

**Research Project Title: CUSTOMER SATISFACTION AND THE SERVQUAL  
MODEL: A CASE STUDY OF HEALTH LAND SPA AND MASSAGE**

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**ABSTRACT**

The main objective of this research was to study the service quality of Health Land Spa and Massage from the point view of customers by considering the customers' satisfaction. Another objective was to identify the difference between of customers' satisfaction and service quality when classified by location

This research focused on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy, in addition, this study also considered geographic area that may influence expectation and perception of service quality. From all population, the samples were 300 which were divided into 150 customers of Srinakarin branch and 150 customers of Sathorn branch. The sampling techniques that the researcher will use are non-probability sampling. The researcher adopted and adapted the questionnaire from the SERVQUAL as a research instrument. Data analysis was carried using SPSS. The Descriptive Statistics of Frequency Distribution was used to describe the percentage, mean, and standard deviation of the demographic factors. Cronbach's Coefficient Alpha was used to measure the reliability of the questionnaire. T-Test was used to test hypotheses which are related to study the difference between customers' expectations and their perceptions of service quality dimension of Health Land Spa and Massage. Lastly, Multiple Regression was used to test relationship between customers' satisfaction and service quality.

The result of this research showed that there was a significant difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by five dimensions of service quality. In addition, there is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage. Lastly, there is no different between customers' satisfaction of service quality when classified by geographic area.

The research also found that customers are mostly satisfied with the service of Health Land Spa and Massage. And "Reliability" is the most critical factors in the SERVQUAL dimensions in customers' satisfaction.

**Keywords:** Spa and massage, Customer satisfaction, Service quality, SERVQUAL model