

Woraluk Charoenphonsuphit, Ritkaewniranat, Kaewprasert, Klangthongniyom, Klangdee, and Somnuk Euajirapongphan. (2021, January-June), Attitudes and Behavior of BAAC A-Mobile Application of Bank for Agriculture and Agricultural Cooperatives Customers : Academic Journal Kanchanaburi Rajabhat University. 10 (1) : 58-72

The results of the research revealed that the principle of applying for the service is convenience, speed, and time saving because transactions can be made anywhere, anytime. The type of transaction that uses the service the most is checking the balance of deposits, loans, savings lottery tickets. through a Thaweechok savings account The average transaction value per time is less than 5,000 baht, with the frequency of using the service 1-2 times per month. Most of the time when using the service is from 12.00 - 17.59 hrs. The person influencing the application is a bank officer. bank branch The solution to problems in using the service is to inquire from the staff at the branch near your home.

#### **The hypothesis testing results found that**

- 1) Demographic factors, sex, age, occupation, status, education level, income level, duration of service use are related to behavior of using BAAC A-Mobile application.
- 2) Attitude level consisted of product aspect, price aspect, service channel aspect. physical appearance service process In terms of marketing promotion, employees were related to the behavior of using the BAAC A-Mobile application.

