which is a quantitative research study with a sample of 400 people in Bangkok and using statistical analysis, consecrate multiple step to test the hypothesis. The study indicated that variables that affect the decision to buy KOI THÉ pearl milk tea are perceived marketing mix values in terms of worthiness and product name. Which both variables can predict the decision to buy KOI THÉ pearl milk tea with statistical significance.

Keywords: Perceived Value, Marketing Mix

A Study of the Relationship of the Behavior of Buying Souvenirs and Channels of Media Exposure of Fan Club, Thai League Futsal Club

by

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Abstract

The study aims to: 1) To study the fundamentals of personal relationships towards the purchase of gift fan club Thailand Futsal League. 2) To study the marketing mix 7P's service relating to buy a souvenir fan club of Thailand League Futsal Club and 3) To study the forms and channels of communication with fans for each Thailand League Futsal Club. The instrument was a questionnaire for those who have come to watch the matches of futsal club teams competing in the Thailand League of Thailand League Futsal competition in 2019 at the indoor stadium of each club for 280 people. The statistical analysis used percentage, average, and standard deviation. The correlation analysis used statistical correlation coefficient of Pearson. The study indicated that most of the male population of 181 people aged 21-30 years, with a total of 119 people, with a Bachelor's Degree education of 130 people, with 74 private company employees, with 86 people who have an average monthly income 10,000-20,000 baht and the single status are 149 people. Most respondents opinions about their satisfaction with the services of the marketing mix 7P's. The overall average level ($\bar{X} = 3.82$, $SD = 0.64$) Considering, it was found that the side with the highest average number of employees, including the intent and willingness to serve in the highest level with the average ($\bar{X} = 4.07$, $SD = 0.76$). The first assumption found that the fundamentals of personal fan club in Thailand League Futsal Club such as sex, education level, occupation, income per month and marital status have different buying behavior souvenir products is no different, except for the age difference with buying behavior, product souvenir differences are statistically significant at the 0.05 level.

Keywords: Purchasing Decision, Channels of Media Exposure, Customer Behavior

Factors of Service Quality Affecting Customer Satisfaction of Theaters Business in Bangkok

by

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Abstract

The purposes of the research are 1) To study the service quality level of the Theaters business in Bangkok. 2) To study the satisfaction level of the Theaters business in Bangkok. 3) To study the service quality that affect the Theater business customer satisfaction. The sample for the research are 400 customer who shopping at the Theater business in Bangkok by using questionnaires to collect data and statistics, such as basic statistic, to analyze and describe the sample by finding out the Frequency, Percentage, Mean, Standard Deviation. For testing the hypothesis, this research used statistic and Multiple Regression analysis. The analysis result showed that, most of the samples are female, 20-40 years old, bachelor degree, single, private companies employees, income per month around 40,001-60,000 (THB). The customer' feedbacks for service quality, tangibility, reliability, fast response, accountability, and carefulness are excellent. The research showed that overall guests satisfaction also excellent. The hypothesis test result showed that customer' satisfaction to service quality of the Theaters business in Bangkok is excellent with significant statistical value. Service quality, tangibility, reliability, fast response, accountability, and carefulness are also in the same way as overall customer' satisfaction.

Keywords: Service Quality, Customer Satisfactions, Theater

The Study of Consumer Service Satisfaction of Chor Bor Shabu

by

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Abstract

The purpose of this study was studied characteristic and studies the difference of personal factor affecting satisfaction of Chor bor shabu customer, Classification individual. The samples used for this study are 400 consumers servicing at Chor bor shabu .The samples are nonprobability sampling Questionnaires were used to collect data. The data was analyzed as percentage, frequency distribution, T-Test and one way ANOVA. The results of the study show that: Customer's satisfaction of Chor bor shabu overall were at good levels and customer were significant differences of gender, age, education level, income per month and occupation had satisfaction Chor bor shabu different statistical significance.

Keywords: Customer Satisfaction, Chabu Restaurant Service

Communication Arts

RCGR^{1st}
2019

Youtubers and Marketing Mix that Affects the Decision to Buy Toys of Generation Z

by

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Abstract

This research aims to study 1) demographic characteristics of the decision to buy toys 2)social media exposure behavior of decision-makers buying toys 3)marketing mix factors affected to a Toy buying decision 4)satisfaction on YouTubers on social media of decision-makers to buy toys. Quantitative research methods study in the sample group Generation Z decided to buy toys from YouTubers review was 400 people by accidental sampling. Research instruments were a questionnaire and data analysis using frequency distribution method percentage, average, standard deviation inferential statistics t-test, One-way ANOVA. The result revealed that the majority of the sample group were males aged 18 years old and have a high school education level of 4-6. Online media exposure most mobile phone use more than 6 hours at a time the usage period is 18.01–24.00 hrs. in daily use. The marketing mix factors affecting the decision to buy toys the result revealed that the product factors were important to the decision-making at a high level and the satisfaction of YouTuber on buying decisions the sample group is satisfied with the content at a high level.

Keywords: Generation Z, YouTuber, Marketing Mix, Decision Making

Educational Administration

**RCGR^{1st}
2019**

Development of Student-Centered Teaching Method with Cooperative Learning in STAD Technique to Improve Academic Achievement in History Class for Mathayom 3 Students

by

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Abstract

This research study aims to 1) develop student-centered teaching method with cooperative learning style in STAD technique to improve academic achievement in history class for Mathayom 3 students, and 2) To compare academic achievements before and after applying the student-centered teaching method with cooperative learning style in STAD technique. The independent variable is the student-centered teaching method with cooperative learning style in STAD technique. The dependent variable is academic achievement in history class. Samples from purposive sampling are 40 students in Mathayom 3/1 class at Sarasas Pracha Uthit Pithayakarn School. Tools used in this research are the lesson plans and the 4-choices objective test as measurement for academic achievement. The findings of this research as follows: 1) achieve student-centered teaching method with cooperative learning style in STAD technique to improve academic achievement in history class for Mathayom 3 students, and 2) academic achievement after applying the methodology is higher than before applying with statistically significant at 0.01, indicating that this teaching method yields higher academic achievements.

Keywords: Student-Centered, Divided Group, Peers Helping Peers

The Development of the “Enjoy Science and Problem Solving” Program to Enhance Problem Solving Abilities of Grade 9 Students at Wat Laem Fa Pha School

by

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Abstract

The objectives of this research were 1) to develop curriculum the “Enjoy Science and Problem Solving” 2) to compare problem solving abilities of the sample before and after learning the “Enjoy Science and Problem Solving” program. The sample of this study was 40 grade 9 students at Wat Laem Fa Pha School under Samut Prakan Primary Education Service Area Office 1. The sample was selected based on a purposive sampling. A research instruments were 1) 12 Lesson plans, 2) a problem solving ability scale.. The results of this research indicated as follows: 1) The “Enjoy Science and Problem Solving” contained complete and appropriate components, consisting of principles, purposes, learning area and learning standards, content and time structure, and learning management guidelines, media and learning resources, and measurement and evaluation. And 2).After learning the “Enjoy Science and Problem Solving” program, the sample had higher problem solving abilities than before with a statistical significance level of .001.

Keywords: Program Development, Problem Solving

Development of the Instructional Model for the Design and Technology Course through Web Project-Based Learning for Enhancing Practice Skills and Analytical Thinking Skills of Grade 12 Students

by

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Abstract

The objectives of this research were: 1) to study current situation and need of developing an instructional model through web project-based learning on the course of Design and Technology in order for enhancing practice skills and analytical thinking skills of grade 12 students, 2) to develop the instructional model of this course through web project-based learning in order for reaching the efficiency criterion at 80/80, 3) to try out this instructional model, and 4) to evaluate the result of using the model for improving it. Target group for this one-group pretest-posttest design was 46 grade 12 students from section 3 out of the population of 12 sections at Muangpon Pittayakhom School, selected by cluster random sampling technique, during the first semester of academic year 2018. Research instruments included an interview form, a need analysis questionnaire, an instructional model for the Design and Technology course using web project-based learning consisting of 6 learning units, 6 multiple choice-quizzes, a learning achievement test, 6 sets of analytical thinking skills scale, 6 sets of practice skills scale, and a students' satisfaction questionnaire. Statistics used for data analysis were IOC, mean, percentage, standard deviation, and t-test dependent. The findings signified the need of developing an instructional model using web project-based learning for grade 12's Design and Technology course. The development of the model throughout 6 learning units could indicate a highest level of quality with the mean score at 4.38, and the efficiency at 87.18/85.72, which higher than the 80/80 criterion. The result of trying out the model indicated the effectiveness index at 0.7165. This represented the increase of students' study progress at 71.65 percent. Their learning achievement after study was higher than before study with statistical significance at .05 level. Overview of students' satisfaction toward the model indicated a high level of satisfaction ($\bar{x}= 4.49$, S.D. = 0.55). The first 3 aspects of highest mean were knowledge and benefit ($\bar{x}=4.58$), learning activities, practice skills, and tests ($\bar{x}=4.54$), and application ($\bar{x}=4.51$) respectively.

Keywords: Analytical Thinking Skills, Practice Skills Enhancement, Web Project-Based Learning

The Development of Math Problem Teaching Through the Use of the Basic Brain to Solve Math Problem Skill of Prathomsuksa 5

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Abstract

The purposes of this research were 1) to develop math problem teaching through the use of the brain basic to enhance problem solving skill of Prathomsuksa 5 students and 2) to compare math problem solving skill of Prathomsuksa 5 students before and after using the developed instruction. The sample included 30 of Prathomsuksa 5 students at Klongmahawong school. The research instruments were 13 Fraction lesson plans and test of problem solving skill. The findings revealed as follows. 1. Math problem teaching skill through the use of the basic brain to solve math problem skill was found to be properly designed with the components 1) instructional thoughts 2) learning objectives 3) learning activities and 4) learning outcomes. 2. problem solving skill of Prathomsuksa 5 students after using the developed instruction has found higher than before the experiment at significance level .01.

Keywords: Development of Instruction, Problem Solving Skill

The Development Of the Capabilities To Solve The Math Problem of Grade 1 Students By Using The Resolution Process of Polya

by

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Abstract

The purposes of this research were 1) Develop the ability to solve math problems using the solution process of Polya 2) Compare the ability to solve math problems before and after using the solution process of Polya. The subjects consisted of 30 grade 1 students of Tadsaban 1 Bangkru Uppagarad School of the academic year 2018. The research design was one group pretest-posttest design. The instruments used in this study were the mathematics exercises based on Polya's problem-solving process, lesson plans, Mathematics problem solving ability model. The findings were as follows : 1. It was found that the results of the development of mathematics problem solving ability by using Polya's problem solving process Of grade 1 students having the ability to solve math problems Better than before 2. The results of comparison of mathematical problem solving ability between before and after using the Polya problem solving process Of grade 1 students by using the mathematics problem solving ability model That focuses on the process of solving mathematical problems according to Steps of polya Have the ability to solve math problems After studying higher than before With statistical significance at 0.01 level ability to solve math problems After studying, the average value is higher than before studying.

Keywords: Development of the Capabilities, Math Problem, Troubleshooting Process

Development of the Music Creative Young Composer Curriculum to Develop Creativity of the 5th Grade Students

by

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Abstract

The purpose of this research were 1) develop the music creative young composer curriculum To develop creativity of the fifth grade students and 2) compare the result of the music creative young composer curriculum of the 5th grade students in Wat Chaichimplee School under Phasicharoen district office, Bangkok. The sample group was a class of 30 studentts in the 5th grade, semester1, 2019 by purposive sampling. The research instruments were as follows: 1) the lesson plans to developed the creative learners and 2) the creative assessment form. Data were analyzed with average, standard deviation and t-test for a sample. The result of the study showed that: 1. The music creative young composer curriculum of the fifth grade students consists of principle, objectives, curriculum, learning management, measurement and evaluation and lesson plans, and 2. After the experiment for the music creative young composer curriculum of the fifth grade students. The creativity was higher. A statistically significant was at 0.01 levels. The learners could create new works differently as their imagination.

Keywords: Young Composer Curriculum, Creative, Music

Effects of Using Games to Develop Vocabulary Learning and Retention in Remembering English of Prathomsuksa Six Students

by

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Abstract

The purposes of this research were to 1) compare the achievement before and after learning the vocabulary English with games, 2) study the students retention of English vocabulary taught using games and 3) study the satisfaction of the students learning the vocabulary with games. The sample included twenty Prathomsuksa 6/2 students from Wathapra school, located in Bangkokyai district in the 1st semester of academic 2019 obtained through cluster random sampling. The research instruments were lesson plans for teaching by games, retention test and learning satisfaction. Data were statistically analyzed in mean, standard deviation and t-test. The finding of the research were as follows: 1) the students studies achievement after using games English vocabulary was significantly higher than that of pre-test at the .001 level, 2) the post test of leaning English vocabulary by games and retention test did not have significantly difference, 3) the satisfaction of the student towards the using game it found that most of samples were satisfied with students at high level or 4.62.

Keywords: Vocabulary Retention, Using Games, Satisfaction

Laws and Regulations

RCGR^{1st}
2019

Legal Problems Relating to Protection of Injured Person's Rights in Criminal Cases: A Study of Statutes of the Damages for the Injured Person and Compensation and Expense for the Accused in Criminal Case Act B.E. 2544 and Amendment (No. 2) B.E. 2559

by

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Abstract

This thesis aims to study the problems relating to the protection of injured person's rights in criminal cases according to the Damages for the Injured Person and Compensation and Expense for the Accused in Criminal Case Act, B.E. 2544 (2001) and the Amendment Act, B.E. 2559 (2016). The thesis has conducted a comparative study with foreign laws regarding the protection of injured person's rights which the state provides remedies for remuneration and compensation as well as a comparative study about measures of Thailand and foreign countries to protect injured person's rights regarding the state providing compensation to the accused in criminal case. According to the study, it is found that the definition of "injured person" is limited only to the legitimated victim. In the event the injured person is causes a problem because it unconsciously involved in a crime and as a result becomes in the victim of the crime, this Act does not allow compensation to such injured person or victim in such case. It is because the victim is involved in causing the crime. Since the state has a duty to control crime, the state must have a duty to remedy when a crime occurs. However, the state remedy may rely solely on the state budget which causes inadequate amount of money to pay for compensation to the victim because it requires a lot of money. In terms of the criteria for a defendant to receive compensation and remuneration does not cover the case which the defendant has been dismissed by the court for the benefit of suspicion to the defendant because of lack for evidence. Furthermore, the state does not pay compensation and remuneration to the defendant (a scapegoat victim) detained during the investigation process either. In addition, the remedy is still limited to monetary remedy but does not cover other non-monetary remedies. Moreover, the prescription period for the request for compensation and remuneration is too short. Those mentioned above.

Keywords: Injured Person, Protection of Injured Person's Rights, Damages to Injured Person, Compensation to Defendant

Guideline for the Community Participation in Tree planting to Alleviate Global Warming

by

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Abstract

Climate change affects human beings and environment severely. This is due mainly to human activities causing emission into the environment greenhouse gases such as carbon dioxide, methane, nitrous oxide, sulfur hexafluoride carbon (PFCs) thus warming the globe. It is, therefore, the duty of the people of all sectors to cut down emission of greenhouse gases. It is the objective of this study to find various measures to encourage and support people of communities to participate in tree planting to alleviate global warming conditions. Throughout its lifetime, the plant would absorb carbon dioxide. In this study, qualitative approach research methodology was employed in the collection and analysis of information as well as documentary research, brainstorming by focus group, and in-depth interviews. Also applied was community-based social marketing technique to persuade community people to participate in the tree planting activities of the community. The study finds that social measures are to promote participation of community people in tree planting through community-based social marketing technique by creating incentives for the people to participate in the desired behavior, and by the creation of awareness of issues and impacts on future generations through reliable media such as speakers and video materials. In addition, social measures also include elimination of issues preventing behavioral changes of the people from taking place which are, time, money, immoderate physical efforts, excessive brain cycles, social deviance, and non-routine activities. The study finds this method capable of persuading the community people to participate in tree planting activities within the community. Appropriate economic measures are to collect taxes on land use which are supported by legal measures, i.e., Land Tax Act, B.E. 2508 (A.D. 1965), Land Appropriation Act, B.E. 2543 (A.D. 2000), Buildings Control Act, B.E. 2522 (A.D. 1979), and the State-owned Real Property Act, B.E. 2518 (A.D. 1975). The study recommends the implementation of environmental tax mechanism by passage of Ministerial Regulations under the Land Tax Act, B.E. 2508 (A.D. 1965), the Land Appropriation Act, B.E. 2543 (A.D. 2000), and the Buildings Control Act, B.E. 2522 (A.D. 1979), requiring planting of perennial plants. For the State-owned Real Property Act, B.E. 2518 (A.D. 1975), conditions should be set for additional planting of perennial plants in the land under leaseholds upon their renewal. With regard to social measures, however, if the use of community-based social technique is required, the social, economic, and relationship contexts of the community people should first be studied in order to determine incentive elements, and to discover issues preventing behavioral formation in order to eliminate them.

Keywords: Global Warming, Greenhouse Gas, Community-Based Social Marketing Technique, Community Participation, Law

The Protection of Human Right to Healthy Environment in the New Context Under Eco-Centric Legal Paradigm

by

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Abstract

Human right to healthy environment has to be protected by the law to make sure that people can live in an environment suitable for sustainable living. There are 2 legal paradigms relating to the protection of “human right to healthy environment.” Anthropocentric legal paradigm is the mainstream paradigm influencing the international environmental laws. Accordingly, it has influenced the national environmental laws of the affiliated countries including Thailand. The fact that anthropocentric legal paradigm does not recognize the existence of the natural law, it does not truly support the recognition of “human right to healthy environment.” Rather, it recognizes the “environmental right,” which is merely a procedural right. Another is the eco-centric legal paradigm. It is rooted in the natural law tradition that recognizes the natural right, leading to the recognition of the “right of nature” in the international laws and national laws of many countries. According to the eco-centric legal paradigm, once the right of nature is recognized, human right to healthy environment will be protected accordingly, because man is in nature. The human right to healthy environment has not yet been recognized by Thai law.

Keywords: Legal Paradigm, Human Right to Healthy Environment, Environmental Right

Operation and Supply Chain Management

RCGR^{1st}
2019

Optimal Order Allocation for Multiple Products, Multiple Suppliers under Multiple Decision Criteria

by

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Abstract

The selection of suppliers based on the total cost of the purchased items is formulated in this paper as a constrained single-objective integer linear program whose certain constraints are piecewise linear functions. The model simultaneously determines the suppliers to purchase from and the purchase quantities in a multiple-item, multiple-discount scheme, multiple-supplier competitive sourcing environment. However, the suppliers require that minimum purchase quantities must be satisfied, otherwise a fine will be imposed as a penalty to the buyer. We illustrate the use of the model through a numerical example, and its computational results are reported.

Keywords: Quantity/Volume Discount Schemes, Multiple Products, Multiple Suppliers, Minimal Purchase Penalty, Integer Linear Program

Modified Artificial Bee Colony for Procurement Problems with Price Discounts

by

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Abstract

In this paper, an optimal order allocation problem involving a single product is formulated as a constrained linear integer program whose discount constraints are piecewise linear functions. Each supplier offers discounts according to an all-unit discount scheme or an incremental discount scheme. The buyer is required to purchase more than a pre-specified minimal monetary value (MMV) from each of the suppliers; otherwise a fine will be imposed. Since the order allocation problem with quantity discounts is NP-hard, we apply the heuristic Artificial Bee Colony (ABC) algorithm to solve the problem. The numerical examples is used to examine four factors—quantity discount schemes, discount rates, fine rates, and the number of suppliers— which may affect the total purchase cost. The computational results from the experiment shows that different quantity discount schemes and discount rates influence the total purchase cost more than the fine rates and the number of suppliers. Furthermore, the solutions found by the ABC algorithm in the experiment is compared with those found by a commercial software package, LINGO. Our results show that the average objective function values found by the ABC algorithm are equal to or better than those obtained by LINGO in all cases. Overall, our findings suggest that ABC algorithm offers promise as a technique for optimizing order allocations with price discounts, especially for large problems.

Keywords: All-Unit Discount, Incremental Discount, Multiple Suppliers, Minimal Monetary Value Penalty, Artificial Bee Colony Algorithm

Guidelines for Increasing the Supply Chain Efficiency of Rubber Wood Products: A Case Study of Logistics Company Limited

by

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Abstract

The objectives of this research were 1) to study the causes of rubber wood firewood supply of suppliers, 2) to determine the causes of the shortage of rubber wood firewood as raw materials in woodchip production, and 3) to determine the solutions for the problems of insufficient supply of rubber wood firewood to meet the demand. The sample of this study was 10 suppliers of factors of production and 5 customers. The sample was selected based on a purposive sampling. Primary data were collected through an interview, meanwhile secondary data were collected from related information and researches. Data were analyzed using content analysis to determine the frequency. The results of this research indicated that the cause behind the supplier's failure to supply raw materials to the organization, resulting in shortage of raw materials was lower purchase price than appraisal value of rubber wood. For this reason, the supplier of production factors must halt their operations or may change to sell raw materials with higher purchase price. For these situations, the highest frequency found was 5 cases.

Keywords: Supply Chain Management Supplier, Rubber Wood

Increasing the Packaging Efficiency of Transport by Lean Concept: A Case Study of Motorcycle Manufacturing Company

by

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Abstract

There are many influences in the globalization era, whether it be the economy, technology, and society; that caused to all sectors have to encounter with the even more violence competition especially, in the industrial sector that needs to be standardized the supply chain procedure with the highest efficiency. One of the important logistics activities is “product packaging” which it was focused by the researcher, to increase the efficiency of motorcycle packaging for export. It was found the main problem in the organization by 5W1H method as the following items; 1. The packaging procedure is difficult and complicated. 2. There was high export cost that caused to the researcher take the lean concept to improve the procedure by making the comparison both before and after the improving procedure until the exporting has been completed. According to the result of the comparison, it was found that the time of packing before improving took 163.52 minutes and after improving took 87.92 minutes that can reduce the time to 46.23 percent. The productivity of motorcycles before improving took 0.17 units/minute, 5.88 minutes/unit and after improving took 0.31 units/minute, 3.23 minutes/unit. Finally, it was found that the export cost adjusted the new motorcycle bracket that can be reused, so that the organization agreed to improve the exporting style into returnable that can reduce the export cost by 69.31 percent (59,704,502.1 baht/year)

Keywords: Transportation, Lean Concept, Packaging, 5W1H

The Future of Last Mile Delivery in Logistics 4.0: A Prediction of the Future Method

by

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Abstract

In this essay, I will discuss about future of last mile delivery, the future that many big online retailer companies are going, for the end-user and companies to understand what is coming in the delivery industry and what to expect. I will analyze the pros and cons of this solution and conclude whether this solution is able to achieve in the real life or not.

Keywords: Delivery, Last Mile Delivery, Solution, Drone

Transport and Logistics Trends 2019

by

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Abstract

The purpose of this research was about innovation of transport and logistics process for better understand of the situation and issue in order to find the solution of its and developing to business trend of transport and logistics. And also develop the competitive advantage Post, railways, aviation, navigation, passenger transport and freight forwarding are facing far reaching changes evolving customer expectations, new technologies and new players in the market affect all types of transport and their business models.

Keywords: Transport, Logistics, Competitive Advantage

A Study of Rationalization of Logistics and Transportation: A Literature Review

by

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Abstract

Based on the actual situation of the development of modern logistics, this paper analyses the existence of logistics transportation In a variety of unreasonable factors, so as to put forward how to use the method of management mathematics reasonable, effective organization of logistics and transportation, the correct choice of logistics and transportation mode, shorten logistics and transportation time, save logistics and transportation costs, improve transportation efficiency, reduce enterprise costs, and truly realize the purpose of the third profit source of enterprises. Unreasonable transport is the level of transport that can be achieved under current conditions but not reached, thus causing the waste of transport capacity; Increased transport time; Transport problems such as cost overruns.

Keywords: Transport, Rationalization, Effective Measures, Real Loading Rate, Integrated Transport

Organization and Human Resource Management

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Factors Affecting to Quality of Work Life of Staff at Sripatum University, Bangkok

by

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Abstract

The Purposed of this research was to study the affecting factor of quality of work for staff Sirpatum University, Bangkok. The sample was 106 persons of staff who working in Sripatum University, Bangkok and the instrument was a questionnaire, the data corrected by statistic such as percentage, means, standard deviation, T-test, one-way anova analysis by F-test. The result showed that the differenced general factors will affect to the quality of work life in Sripatum. Significantly and the personal factor isn't consistent with the quality of work life of staff in Sripatum.

Keywords: Quality of work life, Factors, Staff at Sripatum University

Impact of Employee Turnover on Organizational Effectiveness of The Banking Sector in Bangkok

by

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Abstract

Employee turnover is a significant factor that is of vital importance to the employees of the organization. The current study traces the reasons of employee turnover of the Banking Sector in Bangkok. The target population for this research study was the employees of the Banking Sector in Bangkok. For this study, survey method was adopted by floating questionnaire which served as a tool for collecting research data. The researches results have revealed that employee turnover depending upon factors such as (pay level, industry, work situation, training and supervision) have significant impact on organizational effectiveness; these factors are correlated with each other as well. This research study has certain limitations which include resources and time constraints, which limit the current research to scope of Banking Sector in Bangkok. By using correlation and regression analysis, the current research study found that there is a significant relationship between employee turnover and organizational effectiveness. To investigate employee turnover in detail, this research article examines the causes of employee turnover, its drawbacks and suggest some strategies on how banking sector can retain their employees and optimize turnover rate.

Keywords: Employee Turnover, Organizational Effectiveness, Firm Stability, Pay Level, Industry, Work Situation, Training and Supervision

Factors Affecting the Performance of Company Employees Si Phraya Construction

by

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Abstract

This study aims to study the factors that affect the performance of the employees of Si Phraya Construction Co., Ltd. to study the performance of the employees of Si Phraya Construction Co., Ltd. and to study the relationship between factors affecting the performance of employees of Si Phraya Construction Co., Ltd. Used in this study, namely, Si Phraya construction company employees number of 400 people. Tools used in the research are questionnaire about factors affecting the performance of employees of Si Phraya Construction Company limited. The statistics used in this research were frequency, percentage, mean, and standard deviation Research found. The sample group that answered 400 questionnaires, more than half were male, 79.25 percent, aged 20-30 years, 51.75 percent, single status, 59.75 percent, educational level, bachelor degree 54.00 percent, average monthly income 10,000-20,000 baht, 49.00%, with a minimum age of 5 years, 49.25% with a position of engineer 44.75%. Factors affecting the performance of the employees of Si Phraya Construction Company in all aspects overall, the respondents had a moderate level of opinion ($\bar{X} = 3.33$). When considering each aspect, the average order was ranked from descending to highest. Relations with colleagues at a high level ($\bar{X} = 3.82$), followed by Corporate commitment in the high level ($\bar{X} = 3.74$) and the relationship with the supervisor at a high level ($\bar{X} = 3.57$) respectively. The performance of the employees of Si Phraya Construction Company Limited in all aspects overall, the respondents had a high level of opinion ($\bar{X} = 3.71$). When considering each aspect, the average order from descending to the highest was found that the accuracy in the job. In time at a high level ($\bar{X} = 3.76$), followed by Cost-effective use of resources in the high level ($\bar{X} = 3.70$) and the achievement of the objectives in the job at a high level ($\bar{X} = 3.66$) respectively.

Keywords: Factor, Performance

Working Factors Affecting Employee Satisfaction Maintenance Work Airports of Thailand Public Company Limited Suvarnabhumi

by

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Abstract

This study aims to study the working factors affecting employee satisfaction Maintenance work Airports of Thailand Public Company Limited, Suvarnabhumi to study employee satisfaction maintenance work airports of Thailand Public Company Limited, Suvarnabhumi, to study the relationship between work factors affecting employee satisfaction Maintenance work Airports of Thailand Public Company Limited, Suvarnabhumi the sample group used in this study is the maintenance staff. Airports of Thailand Public Company Limited, Suvarnabhumi, a total of 400 people. Questionnaire about working factors affecting employee satisfaction Maintenance work Airports of Thailand Public Company Limited, Suvarnabhumi the statistics used in this research are frequency, percentage, mean, standard deviation. And hypothesis testing using t-test for independent sample ANOVA (One-Way ANOVA) Pearson's Correlation and Regression Analysis Research found. The sample group of 400 respondents, more than half were male, 366 people, 91.50 percent, most were under 20 years, more than 50 years, 33.00 percent had married status, married 46.75 percent, educational level, bachelor degree 54.00 percent, income get an average of more than 30,000 baht per month, 64.00 percent, work more than 15 years, 37.00 percent. Working factors affecting employee satisfaction Maintenance work Airports of Thailand Public Company Limited, Suvarnabhumi, all aspects. Overall, the respondents had a high level of opinion ($\bar{X} = 3.93$) when considered in each aspect. At a high level ($\bar{X} = 4.43$), followed by salary and welfare at a high level ($\bar{X} = 4.32$) and relationship with colleagues in the high level ($\bar{X} = 3.90$) respectively. Employee satisfaction maintenance work Airports of Thailand Public Company Limited, Suvarnabhumi found that overall; there was satisfaction in working in the organization. At a high level ($\bar{X} = 4.36$).

Keywords: Working Factors, Satisfaction

Working Satisfaction Factors Affect the Decision of Resignation of A Private Company Bangkok

by

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Abstract

This study aims to study the job satisfaction factors affected to the decision of resignation of a private company Bangkok. The samples used in this study were employees working in a private company in Bangkok, 400 people. Tools used in education the study used questionnaires about work satisfaction factors affect the decision of resignation of a private company in Bangkok. The statistics used in this research were mean, standard deviation research found that. Working satisfaction factors affect the decision of resignation of private company in Bangkok. Overall, the respondents had a high level of opinion ($\bar{X} = 3.58$) when considered in each aspect. Colleagues at a high level ($\bar{Y} = 3.73$), followed by the opportunity to develop a person's ability at a high level ($\bar{X} = 3.70$) and aspects of the work performed in the high level ($\bar{X} = 3.69$) respectively. The decision to resign from a private company Bangkok Overall, the respondents had a moderate level of opinion ($\bar{X} = 2.96$). When considering each aspect, the average order from descending to the highest, it was found that the expectation to change positions and advance the salary increase. At a high level ($\bar{X} = 3.78$), followed by resignation to work elsewhere with higher welfare and salary at a high level ($\bar{X} = 3.61$) and too many job characteristics, there is no opportunity to use the initiative to stress the work done. In moderate level ($\bar{X} = 3.47$) respectively.

Keywords: Satisfaction Factor, Resignation Decision

Factors Affecting Organizational Commitment of Private Company Employees in Bangkok

by

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Abstract

This study aims to study factors affecting organizational commitment of private company employees in Bangkok. The samples used in this study were working staff 400 private companies in Bangkok questionnaire about factors affecting organizational commitment of private company employees in Bangkok the statistics used in this research were mean, standard deviation research found that job characteristics factors affected to organizational commitment of private company employees in Bangkok, including all aspects. Overall, the respondents had a high level of opinion ($\bar{X} = 3.95$) when considered in each aspect. Little found that the freedom of work at a high level ($\bar{X} = 4.07$), followed by the opportunity to interact with others at a high level ($\bar{X} = 3.97$) and the challenge of the job at a high level ($\bar{X} = 3.93$), respectively. Demand factors that affected to the commitment to the organization of private company employees in Bangkok, including all aspects. Overall, the respondents had a high level of opinion ($\bar{X} = 3.87$) when considering each aspect, sorting the average from descending to less found that the returns were at a high level ($\bar{X} = 3.99$), followed by the reliability of the organization at a high level ($\bar{X} = 3.91$) and the importance of the organization at a high level ($\bar{X} = 3.88$) respectively. Commitment to the organization of private company employees in Bangkok overall the respondents had a high level of opinion ($\bar{X} = 3.67$). When considering each aspect, the average order from descending order was found that in the last six months. There are people in the office talking about progress in at a high level ($\bar{X} = 4.12$), followed by know what is expected to work at a high level ($\bar{X} = 3.93$) and in the workplace. Comments are accepted at a high level ($\bar{X} = 3.77$) respectively.

Keywords: Factors, Organizational Commitment

Factors at Work Effect to the Employee Performance Efficency Office Of Agricultural Economics (Central)

by

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Abstract

This research purpose To study the factors affecting the work of personnel in the Office of Agricultural Economics Study the influence and motivation that affect the work efficiency of personnel in the Office of Agricultural Economics Comparison of performance differences by gender, age, status, education level, position, salary, duration of work of personnel of the Office of Agricultural Economics There are 229 sample groups. The tools used are questionnaires of choice type. Using stratified random sampling techniques Data analysis with statistics, mean, percentage and standard deviation And hypotheses were tested to find the T-test, F-test, Sig, One-Way ANOVA, LSD and calculated from the analysis of variance With statistical significance at the level of .05. According to a study of 229 samples, most of the samples were female. Accounted for 52.8 percent, aged 41-50 years, accounting for 31.4 percent, marital status was 45.0 percent, education level, bachelor degree accounted for 45.4 percent, civil servant position accounted for 39.3 percent, salary more than 30,000 baht or 29.7 percent Working period 10 - 15 years, representing 31.4 percent. The results of the analysis of factors in the work of the Office of Agricultural Economics personnel found that all 5 aspects were at a high level of opinion. When considering each aspect, it was found that the highest level was 1 aspect: work environment, average 3.54, followed by work in responsibility and leadership and culture in the organization, average 3.53 opportunities and career advancement in the organization, mean 3.52 and Compensation and welfare averages 3.40 respectively.

Keywords: Performance, Motivation

Factors That Affect the Performance of the Receptionist Aboard

by

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Abstract

The purpose of this study was to study factors affecting the performance of flight attendants, in order to study the performance of flight attendants and to study the relationship between factors affecting the operational efficiency of the flight attendants. The samples used in this study were 400 flight attendants. Research instruments include questionnaire about factors affecting the operational efficiency of flight attendants the statistics used in this research were frequency, percentage, mean and standard Research found. The sample group that answered 400 questionnaires, more than half were female, 54.50 percent. The sample group was 20-30 years old, 47.00 percent had single status, 55.50 percent, education level, bachelor degree 58.50 percent, salary 20,001-30,000 Baht, 78.50 percent, had a job. 5-10 years, 45.50 percent. Factors affecting the performance efficiency of the flight attendants in all aspects overall, the respondents had a high level of opinion (\bar{X} = 4.12) when considered in each aspect. Job characteristics at a high level (\bar{X} = 4.29), followed by in compensation and welfare Policy and administration at a high level (\bar{X} = 4.23) and relationships with colleagues in the high level (\bar{X} = 4.13) respectively. Overall, performance of the flight attendants in all aspects, the respondents had the highest level of opinion (\bar{X} = 4.62). When considered in each aspect, the average order from descending order was found to be correct. In the event within the specified time in terms of achieving the job objectives compensation and welfare policy and administration at the highest level (\bar{X} = 4.61) and cost-effective resources at the highest level (\bar{X} = 4.58).

Keywords: Factors, Performance Efficiency

Satisfaction of military personnel 11th Military Circle

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Abstract

Objectives of the study 1) To study the quality of life and job satisfaction variables 2) to study the influence of the conceptual framework of personal factors and quality of life 3) to study the comparative advantage compare the satisfaction of work performance which are classified according to personal factors such as different age, satisfaction In the work? The sample group used in the study was a military officer. 11th Military Circle, 200 officers, divided into 100 officers of the Bangkok District and 100 officers in Petchaburi by survey Research to study the motivation that forces the military to apply to be military officers by using questionnaires as educational tools, divided into 2 types as follows: 1) Open-ended questionnaire and 2) closed-ended questionnaire) with data analysis by finding the percentage ratio (Percentage), average (Mean, \bar{x}) and standard deviation (Standard Deviation or S.D.). The results of this study found that most of the soldiers who entered the army were between the ages of 18 years - 21 years, 52.5 percent. Education levels were lower than grade 6, 47.5 percent had single status, 92.0 percent. 52.5% of the population is domiciled in the central region and has income below 15,000 baht or 62.0%. Satisfaction of military personnel 11th Military Circle Most of them are satisfied with being a military officer. External factors in quality of life, salary and welfare Accounted for 3.62 percent of security And career advancement accounted for 3.78 percent and recognition Accounted for 4.17 percent, most of which were satisfied Very satisfied with being a military officer

Keywords: Satisfaction, Military Officers, Military Forces

Motivation that Affects the Loyalty of Staffs and Employees of the Government Savings Bank Region 14

by

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Abstract

The objective of independent study is to study the motivation of the employees that affect the loyalty to the organization. The sample used in the study is staff and employees of the Government Savings Bank Region 14, number 200, covering positions Ie branch manager or equivalent, branch manager assistant or equivalent, level 4-7 employee, operating employee. By using questionnaires as a tool to study the statistics used in the study, including Frequency distribution, mean, percentage, standard deviation. Statistical analysis of t-test and ANOVA F-test at statistical significance level 0.05. The study indicated that The overall performance motivation was at a moderate level. The motivation factor has an average of more than sustaining factors. The factors that affect the motivation, performance of staffs and employees of the Government Savings Bank Region 14 are the most respected factors. With the average value of 3.49 and the standard deviation of 0.90. The factors affecting the performance motivation of staffs and employees of the Government Savings Bank Region 14, the least is the working conditions with a total average of 3.14 and With standard deviation equal to 0.94

Keywords: Motivation, Loyalty

Motivation Factors Affecting Self-Development of Aviation Personnel at Donmuaeng Airport

by

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Abstract

The purpose of this study was to examine the relationship between personal factors and self-development of aviation personnel at Don Mueang Airport and to study the motivation factors that affect the self-development of aviation personnel at Don Mueang Airport. The sample group used in this study is aviation personnel at Don Mueang Airport, 400 persons. The tools used in the research are questionnaire motivation factors affecting self-development of aviation personnel at Don Mueang Airport. The statistics used in this research were mean and standard deviation. Motivation factors that affect self-development of the aviation personnel at Don Mueang Airport, it was found that overall the respondents had a high level of opinions ($\bar{x}= 4.01$) when considering in each aspect, in order of average to descending, it was found that in terms of work at a high level ($\bar{x}= 4.11$), followed by success at a high level ($\bar{x}= 4.07$) and respect high level ($\bar{x}= 3.98$) respectively. Self-development of aviation personnel at Don Mueang Airport found that overall, the respondents had a high level of opinions ($\bar{x}= 4.27$). When considering in each aspect, in order of average, from highest to lowest, it was found that self-development in education know at a high level ($\bar{x}= 4.32$), followed by self-development in education at a high level ($\bar{x}= 4.29$) and self-development in training in the high level ($\bar{x}= 4.21$) respectively.

Keywords: Motivation Factors, Self Development

Leadership Skills for the Disruptive World

by

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Abstract

The objectives of this research were to investigate leadership skills that can be used for the future in the disruptive world. Populations were people in Bangkok. A sample group used in this study came from 155 people in Bangkok, selected by using a convenience sampling method. Questionnaire was used to collect data. The statistics used for data analysis were descriptive statistics which included percentage, mean, and standard deviation; and inferential statistic such as t-test, ANOVAs, and correlation. The results found that the top five needed leadership skills for the future in the disruptive world were transparency, accountability, clarity, visionary, and focus. Different gender also had an effect on leadership skills.

Keywords: Leadership, Skills, Disruptive

Compensation Affecting to Performance Efficiency of Employees in Leelalin Massage & Spa Shop

by

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Abstract

Nowadays, business competition in service hospitality is increasing. The main reason for service business needs to energy improve their potential and effectiveness. The government recognised the service SMEs is very important that effect on Tourism economy in Thailand. Therefore, the varieties of a new idea of a service business can compete with foreign markets. Tourism economy is sensitively influenced by internal factors, external factors and especially with tourists & customers. The 11th project strategy for developing and supporting Tourism economy in Thailand is focusing on improving the quality of Thai people about Knowledge, Ability, Occupational Skill and Stability in social&life. The service SMEs is the one affect the quality and quantity of employee in Massage & Spa business. Delicateness and diversity are the important Massage & Spa business should be more attractive in the service business. Finally, the highest of overall compensating of employees is ($X=4.36, S.D.=0.27$); 1st is Non- financial Compensate($X=4.48, S.D.=0.23$) and 2nd is Financial Compensate($X=4.24, S.D.=0.39$). The highest of the efficiency of employees is ($X=4.51, S.D.=0.23$); 1st is the duration of working ($X=4.54, S.D.=0.37$) and 2nd is the quantity of working ($X=4.42, S.D.=0.35$). the last part is the recommendations and comments of employee, the 1st comment is the informality of owner (60%) and 2nd comment is independent style of working(40%). All is the result of a case study of the employee in Leelalin Massage & Spa shop.

Keywords: Compensation, Work Efficiency

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Sripatum University, Thailand

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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