



CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF  
SERVICE QUALITY IN A CAR REPAIR BUSINESS:  
A CASE STUDY OF 148 THEPARAK CO.,LTD

By

Ms. Nisa Jaroenkajornkit

A Research Report for  
MS 7000: Research Project

Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Science in Management

June 2007



**Assumption University of Thailand  
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**Research Project Title: CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY IN A CAR REPAIR BUSINESS: A CASE STUDY OF 148 THEPARAK CO.,LTD**

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**ABSTRACT**

The study investigated customers' expectations and customers' perceptions of service quality in 148 TPR, using Gap 5 which is the difference between expectations and perceptions. Moreover, the research identified the demographic characteristics of 148 TPR's customers and the differences in their expectations and perceptions when classified by variables such as age, gender, income level and occupation.

The researcher selected and applied the questionnaire from the SERVQUAL Model developed by Parasuraman, Zeithaml, and Berry in 1985. The questionnaire was distributed to 217, 148 TPR's customers before (expectations) and after (perception of performance) they had their cars repaired. Data obtained from the questionnaires were analyzed with the help of SPSS. The researcher used the Paired Samples T-Test to identify whether there is difference between customers' expectations and customers' perceptions of service quality of 148 TPR. The One-Way ANOVA Test was applied in order to find whether there is difference in expectations of service quality and difference in perceptions of it when classified by demographic variables.

The results showed statistically significant gaps between customers' expectations and customers' perceptions of service quality regarding four of the five dimensions, which were tangible, responsiveness assurance and empathy. The only dimension, reliability, showed no significant gap between customers' expectations and customers' perceptions. One-Way ANOVA Test results showed that there was no difference in expectations of service quality when classified by age and gender, however there were differences when classified by income level and occupation. Moreover, One-Way ANOVA Test results showed that there were no differences in perceptions of service quality when classified by demographic characteristics.

Based on the findings, the researcher proposed recommendations to the organization in order to improve work processes and marketing. The research concluded with suggestions for future study.

**Key Words:** Customer Expectation, Customer Perception, Car Repair Business, GAP5, SERVQUAL

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# Chapter 1

## Introduction

### 1.1 Background of the Study

Nowadays, a vehicle is important in people's lives because of its privacy and comfort compared to public transport. As vehicle growth is in the same direction as population growth, the demand for car repairs will increase too. With a greater number of vehicles on the road, there is a stronger likelihood for accidents happening too. Situations, such as accidents, increase the number of car repair businesses. Several types of car repair businesses have opened up all over Bangkok in the last couple of years, each of these organizations try to compete with other players in terms of their quality, their process of work and their service.

**Table 1.1 Vehicle Production, Domestic Sales and Export**

Categories	Production			Domestic sales		
	2005 (Jan-May)	2006 (Jan-May)	%Change 2005-2006	2005 (Jan-May)	2006 (Jan-May)	%Change 2005-2006
Passenger car	107,448	123,056	14.53%	77,011	79,504	3.24%
Commercial car	10,283	9,985	-2.90%	17,366	15,705	-9.56%
Truck	303,294	364,627	20.22%	188,099	184,035	-2.16%
Total	421,025	497,668	18.20%	282,476	279,244	-1.14%

Source: (Executive summary on Thai automotive industry in 2006,  
<<http://www.thaiauto.or.th/Research/document/summary06/sum0412.pdf>>)

As shown in Table 1.1 above, in Jan-May, 2006, Thailand manufactured a total of 497,668 automobiles, which is an increase of 18.20% when compared with the year 2005 (421,025). The number of total domestic automobile sales is 279,244 which is a decrease of 1.14 % from the year 2005 (282,476).

148 TPR is a car repair business. The company focuses on car crashes by accident and provides the whole system of repair such as body painting, fixing engine, renewing the color-surface, etc. 148 TPR is located in Theparak St., Samutorakarn province. 148 TPR is a family business and an SME enterprise.

148 TPR has 4800 square-meters of workplace with 60 employees. They have high technology and equipment to satisfy customers in terms of time and quality. Also there are many kinds of machines which protect the environment such as spray booth, clean facilities and colors that spray car-body with low emissions. Moreover, to fulfill customers' needs, 148 TPR uses the 5 SERVQUAL Dimensions (Parasuraman, Zeithaml and Berry, 1985 and 1988).

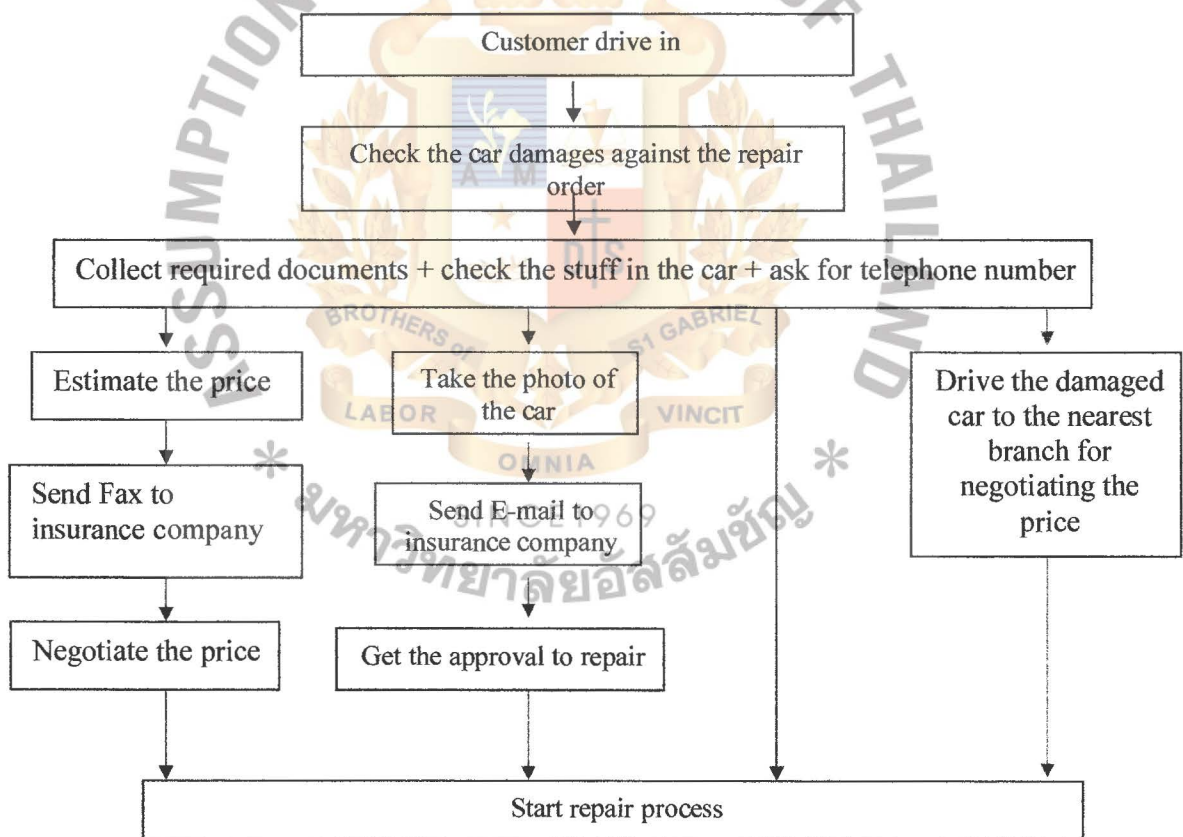
The company has vision, mission, and goal in order to run its business. The vision is to be one the top car-repair companies in Thailand which is performing a one-stop service to customers. Their mission is to have one more department which is selling new cars within 5 years. It plans to expand to new branches which are established in many parts of Thailand, the goal is to gain up to 50% more market share in this area.

As a result, there are a lot of competitors in the market who are fiercely competing for their market share. Moreover, 148 TPR competes with other shop such as TOYOTA BODY Shop, HONDA CAR shop. The effectiveness of service quality strategies would contribute to increase the number of customer and customer satisfaction.

The working procedure starts from the moment the customer drives into the company. The staffs have to check the car damages with the repair order issued by insurance company, after that they have to collect all required documents from the customers and check the stuff in the car, and ask for the customer's telephone number.

After these processes there are other processes which depend on the policy of various insurance companies and also depend on each case. For example, some insurance companies require estimates of the price first and negotiate or ask for agreement to change the parts. For some insurance companies these can be done through fax, telephone and internet (E-mail). On the other hand, some cannot and have to wait for insurance companies to send someone to check the car and then start the repair process, while other companies allow the repair process to commence immediately.

Figure 1.1 Examples of work flow for repair process of insured customer



(Source: 148 Theparak Co.,Ltd)



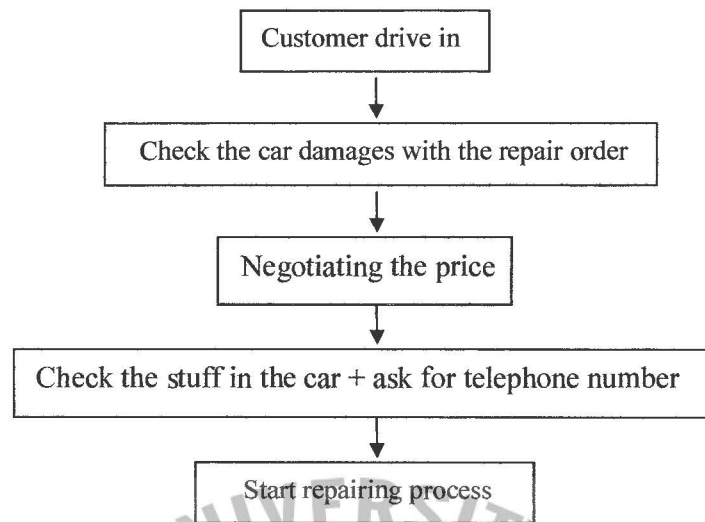
The staffs also have to handle the claim process for some insurance companies and these processes also depend on different policies of each insurance company. For example, in some insurance companies, the procedure is to ask customers to fill the claim form, take the photo of the damaged car by digital camera then send it to the insurance company and wait for approval to repair. Or some call the insurance company and inform them about the accident, then ask customers to fill the claim form, take the photo of the damages or ask the customer to fill out the claim form, estimate the price then fax this back to the insurance company.

The repair process involves many procedures too. First, the staffs have to take a photo of the damaged car. Some companies require using film camera, and some require digital camera. After that, the staff makes the repairs order for the factory, organizes the skilled workers in various departments to repair the car, and also need to take the photo of each process in each department, while the repair process is going on. The staffs have to follow up closely all the time, if any car needs spare parts; the staffs have to coordinate with the suppliers as well.

After finishing the car repair processes, the staffs have to collect all required documents and photos of all processes for billing the insurance companies, then follow up to collect payment.

On the other hand, for the non-insured customer, the processes seem to be shorter than insured customers because the owner is the only one who can make a decision about the price. After customers are satisfied about the price, the process of repair will begin.

Figure 1.2 Examples of work flow for repair process of non-insured customer



(Source: 148 Theparak Co.,Ltd)

## 1.2 Statement of the Problem

As the growth in the number of vehicles runs parallel with population growth, the demand for cars will increase too. Many vehicles on the road, means a greater chance for accidents to occur as well. Hence, with the increasing number of vehicles and accidents, there is a higher demand for car repair businesses.

In order to gain an increase in the number of customers for their business, each organization always tries to compete with other players in terms of their quality, process of work, as well as their service. The increase in the number of car repair businesses allows customers a greater range of choices. However, it is true to say that no company can survive long if it does not satisfy its customers. This research will clarify whether the services provided by 148 Theparak is as per the expectations of customers. Moreover, the study will provide answers as to whether the five

dimensions of the SERVQUAL model (performance) are in line with the expectations of those customers who come to repair their cars there.

### **1.3 Objective of study**

- To identify the difference between customers' expectations and customers' perception of service quality in 148TPR.

### **1.4 Principles and Theoretical Foundations**

All customers have expectations about what they would like to get and how they expect to be treated. The performance of the service is measured against these expectations. If they get the service below their expectations, there is a gap, it is dissatisfaction and they will judge that it is poor quality. On the other hand, if the service is above their expectations, customers rate the service as outstanding and it is called delight. Finally, if performance of service stands on the same level as the customers' expectations, the result is mere satisfaction.

The theory for this research is the SERVQUAL Model. SERVQUAL was developed by Parasuraman, Zeithaml and Berry (1985, 1988). The SERVQUAL model requires a questionnaire which elicits two parallel sets of data. Scores are obtained for customers' expectations (E) and for customers' perceptions of the actual performance of the service (P). Quality of experience is then determined as the perceived difference between actual performance and that originally expected (Tyas, 1996). This concept is also known as disconfirmation paradigm (Parasuramann, et al., 1985).

The foundation of the Model is a set of four gaps which are the major contributors to the service quality gap which customers may perceive:

Gap 1 is the difference between the customer's expectations and management perceptions of customer expectations. Management does not understand how the service should be designed and what support or secondary services the customer requires.

Gap 2 is the difference between the company's quality specifications and management perceptions of customer expectations of the service and its quality. Often in an attempt to reduce costs, management places internal restrictions on how a service is to be performed, restrictions which deprive the staff of the opportunity to meet the customer's expectations.

Gap 3 is the difference between the quality of the service delivery and quality specifications. Even if the quality of the service is carefully specified in a company, the result in practice may be difference from what was intended. Service quality is difficult to standardize since it is often dependent on personal contact between the customer and company staff.

Gap 4 is the difference between the quality of the service delivery and the quality promised in communicating the product/service. It is important not to promise the customer more than the company can deliver.

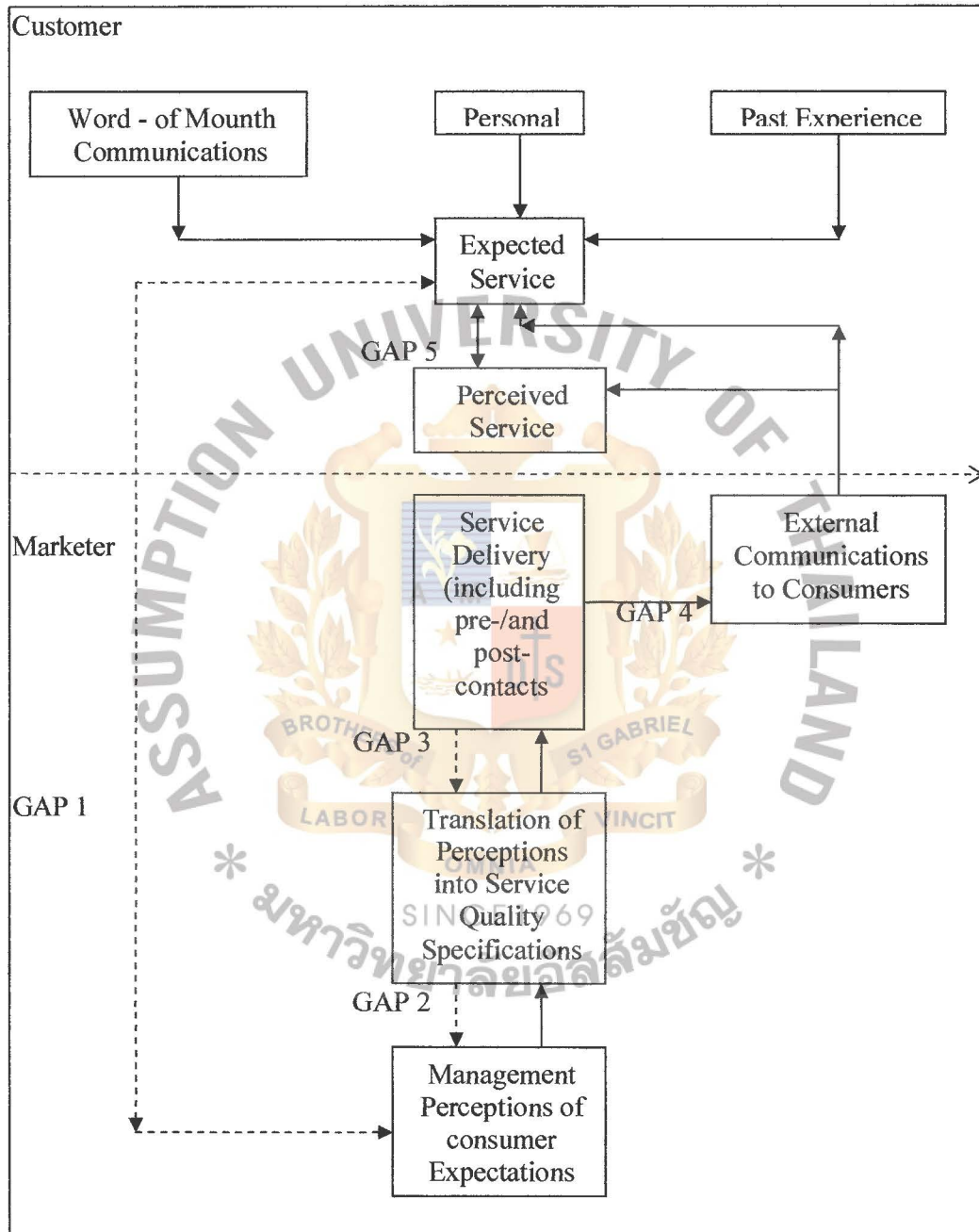
These four gaps emerge from an executive perspective on a service organization's design, marketing and delivery of services. They, in turn, contribute to another gap, mentioned earlier, Gap 5, which is the discrepancy between customers' expected service and the perceived service actually delivered.

This gap is a function of the other four gaps: i.e.  $\text{Gap 5} = f(\text{gaps 1, 2, 3, 4})$  It is this gap that Parasuraman et al. (1985) sought to measure using the SERVQUAL instrument.



The Gap Model which has served as the theoretical model for the research is shown in Figure 1.3.

Figure 1.3 THE GAP MODEL OF SERVICE QUALITY



Source: Bateson and Hoffman et. al., 1999, "Managing Services Marketing", p.34

In this study, the researcher measured customers' expectations against their perception of 148 TPR's performance. The data obtained from the questionnaires were analyzed with the help of SPSS. The researcher applied Descriptive Analysis to describe the demographic characteristics of the respondent as well as the obtained SPSS output tables of the research hypotheses. In terms of the Inferential Analysis, the researcher applied The Paired Samples T-Test to identify whether there is difference between customers' expectations and customers' perception of service quality of 148 TPR. The One-Way ANOVA Test was applied in order to find whether there is difference in expectation of service quality and difference in perceptions when classified by demographic characteristics.

### **1.5 Research Questions**

- 1) Is there any difference between customers' expectation and customers' perceptions of service quality in 148 TPR car repair business?
- 2) Is there any difference between customers' expectation and customers' perceptions of service quality regarding tangible in 148 TPR car repair business?
- 3) Is there any difference between customers' expectation and customers' perceptions of service quality regarding reliability in 148 TPR car repair business?
- 4) Is there any difference between customers' expectation and customers' perceptions of service quality regarding responsiveness in 148 TPR car repair business?

- 5) Is there any difference between customers' expectation and customers' perceptions of service quality regarding assurance in 148 TPR car repair business?
- 6) Is there any difference between customers' expectation and customers' perceptions of service quality regarding empathy in 148 TPR car repair business?
- 7) Is there any difference between customers' expectation of service quality in 148 TPR car repair business under specified demographic characteristics?
- 8) Is there any difference between customers' perceptions of service quality in 148 TPR car repair business under specified demographic characteristics?

#### **1.6 Research hypothesis:**

Ho1: There is no difference between customer's expectation and perceptions of service quality in 148 TPR car repair business.

Ha1: There is a difference between customer's expectation and perceptions of service quality in 148 TPR car repair business.

Ho2: There is no difference between customer's expectation and perceptions of service quality in terms of regarding tangibles in 148 TPR car repair business.

Ha2: There is a difference between customer's expectation and perceptions of service quality in terms of regarding tangibles in 148 TPR car repair business.

Ho3: There is no difference between customer's expectation and perceptions of service quality in terms of regarding reliability in 148 TPR car repair business.

Ha3: There is a difference between customer's expectation and perceptions of service quality in terms of regarding reliability in 148 TPR car repair business.

Ho4: There is no difference between customer's expectation and perceptions of service quality in terms of regarding responsiveness in 148 TPR car repair business.

Ha4: There is a difference between customer's expectation and perceptions of service quality in terms of regarding responsiveness in 148 TPR car repair business.

Ho5: There is no difference between customer's expectation and perceptions of service quality in terms of regarding assurance in 148 TPR car repair business.

Ha5: There is a difference between customer's expectation and perceptions of service quality in terms of regarding assurance in 148 TPR car repair business.

Ho6: There is no difference between customer's expectation and perceptions of service quality in terms of regarding empathy in 148 TPR car repair business.

Ha6: There is a difference between customer's expectation and perceptions of service quality in terms of regarding empathy in 148 TPR car repair business.

Ho7: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.

Ha7: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.

Ho8: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.



Ha8: There is a difference between customer's expectations of service quality in 148  
TPR car repair business when classified by customers' gender.

Ho9: There is no difference between customer's expectations of service quality in 148  
TPR car repair business when classified by customers' income level.

Ha9: There is a difference between customer's expectations of service quality in 148  
TPR car repair business when classified by customers' income level.

Ho10: There is no difference between customer's expectations of service quality in  
148 TPR car repair business when classified by customers' occupation.

Ha10: There is a difference between customer's expectations of service quality in 148  
TPR car repair business when classified by customers' occupation.

Ho11: There is no difference between customer's perceptions of service quality in 148  
TPR car repair business when classified by customers' age.

Ha11: There is a difference between customer's perceptions of service quality in 148  
TPR car repair business when classified by customers' age.

Ho12: There is no difference between customer's perceptions of service quality in 148  
TPR car repair business when classified by customers' gender.

Ha12: There is a difference between customer's perceptions of service quality in 148  
TPR car repair business when classified by customers' gender.

Ho13: There is no difference between customer's perceptions of service quality in 148  
TPR car repair business when classified by customers' income level.

Ha13: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.

Ha14: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.

Ha14: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.

### **1.7 Significance of the study**

The study is developed to identify the service quality dimensions of 148 TPR, which is a car repair business. The objective of this study is to examine 148 TPR customer's expectations of service quality before they come to use 148 TPR car repair business service and their perceptions of the service quality after they have received 148 TPR's service. After that, having compared expectation and perceptions, Gap 5 was defined which is the difference between expectations and perceptions. Gap 5 shows whether there is difference between the two aspects and as the result which can be satisfaction, mere satisfaction, or dissatisfaction with the service quality of 148 TPR, car repair business. The results of the study provide information about factors contributing to service quality and hopefully provide understanding into the means of meeting customers' needs and for increasing the number of customers to 148 TPR car repair business. In the long term, it is expected that the results of this study will serve as the foundation for improved service quality that will lead directly to benefits for 148 TPR car repair business to include a relationship with customers, and indirectly to keep and improve its reputation in the area. This research findings will enable 148 TPR car repair business to better understand wants, attitudes of our customers and

improve service quality and therefore create and increase satisfaction of its clients. The results of this research may help to generate greater awareness of the car repair business to increase and promote company growth.

## 1.8 Definition of terms

**Claim:** A demand for payment in accordance with an insurance policy or other formal arrangement. (<http://education.yahoo.com/reference/dictionary/entry/claim>)

**Customer:** Someone who purchases a certain product/service from a car repair business

**Customer Expectation:** Customer defined probabilities of occurrence of positive or negative events or actions if customer engages in some behavior (Oliver, 1981)

**Customer Satisfaction:** The Company's ability to fulfill the business, emotional, and psychological needs of its customers

([http://www.customersurveystore.com/The\\_Process/Definitions/definitions.html](http://www.customersurveystore.com/The_Process/Definitions/definitions.html))

**Demographic factors:** Includes age, gender, marital status, education level, occupation, income. Demographic or personal characteristics are most often used as the basis for market segmentation, and also affect the extent to which a person uses products or services in a specific category (Pride and Ferrell, 1997).

**Expectation:** A "baseline against which product or service performance is compared" (Nolan and Swan, 1985). In the context of customer dissatisfaction, expectations are generally said to be disconfirmed (Olshausky and Miller, 1972).

**Gap 5:** Quality that a customer perceives in a service, a function of the magnitude and direction of the gap between expected service and perceived one (Payne, 1993).

**Goal:** A desirable objective against which plans are measured.



**Perceptions:** Customers' beliefs concerning the service received and experienced (Parasurman, et al., 1985)

**Procedure:** A clear specification for the sequence, timing, execution, etc. of a process (<http://www.pmostep.com/290.1TerminologyDefinitions.html>) in this study refers to the steps involved in all activities of repairing the car.

**Responsiveness:** Willingness to help customers and provide prompt service (Parasuraman, et al., 1990)

**Repairing Process:** A series of steps necessary to get a car repaired, including body repair, replacement of spare parts, surface preparation, spray, assemble, wax coat.

**Required Documents:** The documents required by the insurance company for car repair company to bill.

**Satisfaction:** A person's feelings of pleasure or disappointment resulting from comparing products or services perceived performance in relation to his/her expectations (Kotter, 1997)

**Service:** Represents any activity, offered to a customer that is simultaneously consumed as it is produced. Characterizing a service encounter is difficult due to its intangibility, given that the service encompasses process, delivery, and outcome (Kothari, 1998)

**Service Quality:** The manner in which service is provided as it influences the degree of satisfaction with a goods or service.

(<http://www.ucs.mun.ca/~rsexty/business1000/glossary/s.htm>)

## 1.9 Conceptual Framework

The research was to study the relationship of main independent variables and a main dependent variable. The independent variable was work process in terms of the



five SERVQUAL dimensions. The dependent variable in this study was customer satisfaction based on the expectations of the customers.

The Conceptual Framework, Figure 1.4 below, reflects the analysis that was conducted on the relationship of the independent variables and the dependent variable (SERVQUAL Dimension; Customer's satisfaction).

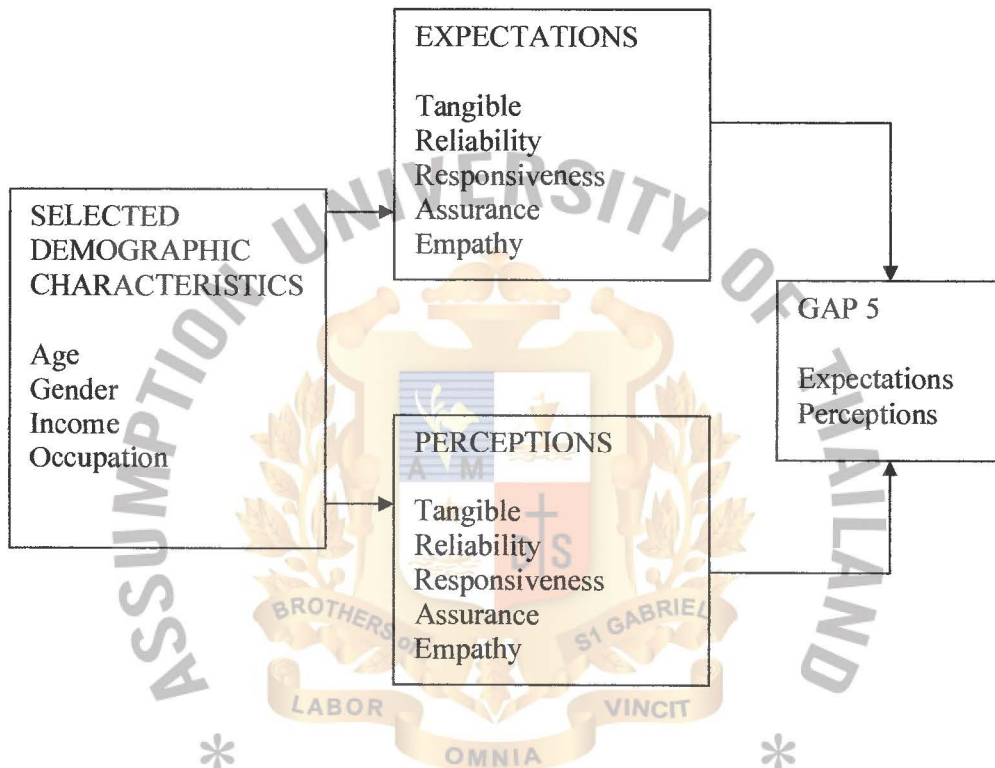


Figure 1.4 The Conceptual Framework

## **Chapter 2**

### **Review of Related Literature**

#### **2.1 Introduction**

This chapter will be based on the review of discussion from the books, articles, internet and other literature related to the study. This review will be focused on the definitions and characteristic features of service, service quality, theories and models of service quality, customer expectations, customer perceptions, customer satisfaction, measuring service quality and service quality dimensions are collected from the point of new as well as classical investigations of service quality.

“Understanding customer is a prerequisite for delivering superior service”

“Quality of service is about to become the decisive factor in corporate survival. Manufacturing firms will increasingly find that the services added to physical goods constitute the basic of competitive differentiation. Good service, tailored to customer needs, is particularly important for high technology product” (The Coming Service Crisis, Davidow. 1986)

This objective of this thesis is studying the relationship of service quality and customer satisfaction, some of the literatures are reviewed to establish a conceptual framework for this study.

#### **2.2 The related studies**

##### **2.2.1 The Theory of Service Quality**

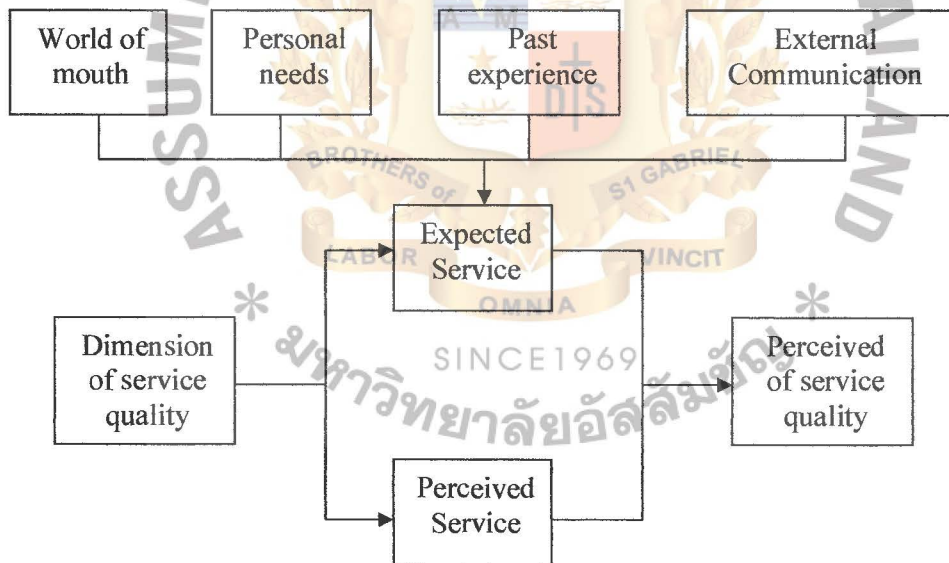
This study will apply a service model, an instrument that examines customer perception of service quality, developed by Parasuraman, Zeithaml & Berry that is separated into five dimensions: Tangibles, Reliability, Responsiveness, Assurance and

Empathy to measure the level of customer's satisfaction with the quality of service in the car repair business. The measurement composes of two sections: an expectation of customers and a perception of customers.

Table 2.1: SERVQUAL's Five Dimensions (Parasuraman, Zeithaml & Berry, 1998, p.23 and Parasuraman, Zeithaml & Berry, 1991, p.41)

Dimensions	Definitions
Tangibles	The appearance of physical, equipment, appearance of personnel, and communication materials
Reliability	The ability to perform the promised service dependably and accurately
Responsiveness	The willingness to help customers and provide prompt service
Assurance	The knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	The caring, individualized attention the firm provides to its customer

Figure 2.1: Customers Assessment of Service Quality



(Source: Bouman and Wiele (1992) "Measuring service quality in the car service industry: Building and instrument". International journal of service industry management, vol3 no.4)

Based on the five SERVQUAL dimensions, the SERVQUAL instrument helps the company to understand the way to make customer satisfied in our service and improve our quality all the time.

SERVQUAL has been used in replication studies in wide range of service industries: health care, banks and finances, appliance repair, and several other professions.

From the above widely use literature, it can be implied that the outcome of “perceived value-experience” comparison process is the key premise in judging customer satisfaction, which will also be measured in this study.

Zeithaml, Parasuraman and Berry (1985) investigated a list of major determinants of service quality or ten dimensions in assessing service quality that can be generalized to any type of service, Those ten dimensions includes (see table 2.2):

1. Tangibles Dimension: includes the physical evidence of the service, physical facilities, appearance of personnel, equipment used to provide the service and customers in the service facility.
2. Reliability Dimension: includes consistency of performance and dependability. The ability to provide the pledge services on the time.
3. Responsiveness Dimension: includes the willingness of staff to provide prompt service. For example, in the case of car repair business, they must response with their customer’s stuff in the car.
4. Competence Dimension: includes possession of the required skills and knowledge to perform the service. For example, the car repair business should provide the best advice to customers.



5. Courtesy Dimension: includes politeness, respect, consideration, and friendliness of contact personnel (communication including receptionists, telephone operators etc.)

6. Credibility Dimension: includes trustworthiness, believability, and honesty. For example, in the case of insurance company, this could mean a positive reputation for their settlement of claims.

7. Security Dimension: includes the freedom from danger, risk and doubt. It involves physical safety and confidentiality.

8. Access Dimension: includes approachability and each of contracts.

9. Communication Dimension: keeping customers information about the service in a language that they can understand and listening to the customers.

10. Understanding Dimension: this involves trying to understand the customer's need.

“Lovelock conducted a research in order to define the quality by interview the respondents in different field of business. The conquests of the research are as followed;

- Bankers defined service quality as “ setting standards regarding customer needs and meeting them”
- Securities brokerage executive answered that “Service quality is a true representation of the client's interest first and foremost”
- Product repair executive responded “service quality is a reasonable amount of time at a reasonable cost by a competent technician who does it right the first time” (.Lovelock, 1988)

From the focus group interview, he can identify ten factors as a determinant of service quality. The comments of consumers made in these interviews about

service expectation, priorities, and experience fall into one of these ten categories

The determinants of service quality are included in the list:

\*Reliability involves consistency of performance and dependability.

\*Responsiveness concerns about the willingness or readiness of employees to provide service. It involves timeliness of service:

- mailing a transaction slip immediately
- calling the customer back quickly
- giving prompt service

\*Competence means possession of the required skills and knowledge of service provider to perform the service. It involves:

- Knowledge and skills of contact personnel
- Knowledge and skill of operational support personnel
- Research capability of the organization

\*Access involves approachability and ease of contact. It means:

- The service is easily accessible by telephone
- Waiting time to receive service is not extensive

- \* - Hours of operation are convenient
- Location of service facility is convenient

\*Courtesy involves politeness, respect consideration, and friendliness of contact personnel. It includes:

- Consideration for the customer's property
- Clean and neat appearance of public contact personnel

\*Communication means keeping customer informed in language they can understand. It also means listening to customers. It may mean that the company

has to adjust its language for different customers-increasing the level of sophistication with a well-educated customer and speaking simply and plainly with a novice. It involves:

- Explaining the service itself
- Explaining how much the service will cost
- Assuring the customer that a problem will be handled

\*Credibility involves trustworthiness, believability, and honesty. It involves having the customer's best interest at heart. Contributing to credibility are:

- Company name
- Company reputation
- Personal characteristics of the contact personnel
- The degree of hard sell involved in interactions with the customer

\*Security is the freedom from risk, danger or doubt. It involves:

- Physical safety
- Financial safety
- \* - Confidentiality

\*Understanding the customer involves making the effort to understand the customer's needs. It involves:

- Learning the customer's specific requirement
- Providing individualized attention
- Recognizing the regular customer

\*Tangibles includes the physical evidence of the service such as:

- Physical facilities

- Appearance of the personnel
- Tools or equipment used to provide the service
- Physical representations of the service, such as a plastic-credit card or a bank statement.

Mudie and Cottam (1999) mentioned that customers assess and evaluate a number of factors or dimensions to measure service quality. Consequently from research in a variety of service industries they can conclude and get five dimensions, which are;

Reliability: the ability to perform the promised service dependably and accurately. It is regarded as the most important determinant of perceptions of service quality. This dimension is particularly crucial for services such as bank, building societies, insurance companies, delivery services and trade services, e.g. car repair, business.

Responsiveness: the willingness to help customers and to provide prompt service. This dimension is particularly prevalent where customers have requests, questions, complaints and problems

Assurance: the employees' knowledge and courtesy, and the ability of the service to inspire trust and confidence. This dimension may be of particular concern for customers of health, financial and legal services.

Empathy: the caring, individualized attention the service provides its customers. Small service companies are better placed for treating customers as individuals than their larger invariably standardized counterparts. However, relationship marketing is designed to offer a more individualistic approach for customers of large organizations



Tangibles: the appearance of physical facilities, equipment, personnel and communication materials. All of these are used in varying degree to project an image that will find favor with consumers. Tangibles will be of particular significance where the customer's physical presence at a service facility is necessary for consumption to occur e.g. hair salon, hotel, and nightclub.

The service quality was viewed as an attitude that results from a 'global judgment' after comparing expectation with perception. The ten dimensions were included access, communication, competence, courtesy, credibility, reliability, responsiveness, security, tangibles and understanding the customer. Parasuraman et al (1988) reduced to 34 item scale. The result concluded that service quality consists of five dimensions (Parasuraman et al.,1988)

The study produced SERVQUAL, to measure the service quality the term of tangibles, reliability, responsiveness, assurance and empathy. These are define in Table 2.1

### **2.2.2 Discussion of each of the Selected Sub -Variables**

Tangibles – The appearance of physical facilities, equipment, personnel, and communication materials. The condition of the physical surrounding. For example, the cleanliness in the car repairs business. It is tangible evidence of the care and attention to every detail in the service.

Reliability – The ability to perform the promised service both dependably and accurate. Reliable service performance is a customer expectation. It means that the service is complete on the time, in the same manner, and without errors every time.

Responsiveness: The willingness to help customer and provide prompt service. Keeping customers waiting, particularly for no apparent reason, create unnecessary

negative quickly and with professionalism can create very positive perceptions of quality. For example, McDonald's fast-food, if they serve their food after more than 60 minutes, customers will receive the coupon for free drink.

Assurance – The knowledge and courtesy of employees as well as their ability to convey trust and confidence. This dimension includes the following feature: competence to perform the service, politeness and respect for customer and effective communication with the customer.

Empathy – the provision of caring, individualized attention to customers. Empathy includes the customer's needs.

### **2.2.3 The Theory of Customer Satisfaction**

Customer satisfaction is the key factor to success of every business because it is impossible to run the business without customers. So, to fulfill the customer needs is very important for every organization to understand customer satisfaction.

Kotler (1997) defined satisfaction as “a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectation”. Satisfaction is a function of perceived performance and expectations.

- 1) If the performance falls short of expectation, the customer is dissatisfied.
- 2) If the matches the expectations, the customer is satisfied.
- 3) If the performance exceeds expectations, the customer is highly satisfied or delighted.

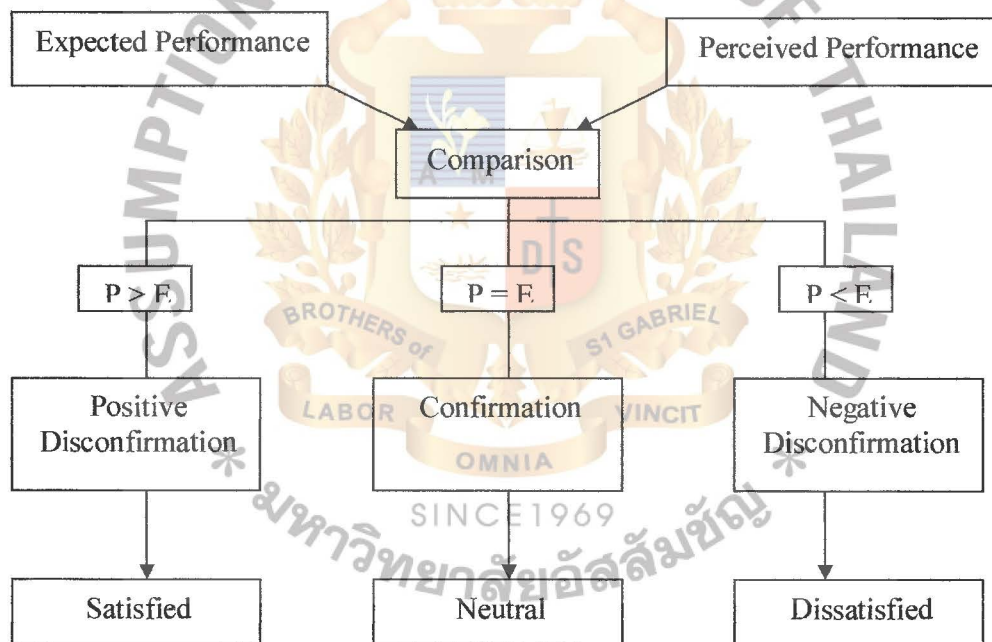
Expectations are influenced by past buying experience, friends, and associates' advice, and marketers' and competitors' information and promises. If marketers raise expectations too high, the buyer is likely to be disappointed.

However, if the company sets expectations too low, it won't attract enough buyers. Most successful companies are raising expectations and delivering performance to match.

Parasuraman (1988 and 1990) introduced the key premise to customer satisfaction as the prerequisite understanding of customer satisfaction and delivering of superior service. Based on customer satisfaction, customers will make decision with different factors. They will measure the rate of satisfaction from what they have got.

The model is constructed on the basis of comparing perceived performance and expectations

Figure 2.2: The Disconfirmation of Customer Satisfaction



(Source: Walker (1995), "Service encounter satisfaction: Conceptualized" Journal of Marketing Vol. 9 No. 1 pp 5-13.

## 2.2.4 Satisfaction and dissatisfaction

Customer satisfaction is important for every company because a company's sales come from two groups of people, new customers and current ones. So, it is the

best way to try to keep them satisfied from retain customers because they will back to buy a product again, talk favorably to others about the product, pay less attention to competing brands and advertising, and buy other products from the company.

Customer dissatisfaction is different. Whereas, on average, a satisfied customer tells 3 people about a good product experience, a dissatisfied customer complains to 11 people. Bad word of mouth seem to travel farther and faster than good word of mouth and it also quickly damages consumer attitudes about a company and its products (Kotler, 1996).

### **2.2.5 Customer Expectations**

It is generally agreed that customer satisfaction evaluations are developed by comparing a customer's expectations of goods and service and the actual performance of that good or service, including customer service. Consumer Expectations are pretrial beliefs a consumers has about the performance of a service that used as the standard or reference against which service performance is judged (Kurtz and Clow, 1998).

Customer's expectations play a pivotal in judging a company's service. Customers assess service quality by comparing what they want or expect with what they perceive they are getting. To earn a reputation for quality service, companies must consistently perform at level customers perceive as meeting or surpassing their expectations. Customers are the sale judges of service quality. Management may think the company's service is fine, but if customers disagree the company has a problem (Berry, and Parasuraman, 1991).



## **Factors Influencing Expectations**

1. Word – of – mouth communications: what customer hears from other customers is a potential determinant of expectations.
2. Personal need: might moderate customer's expectations to a certain degree depending on their individual characteristics and circumstances.
3. Past experience: more experienced customers seemed to have somewhat lower expectations. It could influence customers' expectation level.
4. External communications: play a key role in shaping customers' expectation, particularly those of prospective customer of service.

### **2.2.6 Customer's Perception**

Kotler (2000) stated that a motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation.

Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.

Perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and conditions within the individual.

Perception is the process through which people receive, organize, and interpret information from their environment.

Perception as meaning the assign to what we see, hear, sense around us as well as our perception are heavily influenced by socio cultural and psychological factors.

### **2.2.7 Discussion of the Selected Generic Set of Sub – Variables**

Expectation: it defines what people think that they will perceive. Before customers will consume, they have expectations. So, expectation is an important element and first of the decision process.

Performance: it may be defined as the main operating characteristics of the product or service. It is the variable that customers will determine their decision to repeat purchase.

Disconfirmation: it is assumed that consumed satisfaction or dissatisfaction result from positive or negative discrepancy between the outcome and the expectation regarding a purchase. The customer's expectation will be negatively disconfirmed if the product or service performs worse than expected, positively disconfirmed if the product or service performs better than expect, and confirmed if product or service performs as expected.

Satisfaction: It is positive attitude formed toward product or service. It occurred customer judgment between two variables, which are expected product performance, and actual product performance. This performance is above expectation.

Dissatisfaction: it is a negative attitude and bad feeling of product or service that customer got. Customer determined between expectation and perception of actual performance. This performance is fall below expectation.

### **2.2.8 Demographic factors**

Kotler (1997) stated that a buyer' decisions are influenced by demographic factors, which are internal factors including gender, age, income, education level and family size.

Kotler (2000) mentioned that the market is divided into groups on the basis of variables such as age, gender, income, occupation, education, family size, religion, race, generation, nationality and social class. Demographics variables are the most popular based for distinguishing customer groups. One reason is that customer wants, preferences, and usage often associated with demographic variables.

### **Age**

Age is one variable of demographic characteristics because it has an impact on behavior. Kotler (2000) stated that the different of consumers' age group have very different need and wants. They will buy different goods and services during the lifetime.

### **Gender**

Kotler (1997) state that gender is defines as sex identification of a person. Gender has always been a distinguishing variable for segmentation. Gender influences consumer's thinking, values, attitudes, behavior, wants and purchase decision. Statt (1997) stated that dividing the market into male and female segments is another frequently uses strategy. Hawkins (1998) mentioned that gender has been a common segmentation basis for many products such as clothing, shoes and some kind of personal care product. However many products are purchased by either men or women only.

### **Income**

Income can be defined as the financial gain accruing over a given period of time. Income can determine customer needs, thinking and behavior. Income is the factor that marketers consider when planning product advertising as well as determining price strategy. Income has been an important variable for market segmentation (Schiffman and Kanuk, 1994). Income indicates that presence of the

ability to pay for a product and service (Schiffman, 1991). People at different income levels tend to have different values, behaviors and lifestyles.

### **Occupation**

Kotler (2000) stated that occupation influences a person's consumption pattern. Marketers try to identify the occupational groups that have above-average interest in their products and services. A company could even specialize its products for certain occupational groups.

Schiffman and Kanuk (1994) stated that occupation, income and education have close correlation.

### **2.3 Summary**

This chapter contains a review of major concepts, which are SERVQUAL (service quality), Customers' satisfaction, Customers' expectation, Customers' perception and Demographic factors.

This chapter is based on the review of the discussion from books, articles, journals, web sites and other literature related to study. Moreover, the researcher discussed each of selected Generic of Sub-Variable to create a better understanding of terms used in the study.



## **Chapter 3**

### **Methodology of the Study**

#### **3.1 Introduction**

This chapter focuses on the research methodology and research design. The objective of this research was to study and compare customers' expectations and customers' perception by measuring service quality in the car repair business (148 TPR) by using a modified version of SERVQUAL developed by Parasuraman, Zeithaml and Berry in 1985 and 1988, under specified demographic characteristics.

#### **3.2 General Procedures**

The research studied customers' expectation and customers' perception by using the SERVQUAL model. The study employed the paired Sample T-Test and the analysis of variance ANOVA (one-way ANOVA).

#### **3.3 Design of the Study**

The research design is an action research that specifies the methods and procedures for collecting and analyzing of the obtained data. The researcher utilized a survey method whereby a questionnaire was used to measure customers' expectations and customers' perception. Moreover, the researcher examined respondents' demographic variables, such as age, gender, income level and occupation to measure differences in the customers' expectations and customers' perceptions.

## Draft of the Instrument Development

The researcher used the survey method, a questionnaire in particular, to measure the customers' expectations and perceptions of service quality in a car repair business. The questionnaire was adapted from the SERVQUAL model which measures service quality developed by Parasuraman et al. (1985, 1989).

The SERVQUAL model identifies specific criteria by which customers evaluate service quality. These criteria are categorized in five major dimensions. A survey instrument was developed by the authors to measure the gap between customers' expectations and customers' perception.

The researcher used SERVQUAL model to apply with this research because SERVQUAL follows a scientific approach in its measurement scale development, Service Quality = Perception – Expectation (P-E) (Quester and Romanjuk, 1997).

### Questionnaire

The questionnaire embodied three parts:

1. Part 1: The customers' expectations: 22 questions regarding the customers' expectations of five service quality dimensions prior to using the 148 TPR services.
2. Part 2: The customers' perceptions: 22 questions regarding the customers' perceptions of the five service quality dimensions after using the 148 TPR services.

The 5-point Likert scale was used for identifying the customers' opinions toward 5 dimensions of service quality:

- 5- Strongly Agree
- 4-Agree
- 3-Neutral
- 2-Disagree
- 1- Strongly Disagree

It was applied for both expectations and perceptions sections

3. Part 3: Demographic characteristics of respondents: This part of the questionnaire was designed to obtain the needed information about the demographic profiles of the respondents. It included questions about age, gender, income, and occupation designed in the form of multiple choices.

### **3.5 The Instrument Reliability**

Reliability can be thought of as consistency in measurement. Asubonteng, McCleary, and Swan (1996) summarized Cronbrach's alpha reliability coefficients for the SERVQUAL dimensions across several studies. The researcher found relatively similar reliability which supported the internal reliability or cohesiveness of the scale items. Examples of these studies include Cronin and Taylor (1992), McAlexander, Kaldenburg, and Koenig (1994), Carman (1990). The lowest reliability reported these studies related to SERVQUAL method was 0.59 and the highest was 0.97.

In this research, 30 questionnaires were pre-tested by the respondents, who were car repair customers of 148 TRP, in order to obtain the data for calculating Cronbach Coefficient Alpha and to check whether the questionnaire can be accepted as reliable. The summary table of the output is presented in Table 3.1. The reliability analysis procedure using SPSS is attached in Appendix B.

TABLE 3.1: CRONBACH COEFFICIENT ALPHA SCALE

Service Quality Dimensions	Questions	Customers' Expectations	Customers' Perceptions
TANGIBLES	1-5	0.8021	0.7955
RELIABILITY	6-9	0.7529	0.7696
RESPONSIVENESS	10-13	0.7500	0.7367
ASSURANCE	14-18	0.6268	0.7821
EMPATHY	19-22	0.7329	0.9756
TOTAL	22	0.7278	0.7171

### 3.6 Population and Sampling

#### Target Population

In a research study, the target population must be well defined. The target population in this study is both male and female in different age groups, income levels and occupations who come to repair their car at 148 TPR.



The survey took place in the main area, which is located at 148 TPR. The target population of this research is individuals, so the sampling unit is the same as the population element.

Zikmund (2000) stated target population is the complete group of specific population elements relevant to the research project

### **Sampling Design**

In this research, the researcher used Non-Probability Sampling (Convenient Sampling). Zikmund (1997) stated sampling is the process of using a small number of item or part of larger population to make conclusion about a whole population. “A sampling technique in which units of the sample are selected on the basis of convenience (Zikmund, 2000)”

### **Sampling Size**

The sampling size represents the total selected group for the study. These are three criteria to consider for an appropriate sampling size that can represent a certain degree of accuracy, precision, confidence and variability (Agresti and Finlay, 1997).

TABLE 3.2 THEORETICAL SAMPLE SIZE FOR DIFFERENT SIZE OF POPULATION AND A 95 PERCENT LEVEL OF CERTAINTY

Population/ (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
<b>500</b>	<b>217</b>	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, Gray (1996), "Fundamentals of Education Research", p: 202

According to 148 TPR's information, current customer population of 148 TPR in 1st quarter, between January to March 2007 is 510 (Source: 148 Theparak Co.,Ltd). As per the Anderson table shown above, the sample size should be 217, hence, the researcher collected data from 217 respondents.

### 3.7 Collection of the Data

The researcher employed two types of data that includes:

Primary data: Data was collected for this research by distributing the questionnaire to respondents in the car repair business (148 TPR).

Secondary Data is conducted for purpose of supporting the primary data. The secondary data for this study was as below:

- Work flow repair process: there are standardized work processes; using these was necessary for examining the gaps between expectations and perceptions.

- Reports: some information was in the form of reports that were produced by the members of the 148 TPR management team.
- Book and journals: the researcher put great deal of effort in doing the research on this topic by reading books and journals from reliable sources that can found in Assumption University's library.
- Internet: As the world is getting more technology-related, the internet has become one vital source in finding information.

### **3.8 Proposed Data Processing and Analysis**

The researcher used the quantitative analysis to analyze the data from the study. Statistic Package for Social Science (SPSS) program was used as the tool to compute the data from the questionnaires in order to test the relationship between each variable.

SPSS program was used for analyzing the questionnaire's result, providing answers to research questions and testing hypotheses.

Questionnaire (Likert scale) data was analyzed by using paired sample method to compare the differences between customers' expectations and customer's perceptions by measuring the five service quality dimensions.

### 3.9 Summary

Table 3.3: SUMMARY OF THE HYPOTHESES AND STATISTICAL ANALYSIS METHODS

HYPOTHESIS	STATISTICAL ANALYSIS
<p>Ho1: There is no difference between customer's expectations and perceptions of service quality in 148 TPR car repair business.</p> <p>Ha1: There is a difference between customer's expectations and perceptions of service quality in 148 TPR car repair business.</p>	Paired Sample T-Test
<p>Ho2: There is no difference between customer's expectations and perceptions of service quality regarding tangibles in 148 TPR car repair business.</p> <p>Ha2: There is a difference between customer's expectations and perceptions of service quality regarding tangibles in 148 TPR car repair business.</p>	Paired Sample T-Test
<p>Ho3: There is no difference between customer's expectations and perceptions of service quality regarding reliability in 148 TPR car repair business.</p> <p>Ha3: There is a difference between customer's expectations and perceptions of service quality regarding reliability in 148 TPR car repair business.</p>	Paired Sample T-Test



HYPOTHESIS	STATISTICAL ANALYSIS
<p>Ho4: There is no difference between customer's expectations and perceptions of service quality regarding responsiveness in 148 TPR car repair business.</p> <p>Ha4: There is a difference between customer's expectations and perceptions of service quality regarding responsiveness in 148 TPR car repair business.</p>	Paired Sample T-Test
<p>Ho5: There is no difference between customer's expectations and perceptions of service quality regarding assurance in 148 TPR car repair business.</p> <p>Ha5: There is a difference between customer's expectations and perceptions of service quality regarding assurance in 148 TPR car repair business.</p>	Paired Sample T-Test
<p>Ho6: There is no difference between customer's expectations and perceptions of service quality regarding empathy in 148 TPR car repair business.</p> <p>Ha6: There is a difference between customer's expectations and perceptions of service quality regarding empathy in 148 TPR car repair business.</p>	Paired Sample T-Test

HYPOTHESIS	STATISTICAL ANALYSIS
<p>Ho7: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.</p> <p>Ha7: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.</p>	One-Way ANOVA
<p>Ho8: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.</p> <p>Ha8: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.</p>	One-Way ANOVA
<p>Ho9: There is no difference between customer's expectations of service quality in 148 TPR, car repair business when classified by customers' income level.</p> <p>Ha9: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' income level.</p>	One-Way ANOVA

HYPOTHESIS	STATISTICAL ANALYSIS
<p>Ho10: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' occupation.</p> <p>Ha10: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' occupation</p>	One-Way ANOVA
<p>Ho11: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' age.</p> <p>Ha11: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' age.</p>	One-Way ANOVA
<p>Ho12: There is no difference between customer's perceptions of service quality in 148 TPR, car repair business when classified by customers' gender.</p> <p>Ha12: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' gender.</p>	One-Way ANOVA

HYPOTHESIS	STATISTICAL ANALYSIS
<p>Ho13: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.</p> <p>Ha13: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.</p>	One-Way ANOVA
<p>Ho14: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.</p> <p>Ha14: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.</p>	One-Way ANOVA



## Chapter 4

### Data Analysis and Result

#### 4.1 Introduction

This chapter focuses on the research findings and the analyses of the study. This chapter is divided in two parts: the descriptive statistics of the respondents' demographic characteristics (the sample profile) and the inferential statistics outputs regarding testing the hypotheses followed by brief explanations.

#### 4.2 Descriptive Analysis of the Respondents' Demographic Characteristics (The Sample Profile)

The total number of respondents for this research was 217 persons. The respondents filled in the questionnaires in 148TPR. The demographics data of respondents consists of four elements: age, gender, income and occupation. All data in this part is presented in frequency form.

## Age

**TABLE 4.1: SUMMARY OF RESPONDENTS CLASSIFIED BY AGE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Younger than 20	37	17.1	17.1	17.1
	21-30	50	23.0	23.0	40.1
	31-40	50	23.0	23.0	63.1
	41-50	45	20.7	20.7	83.9
	51 and older	35	16.1	16.1	100.0
	Total	217	100.0	100.0	

**FIGURE 4.1: PERCENTAGE OF RESPONDENTS CLASSIFIED BY AGE**

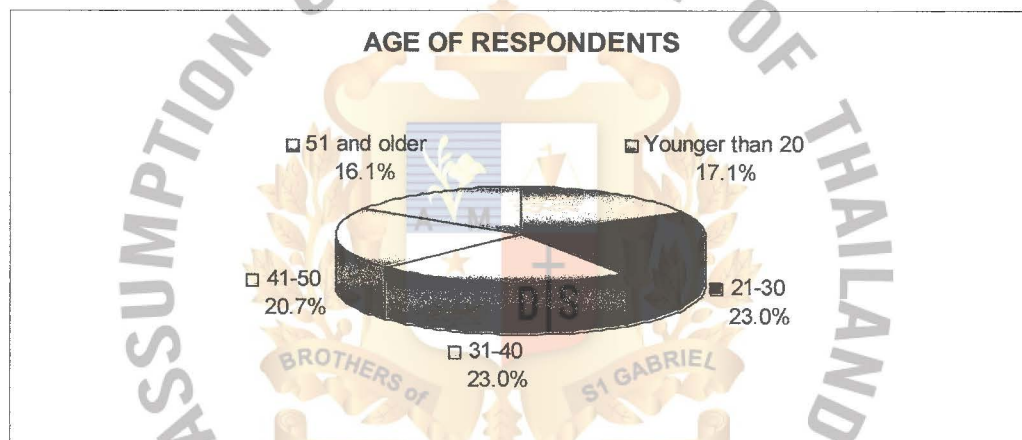


Table 4.1 and Figure 4.1 shows frequency and percentage of the respondents classified by age. The age is grouped into age ranges. A total of 23 percent of the respondents are the range of 21-30 years old and 31-40 years old. Percentage of 20.7 percent represents the respondents who are in the range of 41-50 years old. For the percentage of 17.1 percent respondent who are in younger than 20 years old. The smallest percentages (16.1percent) are 51 years old and older.

## Gender

**TABLE4.2: SUMMARY OF RESPONDENTS CLASSIFIED BY GENDER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	132	60.8	60.8	60.8
	Female	85	39.2	39.2	100.0
	Total	217	100.0	100.0	

**FIGURE4.2: PERCENTAGE OF RESPONDENTS CLASSIFIED BY GENDER**

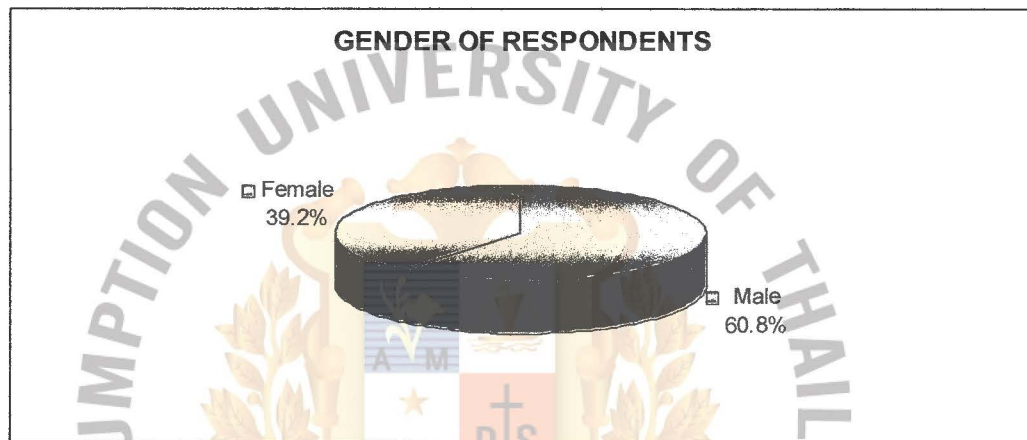


Table 4.2 and Figure 4.2 shows frequency and percentages of the respondents classified by gender. 60.8 percent are male and 39.2 percent are female.

## Income level

**TABLE 4.3: SUMMARY OF RESPONDENTS CLASSIFIED BY INCOME LEVEL**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 Bath/month	60	27.6	27.6	27.6
	10001-20000 Bath/month	51	23.5	23.5	51.2
	20001-30000 Bath/month	50	23.0	23.0	74.2
	30001 Bath/month and more	56	25.8	25.8	100.0
	Total	217	100.0	100.0	

**FIGURE 4.3: PERCENTAGE OF RESPONDENTS CLASSIFIED BY INCOME**

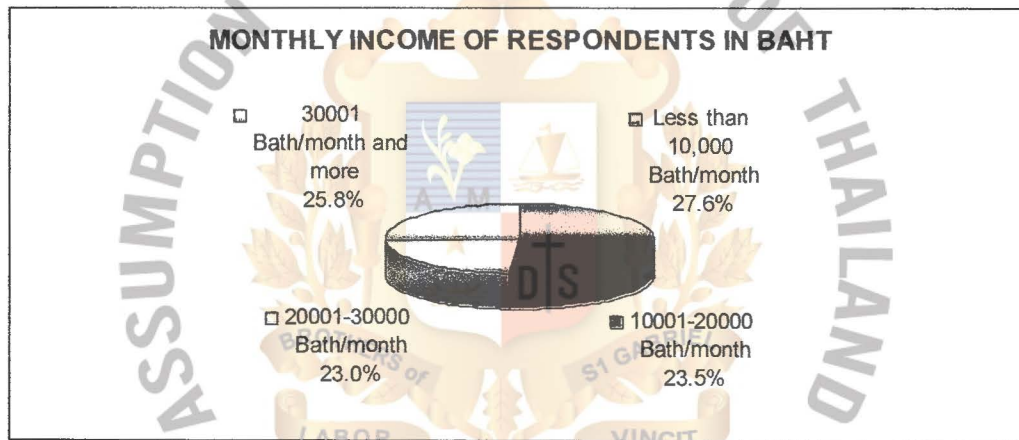


Table 4.3 and Figure 4.3 shows frequency and percentage of the respondents classified by monthly income. The monthly income is grouped into ranges. 27.6 percent of the respondents are in the income range of 10,000 Baht per month and less. The second largest percentage (25.8 percent) is the respondents whose income is 30,001 Baht per month and more. 23.5 percent of respondents earn 10,001-20,000 Baht per month. The smallest percentage (23 percent) is those whose income is 20,001-30,000 Baht per month.



## Occupation

**TABLE 4.4: SUMMARY OF RESPONDENTS CLASSIFIED BY OCCUPATION**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firm employee	105	48.4	48.4	48.4
	Self-employed	46	21.2	21.2	69.6
	Unemployed	38	17.5	17.5	87.1
	Student	28	12.9	12.9	100.0
	Total	217	100.0	100.0	

**FIGURE 4.4: PERCENTAGE OF RESPONDENTS CLASSIFIED BY OCCUPATION**

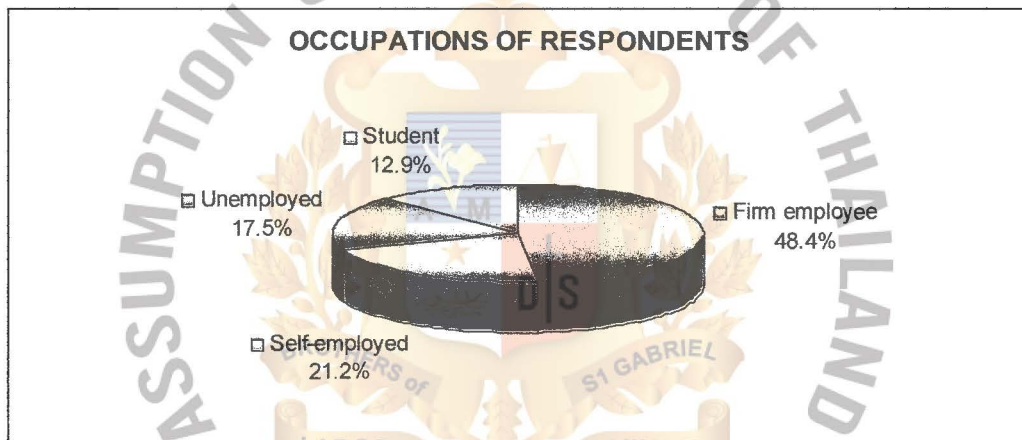


Table 4.4 and Figure 4.4 shows frequency and percentage of respondents classified by occupation. The biggest percentage (48.4 percent) is firm-employed respondents. 21.2 percent of 148 TPR users are self-employed. 17.5 percent of 148 TPR users were unemployed. The smallest percentage (12.9 percent) is those who are students.

### 4.3 Comparing Raw Scores of Expectations and Perceptions of Service Quality Dimensions

**TABLE 4.5: RAW SCORES OF EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY DIMENSIONS IN CAR REPAIR BUSINESS (148 TPR)**

Service Quality Dimensions	Raw Score of Expectations	Raw Score of Perceptions	Gap
TANGIBLES	4.1300	4.2747	-0.1447
RELIABILITY	4.1532	4.1118	0.0415
RESPONSIVENESS	4.1912	4.0895	0.1017
ASSURANCE	4.2664	4.1410	0.1253
EMPATHY	4.2097	4.0300	0.1797
TOTAL	20.9505	20.6469	0.3036

Table 4.5 shows that there are differences between the raw score of customers' expectations and customers' perceptions of service quality dimensions in 148 TPR. Most of the raw scores of expectations appear to be higher than those of perceptions. It means that customers' expectations of service quality were higher than perceptions of the actual service quality. Only the raw scores of Tangibles' expectations appear to be less than Tangibles' perceptions. It means that the customers were highly satisfied with Tangibles.

## Hypothesis 1

H<sub>01</sub>: There is no difference between customer's expectations and perceptions of service quality in 148 TPR, car repair business.

H<sub>a1</sub>: There is difference between customer's expectations and perceptions of service quality in 148 TPR, car repair business.

**TABLE 4.6: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY**

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	SERVQUAL - SERVQUAL 2	6.10760	3.31645	.22514	6.55135	5.66386	-27.129	216	.000

The Paired Samples T-Test for Hypothesis 1 shows that there is a statistically significant difference between customers' expectations and perceptions of service quality in 148 TPR. It is because the two-tailed significance of .000 is less than .05 (the confidence level) which means that the H<sub>01</sub> is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR were higher than their perceptions.

## Hypothesis 2

Ho2: There is no difference between customer's expectations and perceptions of service quality regarding tangibles in 148 TPR car repair business.

Ha2: There is a difference between customer's expectations and perceptions of service quality regarding tangibles in 148 TPR car repair business.

**TABLE 4.7: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY REGARDING TANGIBLES**

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	TANGIBLES - TANGIBLES 2	-6.55668	1.26987	.08620	-6.72659	-6.38677	-76.060	216	.000

The Paired Samples T-Test for Hypothesis 2 shows that there is a statistically significant difference between customers' expectations and perceptions of service quality in 148 TPR regarding tangibles. It is because the two-tailed significance of .000 is less than .05 (the confidence level) which means that the Ho2 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR regarding tangibles were higher than their perceptions.



### Hypothesis 3

Ho3: There is no difference between customer's expectations and perceptions of service quality regarding reliability in 148 TPR car repair business.

Ha3: There is a difference between customer's expectations and perceptions of service quality regarding reliability in 148 TPR car repair business.

**TABLE 4.8: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY REGARDING RELIABILITY**

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	RELIABILITY - RELIABILITY 2	.04147	.63648	.04321	-.04369	.12664	.960	216	.338

The Paired Samples T-Test for Hypothesis 3 shows that there is a statistically significant is not difference between customers' expectations and perceptions of service quality in 148 TPR regarding reliability. It is because the two-tailed significance of .338 is more than .05 (the confidence level) which means that the Ho3 is accepted. Hence, it means that Customer's expectations of service quality dimensions in 148 TPR regarding reliability were less than their perceptions.

## Hypothesis 4

Ho4: There is no difference between customer's expectations and perceptions of service quality regarding responsiveness in 148 TPR car repair business.

Ha4: There is a difference between customer's expectations and perceptions of service quality regarding responsiveness in 148 TPR car repair business.

**TABLE 4.9: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY REGARDING RESPONSIVENESS**

Paired Samples Test									
		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	RESPONSIVENE SS - RESPONSIVENE SS2	.10253	.73095	.04962	.00473	.20034	2.066	216	.040

The Paired Samples T-Test for Hypothesis 4 shows that there is a statistically significant difference between customers' expectations and perceptions of service quality in 148 TPR regarding responsiveness. It is because the two-tailed significance of .040 is less than .05 (the confidence level) which means that the Ho4 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR regarding responsiveness were higher than their perceptions.

## Hypothesis 5

Ho5: There is no difference between customer's expectations and perceptions of service quality regarding assurance in 148 TPR car repair business.

Ha5: There is a difference between customer's expectations and perceptions of service quality regarding assurance in 148 TPR car repair business.

**TABLE 4.10: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY REGARDING ASSURANCE**

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	ASSURANCE - ASSURANCE 2	.12535	.69212	.04698	.03274	.21795	2.668	216	.008

The Paired Samples T-Test for Hypothesis 5 shows that there is a statistically significant difference between customers' expectations and perceptions of service quality in 148 TPR regarding assurance. It is because the two-tailed significance of .008 is less than .05 (the confident level) which means that the Ho5 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR regarding assurance were higher than their perceptions.

## Hypothesis 6

Ho6: There is no difference between customer's expectations and perceptions of service quality regarding empathy in 148 TPR car repair business.

Ha6: There is a difference between customer's expectations and perceptions of service quality regarding empathy in 148 TPR car repair business.

**TABLE 4.11: PAIRED SAMPLE T-TEST: DIFFERENCE BETWEEN CUSTOMERS' EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY REGARDING EMPATHY**

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	EMPATHY - EMPATHY2	.17972	.75650	.05135	.07850	.28094	3.500	216	.001

The Paired Samples T-Test for Hypothesis 6 shows that there is a statistically significant difference between customers' expectations and perceptions of service quality in 148 TPR regarding empathy. It is because the two-tailed significance of .001 is less than .05 (the confident level) which means that the Ho6 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR regarding empathy were higher than their perceptions.



## Hypothesis 7

Ho7: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.

Ha7: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.

**TABLE 4.12: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' EXPECTATION OF SERVICE QUALITY WHEN CLASSIFIED BY AGE**

ANOVA					
SERVQUAL	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.077	4	2.769	.295	.881
Within Groups	1992.242	212	9.397		
Total	2003.320	216			

This One-Way ANOVA Test for Hypothesis 7 shows that there is a statistically significant is not difference in customers' expectations of service quality in 148 TPR when classified by age. It is because the two-tailed significance of .881 is more than .05 (the confidence level) which means that the Ho7 is accepted. So, it means that Customer's expectations of service quality dimensions in 148 TPR were not different when classified by age.

## Hypothesis 8

Ho8: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.

Ha8: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.

**TABLE 4.13: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' EXPECTATION OF SERVICE QUALITY WHEN CLASSIFIED BY GENDER**

ANOVA					
SERVQUAL	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.526	1	24.526	2.665	.104
Within Groups	1978.794	215	9.204		
Total	2003.320	216			

This One-Way ANOVA Test for Hypothesis 8 shows that there is a statistically significant is not difference in customers' expectations of service quality in 148 TPR when classified by gender. It is because the two-tailed significance of .104 is more than .05 (the confidence level) which means that the Ho8 is accepted. So, it means that Customer's expectations of service quality dimensions in 148 TPR were not different when classified by gender.

## Hypothesis 9

Ho9: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' income level.

Ha9: There is a difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' income level.

**TABLE 4.14: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' EXPECTATION OF SERVICE QUALITY WHEN CLASSIFIED BY INCOME LEVEL**

ANOVA					
SERVQUAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	418.189	3	139.396	18.731	.000
Within Groups	1585.131	213	7.442		
Total	2003.320	216			

This One-Way ANOVA Test for Hypothesis 9 shows that there is a statistically significant difference in customers' expectations of service quality in 148 TPR when classified by income level. It is because the two-tailed significance of .000 is less than .05 (the confidence level) which means that the Ho9 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR were different when classified by income level.

## Hypothesis 10

Ho10: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' occupation.

Ha10: There is difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' occupation.

**TABLE 4.15: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' EXPECTATION OF SERVICE QUALITY WHEN CLASSIFIED BY OCCUPATION**

ANOVA					
SERVQUAL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	602.525	3	200.842	30.539	.000
Within Groups	1400.795	213	6.577		
Total	2003.320	216			

This One-Way ANOVA Test for Hypothesis10 shows that there is a statistically significant difference in customers' expectations of service quality in 148 TPR when classified by occupation. It is because the two-tailed significance of .000 is less than .05 (the confidence level) which means that the Ho10 is rejected. So, it means that Customer's expectations of service quality dimensions in 148 TPR were different when classified by occupation.



## Hypothesis 11

Ho11: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' age.

Ha11: There is a difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' age.

**TABLE 4.16: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' PERCEPTIONS OF SERVICE QUALITY WHEN CLASSIFIED BY AGE**

ANOVA					
SERVQUAL2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.993	4	6.498	.441	.779
Within Groups	3126.790	212	14.749		
Total	3152.783	216			

This One-Way ANOVA Test for Hypothesis 11 shows that there is a statistically significant is not difference in customers' perceptions of service quality in 148 TPR when classified by age. It is because the two-tailed significance of .779 is more than .05 (the confidence level) which means that the Ho11 is accepted. So, it means that Customer's perceptions of service quality dimensions in 148 TPR were not different when classified by age.

## Hypothesis 12

Ho12: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' gender.

Ha12: There is difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' gender.

**TABLE 4.17: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' PERCEPTIONS OF SERVICE QUALITY WHEN CLASSIFIED BY GENDER**

ANOVA					
SERVQUAL2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.019	1	17.019	1.167	.281
Within Groups	3135.764	215	14.585		
Total	3152.783	216			

This One-Way ANOVA Test for Hypothesis 12 shows that there is a statistically significant is not difference in customers' perceptions of service quality in 148 TPR when classified by gender. It is because the two-tailed significance of .281 is more than .05 (the confidence level) which means that the Ho12 is accepted. So, it means that Customer's perceptions of service quality dimensions in 148 TPR were not different when classified by gender.

### Hypothesis 13

Ho13: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.

Ha13: There is difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.

**TABLE 4.18: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' PERCEPTIONS OF SERVICE QUALITY WHEN CLASSIFIED BY INCOME LEVEL**

ANOVA					
SERVQUAL2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	77.758	3	25.919	1.795	.149
Within Groups	3075.026	213	14.437		
Total	3152.783	216			

This One-Way ANOVA Test for Hypothesis 13 shows that there is a statistically significant is not difference in customers' perceptions of service quality in 148 TPR when classified by income level. It is because the two-tailed significance of .149 is more than .05 (the confidence level) which means that the Ho13 is accepted. So, it means that Customer's perceptions of service quality dimensions in 148 TPR were not different when classified by income level.

## Hypothesis 14

Ho14: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.

Ha14: There is difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.

**TABLE 4.19: ONE-WAY ANOVA TEST: DIFFERENCE IN CUSTOMERS' PERCEPTIONS OF SERVICE QUALITY WHEN CLASSIFIED BY OCCUPATION**

ANOVA					
SERVQUAL2					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	105.648	3	35.216	2.462	.064
Within Groups	3047.136	213	14.306		
Total	3152.783	216			

This One-Way ANOVA Test for Hypothesis 14 shows that there is a statistically significant is not difference in customers' perceptions of service quality in 148 TPR when classified by occupation. It is because the two-tailed significance of .064 is more than .05 (the confidence level) which means that the Ho14 is accepted. So, it means that Customer's perceptions of service quality dimensions in 148 TPR were not different when classified by occupation.



#### 4.4 Summary

**TABLE 4.20: SUMMARY OF THE RESULTS OF HYPOTHESES**

NULL HYPOTHESIS	LEVEL OF SIGNIFICANCE	RESULTS
Ho1: There is no difference between customer's expectations and perceptions of service quality in 148 TPR car repair business.	.000	Rejected Ho1
Ho2: There is no difference between customer's expectations and perceptions of service quality regarding tangibles in 148 TPR car repair business.	.000	Rejected Ho2
Ho3: There is no difference between customer's expectations and perceptions of service quality regarding reliability in 148 TPR car repair business.	.338	Failed to reject Ho3
Ho4: There is no difference between customer's expectations and perceptions of service quality regarding responsiveness in 148 TPR car repair business.	.040	Rejected Ho4

NULL HYPOTHESIS	LEVEL OF SIGNIFI- CANCE	RESULTS
Ho5: There is no difference between customer's expectations and perceptions of service quality regarding assurance in 148 TPR car repair business.	.008	Rejected Ho5
Ho6: There is no difference between customer's expectations and perceptions of service quality regarding empathy in 148 TPR car repair business.	.001	Rejected Ho6
Ho7: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' age.	.881	Failed to reject Ho7
Ho8: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' gender.	.104	Failed to reject Ho8

NULL HYPOTHESIS	LEVEL OF SIGNIFI- CANCE	RESULTS
Ho9: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' income level.	.000	Rejected Ho9
Ho10: There is no difference between customer's expectations of service quality in 148 TPR car repair business when classified by customers' occupation.	.000	Rejected Ho10
Ho11: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' age.	.779	Failed to reject Ho11
Ho12: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' gender.	.281	Failed to reject Ho12

NULL HYPOTHESIS	LEVEL OF SIGNIFICANCE	RESULTS
Ho13: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' income level.	.149	Failed to reject Ho13
Ho14: There is no difference between customer's perceptions of service quality in 148 TPR car repair business when classified by customers' occupation.	.064	Failed to reject Ho14



## Chapter 5

### Conclusions and Recommendation

#### 5.1 Summary of the study

This chapter focuses on the summary of findings that is an overview of the hypotheses results, the conclusion and the recommendations of the research on a study of the service quality: in the case of 148 TPR.

#### 5.2 Summary and Discussion of the finding

The primary objective of this research was to study customers' expectations and customer's perceptions of the service quality in 148 TPR, and Gap5 which is the difference between expectations and perceptions.

The other objective of this research was to find out whether there is difference in expectations and perceptions of the customers when classified by demographic variables.

The researcher developed 14 hypotheses based on the objectives of the research. They were tested by SPSS, the Statistical Package for Social Science.

The researcher separated the hypotheses into 4 groups. In the first group is hypothesis 1-6, second group hypothesis 7-10 and the third group is hypothesis 11-14.

The first group of hypotheses was tested by the Paired Sample T-Test. The objective of this group is to identify whether there are differences between customers' expectations and customers' perceptions of service quality in 148 TPR. The service

quality (SERVQUAL) includes dimensions of tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml and Berry, 1995, 1988). The result of the tests of hypotheses 1, 2, 4, 5 and 6 showed that there are differences between customers' expectations and customers' perceptions of service quality in 148TPR regarding tangible, responsiveness assurance and empathy . On the other hand, the hypothesis 3 shows that there is no difference between customers' expectations and customers' perceptions of service quality regarding the dimension of reliability in 148TPR.

The second group of hypotheses was tested by the One-Way ANOVA. The objective of this group is to identify whether there are differences in customers' expectations of service quality in 148 TPR when classified by demographic characteristics. The result of hypotheses 7 and 8 showed that there is no difference in customers' expectations of service quality when classified by age and gender. On the other hand, the result of hypotheses 9 and 10 showed that there is difference in customers' expectations of service quality when classified by income and occupation.

The third group of hypotheses was also tested by the One-Way ANOVA. The objective of this group is to identify whether there are differences in customers' perceptions of service quality in 148 TPR when classified by demographic characteristics. The result of hypotheses 11-14 showed that there is no difference in customers' perceptions of service quality when classified by age, gender, income and occupation.

### 5.3 Conclusion

The findings clearly showed that Gap 5 was identified as existent in assessing the quality of services in 148 TPR. Moreover, the Gap 5 shows that the expectations were higher than perceived performance, which included tangibles, responsiveness, assurance and empathy. On the other hand, the dimension of reliability showed that the perceived performance was higher than expectations.

The conclusion of this research is presented in Table 5.1

**TABLE 5.1: CONCLUSION OF RESEARCH QUESTIONS AND ANSWERS**

Research Questions	Answer
1. Is there any difference between customers' expectations and customers' perceptions of service quality in 148 TPR?	Yes
2. Is there any difference between customers' expectations and customers' perceptions of service quality regarding tangibles in 148 TPR?	Yes
3. Is there any difference between customers' expectations and customers' perceptions of service quality regarding reliability in 148 TPR?	No

Research Questions	Answer
4. Is there any difference between customers' expectations and customers' perceptions of service quality regarding responsiveness in 148 TPR?	Yes
5. Is there any difference between customers' expectations and customers' perceptions of service quality regarding assurance in 148 TPR?	Yes
6. Is there any difference between customers' expectations and customers' perceptions of service quality regarding empathy in 148 TPR?	Yes
7. Is there any difference between customer's expectations of service quality in 148 TPR when classified by demographic characteristics?	For Age, gender – <b>No</b> For Income Level, Occupation – <b>Yes</b>
8. Is there any difference between customers' perceptions of service quality in 148 TPR when classified by demographic characteristics?	No



Research Questions	Answer
9. What is the difference between customers' expectations and customers' perceptions of the service quality provided by 148 TPR?	<p>Expectations&gt;</p> <p>Perceptions</p> <p>20.9505&gt;20.06469</p>

#### 5.4 Implication for Practice

Based on the findings, 148 TPR should improve their service quality because it will make customers more satisfied with their service.

**Tangibles:** 148 TPR should improve the appearance of physical facilities, equipment, personnel, and communication materials. For example, they should update their technology and make it look modern, have the personnel dressed appropriately and have a wider choice of service.

**Reliability:** 148 TPR should improve their ability to perform promised service dependably and accurately. For example, they should to provide their service at the time they promise to do, they should to keep their record accurately and they should show sincere interest in resolving their customer's problem.

**Responsiveness:** 148 TPR should improve their willingness to help customers to provide prompt service. For example, they should show that they are always willing to help their customers, they provide prompt service to their customers and

they should to tell their customers exactly when service will be provided, such as date and time to collect their cars after repair.

Assurance: 148 TPR should improve their knowledge and courtesy of service providers and their ability to convey trust and confidence. For example, their behavior of personnel should make their customer confidence, they should guarantee their service for their customers and they should have knowledge about car repair and the ways to perform them.

Empathy: 148 TPR should improve their provision of caring individualized attention to customer. For example, they should give customers individual attention, have the interest customer at heart, should understand specific needs of their customers and have operating hours convenient to all their customers.

### **5.5 Recommendations for future study**

This study focused on customers' expectations and perceptions of service quality in car repair business of 148 Theparak Co.,Ltd. The results show that the customers' expectations were higher than customers' perceptions. Future study could explore other factors related to other interesting areas of company, such as 4Ps (Price, Place, Product and Promotion) to motivate customer to use 148 TPR service. Moreover, a similar study could be conducted in other car repair businesses, both in Bangkok and other provinces.

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## QUESTIONNAIRE

This questionnaire is designed as a tool for collecting data about your expectations and their perceptions of service quality in 148 TPR. This survey is conducted for the purpose of the preparation of a thesis for the completion of Master Degree in Science in Management at Assumption University of Thailand. Confidentiality is guaranteed.

Please, kindly fill in the questionnaire by circling the number which reflects the level of your expectations/perceptions of service quality in 148 TPR.

### Interpretation of Numbers:

1=Strongly Disagree

2=Disagree

3=Neutral

4=Agree

5=Strongly Agree

## Quality of Service (SERVQUAL)

### Part 1: Expectations

Please think about the kind of car repairing business that would deliver excellent quality of service. Think about the kind of car repairing business which you would like to visit. Please show the extent to which you think that car repairing business should possess a feature described by each statement.

If you strongly agree that car repairing business should possess a feature mentioned, circle number 5.

If you strongly disagree that car repairing business should possess a feature mentioned, circle number 1.

If your feeling is less strong, circle one of the numbers in the middle. There's no right or wrong answer all we are interested in is the number that truly reflects your expectations regarding in 148 TPR and the services provided by them.

1. Car repairing business should have up-to-date equipment.....

1      2      3      4      5

2. Physical facilities in car repairing business should be visually appealing.....

1      2      3      4      5

3. Car repairing business should offer a several choice of the ways to fix the car.....

1      2      3      4      5

4. Ambient conditions in car repairing business should be service.....

1      2      3      4      5

5. Personnel in car repairing business should be neat in appearance.....

1      2      3      4      5

6. When a customer has a problem, car repairing business should show sincere interest in resolving it.....

1      2      3      4      5

7. Car repairing business should be dependable.....

1      2      3      4      5

8. Car repairing business should keep their records accurately.....

1      2      3      4      5

9. Car repairing business should provide their services at the time they promise to do so.....

1      2      3      4      5

10. Personnel in car repairing business should always be willing to help customers...

1      2      3      4      5

11. Personnel in car repairing business should never be too busy to respond to customers' requests.....

1      2      3 \*      4      5

12. Car repairing business should provide prompt services to customers.....

1      2      3      4      5

13. Personnel in car repairing business should tell customers exactly when services will be performed.....

1      2      3      4      5



14. Behavior of personnel in car repairing business should instill confidence in customers.....

1      2      3      4      5

15. Customers should feel safe in their transactions with car repairing business service providers.....

1      2      3      4      5

16. Car repairing business should guarantee their services.....

1      2      3      4      5

17. Personnel in car repairing business should be consistently courteous with customers.....

1      2      3      4      5

18. Personnel in car repairing business should have the knowledge about car repair and the ways to perform them.....

1      2      3      4      5

19. Car repairing business should give customers individual attention.....

1      2      3      4      5

20. Personnel in car repairing business should have customers' best interests at heart.....

1      2      3      4      5

21. Personnel in car repairing business should understand specific needs of their customers.....

1      2      3      4      5

22. Car repairing business should have operating hours convenient to all their customers.....

1      2      3      4      5

## Quality of Service (SERVQUAL)

### Part 2: Perceptions

The following statements are related to your perceptions of 148 TPR you have visited.

Please show the extent to which you believe the 148TPR has the feature described by each statement.

If you strongly agree that 148TPR you visited possess a feature mentioned, circle number 5.

If you strongly disagree that 148TPR you visited possess a feature mentioned, circle number 1.

If your feelings are less strong, circle one of the numbers in the middle. There's no right or wrong answer all we are interested in is the number that truly reflects your perceptions regarding in 148 TPR and the services provided by them.

1. 148 TPR have up-to-date equipment.....

1      2      3      4      5

2. Physical facilities in 148 TPR are visually appealing.....

1      2      3 \*      4      5

3. 148 TPR offer a several choice of the ways to fix the car.....

1      2      3      4      5

4. Ambient conditions in 148 TPR are appropriate for service.....

1      2      3      4      5

5. Personnel in 148 TPR are neat in appearance.....

1      2      3      4      5

6. When a customer has a problem, 148 TPR show sincere interest in resolving it.....

1      2      3      4      5

7. 148 TPR are dependable.....

1      2      3      4      5

8. 148 TPR keep their records accurately.....

1      2      3      4      5

9. 148 TPR provide their services at the time they promise to do so.....

1      2      3      4      5

10. Personnel in 148 TPR are always willing to help customers.....

1      2      3      4      5

11. Personnel in 148 TPR are never too busy to respond to customers' requests....

1      2      3      4      5

12. 148 TPR provide prompt services to customers.....

1      2      3      4      5

13. Personnel in 148 TPR tell customers exactly when services will be performed.....

1      2      3      4      5

14. Behavior of personnel in 148 TPR instill confidence in customers.....

1      2      3      4      5

15. Customers feel safe in their transactions with 148 TPR service providers.....

1      2      3      4      5

16. 148 TPR guarantee their services.....

1      2      3      4      5

17. Personnel in 148 TPR are consistently courteous with  
customers.....

1      2      3      4      5

18. Personnel in 148 TPR have the knowledge about car repair and the ways to  
perform them.....

1      2      3      4      5

19. 148 TPR give customers individual attention.....

1      2      3      4      5

20. Personnel in 148 TPR have customers' best interests at heart.....

1      2      3      4      5

21. Personnel in 148 TPR understand specific needs of their  
customers.....

1      2      3      4      5

22. 148 TPR have operating hours convenient to all their customers.....

1      2      3      4      5





## Quality of Service (SERVQUAL)

### Part 3: Demographic profile of the respondents

Please kindly answer the following questions concerning your demographic characteristics. Tick the box with the appropriate answer and write a word where there is need to specify the answer.

1. Age:

☐

Younger than 20 years old

☐

21-30 years old

☐

31-40 years old

☐

41-50 years old

☐

51 years old and older

2. Gender:

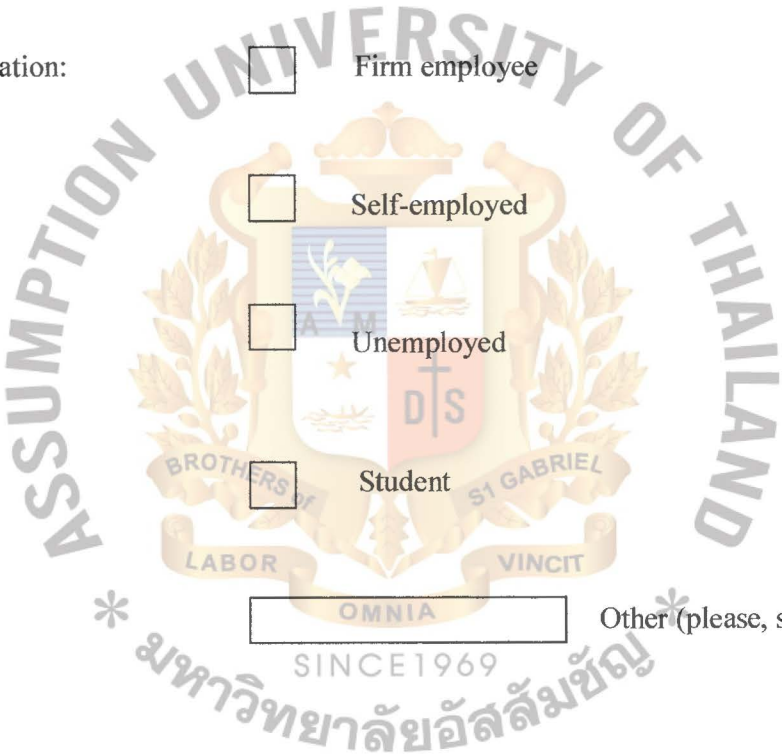
☐

Male

☐

Female

3. Monthly Income:
- ☐ Less than 10,000 Baht / month
- ☐ 10,001-20,000 Baht / month
- ☐ 20,001-30,000 Baht / month
- ☐ 30,001 Baht / month and more

4. Occupation:
- ☐ Firm employee
- ☐ Self-employed
- ☐ Unemployed
- ☐ Student
- Other (please, specify)
- 
- The background of this section features a large, semi-transparent watermark of the Assumption University of Thailand logo. The logo is circular, with the university's name in English, "ASSUMPTION UNIVERSITY OF THAILAND", around the top and "มหาวิทยาลัยอัสสัมชัญ" in Thai at the bottom. In the center is a shield with various symbols, including a cross, a star, and a book. Below the shield is a banner with the Latin motto "LABOR OMNIA VINCIT". The year "SINCE 1969" is also visible.

## APPENDIX B



## คุณภาพด้านการบริการ

### ส่วนที่ 1 ความคาดหวัง

กรุณายกตัวอย่างธุรกิจประเภทศูนย์ซ่อมรถ ที่ให้บริการที่ดีเยี่ยม และประเภทของ ศูนย์ซ่อมรถ ที่คุณต้องการไป

ใช้บริการมากที่สุด กรุณาอธิบายหรือขยายความถึงสิ่งที่ศูนย์ซ่อมรถ ควรจะมี

ถ้าคุณเห็นด้วยเป็นอย่างยิ่งว่า ศูนย์ซ่อมรถ ควรมีลักษณะที่คุณได้กล่าวมาข้างต้นให้ วงกลมเลข 5

ถ้าคุณไม่เห็นด้วยเป็นอย่างยิ่งว่า ศูนย์ซ่อมรถ ไม่ควรมีลักษณะที่คุณได้กล่าวมาข้างต้นให้ วงกลมเลข 1

ถ้าคุณรู้สึกเห็นด้วยหรือไม่เห็นด้วยอย่างไม่รุนแรงนัก ให้วงกลมหมายเลขที่อยู่ตรงกลาง ไม่มีคำตอบใดถูกหรือผิด

ทางเราต้องการหาตัวเลขที่ตรงกับความคาดหวัง เกี่ยวกับธุรกิจ ศูนย์ซ่อมรถ และ การบริการของศูนย์ซ่อมรถ

เท่านั้น

1. ศูนย์ซ่อมรถ ควรมี เครื่องมือที่ทันสมัย

1      2      3      4      5

2. สิ่งที่อำนวยความสะดวกใน ศูนย์ซ่อมรถ ควรเป็นสิ่งที่เรียกความสนใจอย่างเห็นได้ชัด

1      2      3      4      5

3. ศูนย์ซ่อมรถ ควรนำเสนอทางเลือกของการซ่อมรถยนต์

1      2      3      4      5

4. สภาพแวดล้อมในศูนย์ซ่อมรถ ควรเหมาะสมสำหรับเป็นสถานที่สำหรับการให้บริการ

1      2      3      4      5



5. พนักงานในศูนย์ซ่อมรถ ควรแต่งกายเรียบร้อยเป็นระเบียบ

1      2      3      4      5

6. เมื่อผู้ใช้บริการมีปัญหา ศูนย์ซ่อมรถ ควรแสดงให้เห็นถึงความเอาใจใส่อย่างจริงใจที่จะให้ความช่วยเหลือแก้ไข

1      2      3      4      5

7. ศูนย์ซ่อมรถ ควรเป็นที่ไว้วางใจได้

1      2      3      4      5

8. ศูนย์ซ่อมรถ ควรมีการเก็บข้อมูลอย่างถูกต้อง

1      2      3      4      5

9. ศูนย์ซ่อมรถ ควรให้บริการแก่ลูกค้าในเวลาที่ได้สัญญาไว้กับลูกค้า

1      2      3      4      5

10. พนักงานในศูนย์ซ่อมรถ ควรพร้อมที่จะให้ความช่วยเหลือผู้มาใช้บริการ

1      2      3      4      5

11. พนักงานในศูนย์ซ่อมรถ ไม่เคยปฏิเสธการให้บริการช่วยเหลือหรือตอบสนองความต้องการของผู้มาใช้บริการ

1      2      3      4      5

12. ศูนย์ซ่อมรถ ควรพร้อมที่จะให้บริการแก่ลูกค้าเสมอ

1      2      3      4      5

13. พนักงานในศูนย์ซ่อมรถ ควรบอกลูกค้าได้แน่นอนว่าจะให้บริการ ได้เมื่อไหร่

1      2      3      4      5

14. พฤติกรรมของพนักงานศูนย์ซ่อมรถ ควรเป็นสิ่งส่งเสริมความมั่นใจให้แก่ลูกค้า

1      2      3      4      5

15. ลูกค้าควรรู้สึกปลอดภัยในการใช้บริการศูนย์ซ่อมรถ

1      2      3      4      5

16. ศูนย์ซ่อมรถ ควรรับประกันการบริการ

1      2      3      4      5

17. พนักงานศูนย์ซ่อมรถ ควรมีความเอื้อเฟื้อแก่ลูกค้าอย่างสม่ำเสมอ

1      2      3      4      5

18. พนักงานศูนย์ซ่อมรถ ควรมีความรู้เกี่ยวกับการซ่อมรถ และวิธีปฏิบัติต่อลูกค้าเป็นอย่างดี

1      2      3      4      5

19. ศูนย์ซ่อมรถ ควรดูแลลูกค้าทุกคน

1      2      3      4      5

20. ศูนย์ซ่อมรถ ควรเอาใจใส่ลูกค้าเป็นอย่างดี

1      2      3      4      5

21. พนักงานศูนย์ซ่อมรถ ควรเข้าใจความต้องการของลูกค้าแต่ละคน

1      2      3      4      5

22. ศูนย์ซ่อมรถ มีเวลาให้บริการที่สะดวกสำหรับลูกค้าทั้งหมด

1      2      3      4      5

## คุณภาพด้านการบริการ

### ส่วนที่ 2 ความคิดเห็น

ข้อความข้างล่างนี้จะสัมพันธ์กับความคิดเห็นเกี่ยวกับ ศูนย์ซ่อมรถ 148 TPR ที่คุณได้เคยไปมาแล้ว กรุณาขยาย

ความในแต่ละข้อที่คุณคิดว่าเป็นลักษณะของศูนย์ซ่อมรถ 148 TPR ตามความเห็นของคุณ

ถ้าคุณเห็นด้วยเป็นอย่างยิ่งว่า ศูนย์ซ่อมรถ 148 TPR ที่คุณเคยใช้บริการมีลักษณะดังกล่าว ให้วงกลมเลข 5

ถ้าคุณเห็นด้วยเป็นอย่างยิ่งว่า ศูนย์ซ่อมรถ 148 TPR ที่คุณเคยใช้บริการไม่มีลักษณะดังกล่าว ให้วงกลมเลข 1

ถ้าคุณรู้สึกเห็นด้วยหรือไม่เห็นด้วยอย่างไม่รุนแรงนัก ให้วงกลมหมายเลขที่อยู่ตรงกลาง ไม่มีคำตอบใดถูกหรือผิด

ทางเราต้องการหาตัวเลขที่ตรงกับความคิดเห็นของคุณเกี่ยวกับศูนย์ซ่อมรถ 148 TPR และการบริการของศูนย์ซ่อมรถ 148 TPR เท่านั้น

1. ศูนย์ซ่อมรถ 148 TPR มีเครื่องมือที่ทันสมัย

1      2      3      4      5

2. สิ่งอำนวยความสะดวกใน ศูนย์ซ่อมรถ 148 TPR เป็นสิ่งที่เรียกความสนใจอย่างเห็นได้ชัด

1      2      3      4      5

3. ศูนย์ซ่อมรถ 148 TPR นำเสนอทางเลือกของการซ่อมรถ

1      2      3      4      5

4. สภาพแวดล้อมในศูนย์ซ่อมรถ 148 TPR เหมาะสมสำหรับเป็นสถานที่สำหรับการให้บริการ

1      2      3      4      5

5. พนักงานในศูนย์ซ่อมรถ 148 TPR มีลักษณะเรียบร้อยเป็นระเบียบ

1      2      3      4      5

6. เมื่อผู้ให้บริการมีปัญหา ศูนย์ซ่อมรถ 148 TPR แสดงให้เห็นถึงความเอาใจใส่อย่างจริงใจที่จะให้ความ

ช่วยเหลือแก้ไข

1      2      3      4      5

7. ศูนย์ซ่อมรถ 148 TPR เป็นที่ที่ไว้วางใจได้

1      2      3      4      5

8. ศูนย์ซ่อมรถ 148 TPR มีการเก็บข้อมูลอย่างถูกต้อง

1      2      3      4      5

9. ศูนย์ซ่อมรถ 148 TPR ให้บริการแก่ลูกค้าในเวลาที่ได้สัญญาไว้กับลูกค้า

1      2      3      4      5

10. พนักงานในศูนย์ซ่อมรถ 148 TPR พร้อมที่จะให้ความช่วยเหลือผู้มาใช้บริการ

1      2      3      4      5

11. พนักงานในศูนย์ซ่อมรถ 148 TPR ไม่เคยปฏิเสธการให้บริการช่วยเหลือหรือตอบสนองความต้องการของผู้

มาใช้บริการ

1      2      3      4      5

12. ศูนย์ซ่อมรถ 148 TPR พร้อมที่จะให้บริการแก่ลูกค้าเสมอ

1      2      3      4      5

13. พนักงานในศูนย์ซ่อมรถ 148 TPR บอกลูกค้าได้แน่นอนว่าจะให้บริการได้เมื่อไหร่

1      2      3      4      5



14. พฤติกรรมของพนักงานศูนย์ซ่อมรถ 148 TPR ช่วยเสริมสร้างความมั่นใจให้แก่ลูกค้า

1      2      3      4      5

15. ลูกค้ารู้สึกปลอดภัยในการใช้บริการศูนย์ซ่อมรถ 148 TPR

1      2      3      4      5

16. ศูนย์ซ่อมรถ 148 TPR มีการรับประกันการบริการ

1      2      3      4      5

17. พนักงานศูนย์ซ่อมรถ 148 TPR มีความเอื้อเฟื้อแก่ลูกค้าอย่างสม่ำเสมอ

1      2      3      4      5

18. พนักงานศูนย์ซ่อมรถ 148 TPR มีความรู้เกี่ยวกับการซ่อมรถ และวิธีปฏิบัติต่อลูกค้าเป็นอย่างดี

1      2      3      4      5

19. ศูนย์ซ่อมรถ 148 TPR ดูแลลูกค้าทุกคน

1      2      3      4      5

20. ศูนย์ซ่อมรถ 148 TPR เอาใจใส่ลูกค้าเป็นอย่างดี

1      2      3      4      5

21. พนักงานศูนย์ซ่อมรถ 148 TPR เข้าใจความต้องการของลูกค้าแต่ละคน

1      2      3      4      5

22. ศูนย์ซ่อมรถ 148 TPR มีเวลาให้บริการที่สะดวกสำหรับลูกค้าทั้งหมด

1      2      3      4      5

คุณภาพด้านการบริการ

ส่วนที่ 3 ประวัติของผู้ตอบแบบสอบถาม

กรุณา เลือกคำตอบที่เหมาะสมหรือกรอกรายละเอียดเพื่อตอบคำถามเกี่ยวกับข้อมูลส่วนตัว

1. อายุ
- ..... น้อยกว่า 20 ปี
- ..... 21-30 ปี
- ..... 31-40 ปี
- ..... 41-50 ปี
- ..... 51 ปี ขึ้นไป
2. เพศ
- ..... ชาย
- ..... หญิง
3. รายได้ต่อเดือน
- ..... น้อยกว่า 10000 บาทต่อเดือน
- ..... 10001 – 20000 บาทต่อเดือน
- ..... 20001 – 30000 บาทต่อเดือน
- ..... 30001 บาทขึ้นไป ต่อเดือน

4. อาชีพ

..... พนักงานบริษัท

..... ธุรกิจส่วนตัว

..... ว่างงาน

..... นักเรียน นักศึกษา

อื่นๆ โปรดระบุ.....



