

## Service Quality of True Shop, True Corporation Co., Ltd. (Public Company) Bangkok

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**Abstract:** *The purpose of this study were to determine the factors affecting the service quality and satisfaction of service Center provided by True shop, True corporation Co., Ltd., (Public Company). The study of 400 respondents using the questionnaire as a tool to study. The statistics application used for data analysis were frequency, percentage, mean, standard deviation, t-test, and One-Way Anova.*

*The results from the study indicated that most of respondents were females, age between 21-35 years old, earned bachelor degree, work for private industries, average monthly income between 15,000-30,000 baht, and most of respondents paid for the service at True shop. The average picture of the opinions of factors affecting the service quality at service center provided by True Shop, True Corporation Co., Ltd., (Public Company) were at the high level consisting of caring, confidence, response to customer demand, credibility, and tangible. The average picture of the opinions of service satisfaction of the True Shop, True corporation Co., Ltd., (Public Company) were at the high level. The hypothesis testing revealed that the different of quality service provided and caring affected satisfaction of service Center provided by True shop, True corporation Co., Ltd., (Public Company) at significant level 0.05.*

*The recommendations from the study were to improve the quality of the service of the True Shop, True corporation Co., Ltd., (Public Company), to study on factors relating to quality of service in various areas to customer requirements, and to get the most accurate information based on users' feedback in order to bring information to improve the quality of the service of True Shop, True corporation Co., Ltd., (Public Company).*

**Keywords:** *service, quality*

### 1. Introduction

Communications services are essential to the life of our people today. The telecommunications services. The competition is more intense And present Communications technology is advancing very rapidly. To accommodate the needs of service users. Until today, the world is becoming borderless world. This makes it important to communicate it becomes easy wireless technologies is 3G (3rd generation mobile telecommunications) and has developed as a 4G (4th Generation of Technology for Mobile Network).

4G regarded as the era of the modern era for people around the world. Countries, we are moving into the era of the Thailand 4G by technology of high-speed wireless communications 4G or Long Term Evolution (LTE) technology is a technology that was developed to help reduce the limitations of data transmission GSM/GPRS/EDGE technology on the market today, added the ability to send and receive data with speeds up to 100 Mbps, and help to reduce delays in data transmission (Latency) (Office of the Board of management and the Northwestern national, 2556:1-53)

In the countries of Thailand, an 4G technology into use by true Corporation public company limited. When is the first camp May 8 2556 truemove h. 4G LTE (Long Term Evolution) technology is the latest development from 3G + 2100 MHz frequency on for 3-5 times more 4G LTE network systems true Corporation, started in the h key points in the heart of Bangkok and expand the defence perimeter zone and served another 13 points in 15

provincial towns as well as an important business district, Bangkok shopping center. Supermarkets, convenience stores Flea market (4G provider network truemove h., 2557).

The current competition's marketing network provider increased, both in regard to organize activities to attract service users of their network service. Which attract service users also use event marketing to attract customers and then. Another thing that can attract and retain their original customer base that is sensitive to "the service" of those financial statements and details of winning magazine warat (2555 (2012).

Therefore, the mobile network operator. Need to develop and improve the services in accordance with customer's usage habits, meet the needs of our customers, and cause the maximum satisfaction

The service is key to the business. Providing network services for TrueMove H is one tool that can make a difference. And attract customers to the network operator TrueMove H in the long run also helps to build a good image and reputation of True Corporation Public Company Limited (), the other one with which the network TrueMove H. the need to develop and improve services strategy to date. And quality is always to meet customer demand. In each service should be facilitated. The quick service Each customer is accurate. Provide customer satisfaction of service received. And re-use the service again next time. He also established and maintained with the other one with meat laced finish Microbiology (2556).

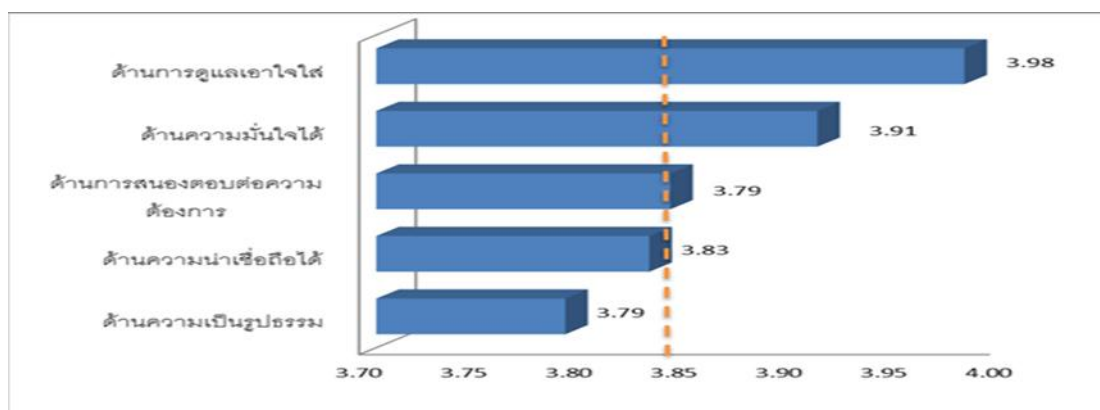
If the provider can provide consistent service meets the needs and requirements of the service, or the service may create a higher level people expect. Will result in the birth of such services, quality of service, which will allow the customer satisfaction from the services received very seriously. Zeitaml, Berry and Parasuraman (1988), one important issue is the customer service is the result of a quality customer service was still not high enough level. As an organization, in spite of the expectation that the organization believed to have a try in every way to make customers aware of the quality, service and satisfaction. One of the reasons often occur from impaired organization, but the organization does not know what factors caused by the mind. "The sting", or awareness of customer service quality (saran yopnga, 2553 (2010))

From such a study, it is interesting to study the quality of call center services True Shop. True Corporation Public Company Limited (the Company) to be helpful in improving the service quality of service True Shop. True Corporation Public Company Limited () next.

## 2. The Objectives of the Study

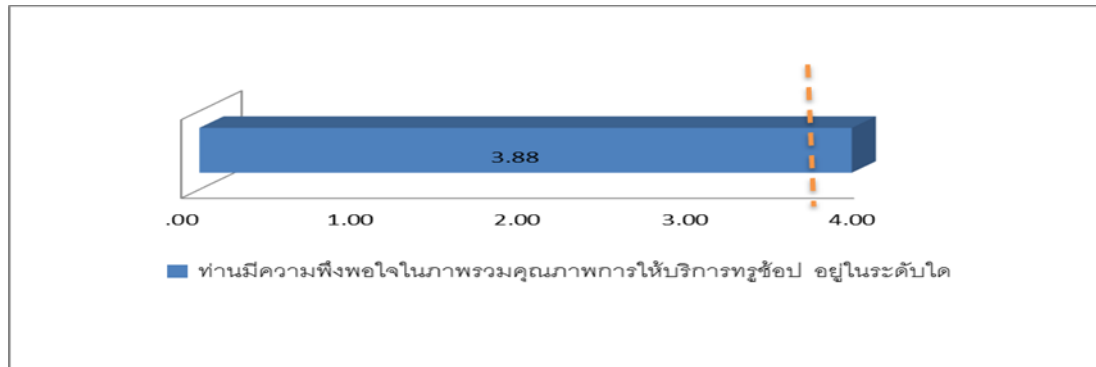
To study the service quality of the true centre shopping company true Corp Corporation Limited (the company).To investigate the level of satisfaction with the service of the true centre shopping company Limited (the company).To study the factors influencing the quality of service satisfaction in the service of a center hole shopping Company Limited (public).

Overview of the Quality of Service of True Shop True Corporation Public Company Limited



Based on the data, it was found that the factors affecting the quality of True Shop's services in 5 factors were 5 items in descending order. It was the attention span (= 3.98), the confidence level (= 3.91), and the moderate level (3 = 3.79). Reliability (= 3.83) Concrete 3.79) Overall, the level of feedback on the factors affecting the van service. The five-faceted component trainer was at a high level (= 3.85).

#### Satisfaction with True Shop Service



Illustrations showing satisfaction with the service. The study found that the overall satisfaction with the quality of service provided by True Corporation Public Company Limited was at the high level (= 3.88).

Education Quality of Service True Shop True Corporation Public Company Limited is intended to study the quality of True Shop Service. True Corporation Plc., True Corporation Plc., To improve the quality of True Corporation's True Shop service. Methodology is quantitative study. (Quantitative Research) studied by 400 recipients using the questionnaire as a tool to study. Statistics used are percentage, mean, standard deviation. One-Way ANOVA and Regression Analysis

### 3. Personal Information of the Respondents

According to the study, 400 respondents were mostly female. They are between the ages of 21-35, with most of them undergraduate. Most of the occupations are private employees. Mostly average monthly income 15,001-30,000 The main reason why most True Shop service providers pay for the service.

#### Quality of Service Center True Shop

It was found that the factors affecting the quality of True's service center, True Corporation Plc. Compassionate Confidence in responding to the needs of reliable service recipients. And concrete Consider the following:

#### 3.1. Concrete

The results showed that the overall picture was at a high level including information system. And service equipment Modern service for customers who use True Shop. In standard service centers. New technologies are introduced. Efficient service

#### 3.2. Reliability

The results showed that the mean was very high. Trust is a company with a great customer service experience, and provides accurate billing services and can help solve problems for customers and can help solve problems in using the service and create. Confidence for you

#### 3.3. Response to Demand

The results showed that the overall picture was at a high level. There is a service that can meet the needs, meet your needs in a timely manner and is ready to serve customers. Easy access to staff at True Shop. And there are enough staff to serve the users.

### 3.4. Confidence

The results showed that the overall value was at a high level. Employees showed sincerity, sincerity, honesty in service. Makes you feel confident Employees provide information and explain how to use the 4G LTE service. Can provide information about other products and services. Give you accurate and clear.

### 3.5. Caring

The results showed that the overall picture was at a high level. Employees are interested in listening to the problems of their customers and offering solutions to their problems. And can respond to customer problems or recommendations. Impressive, pleasant reception from staff.

## 4. Suggestions from the Study

Based on the study of the quality of service provided by True Corporation, True Corporation Plc. True Shop has a systematic location within the service center. This makes it easy to use. Reliability The staff of the True Shop Can help solve the problem of using the service and ensure that you care. When you need help, the center's staff is happy to help you and your service center staff. Take into account the individual service. With interest and sincerity in solving the problem for you, the influence on the satisfaction of the service of True Shop, True Corporation Public Company Limited may result in the study of the answer. Only some Therefore, we recommend the following for those who want to study:Tangible Service Center True Shop has a systematic location within the service center. This makes it easy to use.On the reliability side, the staff of the True Shop. Can help solve the problems that arise in using the service and to ensure you.

In response to the needs of employees, they are interested in listening to the problems of the users and offering solutions to their problems.

Care When you need help, our call center staff are happy to help you and your call center staff. Take into account the individual service. We are interested and sincere in solving problems for you.

## 5. Suggestions for the Next Study.

For this study, the data were collected by questionnaires from the sample. The study should seek more qualitative information on all levels of staff to provide a more comprehensive analysis of the outcomes of quality of life.

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