



ICMISS 2024
International Conference on Management, Innovation, Economics and Social Science

5 TH INTERNATIONAL CONFERENCE ON MANAGEMENT, INNOVATION, ECONOMICS, AND SOCIAL SCIENCES





**Title : Factors related to satisfaction with financial transaction
in buying products and services : case of Talingchan Floating
Market, Talingchan District, Bangkok**

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INTRODUCTION

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[1]. Strategy 1 of the National Tourism Development Plan: Quality development of tourist destinations, products, and services [2].



INTRODUCTION

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.



OBJECTIVE

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

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.

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.



METHODOLOGY

Data gathering

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

Data analysis

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 by using Kendall's tau_B Correlation Coefficient.



RESULTS

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



CONCLUSION AND DISCUSSION

The conclusion revealed as follows; 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) [3], a study of The Development of Multimedia for the Transmission of Local Wisdom of Community Products has significant association with the personal factors.



REFERENCE

- [1] Maneewan Piwnim et al. (2003). *Tourism Development and Effect Project: The Case of Floating Market Community*. Bangkok : The Thailand Research Fund.
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- [3] Narumon Chomchom. (2019). *The Development of Multimedia for the Transmission of Local Wisdom of Community Products*. Kasem Bundit Journal Volume 20 No. 2 July - December 2019, Pp.180-188.



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