

ABSTRACT

Many researchers have studied Service quality over two decades. The service industry is the one of the increasingly important sectors in the global market. Many business related service including the coffee business especially when it comes to the comparing between two different nationalities. In this research comparing the service quality, customer satisfaction and word of mouth between Thai and Cambodian customers towards the True coffees shops. The researcher was conducted to find the relationship of service quality dimensions, customer satisfaction and word of mouth between Thai customers and Cambodian customers.

In order to measure service quality dimensions, customer satisfaction and word of mouth, the researcher surveyed 400 respondents who have had experienced with the True coffee shops by divided 200 respondents of Thai customers and 200 respondents of Cambodian customers. The questionnaire was distributed to 200 respondents at the True coffee shop located at Siam Paragon, 3rd Floor in Bangkok, Thailand. And to 200 respondents at the True coffee shop located at Paradise hotel in Phnom Penh, Cambodia. It comprised of questions about demographic factors, service quality dimensions (interaction quality, physical environment quality and outcome quality), customer satisfaction and word of mouth.

The result of this study indicated service quality in terms of physical environment, customer satisfaction and word of mouth were significant different between Thai customers and Cambodian customers. Service quality in terms of interaction quality and outcome quality were not significant different between Thai customers and Cambodian customers. Also there is a significant relationship in customer satisfaction and word of mouth between Thai customers and Cambodian customers. There is a significant influence in physical environment quality and outcome quality on the customer satisfaction of Thai customers however; interaction quality was not influence on customer satisfaction of Thai customers. There is a significant influence in interaction quality, physical environment quality and outcome quality on customer satisfaction of Cambodia customers. Also there is a significant influence in physical environment quality, outcome quality on word of mouth of Thai customers however; the interaction quality was not influence on word of mouth of Thai customers and there is a significant influence in interaction quality, physical environment quality and outcome quality on word of mouth of Cambodian customers.