

## ABSTRACT

The primary aim of this research was to study customers' expectations and customers' perceptions of the service quality in the selected spas in Bangkok, and Gap 5 which is the difference between expectations and perceptions. The selected spas in Bangkok were: 15 day spas, 15 hotel/resort spas, and 3 medical spas.

Another aim of the research was to identify the demographic characteristics of the spa users and to find out whether there is difference in expectations and perceptions of the customers when classified by age, gender, income, occupation and nationality.

The researcher adopted and adapted the questionnaire from the SERVQUAL Model developed by Parasuraman, Zeithaml, and Berry in 1985. The questionnaires were distributed to 396 spa users in the selected spas in Bangkok. The data obtained from the questionnaires were analysed with the help of SPSS. The researcher applied Descriptive Analysis to describe the demographic characteristics of the respondents as well as the obtained SPSS output tables of the research hypotheses. As the Inferential Analysis, the researcher applied The Paired Samples T-Test to identify whether there is difference between customers' expectations and customers' perceptions of service quality in the selected spas in Bangkok. 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 characteristics.

The Results showed that there was a statistically significant gap between customers' expectations and customers' perceptions of service quality regarding all SERVQUAL dimensions. One-Way ANOVA Test results showed that there was no difference in expectations and no difference in perceptions of service quality when classified by demographic characteristics. The only demographic factor which resulted in difference of customers' expectations of service quality was occupation.

As a conclusion of the findings of the research, the researcher stated that Gap 5 which is the discrepancy between Expected and Perceived service quality happened to exist and it resulted into a Negative Disconfirmation- when expectations exceeded perceptions. Hence, the customers of the selected spas in Bangkok were dissatisfied with the services offered.