ปัจจัยสำคัญที่มีผลต่อความพึงพอใจของลูกค้าต่อบริษัทสร้างบ้าน

Significant Factors for Customer Satisfaction of Home Building Company

สาขาวิศวกรรมศาสตร์ระดับเอกภัณฑ์ 79

Abstract

This paper aims to identify the critical factors of customer satisfaction to home builder companies. These factors were used to assess perceptions of three personnel parties consist of sales, design and engineering, and construction within home builder companies. Questionnaire survey was therefore used as a tool for data collection. Data analysis using a comparison of the statistical average was later employed by considering the important factors that cause the customer satisfaction to home builder companies. The findings showed that the top-three factors of the customer satisfaction were image of company, experience of company and integrity of company. In opposite, it was found that least customer satisfaction was the design factor that comprises five sub factors: 3D presentation of design, design of electricity, design of sanitary, recommendation in belief of china and design of landscape. Construction factor consists of two sub factors i.e. employing contractors and employing modern technology in construction.

Keywords: Satisfaction, Customer Satisfaction.