

FACTORS RELATED TO SATISFACTION WITH FINANCIAL TRANSACTIONS IN BUYING PRODUCTS AND SERVICES: CASE OF TALINGCHAN FLOATING MARKET, TALINGCHAN DISTRICT, BANGKOK

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ABSTRACT

This descriptive research aimed to study the factors related to satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok. Data was gathered from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market as defining the population and sample group and finding the personal information related to satisfaction with financial transactions in buying products and services by using Kendall's tau_B Correlation Coefficient. The findings revealed that 1) Ages related to satisfaction with financial transactions in buying products and services on service and system at a 0.01 level of significance, 2) Education levels and income related to satisfaction with financial transactions in buying products and services on service at a 0.01 level of significance, and on the system at a 0.05 level of significance, and 3) Occupation related to satisfaction with financial transactions in buying products and services on service and system at a 0.05 level of significance.

Keywords: Factors Related, Satisfaction, Financial Transactions, Talingchan Floating Market

INTRODUCTION

Nowadays, technology has been developed continuously for facilitation, all sectors must adjust to these technological changes such as improving their work process or using instead of manpower to facilitate the consumers of both the public sector and private sector. As the technology for the work process, consumer behavior has also changed. Consumer behavior and needs are the heart of business operations as defining the marketing platforms for such service providing, service development, pricing, payment method, or production distribution to respond to the consumer needs. Consequently, consumer behavior and needs are the significant beginning of the marketing process and influence the business achievement as changes in the marketing strategies will be consistent with the consumer behavior and needs. Currently, consumer needs have changed along with a change in technology and daily living Adul Jaturongkul. (2007) for such various financial transactions increased from the past of using cash only for

buying products and services Weidt Nuchjalearn. (2016) many people are familiar with these technologies.

Four significant financial transactions comprise 1) Selling – a transaction of transferring assets from a buyer to a seller by cash or credit, 2) Purchasing – a business operation to gain products or services for the organizational achievement, 3) Receipt – a transaction referred to receiving cash after products or services delivery from the business, 4) Payment – a transaction of receiving cash after products or services ordering by various payment methods Keswitu Tipyos. (2014).

Floating market is a place for buying and selling many products and services, and Talingchan Floating Market is one of the most popular destinations for tourists both domestic and international as the learning source that reflects the lifestyle of people and the river Maneewan Piwnim et al. (2003). Strategy 1 of the National Tourism Development Plan: Quality development of tourist destinations, products, and services Department of Tourism. (2018) for balance and sustainability, it needs to promote and develop the whole system quality of tourism products and services including the standard of tourism and services covering all platforms responding to the sustainable tourism development. In consequence, the researcher is interested in the factors influencing the satisfaction with financial transactions at Talingchan Floating Market to apply data for defining the quality standard of financial transactions at Talingchan Floating Market to be consistent with the enhancement of quality and services structure including the quality of financial transactions for traveling at Talingchan Floating Market as a prototype of financial transactions management for the community tourism.

OBJECTIVES

To study the factors related to satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok.

Hypothesis

The relationship between personal information and satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok.

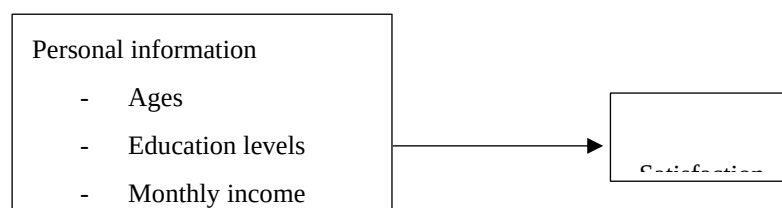
METHODOLOGY

The descriptive research of the factors related to satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok aimed to reflect the factors related to satisfaction with financial transactions in buying products and services at Talingchan Floating Market. Data was gathered from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market as follows.

Sub-Section 1 Research framework

These variables are predicted in the following Figure 1

Figure 1
Research Framework



Sub-Section 2 Population and sample group

The population and sample group of this research were from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market and related documents.

Sub-Section 3 Research tools

The research tools of this research were the documentary research developed from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market.

Sub-Section 4 Data gathering

Data was gathered from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market.

Sub-Section 5 Data analysis

Data was analyzed to find the relationship influencing satisfaction with financial transactions in buying products and services at Talingchan Floating Market as the quantitative data analysis by using the package program, inferential statistics, testing the relationship between personal information influencing satisfaction with financial transactions in buying products and services at Talingchan Floating Market by using Kendall's tau_B Correlation Coefficient.

RESULTS

The findings of factors related to satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok aimed to study the factors related to satisfaction with financial transactions in buying products and services at Talingchan Floating Market that reflected the factors related to personal information of consumers at Talingchan Floating Market, Talingchan District, Bangkok as follows.

The hypothesis test, the relationship between personal information and satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok at a 0.01 and 0.05 level of significance by using Kendall's tau_B Correlation Coefficient. From Table 1

Table 1

The relationship between personal information and satisfaction with financial transactions in buying products and services: the case of Talingchan Floating Market, Talingchan District, Bangkok

Personal Information		Satisfaction	
		Service	System
Ages	Kendall's tau_b Correlation	.612**	.531**
	Sig. (2-tailed)	.000	.000
	N	384	384
Education levels	Kendall's tau_b Correlation	.367**	.295*
	Sig. (2-tailed)	.009	.031
	N	384	384
Monthly income	Kendall's tau_b Correlation	.643**	.392*
	Sig. (2-tailed)	.000	.005
	N	384	384
Occupation	Kendall's tau_b Correlation	.335*	.332*
	Sig. (2-tailed)	.018	.022
	N	384	384

**0.01 level of significance

*0.05 level of significance

Form Table 1, the revealed the relationship between personal information and satisfaction with financial transactions in buying products and services as follows.

Ages influenced satisfaction with financial transactions in buying products and services on service and system at a 0.01 level of significance.

Education levels influenced satisfaction with financial transactions in buying products and services on service at a 0.01 level of significance, and on the system at a 0.05 level of significance.

Monthly income influenced satisfaction with financial transactions in buying products and services on service at a 0.01 level of significance, and on the system at a 0.05 level of significance.

Occupation influenced satisfaction with financial transactions in buying products and services on service and system at a 0.05 level of significance.

CONCLUSION AND SUGGESTIONS

The conclusion was revealed as follows.

The research of the factors related to satisfaction with financial transactions in buying products and personale case of Talingchan Floating Market, Talingchan District, Bangkok was developed from the research of platforms of financial transactions in buying products and services at Talingchan Floating Market by gathering data using the questionnaire to 384 consumers at Talingchan Floating Market in January 2021 to find the relationship influencing satisfaction with financial transactions in buying products and services at Talingchan Floating Market as the personal information comprised of ages, education levels, monthly income, and occupation that related to satisfaction with financial transactions in buying products and services at a 0.01 and 0.05 level of significance by using Kendall's tau_B Correlation Coefficient as concluded; 1) Ages related to satisfaction with financial transactions in buying products and services on service and system at a 0.01 level of significance, 2) Education levels and income related to satisfaction with financial transactions in buying products and services on service at a 0.01 level of significance, and on the system at a 0.05 level of significance, and 3) Occupation related to satisfaction with financial transactions in buying products and services on service and system at a 0.05 level of significance is consistent with Narumon Chomchom (2019) a study of The Development of Multimedia for the Transmission of Local Wisdom of Community Products has significant association with the personal factors.

The Suggestions revealed as follows.

The suggestions for the research of relationship and satisfaction with financial transactions in buying products and services could be conducted on the other factors to reflect the factors influencing satisfaction in diverse dimensions for improving the platform of financial transactions in buying products and services at Talingchan Floating Market to facilitate the consumers.

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