

ABSTRACT

There are many competitors in the retail industry and 7-Eleven is one of the major players in the market, the competition is increasing rapidly in the retail industry and so in order to maintain its existence, to increase its sales volume more than the past and to gain the highest market share, 7-Eleven needs to understand the consumer behavior which changes from time to time and to study the customer satisfaction by finding out the difference between customer expectation and perceived service quality, which is the ultimate objective of every successful business.

The main objective of this study was to study the customer satisfaction with the 7-Eleven convenience stores in the Huamak district of Bangkok by using SERVQUAL assessment methodology. The study examined the difference between customer expectations and customer perception of service quality in terms of five SERVQUAL dimensions namely – tangibles, reliability, responsiveness, assurance and empathy.

A survey questionnaire included the SERVQUAL instrument to compare customer expectations and customer perceptions of service quality of 7-Eleven convenience stores in Huamak district of Bangkok. These questionnaires were filled by 400 respondents who had visited 7-Eleven convenience stores in Huamak district of Bangkok.

The results showed significant difference between customer expectation and perception of service quality which indicates that the service quality delivered by 7-Eleven falls short of expectations in the perception of customers in Huamak district of Bangkok. This research provided useful information for service planning and as well as improvement of service quality and customer satisfaction. Moreover the research provided managerial guidelines to service quality improvement.