

Abstract

To improve the service quality, the study objectives were set to understand the divers' opinion on dimensions of service quality of diving experiences in Nha Trang, and their evaluation of the diving tour operators' performance, based on those attributes. Analysis employed The Importance/Performance Analysis paradigm based on five dimensions and 25 attributes collected from previous studies.

The data were obtained from 392 respondent divers who participated in diving activities of the ten chosen diving tour operators. A survey using self-administered questionnaires was used. With the help of Statistical Product and Service Solutions (SPSS), the raw data from the questionnaires were transformed to meaningful information by descriptive statistics and hypotheses testing.

The results indicated that Tangibles, Responsiveness and Reliability were in the Quadrant "Low Priority", which means those dimensions have low levels of importance according to customers and diving tour operators' performance is relatively low. Furthermore, Assurance and Empathy dimensions had high importance levels and Performance evaluations were high as well, so they were located in the quadrant of "Keep Up the Good Work". Hypotheses testing revealed significant difference in performance and assigned importance in Tangibles, Assurance, and Empathy dimensions, without significant difference in Responsiveness.

Through the findings of the research, some useful suggestions were generated for the diving tour operators to improve their service quality. Diving tour operators can understand more about customers diving requirements, so the service provided could be more accurate and give more satisfaction to divers who participate in diving activities in Nha Trang.