ABSTRACT

The main objective of the study of the relationship of customer expectations and quality of services in a case of THAI MEDICAL DEVICE SUPPLIERS ASSOCIATION (THAIMED) is to determine the level of THAIMED members' customer expectations to include: negotiation service, information service, and distribution service and importation service. Also the study can determine the level of THAIMED members' quality of service to include: reliability, responsiveness, access, and communication and understanding customer and the relationship of the demographic profile of respondents to customer expectations.

For this study, the researcher designed, pre-tested and distributed the survey questionnaire to the regulatory affair specialists as respondents. The methods of analysis include descriptive and correlational statistics to interpret the data gathered.

The results of the study showed that THAIMED was highly rated at the "strongly agree" level in Negotiation Service. However, it was in the Distribution Service where improvements have to be done in the aspects of communication, access, and responsiveness. In terms of Reliability of its quality of service, THAIMED was rated rather low which indicate an area of concern for improvement.

In conclusion based on the analysis of findings, THAIMED by and large was perceived as very successful in its Negotiation Service. However, in terms of Customer Expectations THAIMEND needed improvement particularly in the area of Responsiveness.
ABSTRACT

In view of the findings and conclusions, the research would recommend to management that the following aspects need attention for improvement and further development such as: mechanisms of distribution, communication system, access, and staff training and development.

The information service still should be improved to be more effective in each aspect of quality of service. It imply that the information service is most critical issue that management level should improve urgently because from questionnaire result and interviewees also present the difficult to access information service because of many document such as newsletter and letter are wrote in English which is not comfortable for the reader. Also the delay of information which post in website is one of the week points of this service.

In summarize, THAIMED member satisfied in the overall customer expectations and quality of service with a significant relationship. But in some aspect still should be improve like the negotiation service should have more responsiveness. The way to improve in those areas was explained in the recommendation part of the study.