Attitudes and Behavior, Customer Satisfaction, Service Account Office of the Limited Company in Bangkok

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Abstract - This research aims to study about customer satisfaction in relation to attitude and behavior from the account office of the Limited companies. The respondents of this study were the staff, accountant, and accounting manager of a limited liability companies in Bangkok. A number of companies are incorporated in the year 2012, third quarter (July to September). There were 6,826 registered companies but the respondents of this study were 214 which calculated by the formula of Yamane and Cluster Random Sampling. The personal information, attitudes and behavior of the service, and the level of user satisfaction with the accounting office in Bangkok. The account service to the customer including and a operations standard accounting practices, information technology in accounting, and a attitude and behavior and the level of user satisfaction with the accounting office in Bangkok. The results showed that the satisfaction for the overall service were moderate and did not differ in Bangkok.

Keywords - The Attitude, The Satisfaction, Usage Services, Office of the Account

Remark: The full paper may be found in www.inrit2013.com