ABSTRACT

Service quality has become a predominant part of all advanced organization strategic plans. Increasing attention paid to service quality has resulted in more progress on the customer's perceptions of service encounter and profit for organizations.

This research aims to study the relationship of multidimensional model, which consists of nine subdimensions and three primary dimensions with service quality perceptions for Full Service Restaurants and Fast Food Service in Bangkok area. In addition, this research also determines the difference in magnitude among three correlations (interaction, physical environment, outcome quality with overall perceptions of service quality).

This study attempts to define the relationship of nine subvariables of the research model (*interaction quality*; attitude, behaviors, expertise: *physical environment quality*; ambient conditions, design, social factors: *outcome quality*; waiting time, tangible evidence, valence), three primary variables (interaction, physical environment and outcome quality), and dependent variable (overall perceptions of service quality). The study of this research intends to assist service managers to be able to understand how their customers perceive good quality of service experiences.

The research methodology is the samples survey technique. Samples are drawn from Bangkok young people who age between 18-24 years old and have experienced within previous 12 months with the Full Service Restaurant or Fast Food Service. The non-probability sampling design is applied. And size of sample is 384 observations. One survey self-completed questionnaires is used and respondents are asked to base answers on their past experienced with the service providers.

The Statistical Package for Social Science (SPSS) is used to analysis gathered data. Statistical test were used Correlation Analysis to test the hypothesis statements. The Fisher z' transformation was used when compared the difference in magnitude among three correlations.

The main finding of this research concludes that both primary dimensions and each of primary subdimensions has positive relationship with overall perceptions of service quality. All identified variables has directly related with customer evaluation of organization's performance.

Another finding of this research concludes that the correlation of outcome quality and service quality has the most important in Full Service Restaurants if compare with another two correlations which are the correlation of interaction quality and service quality, the correlation of physical environment quality and service quality. The customers have more concentrated to actual service when they evaluated the service quality.

For Fast Food Service, the research result shows that there has no difference among three correlations which means the correlation of interaction quality and service quality, the correlation of physical environment and service quality, the correlation of outcome quality and service quality have dissimilarly in magnitude. The customers have concentrated all factors when they evaluated the service quality.

Research model and results can assist manager to identify areas of core competency as well as service deficiencies and can be used to compare levels of service with the offering of opponents. And also research finding can improve the service delivery and enhance an impressive customer's service experiences

Consequence results of understanding well of this research model will get high level of service quality. Superior service quality is associated with several key of organizational outcomes which include high market share, improved profitability relative to competitors, enhanced customer loyalty, and the realization of competitive price premium.