

ABSTRACT

The important essence in air-conditioning business is to deliver customers the quality product and an impressive service. In order to remain in this highly competitive market, the company needs to have a competitive advantage in different options to attract new customers together with keeping the existing customers.

The objectives of the research are to grasp customer's perception and expectations towards the air-conditioning services and to study the outcomes of a service quality audit assist in identifying service strengths and weakness.

The descriptive research is designed to describe the current phenomena of the service. The survey is conducted by administering questionnaire for collecting data from respondents and processing data by SPSS program for a summary of the findings.

Based to the findings, customers strongly agree that current service is reliable with expertise and courtesy of service providers. It is likely to respond to the air-conditioning service objectives of providing quality services. However, communication is viewed as an important factor in enhancing the service because most respondents expect the company to improve services through advertising and public relations, embracing new technology, and service skills and knowledge development.