

ABSTRACT

This research is conducted under the following three objectives: (1) To compare expectation and performance of customers to measure their satisfaction toward the services provided by Nongkhai Grand Thani Hotel. (2) To assess the relationship between service provided by the Nongkhai Grand Thani Hotel to its customers with their overall satisfaction, word of mouth and repeat purchase intentions. (3) To suggest methods to enhance customer satisfaction toward the services provided by Nongkhai Grand Thani Hotel.

In this study, the researcher used the survey method and 384 sets of questionnaires as the instrument in primary data collection. (The target population in this study is both Thai and foreign customers who stayed in the Nongkhai Grand Thani Hotel.) For data analysis, Descriptive statistics is used to describe or summarize information about a population or sample. Wilcoxon Signed-Rank test is used to compare expectation and performance of customers to measure their satisfaction toward the services provided by Nongkhai Grand Thani Hotel. Multiple Linear Regression is applied to assess the relationship between service provided by the Nongkhai Grand Thani Hotel to its customers with their overall satisfaction, word of mouth and repeat purchase intention. The result from the Wilcoxon Signed-Rank test shows that the customers are not satisfied with the quality of food, the quality of beverage, design and decoration of lobby, design and decoration of bedroom, swimming pool, park, availability of parking lot, cleanliness of the ground, cleanliness of the galleries, cleanliness of the restrooms, location, bedroom, furniture, modern-looking equipment, quiet atmosphere, security system, reservation system, mode of payment, good communication of staffs, knowledge of staffs, pre-service waiting, guest information in hotel, information about goods and services in hotel, price of room, price of food, and price of beverage. The customers are satisfied with friendliness and greeting of staffs and the courtesy of staffs. From the Multiple Linear Regression analysis, there is a linear relationship of service provided by Nongkhai Grand Thani Hotel to overall customer satisfaction, repeat purchase intention, and word of mouth. Therefore, it can be concluded that knowledge of staffs, mode of payment, information about goods and services in hotel significantly affect the overall customer satisfaction. Pre- service waiting, the courtesy of staffs and

the security system significantly affect the repeat purchase intention. Knowledge of staffs and the courtesy of staffs significantly affect the word of mouth.

