

ABSTRACT

The purpose of this research was to study any difference in service quality measured by expectations and perceptions of AIS and DTAC's customers in the Bangkok Metropolitan Area. The research concentrates on five dimensions of service quality: tangibles, reliability, responsiveness, assurance and empathy. The difference between customer expectations and perceived customer quality are segmented by demographic variables. The researcher also considered the perception of customers as to which of the five SERVQUAL dimensions are most important when classified by the five factors.

The researcher selected four hundred customers to be sampled, divided equally between the two companies, with 200 respondents between AIS'customer and 200 from DTAC.

Statistical analysis methods are based on percentage, mean, standard deviation,t-test to the comparative between AIS and DTAC and F-test to compare the demographics.

The findings of this study indicate that mobile phone users from DTAC and AIS show no difference in their expectations of service quality. There is, however, a difference in customer perception between AIS and DTAC.Comparing AIS and DTAC's expectation and perception factors. The researcher concluded that perception was lower than expaectations. Here, measuring customer perceptions and expectations according to the five dimensions, the researcher found that age makes a difference in customer experiences with service quality.

The results of this study showed that AIS and DTAC should improve their service quality to meet the perception of their customers. AIS should improve their bill collection procedures and give brief, clear and correct data to their customers, as well as reduce their airtime and monthly fees to make them more reasonable. DTAC should concentrate on improving staff efficiency which is perceived as lower than AIS'.AIS customers felt that their service is more reliable when it comes to promptness, honesty and follow-up. Although the mobile phone business is highly competitive and thus relies heavily on promotions.