

ABSTRACT

This research aims to study the customer behavioral intentions of perceived service quality in the case of SFX Cinema. Because of intense competition in the movie theatre industry, the study examined how dimensions of service quality affect the customers' behavioral intentions in case of SFX Cinema.

The research problem is to identify what is the relationship between perceived service quality of SFX Cinema on customer behavioral intentions and its behavioral consequences. So the research objective to examine the behavioral consequences of service quality perceptions as customers intention to visit, customers positive word of mouth, and customers patronize of SFX Cinema.

In this research, the researcher uses the survey method and 384 sets of questionnaires are employed as the instrument in primary data collection. The target population in this research is the movie lovers who are seeing movie with SFX Cinema. For data analysis, frequency distribution and reliability test are used. Inferential statistics will be used in hypothesis testing. The methods to be applied is Spearman's rho.

The results indicate that all five service quality dimensions have relationship with customers intention to visit SFX Cinema, positive word of mouth, and patronize of SFX Cinema.

From the data analysis, researcher found that there are five factors of perception of service quality: tangibles, reliability, responsiveness, assurance and empathy. For the SFX Cinema, this researcher can conclude that current customers of SFX Cinema have a positive attitudes toward the Cinema's service quality. Therefore, SFX Cinema should focus closely on the variables that customers feel are important.

The aims of this research are to study the perception of service quality of SFX Cinema and its relationship with customer behavioral intentions. This research may concerned with the other cases such as behavior and lifestyle of movie goers, the trend of movie, the competitive level in the movie theatre industry. However this researcher would like to suggest that other research may survey different regions in Thailand.