ABSTRACT

This research was conducted to study the customer expectation and perception of service quality of first class hotels in Bangkok Metropolitan Area. This research focused on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Moreover, this study also considered demographic characteristic factors, which consisted of income levels, occupation, education levels, age categories, and purpose of visit that may influence expected and perceived service quality of hotel customers. Using the SERVQUAL survey instrument, the researcher collected the data, which are divided into three parts: expectation measurement, perception measurement, and personal data. Three hundred and fifty hotels' customers were collected by convenience sampling method from five first class hotels in Bangkok.

The results of this study showed that there was a significant difference between customer expectation and perception of service quality of first class hotels in Bangkok as well as when segmented by five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In addition, respondents having different income levels, occupation and educational levels differ in their perceptions of service quality of first class hotels in Bangkok. However, only respondents of different age categories and purpose of visit also differ in their expectations of service quality of first class hotels in Bangkok at the level of 0.05.