



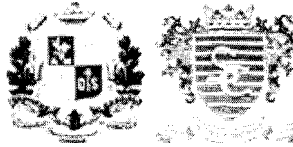
CUSTOMER SATISFACTION AND THE SERVQUAL
MODEL: A CASE STUDY OF HEALTH LAND SPA AND
MASSAGE

By
Ms. Wareerat Ruj-ularn

A Research Report for
MS 7000: Research Project

Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Management

April 2007



**Assumption University of Thailand
College of Internet Distance Education**

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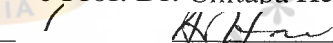
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College of Internet Distant Education
Assumption University of Thailand

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**Research Project Title: CUSTOMER SATISFACTION AND THE SERVQUAL
MODEL: A CASE STUDY OF HEALTH LAND SPA AND MASSAGE**

Researcher/Author: Ms. Wareerat Ruj-ularn **Major Advisor:** Dr. Patricia
Arttachariya **Degree:** Master of Science on Management **School:** School of College
of Internet Distance **Education Year:** 2007

ABSTRACT

The main objective of this research was to study the service quality of Health Land Spa and Massage from the point view of customers by considering the customers' satisfaction. Another objective was to identify the difference between of customers' satisfaction and service quality when classified by location

This research focused on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy, in addition, this study also considered geographic area that may influence expectation and perception of service quality. From all population, the samples were 300 which were divided into 150 customers of Srinakarin branch and 150 customers of Sathorn branch. The sampling techniques that the researcher will use are non-probability sampling. The researcher adopted and adapted the questionnaire from the SERVQUAL as a research instrument. Data analysis was carried using SPSS. The Descriptive Statistics of Frequency Distribution was used to describe the percentage, mean, and standard deviation of the demographic factors. Cronbach's Coefficient Alpha was used to measure the reliability of the questionnaire. T-Test was used to test hypotheses which are related to study the difference between customers' expectations and their perceptions of service quality dimension of Health Land Spa and Massage. Lastly, Multiple Regression was used to test relationship between customers' satisfaction and service quality.

The result of this research showed that there was a significant difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by five dimensions of service quality. In addition, there is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage. Lastly, there is no different between customers' satisfaction of service quality when classified by geographic area.

The research also found that customers are mostly satisfied with the service of Health Land Spa and Massage. And "Reliability" is the most critical factors in the SERVQUAL dimensions in customers' satisfaction.

Keywords: Spa and massage, Customer satisfaction, Service quality, SERVQUAL model

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CHAPTER 1

INTRODUCTION

1. Background of Study

1.1 Background of the topic

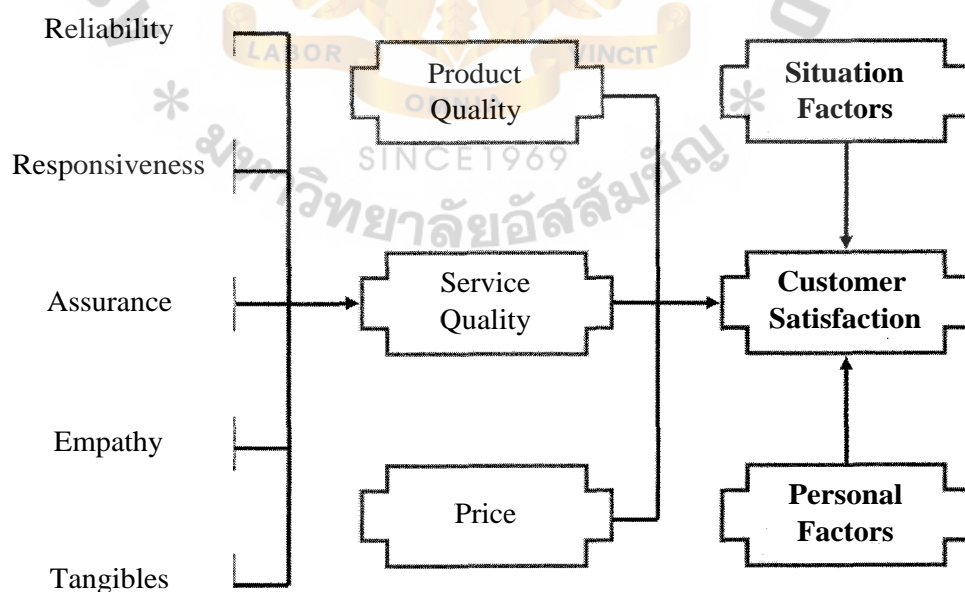
While there is an increase in consumers' wants and demands, the producers of both products and services should have to be concerned with this aspect. The manner of service and product are totally different in detail. The product is tangible which consumer can touch and taste before buying, on the other hand, service is intangible as consumers cannot touch them and be owners. For service, it is difficult to control the standard as well.

According to the changing of consumer's perspective, marketers offer and develop products which can satisfy consumers' need. To achieve this idea, the important role of marketing is to build brand and product awareness, show the product benefit and stimulate consumers to try the product. Both product and service need to be concerned with word of mouth because it can affect both positively and negatively to the product and service. Mainly purpose of both product and service is to satisfy customers' need. By looking at characteristics, services are perishable goods, simultaneously intangible production and consumption, on the other hand, products are tangible and testable before actual consumption, which consumers can be stimulated by marketing tools such as advertisings, promotions or packaging styles. The common purpose of products and services is to satisfy customers.

Service is considered as a product but in terms of action or performance by service providers. Sometimes, service may require tangible products to complete the

process of service. Moreover, service is an exchange process when it increases product value and benefit to the customer. Consumer measure service by looking at quality of service and customer satisfaction and compare those elements with competitors, marketers have to focus on both service quality and customer satisfaction. Further, the service quality provides the competitive edge over competitors. Services are used to increase productivity, to earn the customers' loyalty, to fan word-of-mouth advertising and also used to protect from price competition. Many businesses have begun to emphasize on improving customer service quality to increase customer satisfaction and thus to create customer loyalty, which in turn influences customers' behavioral intentions to return to a particular organization. Increased competition and customer demand for quality will require companies to deliver high quality service and perform the type of service customers' demand.

Figure 1.1: The Relationship between Service Quality and Customer Satisfaction



Source: Zeithaml, A. and Bitner J. (2000), *Service Marketing – Integrating Customer Focus Across the Firm*, Edition McGraw Hill 2000, No. 2.

From the figure above (Pongsataporn, 2004), service quality combines with 5 factors which are Reliability, Responsiveness, Assurance, Empathy and Tangible, which these factors can lead to customers' satisfaction. Moreover, there are other two factors rather than service quality which can lead to customers' satisfaction. Those two factors are Product quality and Price. For the uncontrollable factors that can reflect the customers' satisfaction are situation and personal factors.

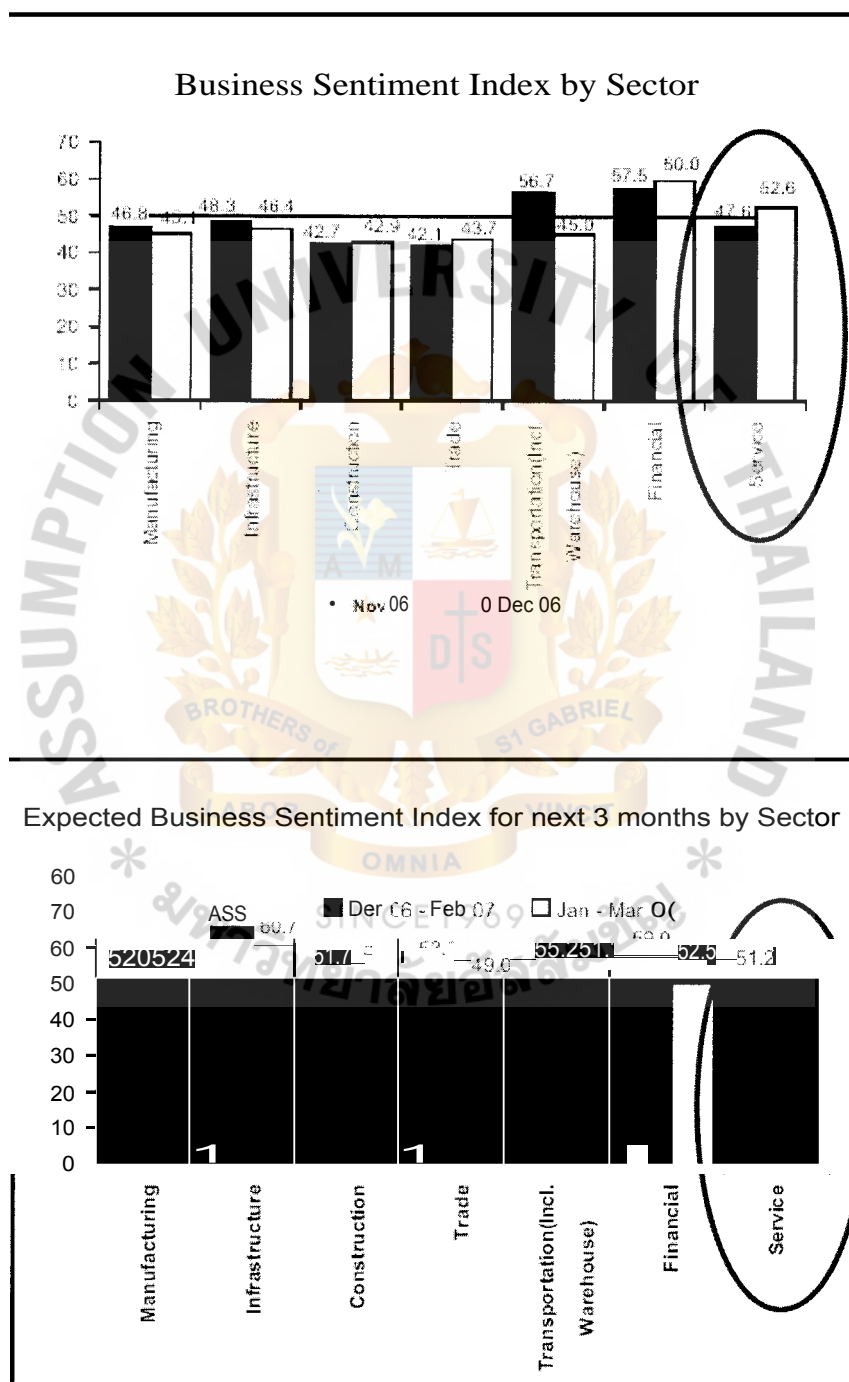
Customers' satisfaction means the evaluation of product and service whether they can meet the customers' expectation. If yes, customer satisfaction would occur, if not, customer dissatisfaction would occur. Service quality is the strategic imperative that must penetrate everything an organization is and does because it satisfies customers, improves work processes, increases productivity, reduces costs, enhances profitability and create loyalty customers.

Many service companies studied customer satisfaction and found that customer satisfaction can lead to customer loyalty. The relationship of customer satisfaction and customer loyalty are in line which means that higher customer satisfaction will lead to higher customers which can lead to long term profit.

SERVQUAL is the tool that is initiated by Parasuraman, Berry, and Zeithamal, (1990) to measure customer satisfaction toward service quality. SERVQUAL model is the tool to research service quality from customer, customer will evaluate by comparing between customer expectation and customer perception. If results show that satisfaction is less than expectation, low service quality, while if result shows that satisfaction is more than expectation, high service quality.

According to Bank of Thailand (Sooksawak, 2007), as in the figure below, service sector in Thailand increases continuously.

Figure L2: Business Sentiment Index by Sector & Expected Business Sentiment Index for next 3 months by Sector



Source: www.bot.co.th

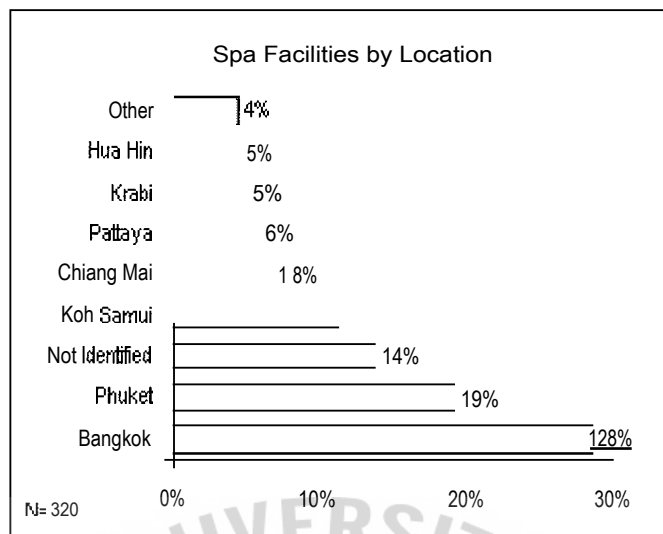
When compared to the service sector in November 2006 and December, it increased by around 10%. Because tourism continued to expand satisfactorily as December was the high season for tourism, especially along the Andaman coast. However, when service sectors was estimated for next 3 months (January – March 2007), it had lower confidence relative to that of the previous year.

1.2 Background of the spa and massage industry in Thailand

From the research of Intelligent Spas (Garrow, 2005), Thailand's spa industry has achieved growth by 64% for the period 2000-2002. Since 1999, Thai spas have been placed in the world's Top-5 overseas spas. Moreover, the readers of Conde Nast Traveller (2002), a leading travel and lifestyle magazine, voted Thailand second place with an overall score of 93.67%, after Australia (93.87%) with Thailand receiving the highest score of 97.18% in the people and hospitality criteria.

In between June 2001 - June 2002, some 230 Thai spa operators attracted a total of 3.3 million spa users, out of which 2.5 million, or 79% of the country's total spa clientele, were overseas spa patrons contributing a total of US\$85 million to Thailand's foreign exchange earnings. In 2004, Thai spas continued to register strong growth. They generated 5.3 billion baht in revenue, exceeding the original target by nearly ten per cent. The 2005 revenue target is 6.7 billion baht, an increase of 26%.

Figure 1.3: Spa Facilities by Location



Source: www.discoverspa.com

Since 2002, the spa industry has experienced overall growth in spa visits and spa facilities. According to the research of Intelligent Spas (Garrow, 2005), 19% of Thai spas are operating in the greater Phuket area and continue to be negatively affected as many travelers choose other destinations which has been also a result of the Tsunami which had devastated the region a few years back. On average, 78% of spa visitors were international tourists, 57% of spa visitors were female, 43% male. Almost half of the spas were located in a resort.

Thailand is promoted by Thai government as 'Medical Hub of Asia' (Wisutwet, 2004), 600,000 foreign patients seeking treatment in Thailand generated 20 billion baht revenue for the country in 2004. Regarded as a sector that offers great promise in generating significant foreign exchange earnings, medical tourism is expected to grow by an impressive 66% in 2006 with approximately one million foreign patients traveling to Thailand for medical treatment and health services.

Table 1.1: Ministry of Public Health Five-Year Plan 2004 - 2008 Revenue
Forecast

MINISTRY OF PUBLIC HEALTH FIVE-YEAR PLAN 2004 – 2008 REVENUE FORECAST (in '000,000 baht)						
	2004	2005	2006	2007	2008	TOTAL
MEDICAL SERVICES	19,635	23,100	27,433	32,898	39,833	142,899
HEALTH SERVICES [Spa services & Thai massage]	4,996	6,753	9,185	12,492	16,989	50,416
HERBAL PRODUCTS	1,550	2,000	3,000	4,000	7,000	17,550

Source:<http://www.thaitherapist.com>

The Thai government realizes that it is an opportunity to offer assurance to spa guests and visitors to Thailand, the priority for medical services is to ensure that the Thailand is perceived as being a quality destination in the delivery of superior medical and health-related services. From the above table, Thai government expects that according to the plan to achieve planned and sustainable growth in this sector, the national strategy addresses the critical step of building consumer confidence and trust in the range of products Thailand offers. This is being achieved through the introduction of quality standards, registration, certification and regulation, and legislation.

The growing demand for Thai spa products and services is being mirrored by an increase in demand for professionally-trained and highly experienced spa therapists and masseuses, both at home and abroad. To develop sufficient staff resources to meet the sector's personnel needs, a much-expanded recruitment effort, intensive training and certification is imperative. This is a sector with vast untapped potential for growth. The popularity of Thai cuisine worldwide has resulted in growing

awareness that tropical Thailand is a rich source for a diverse range of fresh herbs known for their therapeutic and healing qualities.

Nowadays, there are many problems occur in Thailand such as economic recession, the unpredictable of the government, the problem of southern part of Thailand, SARS (severe acute respiratory syndrome) and bird flu around Asia that caused the decreasing of tourism industry not only Thailand but also in all Asian countries. However, the government tried to promote tourism service by using many promotion campaigns such as "Unforgettable" or "Amazing Thailand" to attract more tourists. One of these strategies is to highlight the service quality of Thai's hotels, especially in the service of spa business in hotels and resorts which can be one of the unique selling points to attract more tourists and turning back for local people to travel within the country.

Currently, many spa businesses were been opened in hotels and resorts around tourism area which some consumers were not comfortable to use spa service and the price of the service is quite high. Therefore, spa operators need to expand the target group to medium income consumers by offering more stand-alone spas with medium price of service to increase the number of consumers.

The name 'Health Land' is not new to health conscious people. As a matter of fact, Health Land was originally built around the concept of a health centre comprising a supermarket selling organic and healthy food, vegetarian restaurant, drug store, herbal garden, library, massage and meditation room, and seminar corner for those who wanted to discuss health matters. It was later turned into a complete spa service center under the name 'Health Land Spa & Massage'. Srinakarin is the first branch, followed by Sathorn, Pinklao, Akamai, and Pattaya branch. All Health

Land branches are uniquely structured on a stand alone basis with convenient location and spacious parking lots.

2. Statement of the Problem

In the situation that people stay in the high competitive society, this has caused stress at work or business and resulted in health problems. From this reason, it will change the lifestyle of people to need more time to relax. According to the research from Kasikorn Research Center, the trend of customers who are health-concerned is increasing with more than 48% of people in Bangkok using the natural way for remedy that caused the health market to expand continuously. Consumers have many choices to relax and take care of health, such as, fitness, aerobic, yoga, or shopping in shopping center. By the way, one of the most interested by consumers is going to a spa.

Using natural revitalizers is another remedy that most people use for relaxing, instead of having a medicine. Regarding to health-concerned, health business and spa business were interesting, because Thailand is famous for herbs and Thai therapy. Especially spas, which booms now and many investors were interested to invest in spa business.

Refer to Naphalai Areesorn (2003), Founder and President of the Thai Spa Association, she said that the important point for a successful spa are the quality and variety of the services and products being offered, the price range, the friendliness and competence of the staff, design, atmosphere and ambience, and cleanliness.

Most Health and Spa Businesses are situated in tourist areas, hotels or resorts which makes customers feel inconvenient to get there and also because of the fact that the price is quite high. According to the research and potential market of this industry, Health Land, a stand-alone Health massage and Spa, that is easily to reach and not quite high price so Health Land should grasp this opportunity to get closely with target customers. Health Land should expand more business to cover the area that has an opportunity for business to serve more customers because the trend of this kind of remedy and relaxation is becoming more popular. The innovative service should be offered so the customers who can have various choices to select which seems to be the best suitable therapy with reasonable price for them which can satisfy more groups of customers.

However, only providing the best service with affordable price is not enough, then service provider must be concerned more in maintaining service quality. By using SERVQUAL model of service quality (Parasuraman, Berry, and Zeithmal, 1990) occurs by comparing the service that customers actually perceive and receive along the five quality dimensions with the level of customers' satisfaction. This can help the management of Health Land Spa and Massage to understand more the true needs of customers that can help to correct, provide more or additional services, or improve the quality in such service aspects that is appropriate to satisfy the customers. The improved service quality will provide a lot of benefits among customers, the country and Health Land Spa and Massage itself.

Therefore, the statement of the problem for this research is *"What is the relationship between customer satisfaction and service quality provided by Health Land Spa and Massage?"*.

3. Objectives of the Study 3221 I

The main objective of this research is to study the service quality of Health Land Spa and Massage from the point view of customers by considering the customer's satisfaction. This research process applied the SERVQUAL survey instrument to identify customer's satisfaction with the service quality be comparing result from 2 branches of Health Land Spa and Massage which are Srinakarin branch and Sathorn branch.

The six major goals in this study are:

1. To determine from customers' point of view whether the service quality of Health Land Spa and Massage has a relationship with customers' satisfaction.
2. To identify the difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage.
3. To identify the difference between of customers' satisfaction and service quality when classified by location.
4. To determine which aspects of the five SERVQUAL dimensions toward customers' satisfaction is the most important when classified by — tangibility, reliability, responsiveness, assurance, and empathy.
5. To make recommendations for Health Land Spa and Massage about how to improve service quality aspects
6. To suggest methods to enhance customers' satisfaction by using service quality provided by Health Land Spa and Massage.

4. Principles and Theoretical Foundations

According to the research objective of the study of customer satisfaction and service quality in Health Land Spa and Massage, the important principles and theoretical foundation are customer satisfaction and service quality.

Service quality (Kotler, 2000) is highly variable and difficult to set standardization due to the service characters that is essentially intangible and does not result in the ownership of anything. Service quality (Parasuraman et al, 1985) defined as a comparison between expectation and performance. The two concepts of customer satisfaction and service quality are intertwined but either can lead to the other element.

Although quality has many definitions, it is important to note that satisfying the customers' needs and expectations is the main factor in all these definitions. In service industry, quality is defined as customers' perception which exceeds customer's expectations.

The service quality is an attitude formed by a long term overall evaluation of performance. To consumers who are evaluating the quality of a service, it is their perceptions that count, not what the service provider thinks. Parasuraman et al (1988)'s model: service quality as "a measure of how well the service level delivered matches customer expectations". However, service quality is an elusive construct that is quite difficult to measure. Delivering quality service means conforming to customer's expectations on a consistent basis. When discussing the concept of service quality, there are three underlying principles that should be considered (Kurtz and Clow, 1998)

- Service quality is more difficult for the consumer to evaluate than the quality of goods.

- Service quality is based on consumer's perception of the outcome of the service and their evaluation of the process by which the service was performed.
- Service quality perceptions result from a comparison of what the consumer expected prior to the service and the perceived level of service received.

The higher quality can make the possibility to charge a higher price, which increases income and profitability. The high quality products satisfied customers who are loyal and help to spread a positive image of the company in the market. As the result of this form, it leads to reduced marketing expenditure. Furthermore, the staff gets positive image feedback from the customers, which makes them feel appreciated, staff turnover decreases and it is easier to recruit and retain competent employees so the company will be in a virtuous circle.

The main concept of this report will apply the spa industry of the SERVQUAL model, an instrument for measuring customer perceptions of service quality, developed by Berry, Parasuraman, and Zeithaml that can be divided into five dimensions: Tangibility, Reliability, Responsiveness, Assurance and Empathy.

For this research will apply some aspects of the SERVQUAL model that is service quality dimension to determine the level of satisfaction of the customers toward the service quality scale that will be used to analyze the result of this research.

5. Research Question/Hypotheses

5.1 Research Question

The following research questions were formulated to explain the statement of the problem for this research, which is "What is the relationship between customers'

satisfactions and service quality provided by Health Land Spa and Massage?", in an attempt to find answers to the research using the following questions:

1. Are there any relationships between service quality of Health Land Spa and Massage and customers' satisfaction?
2. Is there any difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage?
3. What are the most critical SERVQUAL dimensions of service quality in customers' satisfaction when classified in terms of; tangibility, reliability, responsiveness, assurance and empathy?
4. Are there any differences between customers' satisfaction of service quality when classified by geographic areas?

5.2 Research Hypotheses

The main purposes of this research are to study the relationship between independent and dependent variables according to the conceptual framework. The research has divided research hypotheses into 2 groups. The first group consists of 5 hypotheses to measure the relationship between 5 dimensions of service quality - Tangibility, Reliability, Responsiveness, Assurance, and Empathy – and customer satisfaction. The second group comprises of 1 hypothesis to measure the difference between customers' satisfaction of service quality when classified by geographic area.

The research of Parasuraman, Zeithaml, and Berry (1988), Kotler (2000) and Lau et al. (2005) states that there is a positive relationship between service quality dimensions and customers' satisfaction so the hypothesis will be:

Ho1: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.

Ha1: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.

Ho2: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.

Ha2: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.

Ho3: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.

Ha3: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.

Ho4: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.

Ha4: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.

Ho5: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.

Ha5: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.

Ho6: There is no positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.

Ha6: There is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.

Ho7: There is no different between customers' satisfaction of service quality when classified by geographic area.

Ha1: There is a difference between customers' satisfaction of service quality when classified by geographic area.

6. Significance of the Study

This research studied the service quality of Health Land Spa and Massage from the point of view of customers who use the service of Health Land Spa and Massage. The research was conducted to find out the level of customers' satisfaction with the service provided by Health Land Spa and Massage. Therefore, this study will determine whether the service quality that Health Land Spa and Massage provide can satisfy customers as well as to know which service quality dimension that Health Land Spa and Massage provide- tangibility, reliability, responsiveness, assurance, and

empathy which are the most important factors. Moreover, the research compared customer satisfaction and service quality of 2 branches (Srinakarin Rd. and Sathorn Rd.) of Health Land Spa and Massage in order to check the difference between customer satisfaction and service quality of 2 branches.

In addition, as service quality is important for Health Land Spa and Massage, this research can help management in monitoring and better understanding its customers and developing service quality in its organization not only to meet but also to exceed expectations of customers as well as to help the marketing of Health Land Spa and Massage to know which dimension of the five is the most critical in customers' assessment of service quality because this result can help them to apply and improve each type of service quality dimension appropriate for their target customers. Moreover, this research is to serve as another direction and guideline for other researchers who wish to study SERVQUAL dimensions and its application.

7. Definition of Terms

Assurance: The knowledge and courtesy of employees (Berry, Parasuraman, Zeithaml, et al., 1990).

Customer: Someone who makes use of or receives the products or services of an individual or organization (www.wikipedia.com, 2007).

Day spa: A business establishment which people visit for personal care treatments such as massages and facials. It is similar to a beauty salon in that it is only visited for the duration of the treatment (www.wikipedia.com, 2007).

Destination spa: A business establishment which people visit for personal health, life enhancement, fitness, personal care treatments. Destination spas offer an all-inclusive

program that includes facilitated fitness classes, healthy cuisine, educational classes and seminars as well as similar services to a beauty salon or a day spa. Guests reside and participate in the program at a destination spa instead of just visiting for a treatment or pure vacation. Destination spas are often in exotic locations or in spa towns (www.wikipedia.com, 2007).

Empathy: The caring individualized attention of the service firm provided each customer (Berry, Parasuraman, Zeithaml, et al., 1990).

Expectation: A belief that is centred on the future, may or may not be realistic (www.wikipedia.com, 2007).

Geographic factors: Factors are based on climate, location, surroundings, and terrain (Hanna & Wozniak, 2001).

Massage: The practice of applying structured or unstructured pressure, tension, motion, or vibration — manually or with mechanical aids — to the soft tissues of the body, including muscles, connective tissue, tendons, ligaments, joints and lymphatic vessels, to achieve a beneficial response (www.wikipedia.com, 2007).

Medical spa: A facility whose medical program is run under the strict supervision of a licensed healthcare professional. Medical spas offer different ways of combining the holistic approach and comfort of a day spa with conventional and complementary medical modalities. Some medical spas focus on aesthetics, offering day spa services alongside medically supervised cosmetic procedures (www.wikipedia.com, 2007).

Perception: The process of selecting, organizing, and interpreting sensations into a meaningful whole (Hanna & Wozniak, 2001).

Reliability: The ability of the personnel to perform dependably and accurately (Berry, Parasuraman, Zeithaml, et al., 1990).

Responsiveness: The ability of the providing customers with prompt service (Berry, Parasuraman, Zeithaml, et al., 1990).

Resort spa: A facility at a resort, where guests who enjoy the spa concept can also take advantage of traditional resort activities ((www.wikipedia.com, 2007).

Quality: The totality of features and characteristics of a product or service that bead on its ability to satisfy stated or implied need (Kotler, 2000)

Customer Satisfaction: The mental state of feeling adequately rewarded in a buying situation (Hanna & Wozniak, 2001).

Service: Any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. (Kotler, 2000)

Service Quality: An attitude formed by a long term overall evaluation of performance. To consumers who are evaluating the quality of a service, it is their perceptions that count, not what the service provider thinks. Service quality by Parasuraman et al (1988) is "a measure of how well the service level delivered matches customer expectations".

Spa: An entity devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit (www.wikipedia.com, 2007).

Tangibility: Includes physical facilities, equipment, and appearance of the personnel and written materials (Berry, Parasuraman, Zeithaml, et al., 1990).

8. Conceptual Framework

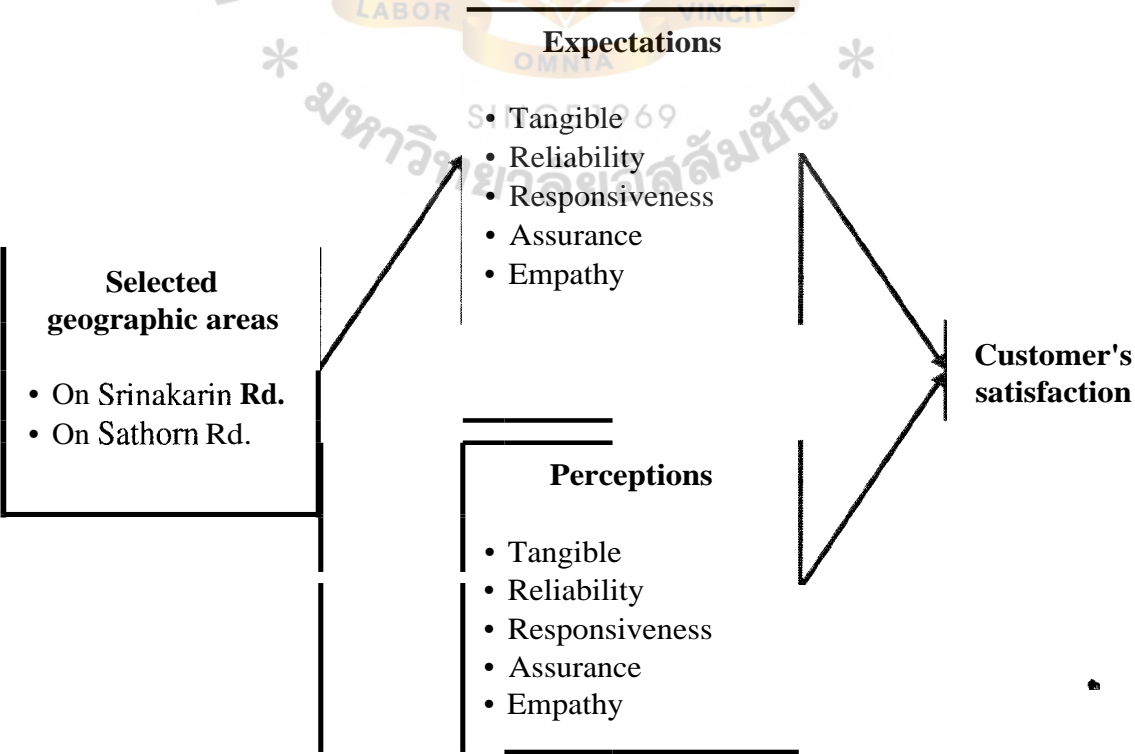
The conceptual framework provides a conceptual fundamental and understanding of the basic processes underlying the problem situation. The

conceptual framework will be a key to complete framework for customers' satisfaction. The process will suggest key dependent and independent variables. Dependent variables are the variables that measure the effect of the independent variables on the test units. Independent variables are variables or alternatives that are manipulated by the researcher and whose effects are measured and compared (Malhota, 1999).

In this research, the conceptual framework will indicate the relationship between SERVQUAL dimension and customers' satisfaction. The models are used as representations of theoretical systems that the researcher will test, examine and generally analyze.

This framework will apply the SERVQUAL dimension. In the literature review, the perception and experience of the customer are related to the customers' satisfaction. Therefore, the service quality dimension in this study is the independent variable. The conceptual framework of this research is presented in figure 1.4.

Figure 1.4: Conceptual Framework



This framework has been adapted by the researcher to test whether there is any positive relationship between independent variables (service quality dimensions) and dependent variables (customer satisfaction).

9. Organization of the Remaining Chapters

This study comprises of 5 chapters including this introduction. The chapters are described chronologically as follows:

- Chapter I – Introduction

Background of the study, the problem statement, propose of the study, and the method of procedure are discussed in this chapter.

- Chapter II - Literature Review and Conceptual Framework

The chapter two combines of an extensive review of the literature pertaining to the keywords and topics which is SERVQUAL and customers' satisfaction, including both direct and indirect related to the research studies. The review of the literature includes the work from various sources, such as previous research, books, research report, thesis, and websites.

- Chapter III - Research Methodology

This chapter informs and clarifies methodology used in this research.

This chapter contains the actual steps in conducting the research which are the general procedure, design of the study, the instrument used, population and sampling, collection of the data, and proposed data processing and analysis.

- Chapter IV - Data Findings and Analysis

In the first part of this chapter, it presents the outputs of the survey, which are processed by computer software. This chapter reports the findings

from data analysis. It shows sample profile, descriptive data analysis, hypothesis testing, and answer of research question.

• Chapter V - Conclusions and Recommendations

After the results and analysis, the last chapter shows a summary of the entire report. The findings and conclusions based on the research objective, discussions, implications, and recommendation are reported in the section. The recommendations also point out to express researcher's ideas and thoughts, which derived throughout the study.



CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter provides detailed and justified analysis and commentary of the merits and faults of the literature within the study area, in this case about the service quality, and customers' satisfaction, and to review all related theory of the topic of this study to build up a research framework. In this study, the researcher has based the research mainly on previous research as source of variables, with the support of relevant theories.

The literature review is divided into 10 parts as follows:

1. Service
2. Quality
3. Service quality
4. SERVQUAL model
5. Customer expectation
6. Customer perception
7. Gaps model of service quality
8. Customer satisfaction
9. Spa and massage in Thailand
10. Service location
11. Previous studies

It is important to understand these topics which can help to fulfill the research objectives mentioned in the previous chapter.

1. Literatures and Related Studies

1.1 Service

This research studied the relationship between service quality and customer satisfaction that can consider service quality as the main independent variable. As this research is focused on the service aspect in order to clarify the definition of service in this research so the review of the literature on service will be discussed. Kotler & Armstrong 1997 defined the service that is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. There are many authors who have defined service but it can be classified into two categories.

For the first category, the main authors are Regan (1963), Bressom, (1973) and Blois (1974). The first category defines service as for the consumer, services are any activities that the customers cannot perform for themselves or they choose not to perform for themselves which offered for sale that provide valuable benefits or satisfaction jointly when purchases either with commodities or other services; without leading to a physical change in the form of a good.

In the second category, some authors such as Stanton (1974), Andressen (1983), Grönroos (1990) and Kotler (2000) defined services as intangibility and inseparability. Intangibility means that the service cannot be seen, tested, felt, heard, or smelt before they are purchased. To reduce uncertainty caused by intangibility, buyers look for tangible evidence that will provide information and confidence about the service. They have memories that can be shared with others. Moreover, services are inseparable from the service provider. In the hospitality services, both the service

provider and the customer must be present for the transaction to occur. Customer-contact employees are part of the product. Moreover, the implication of inseparability is that customers and employees must understand the service delivery system.

In addition to these characteristics, Kotler (2000) also adds some other features of the service that are perishable and therefore difficult to set the standards. Services are perishable because they cannot be stored, for example, if service providers are to maximize revenue, they must manage capacity and demand since they cannot carry forward unsold inventory. Moreover, service quality is highly variable and difficult to set standardize. Service quality depends on who provides them and when and where they are provided; moreover services are produced and consumed simultaneously. The high degree of contact between the service provider and the guest means that product puts consistency demands on the service provider's skills and performance at the times of the exchange. Furthermore, Lewis (1989) pointed out that customers who purchase a service may go away empty handed, but they do not go away empty headed.

Since this research will focus on the customers' point of view we also have to know from the management point of view so that we can clearly understand the aspects of the service from both sides.

From the point of view of management, Chalermratana (1996) said that service in many companies is defined by gathering the first letter of each word into SERVICE as shown below:

S = Smiling and Sympathy, E = Early Response, R = Respectful, V = Voluntary Manner, I = Image Enhancing, C = Courtesy, and E = Enthusiasm.

From all of the reviews about service, this research will apply the concept from Regan (1963), Bressom (1973) and Blois (1974) because it is easy to understand and quite compatible with the research objective. Therefore, service can be defined as intangible activities that take place through interactions between customers and service providers to provide solutions to customers' problems and create valuable benefits and satisfaction.

From this point of view, we can understand the aspects of service from both the sides of service providers and consumers who receive the service. It is essential that the service providers should provide good service to impress the customer because it is intangible and only customers can feel it. Even though the service providers think that they provide good service, customers only can judge whether the service is good or bad.

1.2 Quality

Quality is one of the factors that customers use to judge whether the service or product is good or bad. However, it is very hard to get superior quality because individual customers are dynamic in their needs, wants and expectations. Sometimes, the companies cannot deliver the quality as their promised to the customers; even the competitors provided better quality.

Quality would be an ambiguous term. Kasper et al. (1999), Sheuing and Christopher (1993) defined quality in the same way as a comparison between expectation and performance that can be satisfying, even delighting customers, and exceeding their needs, wants and expectations. The other perspectives are defined by Juran 1974, Chruchill Jr. (1979), Croby (1983) and Parasuraman et al (1985). They

all agreed that quality is fitness for usage so that the product can successfully serve the purpose of the use during usage. Further, it means having the right features, the correct documentation, error-free invoices, on time delivery, friendly and accurate technical support, no failures either on receipt of the goods and services or during their use and it may include a fair exchange of price and value.

Quality has been defined in many ways as follows: (Parasuraman et al, 1985)

1. Quality is conformance to specifications.
2. Quality is the degree to which customer specifications are satisfied.
3. Quality is a fair exchange of price & value.
4. Quality is fitness for usage.

However, in the real business context quality is conformance to customers' specifications; it is the customers' definition of quality, not management's. This argument, it will be corresponds to the study of Buzzel and Gale (1987), on the project of PIMS (Profit Impact of Marketing Strategy) covering both manufacturers of goods and service firms. They premise that quality is whatever the customers say it is, and the quality of a particular product or service is whatever the customer perceives it to be. Furthermore, the evidence from PIMS shows that in the long run the most important single factor affecting a business unit's performance is the quality of its products and services and this demonstrates that quality buys companies six key advantages in the marketplace- stronger customer, loyalty, more repeat purchases, less vulnerability to price wars, ability to command high relative price without affecting market share, lower marketing costs, and market share improvements.

From this project, it seems to be that not only the customers will obtain the benefits from good quality, but also the firms obtain benefits. That is why quality is very important in the business context. To be related in this research, if the firm

provide good quality that can create the satisfaction from the customers and on the other hand it also can create loyalty, intention to purchase and repeat purchase.

From all of the above review about quality, this research will apply the concept of quality from Kasper et al. (1999), Sheuing and Christopher (1993) and Buzzel and Gale (1987) because it is appropriate that this study will focus on the customers' point of view. Therefore, the definition of quality is the conformance of the customers' specifications exceeding the customers' needs, wants and expectation that can lead to customer's satisfaction and increase intention to purchase, repeat purchase and loyalty of customers.

1.3 Service Quality

From both previous concepts about service and quality, we can integrate it in terms of service quality. Service quality is viewed as a multidimensional concept. It is produced in the relationship between a customer and elements of the service organization. Service quality is by nature a subjective concept, which means that understanding how the customer thinks about service quality is essential to the effectiveness of a firms' management.

Johns and Tyas (1996) identify that a service organization cannot evaluate service quality if a service organization does not know its position in the market place but it knows it clarifies its service quality standards, design the service delivery arrangement to monitor and control service quality, and begin to use excellent service quality. Service organizations must be able to provide quality not only tangibility but also the intangibility ascribe to the service package. Intangible ascribes include

security, convenience, ambience, privacy, respect, friendliness, competence, safety, empathy, reliability, responsiveness, politeness and honesty.

The definition of service quality can be categorized in two ways. Service Quality defined by Lewis and Booms (1983), Parasuraman et al. (1988) and Kurtz and Clow (1998) is a comparison between expectations and performance and it is a measure of how well the service level delivered matches customers' expectations. Delivering quality service means conforming to customer expectations on a consistent basis.

Parasuraman (1986) and Grönroos (1990) discuss service quality as an inference about the superiority of a product or service based on rational assessment of characteristics or attributes, or an affective judgment, an emotional response similar to an attitude. The evaluation involves outcomes and processes. Outcomes refer to technical quality that is what the customer is left with after the customers and employees interactions have been completed. Processes refer to functional quality that is the process of delivering the service. To support this study, Oliver (1994) suggests that service quality is the way of understanding of how the customer thinks about service quality essential to effective management, whose related concepts are crucial to this understanding: customer's satisfaction, service quality, and customer value.

This study used the definition by Lewis and Booms (1983), Parasuraman et al. (1988), and Kurtz and Clow (1998) because it corresponds with the definition of quality mentioned earlier and easy to understand which is how the service providers provide service to meet customers' expectations and provide customer satisfaction after perceived service quality.

When discussing the concept of service quality, there are three underlying principles that should be considered (Kurtz and Clow, 1998).

1. Service quality is more difficult for the consumer to evaluate than the quality of a good.
2. Service quality is based on consumer's perception of the outcome of the service and their evaluation of the process by which the service was performed.
3. Service quality perceptions result from a comparison of what the consumer expected prior to the service and the perceived level of service received.

Higher quality can make the possibility to charge a higher price, which increases income and profitability and also the high quality produces satisfied customers who are loyal and help to spread a positive image of the company in the market. As the result of this form, it leads to reduced marketing expenditure. Furthermore, staffs obtain positive image feedback from the customers, who makes them feel appreciated, staff turnover decreases and it is easier to recruit and retain competent employees so the company will be in a virtuous circle. The most frequently mentioned means of improving customer satisfaction were through improvements in service quality. Quality of service was given the highest priority among a number of critical issues facing most of the companies in this decade.

However, it is quite difficult to create the good impression to the customers because individual customers have different point of view. Therefore, the service providers should have standards to all the customers so that the customers will not feel discriminated, therefore leading to customers' dissatisfaction.

To compare the products with service that can measure the quality by using some aspects such as durability, performance or number of defects. However, all the

authors agreed that service quality is an elusive construct that is quite difficult to measure. Service quality is more difficult for the consumer to evaluate than the quality of a good because service is intangible. Moreover, the firm may find it more difficult to understand how consumers perceive services and service quality. When a service provider knows how the service will be evaluated by consumers, then the company will be able to know how to influence these evaluations in a desired direction but the most important thing is that it is the customers who evaluate the quality of the service by their perceptions not by what the service provider thinks so we have to know about the service quality perceived by customers.

1.4 SERVQUAL model

SERVQUAL or RATER is a service quality framework. The main authors who created the service quality dimension widely known as the SERVQUAL models are Parasuraman, Zeithaml, Berry and Bitner. This research will apply the SERVQUAL dimensions because this research focused on the service aspects which this model is directly related to service and this concept is practical and widely applied in many services sectors.

SERVQUAL was originally measured on 10 aspects of service quality: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding or knowing the customer and tangibles. It measures the gap between customer expectations and experience.

By the early nineties the authors had refined the model to the useful acronym RATER: Reliability, Assurance, Tangibles, Empathy, and Responsiveness. SERVQUAL has its detractors and is considered overly complex, subjective and

statistically unreliable. The simplified RATER model however is a simple and useful model for qualitatively exploring and assessing customers' service experiences and has been used widely by service delivery organizations. It is an efficient model in helping an organization shape up its efforts in bridging the gap between perceived and expected service.

The dimensions of service quality are divided into five aspects; 1.Tangibility, 2.Reliability, 3.Responsiveness, 4.Assurance and 5.Empathy. In this research the service quality dimension will be defined as:

Tangibility refers to the appearance of the spa and massage's physical facilities, equipment, personnel, and communication materials. All of these are used to varying degrees in order to project an image that will find favor with customers. Spa and massage's tangibility includes location, outlets, facilities, and decoration. The condition of the physical surrounding (for example cleanliness) is tangible evidence of the care and attention to detail that are exhibited by the service provider. This assessment dimension also can extend to the conduct of other customers in the service.

Reliability is the customer's expectation of high quality service provided from all of spa and massage operation. It includes all services from the reservation process through to the customer pay out. Reliable service performance means that the service is accomplished on time, in the same manner, and without errors every time. The reliability also extends into the back office, where accuracy in billing and record keeping is expected.

Responsiveness refers to the concerns of willingness or readiness of spa and massage's staff to provide a prompt service. It involves the time that the customer wasted in solving their problems. The spa and massage has to try to avoid keeping

customers waiting, particularly for no apparent reason. However some responses can create very positive perceptions of quality.

Assurance is the knowledge and courtesy of spa and massage's staff in conveying the service in the best interests of the customer. The assurance dimension includes the following features: competence to perform the service, politeness and respect for customers, effective communication with the customer, and the general attitude that the server has the customer's best interests at heart. The service should be provided to high quality standard.

Empathy refers to the staff of the spa and massage's providing caring and individualized personal attention to customers. The spa and massage should understand the customers' needs and make the services accessible to them.

Francis Buttle critiques Servqual in the article "SERVQUAL: review, critique, research agenda" and comes up with these three key criticisms: Perception and expectation are very subjective, and thus not good measures, that there isn't necessarily a direct relationship between service and quality, and the measures in the model are not necessarily the right things to be measuring.

Luis Lages and Joana Fernandes in the article "The SERPVAL scale: A multi-item instrument for measuring service personal values" suggests that consumer final decisions are taken at a higher-level of abstraction. Similarly to the SERVQUAL scale, the Service Personal Values (SERPVAL) scale is also multi-dimensional. It presents three dimensions of service value to 1) peaceful life, 2) social recognition, and 3) social integration. All three SERPVAL dimensions are associated with consumer satisfaction. While service value to social integration is related only with loyalty, service, value to a peaceful life is associated with both loyalty and repurchase intent on the part of the customer and consumer.

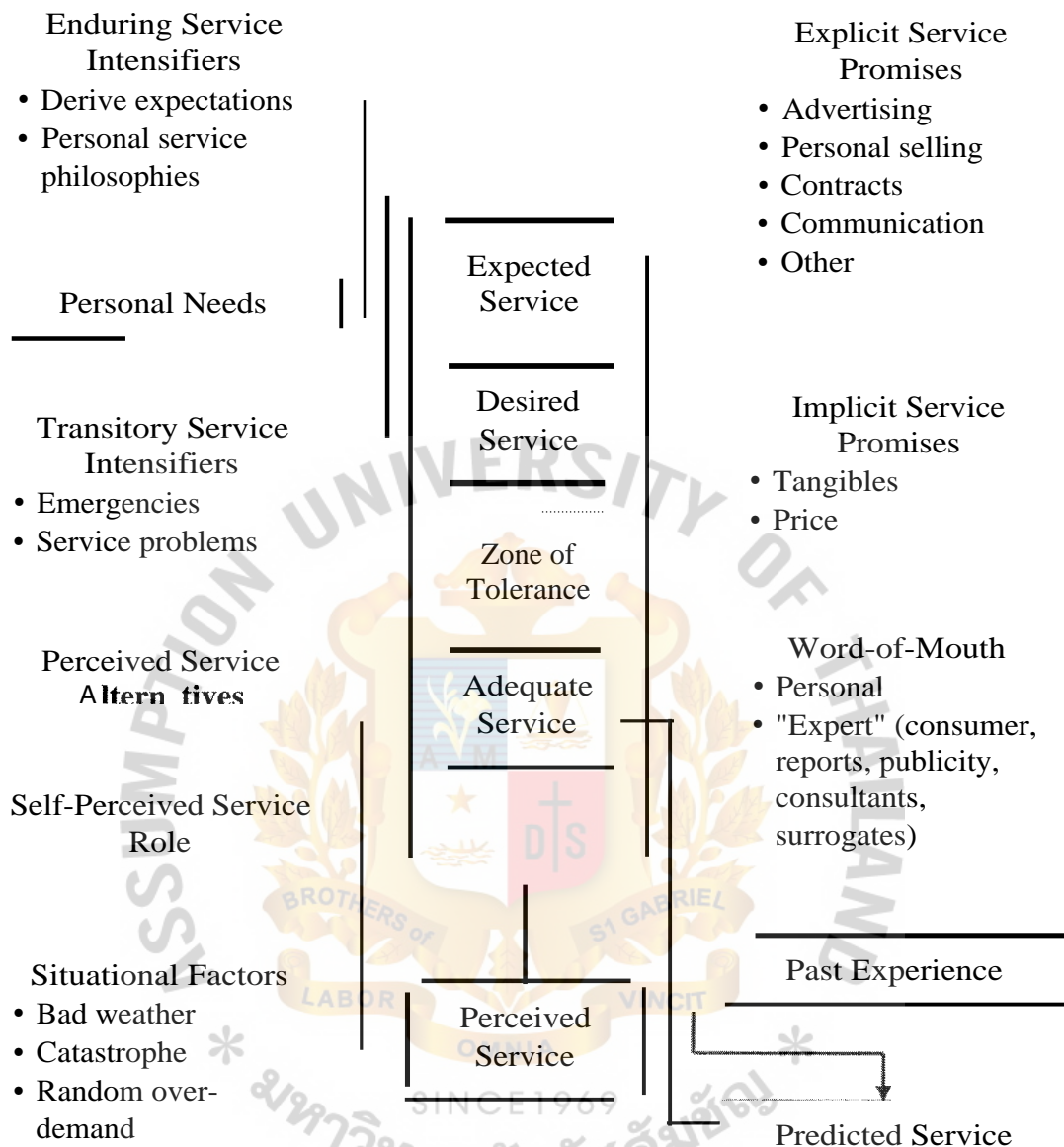
1.5 Customer Expectation

Gandhi (1869-1948) and Smith (1994) mention that the customer is an individual or group of individuals to whom you provide one or more products or services that is the most important visitor for the company. The customer will receive goods or services in return for paying. The customer of this study means an individual or group of individuals who use the service at Health Land. Customer would find product or service in order to satisfy their need, then evaluate whether product or service can satisfy their needs as their expectation or not. Customer expectation for service is different due to the kind of service, culture, age, or industry; moreover, each person will have different expectation or standard of evaluation. Service users usually compare service quality with their past experience or knowledge.

Service evaluation is the comparing of service perception and service expectation. In the case that customers do not have experience of the service before, customers might find information support from other users (word of mouth), advertising or service provider.

Expectation model of Parasuraman and Berry (1991) cited that each customer has different expectations, but expectation mostly combines 2 levels (desired service and adequate service) and zone of tolerance.

Figure 2.1: Nature of Determinants of Customer Expectation of Service



Source: Zeithaml, A. and Bitner J. (2000), *Service Marketing – Integrating Customer Focus Across the Firm*, Edition McGraw Hill 2000, No. 2.

Desired service or customer expectation is the level that customers need and believe that they would or should receive those possible services, while adequate service is the lowest level of service that customers would accept without being dissatisfied. Between the desired service and adequate service is the zone of tolerance which is those services would be accepted by customers.

In conclusion, from the figure 2.1, if service quality exceeds the expectation, customer will perceive good service quality which would lead to customer loyalty and business long-term profit. This means that if the service providers provide the service quality equal or greater than the customers' expectation, then higher levels of customers' satisfaction will result, or else, if the service providers offer service that is less than the customer's expectation, dissatisfaction will occur and it may lead to negative word-of-mouth from customers and the customers may not come to use the service again.

There are 4 factors that influence customer expectation toward evaluation of service quality. Word-of-mouth or referencing is the first factor that affects expectation in service quality because service is untouchable and customers have high risk to use service, therefore before using the service, customers might find information by asking from someone who used to have some experience with those services before. The second factor is personal needs and preference. Each customer has different need due to different in social, education, background, family or culture therefore; customers will use their personal needs and preference judge service quality. Past experience is another factor that affects customer expectation as well. Customers will use their past experience to evaluate quality of the service by comparing the new one with the past experience. The last factor is external communication. For example, advertising influences customer by creating good service image to give information to customer, so the customers will use the information to expect the good service before using it.

1.6 Customer Perception

Different person will have different perception. According to Kotler (2000), perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. Today, the view that perception uses merely sight, hearing, smell, taste, and touch to describe the service quality is not enough, due to false perception. However, customer perception is still important for service providers and often underlines the success or failure of service in the marketplace.

The process of perception (Hanna & Wozniak, 2000) begins with exposure to the abundant stimuli in the environment. Because perceptual processes are selective, some stimuli may attract an individual attention. Sensation occurs when an individual's sensory receptors transmit sensory data to the brain via the nervous system. Sensory systems include vision, smell, taste, sound and touch. Perception occurs as individuals subjectively organize and interpret sensations.

Understanding and knowing customers will never be simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. However; this study should understand customers because this research is studying from the point of view and perception of the customers. If the service provider can understand the way customers perceived so the service provider can give them the right things that they need or want. This will create the benefits for the service providers such as the customers will be providing the positive word-of-mouth, repeat purchase or loyalty; on the other hand, the customers can get the good service quality.

Gary and Helene (1989) and Greenberg and Baron (1997) state that formal definition of perception that is the process through which people select, organize and

interpret information gathered by our senses into a meaningful and coherent picture of the world around us. Perception is how people see or interpret events, objects and people. People act on the basis of their perceptions regardless of whether those perceptions accurately or inaccurately reflect reality. In fact, reality is what each person perceives it to be. One person's description of reality may be far from another person's description. In addition, Davito (1996) pointed out that perception may influence what messages you take in and what meaning you give them. There is no one to one relationship between the messages that eventually reach the brain. However, Schermerhorn et al. (2000) argued that perception is a way of forming impressions about oneself, other people and daily life experience. It also serves as a screen or filter through which information passes before it has an effect on people. The quality or accuracy of a person's perceptions, therefore, has a major impact on his or her responses to a given situation.

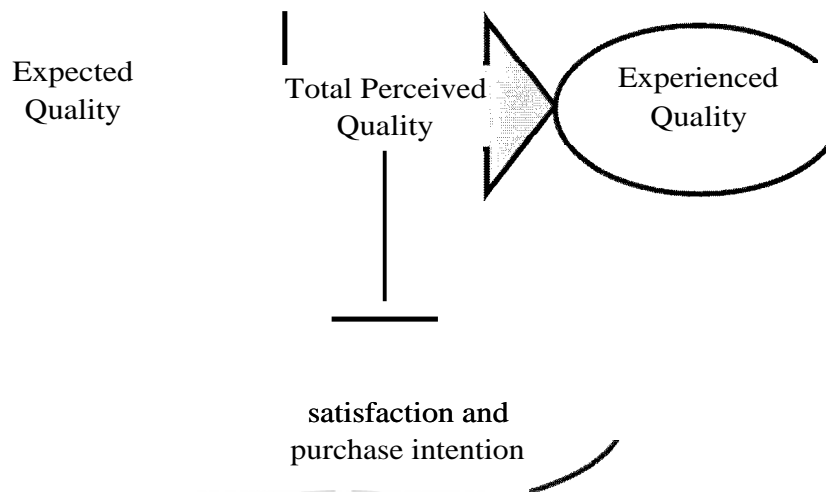
In the sector of spa services, the degrees of customers' perceptions are more likely to screen out information with what they are already familiar and retain information that is related to a need of which they want or one that they are actively trying to satisfy. The customers may buy services that match their perceived images of themselves and had successful previous experiences. Customers would see things that they anticipate seeing and they would attach greater credibility to interpersonal rather than commercially generated information. Seeing that, the customers can perceive from their previous experience and compare it to their expectations so it is important to know how the customers perceive service quality.

Parasuraman, Zeithmal, and Berry (1985, 1988) and Antonides and Van Raaij (1998) agree that perceived service quality is viewed as the degree and prediction of discrepancy between customer's perceptions and desires that simply means a

difference between customer's perceptions and desires. In addition, it has been defined as the difference between expectations and performance of the service (for example Grönroos 1982, Parasuraman et al. 1988).

Perceived service quality stems from customers' comparison of what they wish to receive from firms and what they perceive actual service performance to be. If performance equals or exceeds expectations, then the perceived service quality is satisfaction, otherwise it is dissatisfaction. If expectations are unrealistic, the total perceived quality will be low, even if the total perceived quality will be high. Product and services have high quality if they meet the desires and the expectations of consumers. Besides, they mention that high perceived quality includes fitness for use, durability, safety, comfort, reliability, low frequency of failure, and good performance when customers make a comparison of expectations. The expect quality is a function of a number of factors such as market communication, word-of-mouth communication, corporate/local image, and customer needs. The firm only indirectly controls the image and word-of-mouth factors. Therefore, the external impact of these factors may also occur but it depends on the previous performance of the firm for example advertising. The latter dimension is concerned with how the service providers perform their task and how the customers receive it as well as how he or she experiences the simultaneous production and consumption process.

Figure 2.2: The Total Perceived Quality by customers



Source: Adapted from Grönroos, C., 1988, *Service Quality: The six criteria of Good service quality*, *Review of Business* 3, New York: St. John's University Press, p. 12

As shown in Figure 2.2 that is applied from Grönroos, C., 1988, this research will study the customers' point of view of their experience with the service of the spa compared with their expectation. Then, if the spa provides a good service that the customers perceived it as good service quality so that it can create customers' satisfaction.

Customer perceptions would be formed by the customer experiencing so called moments of truth. A moment of truth is the basic atom of service and is used to describe each episode in which a customer comes into contact with any aspect of the organization. Remember that a single negative experience at any point in the service cycle can spoil the entire experience so it is important to study the way customers perceive the service quality. This process of perception can make the customer feel the service quality that they had experienced from the spa and these perceptions from customers will be interpreted into a level of satisfaction. If customers have been treated well during the service so their perception toward this spa will be good and they will be satisfied with this spa. If they are satisfied with this spa or impressed

with the service, the more chance that customers will come to visit again or have the effect on purchase intention as well as create the positive word-of-mouth to this spa.

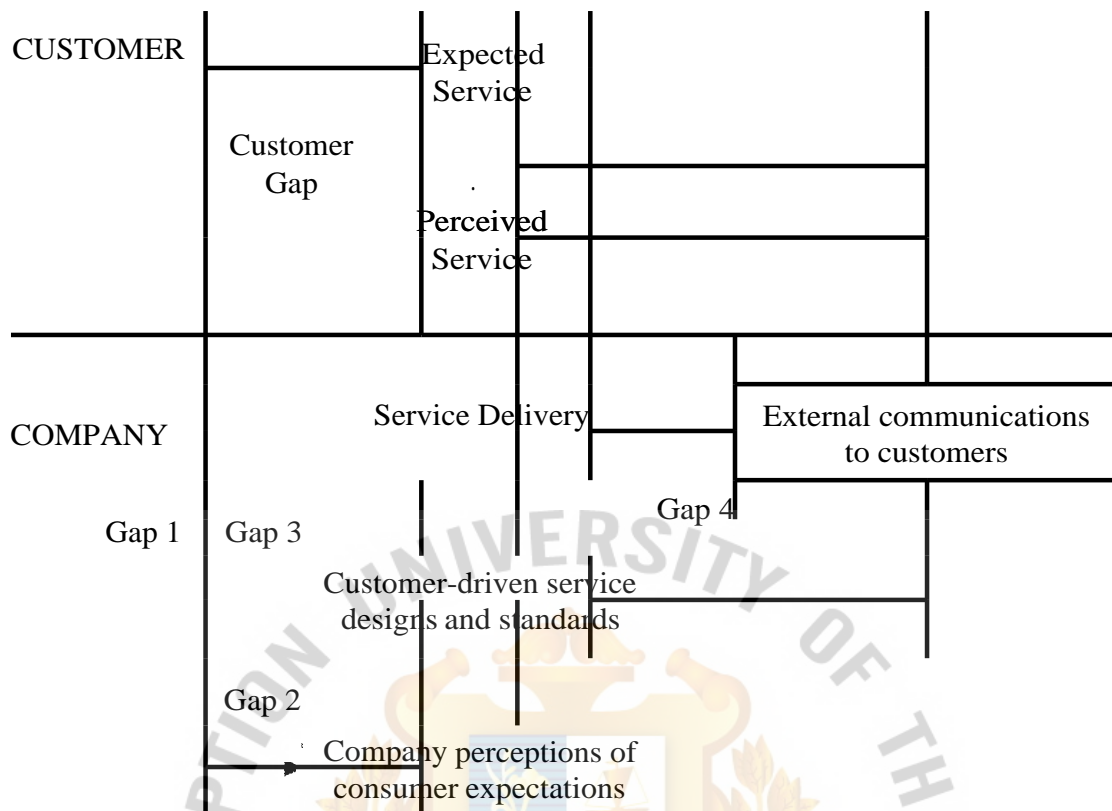
1.7 Gap Model of Service Quality

The quality that a consumer perceives in a service is a function of the magnitude and direction of the gap between expected service and perceived service. The expected quality is what the customer expects to receive from the company. The perceived service is what the customer perceived he received from the company. Service improvement is how to reduce the gap between customer expectation and customer perception from service quality. If customer expectation is different from customer perception, gap of service quality will occur. Actually, when customers buy service with imagine of service quality from personal need, past experience, advertising, or word-of-mouth, and after receive service, customers will compare the perceived service performance with their first expectation. If the perceived service quality exceeds the expectation, then the customers will satisfy with the service

The gap model of service quality by Parasuraman, Zeithami and Berry, (1990) simplify the key concepts, strategies, and decision in services marketing in a manner that begins with the customer and builds the organization's task around which the main purpose is to close the gap between customer expectations and perceptions.

The central focus of the gaps model is the customer gap which is the difference between customer expectations and perceptions. Firms need to close this gap in order to satisfy their customers and build long-term relationships with the customers.

Figure 2.3: Gaps Model of Service Quality



Source: Zeithaml, A. and Bitner J. (2000), *Service Marketing – Integrating Customer Focus Across the Firm*, Edition McGraw Hill 2000, No. 2.

From the figure 2.3 there are 2 main parts that can justify the customers' satisfaction which are the customers themselves and the service providers. For the customers' point of view is based on the customers' expectation and perceptions. For the service providers, they should provide the good service to meet the expectation of the customers. Above the center horizontal line in figure above are 2 boxes that correspond to customer expectations and customer perceptions. While customer perceptions are subjective assessments of actual service experiences and customer expectations are the standards of, or reference points for, performance against which service experiences are compared. The source of customer expectations consists of marketer-controlled factors, such as advertising, as well as factors that the marketer has limited ability to affect, such as innate personal needs.

The gaps model of service quality, a frame for understanding and improving service delivery. The entire text was organized around this model of service quality, which focuses on 5 pivotal gaps in delivering and marketing services:

- The customer gap: Difference between customer expectations and perceptions. This gap occurs when the consumer misperceives the service quality.
- Provider gap 1: Not knowing what customers expect. Management does not always correctly perceive what customers want.
- Provider gap 2: Not selecting the right service designs and standards. Management might correctly perceive customers' wants but not set a performance standard.
- Provider gap 3: Not delivering to service standards. Personnel might be poorly trained, or incapable or unwilling to meet the standard, or they may be held to conflicting standards, such as taking time to listen to customers and serving them fast.
- Provider gap 4: Not matching performance to promises. Consumer expectations are affected by statements made by company representatives and ads, external communications have distorted the customer's expectations.

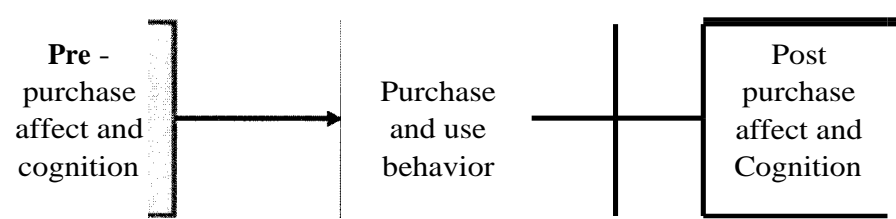
The gaps model of service conveys a clear message to service providers wishing to improve the quality of service. The key to closing the customer gap is to close provider gaps 1 through 4 and keep them closed. To the extent that one or more of provider gaps 1 through 4 exists, customers perceive service quality shortfalls. The

model serves as a framework for service or organizations attempting to improve their quality service and service related to marketing.

1.8 Customer Satisfaction

Oliver (1981) and Kotler (2000) summarizes current thinking on satisfaction in the following definition: satisfaction is a summary the psychological state of a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (outcome or consumer's prior feelings about the consumption experience) in relation to his or her expectations. Satisfaction is a function of perceived performance and expectations. Customers, therefore, judge their satisfaction and dissatisfaction levels with a product or service by comparing its performance against an established level of expectations in their minds, if performance falls below expectations they are dissatisfied if above then they are satisfied (Yi, 1990). Fornell (1996) concur with this view and posits that expectations should accurately mirror quality. From the above definition, Oliver (1980) applied the concept into Cognitive Antecedents and Consequences of Satisfaction Model. The model on cognitive antecedents and consequences of customer satisfaction developed by Oliver is exemplified in the figure below.

Figure 2.4: Cognitive Antecedents and the Consequences of Satisfaction Model



Source: Oliver (1980), Journal of marketing research 17, P.482

Pre-purchase is expectations about anticipated performance of the product or service by the customers. Purchase and use behavior is a function of product performance or experiences from using the product or service. Then, Post-purchase is a function of positive or negative disconfirmation, satisfaction or dissatisfaction, past purchase attitudes and post purchase intentions which is supported by Lovelock et al. (1998) that customers' satisfaction will occur at this stage. This model corresponds with above definition that customers have expectations about the service and compare it with their perception and experience then they will express satisfaction or dissatisfaction.

This research will apply the definition given by Oliver (1981), Yi (1990) and Kotler (2000) because it provides a critical concept about customers' satisfaction which would be useful for readers in order to understand clearly. Therefore, the definition of customers' satisfaction is the feelings of the customer arising at the Post-purchase stage after experiencing and perceiving the service quality and comparing it with their expectations. If the perceived service quality is above expectations, it can create customers' satisfaction and vice versa.

Obviously, customers will be satisfied if they "get what they want", when they want, where they want and how they want. This does not mean that a service provider will be able to meet the customer's wishes. The service provider faces a trade off between customer satisfaction and company profitability. The service as the intangible product is a tool that can satisfy customer needs. Then, it can be simply concluded that service satisfaction is highly correlated Kotler (2000).

Satisfaction is important because a company's sales come from two basic groups which new customers and retained customers. Actually, the costs of new customers are higher than retained customers by 5 times. Satisfied customers buy a

product again, talk favorably to others about the products, pay less attention to competing brands and advertising, and buy other product from the company. Many marketers go beyond merely meeting the expectations of customers; they aim to delight the customers. A delighted customer is even more likely to purchase again and to talk favorably about the product and company. A dissatisfied consumer responds differently. Clearly, bad word of mouth travels farther and faster than good word of mouth and quickly damages consumer attitudes toward a company and its products (Kotler, 2000).

To apply in the spa and massage sectors, it is quite important to know whether the services that the spa and massage offered to their customer are satisfied or not. If not, the spa and massage should improve their service that met the level of the satisfaction of the customer. Seeing that the concept elaborated here mostly relates the customers' satisfaction with perceived performance, perception of post purchase and consumption experience so that there are some relationships between each other. The customer will experience the service which they perceive and transform what has been received to be rated as either satisfied or dissatisfied.

1.9 Spa and Massage in Thailand

Massage is the practice of applying structured or unstructured pressure, tension, motion, or vibration — manually or with mechanical aids — to the soft tissues of the body, including muscles, connective tissue, tendons, ligaments, joints and lymphatic vessels, to achieve a beneficial response. Massage Therapy is performed primarily by a professional Massage Therapist but is often used as a form

of therapy by other Healthcare practitioners such as Chiropractors, Osteopaths and Physical Therapists.

Massage can be applied to parts of the body or successively to the whole body, to aid the process of injury healing, relieve psychological stress, manage pain, and improve circulation. Where massage is used for its physiological, mental, and mechanical benefits, it may be termed "therapeutic massage" or manipulative therapy.

Most patrons would describe the spa as a place where one ventures when in need of stress-relief pampering. For others, spas are places where people can slip away to and forget about life's troubles. Spa professionals and advocates offer a simple and practical rule of thumb on what constitutes a genuine spa.

The International SPA Association (ISPA, 1991), an internationally-recognized professional association representing over 1,000 health and wellness facilities and providers and the voice of the spa industry worldwide defines the "Spa Experience" as being "Your time to Relax, Reflect, Revitalize and Rejoice." One of the stated ISPA objectives is to "revitalize humanity through the promotion of spa wellness."

ISPA describes that there are 4 types of spas in Thailand as following:

- The destination spa: A spa whose sole purpose is to provide guests with lifestyle improvement and health enhancement through professionally administered spa services, physical fitness, educational programming, and on-site accommodations. Spa cuisine is served exclusively.

- The resort/hotel spa: A spa owned by and located within a resort or hotel property providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.
- The medical spa: Individuals, solo practices, groups and institutions comprised of medical and spa professionals whose primary purpose is to provide comprehensive medical and wellness care in an environment which integrates spa services, as well as conventional and complimentary therapies and treatments.
- The day spa: A spa offering a variety of professionally administered spa services to clients on a day-use basis.

Natural process appears to have neatly segmented the spa market with Hotel/Resorts, and Destination Spas attracting overseas patrons and the Day Spas catering to the locals.

The spa concept was imported, adopted, adapted, and refined. A hybrid cross-cult spa formula with a distinctive Thai touch has evolved and gone on to win the world's heart. Readers who participated in the 2002 Conde Nast Traveller survey also indicated that along with accommodation and airline, health and spa facilities in Thailand are of high quality and great value for money. Thai spas offer exceptional value for money.

An alluring tropical destination that offers tremendous natural and cultural diversity, Thailand continues to be one of the world's most popular long-haul holiday destinations. This is a distinct plus that adds to the country's core strengths as a high appeal spa destination.

It is forecasted that The Hotel/Resort Spa sector will be leading the future growth of the spa sector with an increasing number of hotel properties in Thailand expected to launch their own spa products in the coming year. Many more deluxe hotels will be adding spa facilities and offering their in-house line of spa products and services.

With the exponential growth of spas in recent years, Thailand's Ministry of Public Health recognizes the importance of establishing internationally-accepted standards for the industry and wishes to ensure that future industry growth proceeds in the right direction with Thai spa operators aiming for higher standards and striving towards the achievement of global spa industry standards.

Offshore, word of the Thai spa sensation has spread rapidly. There is growing international interest around the world in Thai spa expertise and "Made in Thailand" spa, health and beauty products, particularly herbal treatments. The growing demand for highly qualified and experienced spa personnel in the spa destinations, both in Thailand and overseas, drives new business opportunities in the recruitment, training and skills development of spa staff, particularly therapists.

1.10 Service Location

According to Kotler (2000), service mix combines of 7Ps which are product (service), price, place (location), promotion, people, physical evidence, and process. Therefore, place (location) is one of the critical factor that service provider must be concerned. When service providers make decisions of providing service, they have to think about service place and the service time period. Customers will consider in

particular factors such as speed of service that is offered,, convenience and comfort as the main factors before making a purchase so if the service providers would like to satisfy the customers, they have to provide and offer as what customers' want.

Service place is different from products since some services can use electronic technique to provide indirect service to customer. There are many services that do not use service provider to provide service to the customer, such as financial transactions online or ATM, long distant education or E-Learning, VDO on demand or online games. The online service by using electronic channel is not new for Thai market and now it is very famous around the world, especially in high technological country. Internet is changing consumer behavior from the old buying process.

Using internet for providing service, standard of service quality will occur because customer might not have problem which cause from the mistake of service staff. Furthermore, cost is low due to the less number of staff and service providers can use computers or equipments to provide service to many customers at the same time without any costs that change according to the increase of number of customers. In addition, customers themselves will feel comfortable to use service in 24 hours and 7 days, by using online service.

Service does not always occur at the only service place, however, service provider can make a service at different place at the same time. There are many types of business expansion called franchise which now is quite popular. A franchise is an arrangement between a franchisor and franchisee through which the franchisee uses the company name of the franchisor and is provided specified business services in exchange for a franchise fee. The fee is usually an initial purchase requirement plus an ongoing percentage of gross sales of the business. For this expansion, the service

providers can provide the service to the customers simultaneously at the same time with the same brand name.

In fact, when services provide in different location, the problem of service quality are the control and standard of service which is not the same by service providers. The most complicated problem is to control service quality to be standard in every branch. Even though the brand names of the service providers are the same, the quality may not be the same in each branch. Therefore, to provide excellent service quality to the customers, headquarters should establish a training program to make the staff of the company provide standard service to the customers. By the way, the one who judges the quality of the service is the customer and it is also done quite subjectively according to their perceptions so the service providers should provide excellent service to satisfy the customers on all fronts and there should be no room for any kind of complacency in this regard.

1.11 Previous Studies of Service Quality

Many researchers and service companies spend much time focusing on the improvement and measurement of the service quality as shown in the following research:

Amelchenko (2005) studied the customer expectations and customer perceptions of service quality in the selected spas in Bangkok. The SERVQUAL survey was applied to measure the expected service quality. The results of the study showed that there was a statistically significant gap between customers' expectations and customers' perceptions of service quality regarding all SERVQUAL dimension. In addition, 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.

Suthirungkul (2003) researched of customer expectations and perceptions of service quality of the Clark Hatch Fitness Center at Silom road branch, Bangkok. The researcher has independently adapted the original SERVQUAL instrument of Parasuraman for measuring satisfaction among fitness customers, the studies have shown that the Gap 5 of service quality. The further it was found that there is a significant difference in term of 5 SERVQUAL dimension between customer expectations and perceptions of service quality. In addition, the results showed no difference in expectations of service quality when classified by demographic factor. However, the researcher concluded that the customers of the Clark Hatch Fitness Center were dissatisfied with its service quality.

Yousapronpaiboon (2000) studied about "An empirical investigation of service quality indicators of foreign versus Thai bank customers in the Thai banking industry". This research used the SERVQUAL instrument to investigate and compare service quality evaluations of banking services among the customers of foreign and Thai banks. Primary research questions included the nature of the differences between the two groups of bank customers in terms of desired service expectations, adequate service expectations, perceptions of services, the measure of service superiority, the measure of service adequacy and the rankings of the five dimensions of service quality. Major findings indicated that there were significant differences of service quality perceptions between customers of foreign banks and Thai bank in terms of desired service expectations, perception of services, the measure of service superiority, and the measure of service adequacy.

Ngandee (2000) studied the relationship between service quality and customer satisfaction on private driving ranges in Bangkok, Thailand by applying SERVQUAL. It was found that most of the respondents get the service at a satisfactory level with the service quality and most of the respondents obtaining the service at a neutral level with the customer satisfaction. There were significant difference between expectations and perceived service quality along with reliability and security of service quality.

Kholthanasep (2001) carried out "A study of customer expectations and perceptions of service quality delivery by first class hotels in Bangkok metropolitan area". The research assessed the expectations and perceptions of service quality in Bangkok by applying a modified version of the SERVQUAL model. It also examined the relationship between overall satisfaction levels and the five service quality dimensions, namely reliability, responsiveness, assurance, empathy and tangibility. The findings indicated that there was a difference between customer expectation and perception of service quality of first class hotels in Bangkok as well as when segmented by five dimensions of service quality. In addition, respondents having different demographic level differ in their perception; only age categories and purpose of visits also differ in their expectations of service quality.

2. Summary

This research will apply the aspects of the SERVQUAL model that will use the service quality dimension to determine the level of satisfaction of customers towards the service quality scale that will be used to analyze in the results of this research. From the literature review, seeing that this research will apply some of the models of service quality related to perceived service quality and customers'

satisfaction. Moreover, the perceptions of customers can arise from past experience of the customers themselves or by information gathering or word-of-mouth. This research will apply this model by using the experience of the customer's perspective of service quality to assess their satisfaction levels.



CHAPTER 3

METHODS OF THE STUDY

This research methodology chapter will justify the selected research design. It provides a step-by-step procedure in order to understand how this research can be conducted. This chapter will include on research design and the methods use in this study, research strategies, sample size, sampling procedure and instrument of this research.

1. General Procedures

The quality that a consumer perceives in a service is a function of the magnitude and direction of the gap between expected service and perceived service. The expected quality is what the customer expects to receive from the company. The perceived service is what the customer perceived he/she received from the company. From the literature review shows that the larger the gap between expectations and perceived service quality, the greater the consumer's dissatisfaction. The SERVQUAL model is one of the most popular exemplars currently vying for paradigmatic status in service quality measurement as this research will apply this model to test whether there is any positive relationship between service quality and customers' purchase intention and satisfaction.

Zeithaml, Parasuraman and Berry (1985 and 1990) have developed a conceptual model of service quality and methodology for measuring customer perceptions of service quality. They also identify ten factors of the express performance of the service: 1. Reliability; 2. Responsiveness; 3. Competence; 4.

Access; 5.Courtesy; 6.Communication; 7.Credibility; 8.Security; 9.Understanding or knowing the customers; and 10.Tangibility.

After consolidating and reducing the ten original factors by using factor analysis (Factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors that summarize the essential information contained in the variables), the items still represent the service quality since they capture facets of all the ten originally conceptualized dimensions into five factors: **Tangibles, Reliability, Responsiveness, Assurance** (combining communication, credibility, security, competence and courtesy) and **Empathy** (combining understanding and knowing the customer with accessibility), which these five dimension will be considered as the independent variables in this research.

2. Design of the Study

To conduct this research, a deductive approach was used because the aim of this study is to search and explain causal relationships between service quality dimensions and customer's satisfaction, in terms of which aspects of service quality influence customers' satisfaction from Health Land Spa and Massage. **The SERVQUAL model** – tangibility, reliability, responsiveness, assurance, and empathy, was applied to this research. The study intends to describe the level of quality of service provided by Health Land Spa and Massage as assessed by its customers, and intends to determine the extent of customers' satisfactions. Customers of Health Land Spa and Massage answered the questionnaire by indicating the degree of their opinions according to a 5 point Likert scale.

3. Draft of the Instrument Development

For this study, the survey research employed a questionnaire to gather data on the service quality of Health Land Spa and Massage from the customers. The reason for using this method was due to a number of reasons.

- Efficiency in costs and time.
- High response rate and immediate feed back.
- Convenience for the researcher.
- Can analyze the data in an easy way to understand.

For measurement, an interval scale was applied in the questionnaires, which have equal distances on the scale representing equal value of the characteristics in characteristic being measured. The Non-comparative scaling technique is one of two types of scaling technique in which each stimulus objects in the stimulus set. From the interval scale, the likert scale is properly used in this research. It is used to measure consumer attitudes and indirectly a degree of agreement or disagreement with each series of statements about stimulus objectives and most of these research questions were designed to measure, which service quality dimensions are most important factor that affects toward customers' satisfaction. The three parts of the questionnaires are as shown below.

Part 1: The instrument consists of 20 statements for measuring customers' expectation toward the service quality of general Spa and Massage. This portion of the survey deals with customer's expectation of how excellent quality of service of Spa and Massage should be performed. A five point Likert-scale is used to indicate the degree respondents assign to each statement as shown below:

Strongly Disagree

5

Disagree	4
Neutral	3
Agree	2
Strongly Agree	1

Part 2: The instrument consists of 24 statements for measuring level of customers' perception and satisfactions of the service quality of Health Land Spa and Massage. This portion of the survey deals with customer's experience of how excellent quality of service of Health Land Spa and Massage performed. A five point Likert-scale is used to indicate the degree respondents assign to each statement as shown below:

Strongly Disagree	5
Disagree	4
Neutral	3
Agree	2
Strongly Agree	1

Part 3: The instrument consists of 7 questions for measuring personal data of Health Land Spa and Massage's customers. This part involves the personal data of respondents consisting of Gender, Age, Marital Status, Occupation, Income per month, Education level, and Frequency of visiting Health Land Spa and Massage.

A questionnaire was distributed to customers who have previously visited Health Land Spa and Massage to express their opinions towards service of Health Land Spa and Massage in order to fulfill the objectives mentioned in the first chapter. In addition, a questionnaire was distributed to customers of 2 branches of Health Land Spa and Massage which are Srinakarin Rd. and Sathorn Rd.

Table 3.1: Questionnaire Variables and Format

Part	Main Variable	Sub Variable	Scale	Question Items
1. Customer's expectation	SERVQUAL dimension	<ul style="list-style-type: none"> - Tangibility - Reliability - Responsiveness - Assurance - Empathy 	<ul style="list-style-type: none"> - Interval - Interval - Interval - Interval - Interval 	<ul style="list-style-type: none"> 1-2 3-6 7-10 11-18 19-20
2. Customer's perception	SERVQUAL dimension	<ul style="list-style-type: none"> - Tangibility - Reliability - Responsiveness - Assurance - Empathy 	<ul style="list-style-type: none"> - Interval - Interval - Interval - Interval - Interval 	<ul style="list-style-type: none"> 1-2 3-6 7-10 11-18 19-20
3, Personal data	Demographic groups	<ul style="list-style-type: none"> - Gender - Age - Marital status - Occupation - Income per month - Education level - Visit frequency 	<ul style="list-style-type: none"> - Nominal - Ordinal - Nominal - Nominal - Ordinal - Nominal - Ordinal 	<ul style="list-style-type: none"> 1 2 3 4 5 6 7

3.1 Content Validity

Along with the research, validity is ensured through the transcription and analysis the respondent's personal views and words via direct quotation. Besides, the researcher used mother language in the interviews to increase the validity of this research. What is more, the researcher also translated the research questions to Thai language due to ensuring the understanding of the subject.

Furthermore, in order to gain the validity of the questionnaire, this research conducted a pilot survey to examine the reliability of the questionnaire by pre-testing all the intended segments. The pilot survey interfaced 30 respondents that it was essential for the researcher to look for the evidence of corrected questions, inappropriate wording, and misunderstandings. Therefore, mistakes must be corrected and adjusted to fit the respondents understanding and to make sure that the questions were not biased.

3.2 Reliability

Pretests were trial runs with a group for the purpose of detecting problems in the questionnaire design. In pre-testing, the research looks for evidence of ambiguous questions and respondent misunderstanding, whether the questions mean the same thing to all respondents. The questionnaires were pre-tested and correct before widespread distribution. The formats of the questionnaires, and the wording and sequence of the questions, affect the validity of the responses and the number of responses.

For this research, 30 sets of questionnaires were distributed to the respondents. There is no missing value in the pre-test because the questionnaire is quite easy to understand. The researcher controlled and inspected the completeness of the questionnaire before collection. In pre-testing, it is essential for the researcher to look for evidence of ambiguous questions, inappropriate wording, and so forth. Then mistakes will be corrected and adjusted to fit the respondents understanding and to make sure that the questions were not biased or led the respondents to certain answers. Reliability analysis was conducted to ensure the reliability of this research.

Table 3.2: Reliability Analysis for Pre-testing

Variables	Cronbach's Coefficient Alpha	
	Perception	Expectation
Tangibility	0.7429	0.9596
Reliability	0.9032	0.7896
Responsiveness	0.8252	0.7030
Assurance	0.8208	0.7007
Empathy	0.7785	0.8315
Customers' satisfaction	0.9101	

Seeing that the value of the Cronbach's Coefficient Alpha is quite high according to Coakes and Steed (2003) mention that if the reliability is at least 0.6, it is

considered reliable. The reliability analysis resulting from the pilot study of the questionnaire indicates that this research is sufficient for examining the research's hypothesis.

4. Population and Sampling

This study used a questionnaire to ask Health Land Spa and Massage's customers during March 2007. The self-administered questionnaire was used on 300 Health Land Spa and Massage's customers who are divided into 150 customers of Srinakarin branch and 150 customers of Sathorn branch. The sampling techniques that the researcher will use are non-probability sampling. This non-probability sampling will be discussed in this study since all the population of Bangkok Health Land Spa and Massage's do not have a known or predetermined chance or the sample cannot be confidently generalized to the population.

The sampling units were selected based on the basis of convenience or haphazard sampling that involves selecting haphazardly those cases that are easiest to obtain for the sample and Purposive or Judgmental sampling that use the researcher's judgment to select cases that will best enable obtaining the answers to the research questions and to meet the objectives (Saunders et al., 2003). Under non-probability sampling, the researcher does need to closely adhere to precise selection procedures to avoid arbitrary or biased selection elements (Zikmund, 1997). This procedure provides very low costs, less time, reasonable acceptance and there is no need for a list of the population. This study is Non-probability, which has no list of elements. Therefore, there is no sampling frame for this study.

5. Collection of the Data

The researcher uses two sources to collect the data; primary and secondary data because only secondary data are not enough for answering the problem of this study. The secondary data is based on information given by books, journals, articles, previous research, related websites and reports by government agencies. In order to gain useful information, academic studies, and good articles from the business press as well as Internet sources will be scanned. The secondary data serves as the introduction to the topic and helped to design the questionnaire for the collection primary data.

For the primary data, the data collection has been used a questionnaire survey. The respondents that the researcher distributed the questionnaire are people who work or stay around Srinakarin Rd. and Sathorn Rd., of course, they are customers of Health Land Spa and Massage. The questionnaire was distributed in 2 times which were before using spa and massage service and after using spa and massage service, for measuring expectation and perception of respondents.

6. Propose Data Processing and Analysis

After the data has been collected, the returned questionnaire will be encoded and interpreted by a statistical package for social science (SPSS) program and this research will use factor analysis, reliability analysis and multiple linear regression analysis to test the hypothesis. In addition, descriptive analysis is also used to find the respondent profile. All statistical manipulations of the data followed commonly accepted research practices.

The appropriate statistical tools used in this research questions are as follows:

1. The Descriptive Statistics of Frequency Distribution was used to describe the percentage, mean, and standard deviation of the demographic factors. From this research the mean value can be interpreted as the value of the mean by:

<u>Rating Scale</u>	<u>Interpretation</u>
5.00-4.20	Strongly Agree
4.19-3.40	Agree
3.39-2.60	Neutral
2.59-1.80	Disagree
1.79-1.0	Strongly Disagree

2. Cronbach's Coefficient Alpha was used to measure the reliability of the questionnaire.
3. T-Test is the tools to compares the difference in the means of the two samples using a measure of the spread of the scores. It is the likelihood of any difference between these two samples occurring by chance alone is low this will be represented by a large t statistic with a probability less than 0.05 (Saunders, 2003). T-Test was used to test hypotheses which are related to study the difference between customers' expectations and their perceptions of service quality dimension of Health Land Spa and Massage.
4. Multiple regressions are statistical analysis that describes the change in a dependent variable associated with changes in one or more independent variables. Multiple regressions was used to test the relationship between dependent variables and dependent variables and can establish that a set of independent variables explains a proportion of the variance in a dependent variable at a significant level (R^2) and can establish the relative predictive

importance of the independent variables by investigating the beta value.

Moreover, from this analysis, the equation can be established to construct a prediction by using the value of b coefficients and constants.

The form of data presentation from this program is presented in easily interpretable formats. All statistical procedures have performed by computer software packages to ensure accuracy and minimize costs. After collecting the data of 300 copies of the questionnaire, the researcher coded them into the symbolic form that used in SPSS program and then data analysis was performed by the researcher.

Table 3.3: Variable Measurements

Variable	Operational Definition	Measurement
Tangibility	Includes physical facilities, equipment, and appearance of the personnel and written materials.	T-Test
Reliability	The ability of the personnel to perform dependably and accurately.	T-Test
Responsiveness	Providing customers with prompt service.	T-Test
Assurance	The knowledge and courtesy of employees.	T-Test
Empathy	The caring individualized attention of the service firm provided each customer.	T-Test
Customers' satisfaction	A customer's feeling of pleasure or disappointment resulting from comparing services perceived performance in relation to his/her expectation.	Multiple Regression
Gender	The respondents comprise of male and female.	Frequency
Age	Age of respondents.	Frequency
Status	Marriage status of respondents.	Frequency
Occupation	Occupation of respondents.	Frequency
Income	Income per month of respondents.	Frequency
Education	Education level of respondents.	Frequency
Frequency of using service	Time frequency of using service of respondents.	Frequency

7. Summary

To summarize, in order to reach the research objectives the researcher applied the deductive approach, and with the use of quantitative method. 300 respondents around Srinakarin and Sathorn Road were researched by using questionnaire. To conclude in order to analyze the questionnaires, SPSS (Statistical Package for the Social Sciences) has been used.

The researcher also is well aware of an importance of reliability and validity. However, the researcher believes that the findings as in the next chapter can reflect the critical factors which will be useful to the Health Land in order to understand more about their customers which can use the results to improve their service.



CHAPTER 4

DATA ANALYSIS AND RESULTS

1. Introduction

This chapter is primarily concerned with the results of the field survey from the procedures discussed earlier in Chapter 3. The data analyzed, the presentation and interpretation of the findings consists of 4 sections: Sample profile, Descriptive data analysis, Hypothesis testing, and answering research question.

Sample profile presented demographic factors of respondents as presented by frequency and percentage of personal data. Descriptive characteristics showed demographic factors of respondents as presented by frequency and percentage of personal data. Reliability Analysis used to measure the reliability of the questionnaire by using Cronbach's Coefficient Alpha. T-Test was used to test hypotheses which are related to study the difference between customers' expectations and their perceptions of service quality dimension of Health Land Spa and Massage. In addition, hypothesis testing, which used Multiple Linear Regression, was applied to see the relationship between independent variables and dependent variables.

2. Sample Profile

As mentioned in this research methodology section, the respondents of this research are customers who have definitely used the services of the Health Land Spa and Massage.

The following table describes the characteristics of the sample (n=300):

Table 4.1: Summary of the characteristic of the sample

Demographic factors	Frequency	Percent
Gender <ul style="list-style-type: none"> Male Female 	135 165	45.0 55.0
Age <ul style="list-style-type: none"> <20 21-30 31-40 41-50 51-60 More than 60 	9 83 59 72 61 16	3.0 27.7 19.7 24.0 20.3 5.3
Marital Status <ul style="list-style-type: none"> Single Married Divorced 	134 161 5	44.7 53.7 1.7
Occupation <ul style="list-style-type: none"> Student Business Owner Employee Staff of State Enterprise Government Officer Retired 	16 34 127 73 43 7	5.3 11.3 42.3 24.3 14.3 2.3
Income/month <ul style="list-style-type: none"> Less than 10,000 10,001-20,000 20,001-30,000 30,001-40,000 140,001-50,000 	12 16 106 99 67	4.0 5.3 35.3 33.0 22.3
Education <ul style="list-style-type: none"> High School Diploma Bachelor Degree Master Degree Ph. D. Others 	20 31 206 29 11 3	6.7 10.3 68.7 9.7 3.7 1.0
Frequency of visit <ul style="list-style-type: none"> Less than once a month Once a month 2-3 times a month 4-5 times a month More than 4-5 times a month 	18 137 60 59 26	6.0 45.7 20.0 19.7 8.7
Total sample size	300	100

The respondents in this study consisted of more female respondents than male respondents. The majority of the customers are couples aged between 21-50 years old with a monthly income of around 20,000-40,000. The educational level is in most of the cases a Bachelors Degree and most of them are employed. The frequency of visiting Health Land Spa and Massage is at least once a month.

3. Descriptive data analysis

3.1 Descriptive of Demographic Characteristics

Table 4.2: Summary of Descriptive Statistic of **SERQUAL**

	N	Mean	Median	Mode	S.D.	Skewness	Kurtosis
Expectation							
Tangibility	300	3.83	4	4	0.91	-1.551	2.619
Reliability	300	3.87	4	4	0.76	-0.649	3.139
Responsiveness	300	3.83	4	4	0.71	-0.632	0.063
Assurance	300	3.86	4	4	0.51	-0.565	0.702
Empathy	300	3.94	4	4	0.83	-1.064	1.290
Perception							
Tangibility	300	4.06	4	4	0.72	-0.825	0.670
Reliability	300	4.01	4	4	0.71	-0.626	0.291
Responsiveness	300	3.99	4	4	0.66	-0.930	1.111
Assurance	300	3.98	4	4	0.47	-0.244	1.303
Empathy	300	4.08	4	4	0.77	-0.893	0.818

From this table, most of the respondents had given the same answers ("satisfied" with the survey questions), as shown in all of the means is approximately 3.8 – 3.9, median and the mode shows in the same as 4 (satisfied) from 300 respondents. The results of the data can be changed between the standard deviation (for all independent variable) are around 0.7 – 0.9. The standard deviations are slightly in the same rage. The dispersion of the data is not much, so this implies that there are similarity answer from the respondents (the respondents answer in the same

range). The value of Skewness value shows the negative and less than absolute 2 (range from $(-0.244) - (-1.551) < |2|$), and the value of Kurtosis is showing less than absolute 7 (range from $0.063-3.139 < |7|$) meaning that the data is a normal distribution or most of the respondents answered in the same range.

3.2 Descriptive of SERVQUAL Dimensions

Table 4.3: Comparing Raw Score of Expectations and Perceptions of Service Quality Dimensions

Service Quality Dimension	Raw Score of Expectation	Raw Score of Perception	Raw Score Difference
Tangibility	7.6	8.1	0.5
Reliability	15.5	16.1	0.6
Responsiveness	15.3	15.9	0.6
Assurance	30.9	31.9	1
Empathy	7.9	8.2	0.3
Total	77.2	80.2	3

As shown in the table, there is difference between the raw scores of customers' expectation and customers' perception of service quality dimensions in the Health Land Spa and Massage. There was a gap between customers' expectation and perception. The raw scores of perceptions are showing higher than expectation. It means that the service provided by Health Land Spa and Massage are perceived by the customers are higher than their expectations. Consequently, the customers were satisfied with the service quality of the Health Land Spa and Massage.

3.2 Descriptive of Reliability Testing

The following table shows the summary of the Cronbach's Alpha value of reliability analysis of the variables.

Table 4.4: Summary of Reliability Analysis (Alpha Value)

Construct	Questions	Alpha
Expectation		
1.Tangibility	1. The spa and massage's staff should have well uniform and appear neat. 2. The spa and massage's staff should look clean.	0.9282
2.Reliability	3. The spa and massage's staff should be honest and reliable toward. 4. The spa and massage's staff should be more responsibility. 5. The spa and massage's staff should stand by when customers have problem. 6. The spa and massage's staff should provide the accurate information to customers.	0.8051
3.Responsiveness	7. The spa and massage's staff should be willing to help customers. 8. The spa and massage's staff should give prompt service to customers. 9. The spa and massage's staff will never be too busy to respond to customers' request. 10. The spa and massage's staff should be courteous.	0.7830
4.Assurance	11. Customers of spa and massage's staff would feel safe in their transaction. 12. The spa and massage's staff should make customers feel safety. 13. The spa and massage's staff should keep their record accurately. 14. The spa and massage's staff should have more information to answer questions. 15. The spa and massage's staff will instil confidence in customers. 16. Customers should be able to trust spa and massage's staff. 17. The spa and massage should have sufficient number of staff. 18. The spa and massage's staff should have accurate standard process of duty.	0.7415
5.Empathy	19. The spa and massage's staff will give customers individual attention. 20. The spa and massage's staff will have operating hours convenient to customers.	0.8512
Perception		
6. Tangibility	1. Health Land's staffs have well uniform and appear neat. 2. Health Land's staffs look clean.	0.7564
7. Reliability	3. Health Land's staffs are honest and reliable	0.9063

	<p>toward.</p> <p>4. Health Land's staffs are more responsibility.</p> <p>5. Health Land's staffs stand by when customers have problem.</p> <p>6. Health Land's staffs provide the accurate information to customers.</p>	
8. Responsiveness	<p>7. Health Land's staffs are willing to help customers.</p> <p>8. Health Land's staffs give prompt service to customers.</p> <p>9. Health Land's staffs are never too busy to respond to customers' request.</p> <p>10. Health Land's staffs are courteous.</p>	0.7736
9. Assurance	<p>11. Customers of Health Land's staffs feel safe in their transaction.</p> <p>12. Health Land's staffs make customers feel safety.</p> <p>13. Health Land's staffs keep their record accurately.</p> <p>14. Health Land's staffs have more information to answer questions.</p> <p>15. Health Land's staffs instil confidence in customers.</p> <p>16. Customers are able to trust Health Land's staff.</p> <p>17. Health Land has sufficient number of staff.</p> <p>18. Health Land's staffs have accurate standard process of duty.</p>	0.6991
10. Empathy	<p>19. Health Land's staffs give customers individual attention.</p> <p>20. Health Land's staffs have operating hours convenient to customers.</p>	0.8327
11. Customers' satisfaction	<p>21. Health Land is one of spas that you will recommend friends and family to use the service.</p> <p>22. Health Land is one of the spas that you will come to use again.</p> <p>23. You will provide the positive word of mouth of the Health Land to others.</p> <p>24. Please indicate the level of your satisfaction toward the Health land's service.</p>	0.8968

This part of analysis is the focus on how reliable the questions of each construct is. The reliability of the variable here show adequate reliable measurement. The criterion in judging how it is reliable is to see the alpha level, Sekaran (1992) mentioned that if the alpha value is at least 0.6 or 60%, it is considered that the data is reliable. As noticed from the above reliability test, all of them are relatively reliable.

(more or equal to 0.6), which means that our scale is relatively reliable. All questions that have been set to measure independent variables are asked into the same direction so there is no need to inverse the result. Consequently, the collected data can be used to analyze and draw against conclusion.

4. Testing of hypothesis

4.1 Hypothesis 1

H₀₁: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.

H_{a1}: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.

Table 4.5: Paired Sample Test between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality

Paired Samples Test

		Paired Differences							
			Std. Deviat ion	Std Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Mean							t	df	Sig. (2-tailed)
Pair 1	Expectation Tangibility - Perception Tangibility	-2300	1.081	.0624	-.3528	-.1072	-3.7	299	.000

For Paired Samples Test whether there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality, the result is showing in Table 4.5, at 95% confidence interval the significance value is showing 0.000 which is less than 0.05 so Null Hypothesis (Ho) is rejected. It means that there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality. Seeing that the Perception of Tangibility is greater than Expectation, which means the customers are satisfied with the tangibility perspective of Health Land Spa and Massage.

4.2 Hypothesis 2

Ho2: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.

Ha2: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.

Table 4.6: Paired Sample Test between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality

Paired Samples Test

		Paired Differences							
			Std. Deviat ion	Std. Error Mean	95% Confidence Interval of the Difference				Sig. (2-tailed)
		Mean			Lower	Upper	t	df	
Pair 1	Expectation Reliability - Perception Reliability	-1425	.94514	.0546	-.2499	-.0351	-2.6	299	.009

For Paired Samples Test whether there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality, the result is showing in Table 4.6, at 95% confidence interval the significance value is showing 0.009 which is less than 0.05 so Null Hypothesis (H_0) is rejected. It means that there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality. Seeing that the Perception of Reliability is greater than Expectation which means the customers are satisfied with the Reliability perspective of Health Land Spa and Massage.

4.3 Hypothesis 3

H_{03} : There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.

H_{a3} : There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.

Table 4.7: Paired Sample Test between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Responsiveness - Perception Responsiveness	-.1550	.7754	.0448	-.2431	-.0669	-3.46	299	.001

For Paired Samples Test whether there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality, the result is shown in Table 4.7, at 95% confidence interval the significance value is showing 0.001 which is less than 0.05 so Null Hypothesis (H_0) is rejected. It means that there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality. Seeing that the Perception of Responsiveness is greater than Expectation which means the customers are satisfied with the responsiveness perspective of Health Land Spa and Massage.

4.4 Hypothesis 4

H_{04} : There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.

Ha4: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.

Table 4.8: Paired Sample Test between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviat ion	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Assurance								
	Perception Assurance	-.1212	.7025	.0406	-.2011	-.0414	-2.990	299	.003

For Paired Samples Test whether there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality, the result is showing in Table 4.8, at 95% confidence interval the significance value is showing 0.003 which is less than 0.05 so Null Hypothesis (Ho) is rejected. It means that there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality. Seeing that the Perception of Assurance is greater than Expectation which means the customers are satisfied with the assurance perspective of Health Land Spa and Massage.

4.5 Hypothesis 5

Ho5: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.

Ha5: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.

Table 4.9: Paired Sample Test between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Empathy - Perception Empathy	-.1433	1.134	.0655	-.2722	-.0144	-2.188	299	.029

For Paired Samples Test whether there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality, the result shown in Table 4.9, at 95% confidence interval the significance value is showing 0.029 which is less than 0.05 so Null Hypothesis (Ho) is rejected. It means that there is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality. Seeing that the Perception of

Empathy is greater than Expectation which means the customers are satisfied with the empathy perspective of Health Land Spa and Massage.

4.6 Hypothesis 6

Ho6: There is no positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.

Ha6: There is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.

The multiple regression analysis is looked into the relationship between independent variables and dependent variables. The significant value is used to measure this relationship. Moreover, an equation would be developed to predict a value of the dependent variable given a value of the independent variable.

Table 4.10: Multiple Regression of relationship between service quality and customers' satisfaction of Health Land Spa and Massage

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.455	.50609

a. Predictors: (Constant), Perception Empathy, Perception Assurance, Perception Reliability, Perception Responsiveness, Perception Tangibility

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.178	5	13.036	50.896	.000a
Residual	75.301	294	.256		
Total	140.479	299			

a. Predictors: (Constant), Perception Empathy, Perception Assurance, Perception Reliability, Perception Responsiveness, Perception Tangibility

b. Dependent Variable: Satisfaction

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.050	.290		.171	.864
	Perception Tangibility	.117	.053	.124	2.198	.029
	Perception Reliability	.323	.050	.336	6.413	.000
	Perception Responsiveness	.197	.057	.190	3.448	.001
	Perception Assurance	.220	.068	.151	3.206	.001
	Perception Empathy	.141	.052	.158	2,711	.007

a. Dependent Variable: Satisfaction

From this table when running the multiple regression analysis, there was 68.1% of relationship between SERVQUAL and Customers' satisfaction and this mean that the relationship is in the positive direction by recognizing the vale of R in the table. The value of R Square recognize that 46.4% which mean the variation in customers' satisfaction can be explained by variation in SERVQUAL dimensions by 46.4%.

From the ANOVA table, the significant value will be used to determine that SERVQUAL (independent variable) have relationship with Customers' satisfaction (dependent variable). The figure of significant value of 0.000 is less than 0.05 so Null Hypothesis (Ho) is rejected. It means that when all independent variables are put to test simultaneously in multiple linear regressions, SERVQUAL (the independent variables) is positively related on Customers' satisfaction on service quality.

From the regression table the equation will be:

$$\text{Model: } Y_1 = 0.050 + 0.117X_1 + 0.323X_2 + 0.197X_3 + 0.220X_4 + 0.141X_5$$

(X₁ = Tangibility, X₂ = Reliability, X₃ = Responsiveness, X₄ = Assurance, and X₅ = Empathy; Y₁ = Customers' satisfaction)

The equation above is a model of multiple regressions to predict the value of dependent variable.

To determine which factor is the best predictor and direction; also that the value of Beta should be recognized and included in the study. The highest value is on the independent variable named Reliability (Beta = 0.336). Moreover, it can tell the relationship between independent variable and dependent variable so in this case the relationship between Reliability and Customers' satisfaction are strongest and positive. The others are Assurance, Responsiveness, Empathy and Tangibility respectively.

4.7 Hypothesis 7

Ho7: There is no different between customers' satisfaction of service quality when classified by geographic area.

Hal: There is a difference between customers' satisfaction of service quality when classified by geographic area.

Table 4.11: Independent Sample T-Test between customers' satisfaction of Health Land Spa and Massage when classified by branches

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Sathorn	150	3.9950	.74718	.06101
	Srinakarin	150	4.1217	.61356	.05010

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Satisfaction	Equal variances assumed	2.734	.099	-1.6	298	.110	-.1267	.07894	-.2820	.02868
	Equal variances not assumed			-1.6	287.1	.110	-.1267	.07894	-.2820	.02871

As shown in Table 4.11, the significant value of Levene's Test for Equality of Variances is 0.099 which is greater than 0.05 so that the Equal variances assumed.

For independent sample T-test whether there is a difference customers' satisfaction of service quality when classified by geographic area. As shown in Table 4.11, at 95% confidence interval, the significance value is showing 0.110 which is greater than 0.05 so Null Hypothesis (Ho) is accepted. There is no different between customers' satisfaction of service quality when classified by geographic area (Sathorn and Srinakarin branch). From the mean score, it is showing that customers are more satisfied with Srinakarin branch than Sathorn branch.

Table 4.12: Summary of Results from Hypotheses Testing

Hypothesis	Significance (P-Value)	Results
Ho1: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.	0.000	Rejected
Hot: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.	0.009	Rejected
Ho3: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.	0.001	Rejected
Ho4: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.	0.000	Rejected
Ho5: There is no different between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.	0.003	Rejected
Hob: There is no positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.	0.000	Rejected
Ho7: There is no different between customers' satisfaction of service quality when classified by geographic area.	0.000	Accepted

5. Answering the research questions

5.1 Research question 1

Question 1: Are there any relationships between service quality of Health Land Spa and Massage and customers' satisfaction?

From the hypothesis 6, question 1 can be answered that there are relationships between service quality of Health Land Spa and Massage and customers' satisfaction.

5.2 Research question 2

Question 2: Is there any difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage?

From the hypothesis 1-5, question 2 can be answered that there is a difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage.

5.3 Research question 3

Question 3: What are the most critical SERVQUAL dimensions of service quality in customers' satisfaction when classified in terms of; tangibility, reliability, responsiveness, assurance and empathy?

From the hypothesis 6 and table 4.10, question 3 can be answered that reliability is the most critical SERVQUAL dimension of service quality in customers' satisfaction survey and analysis.

5.4 Research question 4

Question 4: Are there any differences between customers' satisfaction of service quality when classified by geographic areas?

From the hypothesis 7, question 4 can be answered that there are no different between customers' satisfaction of service quality when classified by geographic areas. Respondents perceived that Health Land Spa and Massage Srinakarin branch provides service better than Sathorn branch.

6. Summary

After analyzing by SPSS software, hypotheses were tested and research questions were answered. Table 4.12 indicates significant differences between customer expectations and perceptions of service quality of Health Land Spa and Massage as well as in terms of five dimensions – tangibles, reliability, responsiveness, assurance, and empathy.

Moreover, there is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage. In addition, when classified by location, there is no difference between customers' satisfaction of service quality.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

1. Summary of the study

The primary objective of this research is to study customers' satisfaction toward the service quality of Health Land Spa and Massage. By applying the SERVQUAL as a survey instrument, the research was conducted to find out the level of customers' satisfaction and determine whether the service quality that Health Land Spa and Massage provide can satisfy customers.

In addition, this research was identified the most important factors of service quality dimension - tangibility, reliability, responsiveness, assurance, and empathy - that Health Land Spa and Massage provide. Moreover, the research compared customer satisfaction and service quality of 2 branches (Srinakarin Rd. and Sathorn Rd.) of Health Land Spa and Massage in order to determine the differences between customer satisfaction and service quality while classified by location.

According to the research objectives, the researcher applied survey research by using quantitative method. SERVQUAL Questionnaires was distributed to 300 respondents around Srinakarin and Sathorn Rd. and SPSS software has been used to analyze the questionnaires' results.

2. Summary of the findings

According to the research respondents' profile (from personal data, the third part of questionnaire), there are two groups of respondents which are male and female and the researcher has found that the female customers number more than male

customers. Mostly, the age of the respondents is in the range of 21-50 years old and they are mostly married. Most of the respondents have a monthly income of around 20,000-40,000 Baht. The education level is Bachelors Degree and the occupation is that most of them are employed. Normally, respondents visit and use Health Land Spa and Massage service at least once a month.

In summary, this research aims to study the relationship of customer's satisfaction with service quality of Health Land Spa and Massage service. It focuses on the five dimensions of service quality for assessing quality in a broad variety of services in Health Land Spa and Massage service.

3. Discussion of the research findings

After carrying out the data analysis, the results are discussed below.

According to the first five hypotheses which tested the difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by five dimensions of service quality, the data analyses and finding will be elaborated.

- H1: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Tangibility of service quality.
- H2: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Reliability of service quality.
- H3: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Responsiveness of service quality.

- H4: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Assurance of service quality.
- H5: There is a difference between customers' expectation and perceived service quality of Health Land Spa and Massage when classified by Empathy of service quality.

By accepting these five hypotheses means that the customers' expectation and perceived service quality dimensions of Health Land Spa and Massage - Tangibility, Reliability, Responsiveness, Assurance and Empathy, are different. This means that there are the gaps between customers' expectation and perception toward service quality. And this difference can be called positive disconfirmation of expectation because perception exceeded expectation of service quality ($P > E$), this means Health Land Spa and Massage provided good service quality which is more than customers' expectation.

According to the sixth hypothesis;

- H6: There is a positive relationship between service quality and customers' satisfaction of Health Land Spa and Massage.

By accepting this hypothesis, it means that customers' satisfaction and the service quality dimensions- Tangibility, Reliability, Responsiveness, Assurance and Empathy, are positive related. As there is a positive relationship, it means that if Health Land Spa and Massage provided very good service quality and perceived as good service quality so it can create customers' satisfaction.

Lastly, the seventh hypothesis;

- H7: There is a difference between customers' satisfaction of service quality when classified by geographic area.

By rejecting this hypothesis, it means that when classified by location, there is no different between customers' satisfaction of service quality. This shows that customers of Health Land Spa and Massage (both Srinakarin and Sathorn branches) satisfied service quality in the same way.

The results of the research show that the mean of customer's satisfaction are 3.9 for Sathorn branch and 4.1 for Srinakarin branch, means that customers are mostly satisfied with the service of Health Land Spa and Massage. However, Health Land Spa and Massage should be consistently improving their service quality that can create more satisfaction because there are relationships between the service quality towards customers' satisfaction. This is inline with Choi and Chu's(2000) statement that success in any business depends on understanding the critical factors that determine customer's purchase intentions and satisfaction.

The result of this study indicates that the independent variable "Reliability" is the most critical factors in the SERVQUAL dimensions in customers' satisfaction while Assurance, Responsiveness, Empathy and Tangibility respectively so Health Land Spa and Massage should emphasize the aspect of Reliability. This means that Health Land Spa and Massage has to perform the promised service dependably and accurately and help to solve the problem of customers.

However, Health Land Spa and Massage should not emphasize too much only one service dimension; Health Land Spa and Massage should keep balancing all the factors because all of these factors affect customers' satisfaction in one way or another, either directly or indirectly. The results of this survey are similar to the studies of Parasuraman et al. (1990). They studied the mean importance of SERVQUAL dimensions in four service sections. The result of their study shows that reliability is the most critical dimension.

4. Conclusions

After data analysis, the researcher can answer both statements of the problem and research questions.

Table 5.1: Conclusion of Statement of the Problem and Answers

Statement of the Problem	Answers
What is the relationship between customer satisfaction and service quality provided by Health Land Spa and Massage?	Positive relationship

Table above shows the statement of the problem of this project "What is the relationship between customer satisfaction and service quality provided by Health Land Spa and Massage?". From the sixth hypothesis, the answer is customers' satisfaction has a positive relationship with service quality provided by Health Land Spa and Massage.

Table 5.2: Conclusion of Research Questions and Answers

Research Questions	Answers
1. Are there any relationships between service quality of Health Land Spa and Massage and customers' satisfaction?	Yes
2. Is there any difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage?	Yes
3. What are the most critical SERVQUAL dimensions of service quality in customers' satisfaction when classified in terms of; tangibility, reliability, responsiveness, assurance and empathy?	Reliability
4. Are there any differences between customers' satisfaction of service quality when classified by geographic areas?	No

- Then from table 5.2, the research used results from hypotheses testing to answer research questions which can be concluded as below.

- Answer 1: There are relationships between service quality of Health Land Spa and Massage and customers' satisfaction.

- Answer 2: There is a difference between customers' expectation and customers' perception of service quality of Health Land Spa and Massage.
- Answer 3: Reliability is the most critical SERVQUAL dimensions of service quality in customers' satisfaction.
- Answer 4: There are no different between customers' satisfaction of service quality when classified by geographic areas.

5. Recommendations

There are many key ingredients for a successful spa such as the quality and variety of the services and products being offered, the price range, the friendliness and competence of the staff, design, atmosphere and ambience, and cleanliness. In Thailand, the quality of the Thai spa product which is offered to the customer is indeed unquestionably world-class and unsurpassed, particularly the level of service offered. Service and hospitality are vital assets and are key differentiating factors attributed to a centuries-old tradition of gracious hospitality and service. This is complemented by the friendly and caring nature and gentle ways of the Thai people. These are important traits and priceless assets for any spa operation.

Good customer service is the lifeblood of any business. Service can offer promotions and slash prices to bring in as many new customers as their want, but unless service can get some of those customers to come back, business will not be profitable for long. Good service can bring customers back who may then want to try the product or service they offer for themselves and in their turn and become repeat customers.

Recommendations for improving the service quality of Health Land Spa and Massage include the following:

- Because of the important of customer, Health Land Spa and Massage should know the basic requirements of the customers' expectations, which can help to improve the service quality better than the other competitors.
- When Health Land Spa and Massage has good service quality, customers will have more satisfaction and if the customer has received good experience at Health Land Spa and Massage, it will increase the intention to purchase of the customer and can help to make decisions of the next purchase easily. This means that Health Land Spa and Massage can increase the number of loyal customers and also can create the positive word-of-mouth among the consumers.
- Health Land Spa and Massage should consistently improve and training their staff of Health Land Spa and Massage because the staff directly come face to face with customers and can be the judges of customers as regards service quality, that is the staff should smile when dealing with the customers to create a friendly atmosphere.
- Health Land Spa and Massage should pay attention to the customer that can be enhanced by the little extras in customer interaction. For instance, when customers return to Health Land Spa and Massage at the end of the day, they should be welcomed back. It is these little things that make customers feel at home.
- As the technologies are changing rapidly, Health Land Spa and Massage need to invest to acquire new technology to apply to service that can facilitate the customers.

6. Implication for practice

This research can help Health Land Spa and Massage to better understand the perceptions of customers in order to measure customers' satisfaction. The information found in this study would assist Health Land Spa and Massage to readjust their services in order to respond to their customer's satisfaction. The implications are divided according to the service quality dimensions and will be discussed below:

6.1 Tangibility

Tangibility includes physical facilities, equipment, and appearance of the personnel and written materials. Health Land Spa and Massage should develop more comfortable, pleasant, luxurious, and relaxing surroundings in which to deliver service, comfortable service rooms. In addition, tools or equipment used to provide the service should also be ensure cleanliness and not to be cracked or nicked. Employees should be smart, clean and hygienic in appearance.

Moreover, expanding spa facilities would be an advantage. For example, building a larger and more spacious service room, expanding car park, creating new spa and massage treatments so that there might be some differentiation from the existing therapy , that is being offered; applying some newer and more innovative technologies into service, adding campaign (such as membership, coupon, or price discount), or adding information on announcement board.

6.2 Reliability

Reliability is the ability of the personnel to perform dependably and accurately. Health Land Spa and Massage should emphasize building a good view of

reliability in service and punctuality such as providing accuracy in billing, keeping records of each customer correct, performing the service at the designated time. Moreover, keeping promises is quite important to the organization. Reliability is one of the keys to any good relationship, and good customer service is no exception. Lastly, the price of service has to be the same as in the advertising.

6.3 Responsiveness

Responsiveness involves providing customers with prompt service. Health Land Spa and Massage has to concern more on providing prompt service by carefully designing a superior delivery process of service as appropriate to support each task of functions. In addition, Health Land Spa and Massage should perform service on time as well as employees should be available to provide the service all the time. For example, Health Land Spa and Massage should provide staff to answer customers' phones, get call forwarding, or an answering service. When customers call for information, they will get a prompt service from operator. For instance, if customer asks to help them find something, staff must lead the customer to the item.

6.4 Assurance

Assurance indicates the knowledge and courtesy of employees. Health Land Spa and Massage must be confidential to customers that they feel as if they have freedom from danger, risk, or doubt when they contracted with services. Staff of Health Land Spa and Massage should be well trained for helpful, courteous, and knowledgeable. Most importantly, give every member of staff enough information and power to make those small customer-pleasing decisions.

6.5 Empathy

Empathy is about the caring individualized attention of the service firm provided each customer. Health Land Spa and Massage need to hire and train better employees and make the effort to understand customer needs by learning about customer's specific requirements, recognizing behavior of the regular customers, and providing individualized attention. Listen to customers is very important, let customers talk and show them that staffs are listening by making the appropriate responses, such as suggesting how to solve the problem. In addition, be helpful with customers.

As the service employee is involved personally in transactions with the guest, delivering excellent service requires a special form of leadership. That is, leadership must serve the servers to satisfy them, inspiring and enabling them to achieve task performance. An important part of satisfying employees is helping them to cope with their lives outside the work place. Health Land Spa and Massage should offer more flexible work schedules, provide employee support and reward for good performance, and so on.

7. Recommendations for further study

This research studied has the relationship between the service quality of Health Land Spa and Massage towards customers' satisfaction. Moreover, the research has focused on broad aspects concerning the expectation and perception of services that provided by Health Land Spa and Massage.

Further research should include a specific area of the service such as registration area, spa and massage room, shop, car park or other services. In addition,

the research can also be taken a step further measuring customer's satisfaction classified by demographic characteristics such as age, gender, income, occupation, nationality and etc.

Due to the limited time and budget, the researcher was only able to gather collect and correlate the data from two branches which are around Srinakarin Road and Sathorn Road, if possible further research should collect more data or it should study a specific branch. The independent variables may add other items such as marketing mix. Moreover, widen the scope of the research, for example: to include other branches such as Pattaya branch should be conducted for the benefits to Health Land Spa and Massage.



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APPENDIX A:

SERVEQUAL Questionnaire (English)

Service Quality

Part I: Customer's Expectation

DIRECTIONS: This survey deals with your opinion toward service of spa and massage. Please think about the excellence level of service you desire from the personnel of an excellent spa and massage service. Please consider the level of service you would desire for each of statement below. If you think a feature requires a very high level of service quality, circle number 5. If you think a feature requires a very low level of service quality circle number 1. If your requirements are less extreme, choose an appropriate number in between.

		<i>Strongly Agree</i>			<i>Strongly Disagree</i>		
		5	4	3	2	1	
1.	The spa and massage's staff should have well uniform and appear neat.	5	4	3	2	1	
2.	The spa and massage's staff should look clean.	5	4	3	2	1	
3.	The spa and massage's staff should be honest and reliable toward.	5	4	3	2	1	
4.	The spa and massage's staff should be more responsibility.	5	4	3	2	1	
5.	The spa and massage's staff should stand by when customers have problem.	5	4	3	2		
6.	The spa and massage's staff should provide the accurate information to cultomers.	5	4	3	2	1	
7.	The spa and massage's staff should be willing to help customers.	5	4	3	2	1	
8.	The spa and massage's staff should give prompt service to customers.	5	4	3	2	1	
9.	The spa and massage's staff will never be too busy to respond to customers' request.	5	4	3	2	1	
10.	The spa and massage's staff should be courteous.	5	4	3	2	1	
11.	Customers of spa and massage's staff would feel safe in their transaction.	5	4	3	2	1	
12.	The spa and massage's staff should make customers feel safety.	5	4	3	2	1	
13.	The spa and massage's staff should keep their record accurately.	5	4	3	2	1	
14.	The spa and massage's staff should have more information to answer questions.	5	4	3	2	1	
15.	The spa and massage's staff will instil confidence in customers.	5	4	3	2	1	
16.	Customers should be able to trust spa and massage's staff.	5	4	3	2	1	

17.	The spa and massage should have sufficient number of staff.	5	4	3	2	1
18.	The spa and massage's staff should have accurate standard process of duty.	5	4	3	2	1
19.	The spa and massage's staff will give customers individual attention.	5	4	3	2	1
20.	The spa and massage's staff will have operating hours convenient to customers.	5	4	3	2	1

Part II: Customer's Perception

DIRECTIONS: The following set of statements relate to your feelings about Health Land Spa and Massage. For each statement, please show the extent which you believe Health Land Spa and Massage has feature described by the statement. Once again, circling a 5 means that you strongly agree that Health Land Spa and Massage has that feature, and circling a 1 means that you strongly disagree. You may circle any of the numbers in the middle that show strong your feeling are. There are no right or wrong answers – all we are interested in is a number that best shows your perceptions about Health Land Spa and Massage.

		<i>Strongly Agree</i>			<i>Strongly Disagree</i>		
1.	Health Land's staffs have well uniform and appear neat.	5	4	3	2	1	
2.	Health Land's staffs look clean.	5	4	3	2	1	
3.	Health Land's staffs are honest and reliable toward.	5	4	3	2	1	
4.	Health Land's staffs are more responsibility.	5	4	3	2	1	
5.	Health Land's staffs stand by when customers have problem.	5	4	3	2	1	
6.	Health Land's staffs provide the accurate information to custo mers.	5	4	3	2	1	
7.	Health Land's staffs are willing to help customers.	5	4	3	2	1	
8.	Health Land's staffs give prompt service to customers.	5	4	3	2	1	
9.	Health Land's staffs are never too busy to respond to customers' request.	5	4	3	2	1	
10.	Health Land's staffs are courteous.	5	4	3	2	1	
11.	Customers of Health Land's staffs feel safe in their transaction.	5	4	3	2	1	
12.	Health Land's staffs make customers feel safety.	5	4	3	2	1	
13.	Health Land's staffs keep their record accurately.	5	4	3	2	1	
14.	Health Land's staffs have more information to answer questions.	5	4	3	2	1	

15.	Health Land's staffs instil confidence in customers.	5	4	3	2	1
16.	Customers are able to trust Health Land's staff.	5	4	3	2	1
17.	Health Land has sufficient number of staff.	5	4	3	2	1
18.	Health Land's staffs have accurate standard process of duty.	5	4	3	2	1
19.	Health Land's staffs give customers individual attention.	5	4	3	2	1
20.	Health Land's staffs have operating hours convenient to customers.	5	4	3	2	1
21.	Health Land is one of spas that you will recommend friends and family to use the service.	5	4	3	2	1
22.	Health Land is one of the spas that you will come to use again.	5	4	3	2	1
23.	You will provide the positive word of mouth of the Health Land to others.	5	4	3	2	1
24.	Please indicate the level of your satisfaction toward the Health land's service.	5	4	3	2	1

Part III: Personal Data

1. Gender

_____ Male

_____ Female

2. Age

_____ less than 20

_____ 21-30

_____ 31-40

_____ 41-50

_____ 51-60

_____ more than 60

3. Status

_____ single

_____ married

_____ divorce

4. Occupation

_____ student

_____ business owner

_____ employee

_____ staff of state enterprise

_____ government official

retired

_____ other

.....(please specify)

5. Income per month

_____ less than 10,000 baht

_____ 10,001-20,000 baht

_____ 20,001-30,000 baht

_____ 30,001-40,000 baht

_____ 40,001-50,000 baht

_____ more than 50,000baht

6. Education

_____ high school

_____ diploma

_____ bachelor degree

_____ master degree

===== Ph.D.

===== other

7. How often do you go to Health Land

_____ less than once a month

_____ once a month

_____ 2-3 times a month

_____ 4-5 times a month

===== more than 4-5 times a month





APPENDIX B:

SERVEQUAL Questionnaire (Thai)

แบบสอบถามคุณภาพการบริการ

ส่วนที่ 1: ความคาดหวังของลูกค้าต่อการให้บริการของ Health Land Spa and Massage

แบบสอบถามนี้จัดทำขึ้นเพื่อสอบถามความคิดเห็นของท่านที่มีต่อการให้บริการของสปาทั่วไป (filar)

วิเคราะห์ระดับความคาดหวังต่อการให้บริการ ของสปาทั่วไป ในแบบสอบถามด้านล่าง ถ้าท่านเห็นด้วยเป็นอย่าง

ยิ่งกับประโยคดังกล่าวกรุณาวางกลมเลือกหมายเลข 5 ถ้าท่านไม่เห็นด้วยเป็นอย่างยิ่งกับประโยคดังกล่าวกรุณา

วงกลมเลือกหมายเลข 1 หรือวงกลมเลือกหมายเลขตามความพึงพอใจ

1.	พนักงานในสปาควรใส่เครื่องแบบที่ดูสะอาดและสุภาพเรียบร้อย	5	4	3	2	1
2.	พนักงานในสปาควรสะอาดและสุภาพเรียบร้อย	5	4	3	2	1
	พนักงานในสปาควรมีความซื่อสัตย์และเชื่อถือได้	5	4	3	2	1
4.	พนักงานในสปาควรมีความรับผิดชอบสูง	5	4	3	2	1
	เมื่อลูกค้ามีปัญหา พนักงานในสปาควรให้ความช่วยเหลือลูกค้าอย่าง	5	4	3	2	1
6.	พนักงานในสปาควรจัดหาข้อมูลที่ลูกค้าต้องการอย่างถูกต้อง	5	4	3	2	1
7.	พนักงานในสปาควรเต็มใจที่จะช่วยเหลือลูกค้า	5	4	3	2	1
	พนักงานในสปาควรมีค่านิยมพร้อมในการให้บริการแก่ลูกค้า	5	4	3	2	1
9.	พนักงานในสปาควรมีเวลเมื่อลูกค้าต้องการความช่วยเหลือ	5	4	3	2	1
10.	พนักงานในสปาควรมีความอ่อนโยน	5	4	3	2	1
11.	พนักงานในสปาควรทำให้ลูกค้ามีความไว้วางใจ	5	4	3	2	1
12.	พนักงานในสปาควรทำให้ลูกค้ารู้สึกปลอดภัยเมื่อติดต่อกับพนักงาน	5	4	3	2	1
13.	พนักงานในสปาควรมีการจดบันทึกข้อมูลลูกค้าอย่างถูกต้อง	5	4	3	2	1
14.	พนักงานในสปาควรมีข้อมูลเพียงพอที่จะตอบคำถามของลูกค้า	5	4	3	2	1
15.	พนักงานในสปาควรทำให้ลูกค้ามีความมั่นใจในการบริการ	5	4	3	2	1
16.	ลูกค้าสามารถไว้วางใจพนักงานในสปาได้	5	4	3	2	1
17.	พนักงานในสปาควรมีเพียงพอกับความต้องการของลูกค้า	5	4	3	2	1
18.	พนักงานในสปาควรมีมาตรฐานที่ถูกต้องในการทำงาน	5	4	3	2	1
19.	พนักงานในสปาควรให้ความสนใจกับลูกค้า	5	4	3	2	1
20.	พนักงานในสปาควรให้บริการในเวลาที่เหมาะสม	5	4	3	2	1

ส่วนที่ 2: ความรู้สึกของลูกค้าต่อการให้บริการของ **Health Land Spa and Massage**

วิธีทำ: แบบสอบถามนี้จัดทำขึ้นเพื่อสอบถามความคิดเห็นของท่านที่มีต่อการให้บริการของ **Health Land Spa and Massage** กรุณาวิเคราะห์ระดับความคาดหวังต่อการให้บริการของ **Health Land Spa and Massage** ในแบบสอบถามด้านล่าง ถ้าท่านเห็นด้วยเป็นอย่างยิ่งกับประโยคดังกล่าวกรุณาวางกลมเลือกหมายเลข 5 ถ้าท่านไม่เห็นด้วยเป็นอย่างยิ่งกับประโยคดังกล่าวกรุณาวางกลมเลือกหมายเลข 1 หรือ วงกลมเลือกหมายเลขตามความพึงพอใจ

	เห็นด้วย					ไม่เห็นด้วย				
	5	4	3	2	1	5	4	3	2	1
1. พนักงานของ Health Land ใส่เครื่องแบบที่ดูสะอาดและสุภาพเรียบร้อย	5	4	3	2	1					
2. พนักงานของ Health Land สะอาดและภาพเรียบร้อย	5	4	3	2	1					
3. พนักงานของ Health Land มีความซื่อสัตย์และเชื่อถือได้	5	4	3	2	1					
4. พนักงานของ Health Land มีความรับผิดชอบสูง	5	4	3	2	1					
5. เมื่อลูกค้ามีปัญหา พนักงานของ Health Land ให้ความช่วยเหลือลูกค้าอย่าง	5	4	3	2	1					
6. พนักงานของ Health Land จัดหาข้อมูลที่ลูกค้าต้องการอย่างถูกต้อง	5	4	3	2	1					
7. พนักงานของ Health Land เต็มใจที่จะช่วยเหลือลูกค้า	5	4	3	2	1					
8. พนักงานของ Health Land มีความพร้อมในการให้บริการแก่	5	4	3	2	1					
9. พนักงานของ Health Land มีเวลาเมื่อลูกค้าต้องการความ	5	4	3	2	1					
10. พนักงานของ Health Land มีความอ่อนโยน	5	4	3	2	1					
11. พนักงานของ Health Land ทำให้ลูกค้ามีความไว้วางใจ	5	4	3	2	1					
12. พนักงานของ Health Land ทำให้ลูกค้ารู้สึกปลอดภัยเมื่อติดต่อกับพนักงาน	5	4	3	2	1					
13. พนักงานของ Health Land มีการจดบันทึกข้อมูลลูกค้าอย่างถูกต้อง	5	4	3	2	1					
14. พนักงานของ Health Land มีข้อมูลเพียงพอที่จะตอบคำถามของลูกค้า	5	4	3	2	1					
15. พนักงานของ Health Land ทำให้ลูกค้ามีความมั่นใจในการ	5	4	3	2	1					

บริการ

16.	ลูกค้าสามารถไว้วางใจพนักงานของ Health Land ได้	5	4	3	2	1
17.	พนักงานของ Health Land มีเพียงพอกับความต้องการของลูกค้า	5	4	3	2	1
18.	พนักงานของ Health Land มีมาตรฐานที่ถูกต้องในการทำงาน	5	4	3	2	1
19.	พนักงานของ Health Land ใสใจกับลูกค้า	5	4	3	2	1
20.	พนักงานของ Health Land ให้บริการในเวลาที่คุณลูกค้าสะดวก	5	4	3	2	1
21.	พนักงานของ Health Land ใส่รูปแบบที่ดูสะอาดและสุภาพเรียบร้อย	5	4	3	2	1
22.	พนักงานของ Health Land สะอาดและสุภาพเรียบร้อย	5	4	3	2	1
23.	พนักงานของ Health Land มีความซื่อสัตย์และเชื่อถือได้	5	4	3	2	1
24.	พนักงานของ Health Land มีความรับผิดชอบสูง	5	4	3	2	1

ส่วนที่ 3: ข้อมูลส่วนบุคคลของลูกค้า Health Land Spa and Massage

_____ ชาย

2. อายุ

_____ 20 _____ 21-30 _____ 31-40

_____ 41-50 _____ 51-60 _____ มากกว่า 60

1 สถานะการ

_____ โสด _____ แต่งงาน _____ หย่าร้าง

2

_____ นักเรียน _____ นักศึกษา _____ เจ้าของธุรกิจ

_____ พนักงานบริษัท

_____ ข้าราชการ _____ เกษียณ

_____ อื่นๆ _____ (โปรดระบุ)

3 เงินเดือน

10,000 baht	_____ 10,001-20,000 baht
_____ 20,001-30,000 baht	_____ 30,001-40,000 baht
_____ 40,001-50,000 baht	มากกว่า 50,000 baht

4 การศึกษา

_____	_____ อนุปริญญา
_____	_____ ปริญญาโท
_____ ปริญญาเอก	_____ อื่นๆ _____

5 ท่านไปใช้บริการของ Health Land บ่อยแค่ไหน

_____ 1 ครั้งต่อเดือน	_____ 1 ครั้งต่อเดือน
_____ 2-3 ครั้งต่อเดือน	_____ 4-5 ครั้งต่อเดือน
_____ มากกว่า 4-5 ครั้งต่อเดือน	





APPENDIX C:

Reliability Analysis

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Corrected Variance if Item Deleted	Item- Total Correlation	Alpha if Item Deleted
ET1	3.7867	.8975	.8660	
ET2	3.8733	.8936	.8660	

Reliability Coefficients

N of Cases = 300.0

N of Items = 2

Alpha = .9282

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Corrected Variance if Item Deleted	Item- Total Correlation	Alpha if Item Deleted
ERE1	11.5700	5.0954	.7136	.7073
ERE2	11.7067	5.4521	.6725	.7300
ERE3	11.5000	6.0234	.5557	.7854
ERE4	11.6733	6.0200	.5438	.7911

Reliability Coefficients

N of Cases = 300.0

N of Items = 4

Alpha = .8051

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ERES1	11.5000	3.8963	.8912	.5539
ERES2	11.5000	3.9565	.8993	.5531
ERES3	11.5000	3.9565	.8888	.5581
ERES4	11.4700	7.8285	-.0863	.9944

Reliability Coefficients

N of Cases = 300.0

N of Items = 4

Alpha = .7830

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
EA1	27.0733	14.1284	.2557	.7510
EA2	27.0867	14.2533	.2418	.7531
EA3	26.9900	14.2842	.3069	.7375
EA4	26.9867	12.6687	.6064	.6837
EA5	27.0000	12.7425	.5978	.6857
EA6	27.0933	11.7705	.6814	.6630
EA7	27.0400	12.9348	.4880	.7046
EA8	26.9833	13.5215	.3760	.7267

Reliability Coefficients

N of Cases = 300.0

N of Items = 8

Alpha = .7415

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Corrected Variance if Item Deleted	Item- Total Correlation	Alpha if Item Deleted
EE1	3.9067	.7806	.7409	
EE2	3.9700	.7917	.7409	

Reliability Coefficients

N of Cases = 300.0

N of Items = 2

Alpha = .8512

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Corrected Variance if Item Deleted	Item- Total Correlation	Alpha if Item Deleted
PT1	4.0233	.6516	.6083	
PT2	4.0967	.6495	.6083	

Reliability Coefficients

N of Cases = 300.0

N of Items = 2

Alpha = .7564

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PRE1	12.0167	4.8526	.6871	.9160
PRE2	12.0567	4.7694	.7949	.8768
PRE3	12.0533	4.5858	.8237	.8661
PRE4	12.0333	4.5808	.8578	.8543

Reliability Coefficients

N of Cases = 300.0

N of Items = 4

Alpha = .9063

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PRES1	11.9100	5.5270	.2340	.8688
PRES2	11.9333	4.0022	.6246	.6926
PRES3	12.0033	3.7090	.6110	.6152
PRES4	11.9833	3.7088	.7334	.6295

Reliability Coefficients

N of Cases = 300.0

N of Items = 4

Alpha = .7736

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PA1	27.9733	11.5979	.3340	.6822
PA2	27.9533	11.4828	.3517	.6784
PA3	27.9700	11.3536	.3650	.6756
PA4	27.7733	10.8515	.4604	.6536
PA5	27.8733	10.8133	.5446	.6375
PA6	27.8467	10.8660	.5079	.6444
PA7	27.8633	10.4060	.5806	.6262
PA8	27.7900	12.9491	.0559	.7463

Reliability Coefficients

N of Cases = 300.0

N of Items = 8

Alpha = .6991

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PE1	4.0767	.7199	.7138	
PE2	4.0867	.6680	.7138	

Reliability Coefficients

N of Cases = 300.0

N of Items = 2

Alpha = .8327

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
SA1	12.1633	4.4180	.7425	.8774
SA2	12.1767	4.3533	.7977	.8572
SA	12.1733	4.2307	.8056	.8539
SA4	12.1867	4.4935	.7382	.8787

Reliability Coefficients

N of Cases = 300.0

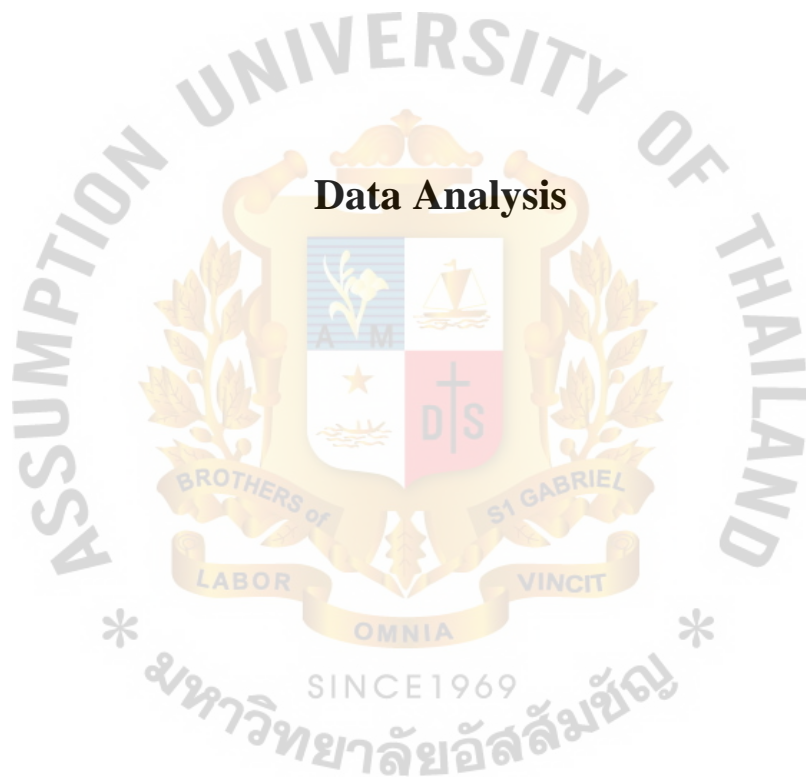
N of Items = 4

Alpha = .8968



APPENDIX D:

Data Analysis



T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation Tangibility	3.8300	300	.91409	.05277
	Perception Tangibility	4.0600	300	.72329	.04176

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Expectation Tangibility & Perception Tangibility	300	.144	.012

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Tangibility - Perception Tangibility	-.2300	1.081	.0624	-.3528	-.1072	-3,7	299	.000

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation Reliability	3.8708	300	.76762	.04432
	Perception Reliability	4.0133	300	.71140	.04107

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Expectation Reliability & Perception Reliability	300	.185	.001

Paired Samples Test

		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Expectation Reliability - Perception Reliability	-.1425	.94514	.0546	-.2499	-.0351	-2.6	299	.009

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation Responsiveness	3.8308	300	.71323	.04118
	Perception Responsiveness	3.9858	300	.66160	.03820

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Expectation Responsiveness & Perception Responsiveness	300	.366	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Responsiveness - Perception Responsiveness	-.1550	.7754	.0448	-.2431	-.0669	-3.46	299	.001

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation Assurance	3.8617	300	.51140	.02953
	Perception Assurance	3.9829	300	.47001	.02714

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Expectation Assurance & Perception Assurance	300	-.023	.693

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Assurance								
	Perception Assurance	-.1212	.7025	.0406	-.2011	-.0414	-2.990	299	.003

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation Empathy	3.9383	300	.82723	.04776
	Perception Empathy	4.0817	300	.77102	.04452

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Expectation Empathy & Perception Empathy	300	-.006	.911

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Expectation Empathy - Perception Empathy	-.1433	1.134	.0655	-.2722	-.0144	-2.188	299	.029

Regression

Variables Entered/Removed^a

	Variables Entered	Variables Removed	Method
1	Perception Empathy, Perception Assurance, Perception Reliability, Perception Responsiveness, Perception Tangibility		Enter

a. All requested variables entered.

b. Dependent Variable: Satisfaction

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.455	50609

a. Predictors: (Constant), Perception Empathy, Perception Assurance, Perception Reliability, Perception Responsiveness, Perception Tangibility

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.178	5	13.036	50.896	.000a
	Residual	75.301	294	.256		
	Total	140.479	299			

a. Predictors: (Constant), Perception Empathy Perception Assurance, Perception Reliability, Perception Responsiveness, Perception Tangibility

b. Dependent Variable: Satisfaction

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.050	.290		.171	.864
	Perception Tangibility	.117	.053	.124	2.198	.029
	Perception Reliability	.323	.050	.336	6.413	.000
	Perception Responsiveness	.197	.057	.190	3.448	.001
	Perception Assurance	.220	.068	.151	3.206	.001
	Perception Empathy	.141	.052	.158	2.711	.007

a. Dependent Variable: Satisfaction

Descriptives

Descriptive Statistics

	N	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Expectation Tangibility	300	3.8300	.91409	-1.551	.141	2.619	.281
Expectation Reliability	300	3.8708	.76762	-1.649	.141	3.139	.281
Expectation Responsiveness	300	3.8308	.71323	-.632	.141	.063	.281
Expectation Assurance	300	3.8617	.51140	-.565	.141	.702	.281
Expectation Empathy	300	3.9383	.82723	-1.064	.141	1.290	.281
Valid N (listwise)	300						

Descriptives

Descriptive Statistics

	N	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perception Tangibility	300	4.0600	.72329	-.825	.141	.670	.281
Perception Reliability	300	4.0133	.71140	-.626	.141	.291	.281
Perception Responsiveness	300	3.9858	.66160	-.930	.141	1.111	.281
Perception Assurance	300	3.9829	.47001	.244	.141	1.303	.281
Perception Empathy	300	4.0817	.77102	-.893	.141	.818	.281
Valid N (listwise)	300						

Frequencies

Statistics

		Expectation Tangibility	Expectation Reliability	Expectation Responsiveness	Expectation Assurance	Expectation Empathy
N	Valid	300	300	300	300	300
	Missing	0	0	0	0	0
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00

Frequencies

Statistics

		Perception Tangibility	Perception Reliability	Perception Responsiveness	Perception Assurance	Perception Empathy
N	Valid	300	300	300	300	300
	Missing	0	0	0	0	0
Median		4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00

T-Test

Group Statistics

		N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Sathorn	150	3.9950	.74718	.06101
	Srinakarin	150	4.1217	.61356	.05010

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Sig. (2-tai led)	Mean Differ ence	Std. Error Differ ence	95% Confidence Interval of the Difference	
		F	Sig.	t	df				Lower	Upper
Satisfaction	Equal variances assumed	2.734	.099	-1.6	298	.110	-.1267	.07894	-.2820	.02868
	Equal variances not assumed			-1.6	287.1	.110	-.1267	.07894	-.2820	.02871

Frequencies

Statistics

		Gender	Age	Status	Occupation	Income per month	Education	Visit frequency
N	Valid	300	300	300	300	300	300	299
	Missing	0	0	0	0	0	0	1

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	135	45.0	45.0	45.0
	Female	165	55.0	55.0	100.0
	Total	300	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	9	3.0	3.0	3.0
	21-30	83	27.7	27.7	30.7
	31-40	59	19.7	19.7	50.3
	41-50	72	24.0	24.0	74.3
	51-60	61	20.3	20.3	94.7
	More than 60	16	5.3	5.3	100.0
	Total	300	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	134	44.7	44.7	44.7
	Married	161	53.7	53.7	98.3
	Divorce	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

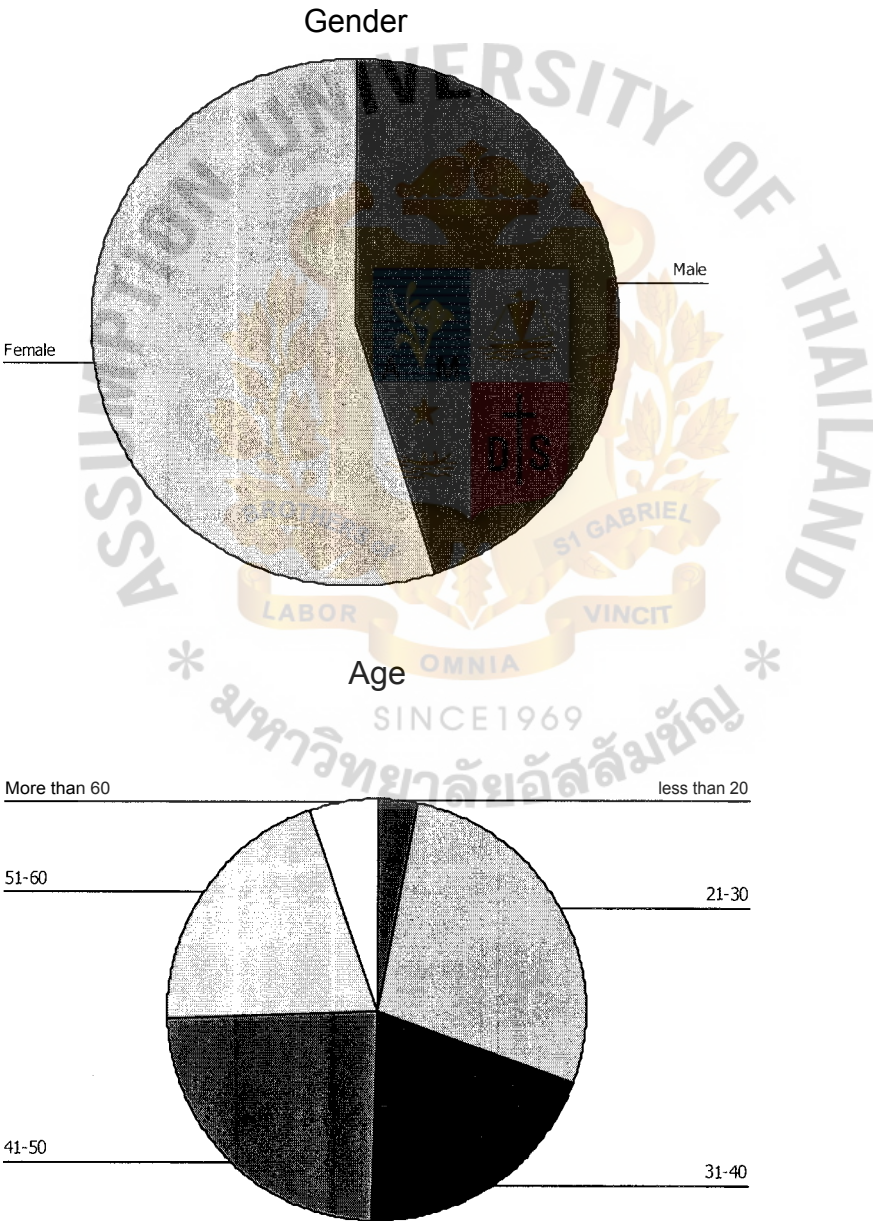
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	16	5.3	5.3	5.3
	Business Owner	34	11.3	11.3	16.7
	Employee	127	42.3	42.3	59.0
	Staff of State enterprise	73	24.3	24.3	83.3
	Government Officer	43	14.3	14.3	97.7
	Retired	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

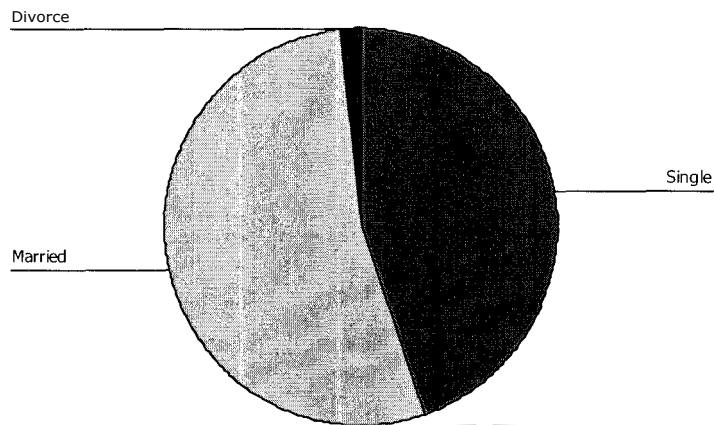
Income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10000	12	4.0	4.0	4.0
	10001-20000	16	5.3	5.3	9.3
	20001-30000	106	35.3	35.3	44.7
	30001-40000	99	33.0	33.0	77.7
	40001-50000	67	22.3	22.3	100.0
	Total	300	100.0	100.0	

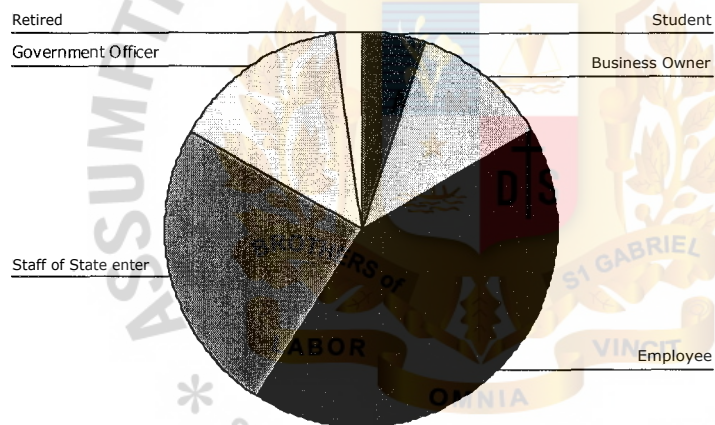
Pie Chart



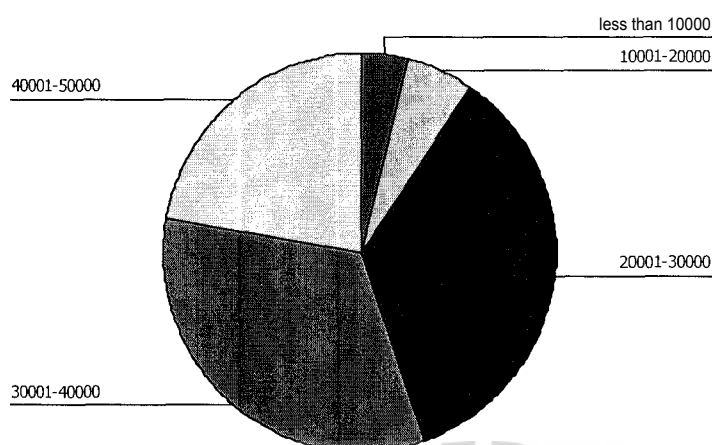
Status



Occupation



Income per month



Frequencies

Statistics

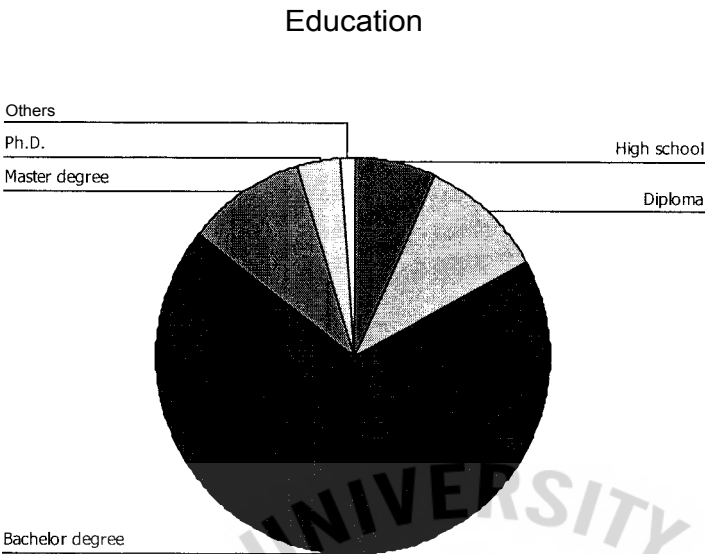
		Education	Visit frequency
N	Valid	300	299
	Missing	0	1

Frequency Table

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	20	6.7	6.7	6.7
	Diploma	31	10.3	10.3	17.0
	Bachelor degree	206	68.7	68.7	85.7
	Master degree	29	9.7	9.7	95.3
	Ph.D.	11	3.7	3.7	99.0
	Others	3	1.0	1.0	100.0
	Total	300	100.0	100.0	

Pie Chart



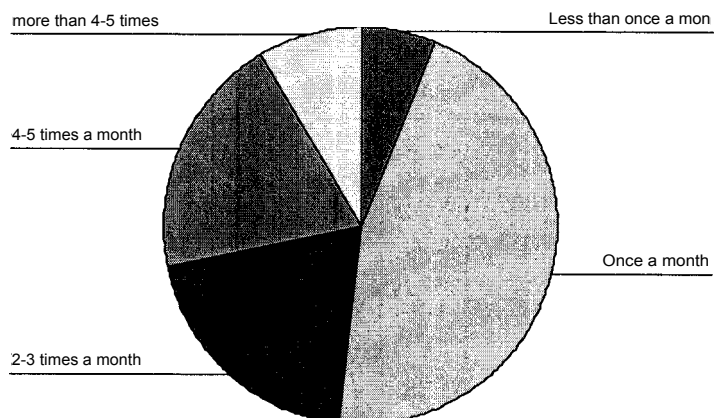
Frequencies

Statistics

Visit frequency		
N	Valid	300
	Missing	0

		Visit frequency			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Less than once a month	18	6.0	6.0	6.0
	Once a month	137	45.7	45.7	51.7
	2-3 times a month	60	20.0	20.0	71.7
	4-5 times a month	59	19.7	19.7	91.3
	more than 4-5 times a month	26	8.7	8.7	100.0
	Total	300	100.0	100.0	

Visit frequency



Descriptives

Descriptive Statistics

	N	Sum	Mean
SUMET	300	2298.00	7.6600
SUMERE	300	4645.00	15.4833
SUMERES	300	4597.00	15.3233
SUMERA	300	9268.00	30.8933
SUMEE	300	2363.00	7.8767
SUMPT	300	2436.00	8.1200
SUMPRE	300	4816.00	16.0533
SUMPRES	300	4783.00	15.9433
SUMPA	300	9559.00	31.8633
SUMPE	300	2449.00	8.1633
Valid N (listwise)	300		