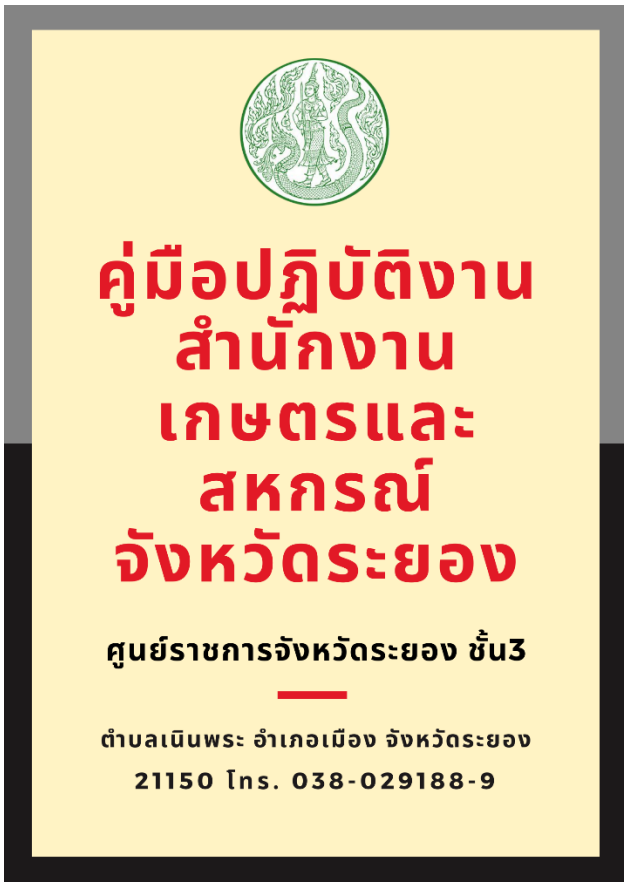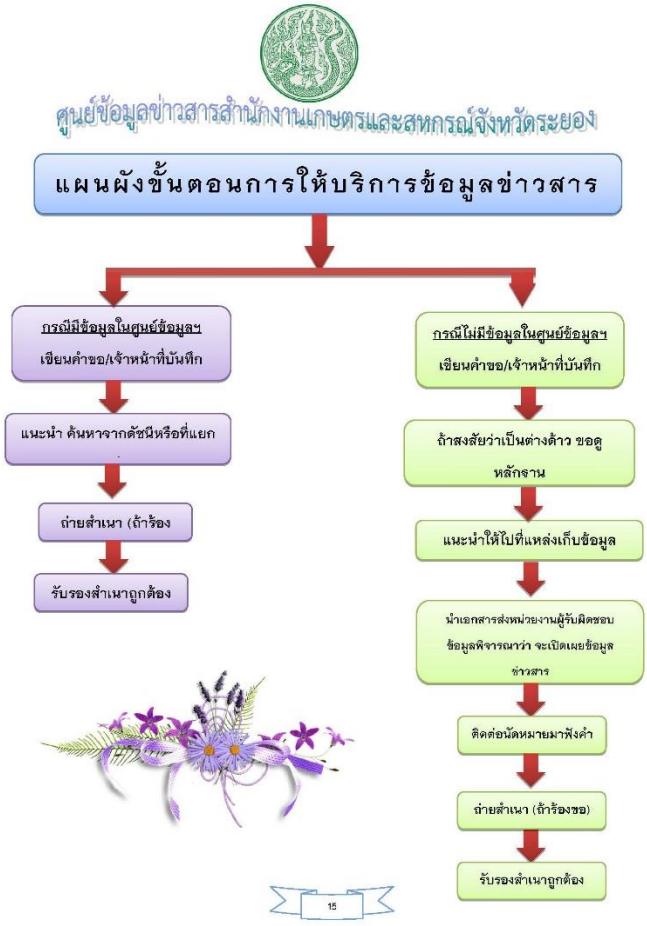O14 คู่มือมาตรฐานการให้บริการ