

## **ABSTRACT**

# **A Study of Service Quality of Fast-Food Restaurants in Bangkok Using SERVQUAL Measurement**

by

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Although the western-style fast-food industry in Thailand is very attractive, the competition in this industry is very intense. The fast-food operators try to compete with price-cutting and number of outlets extension which can affect their profitability in the long run. To compete in this market, providing sufficient service quality can be an alternative for fast-food operators since it can create satisfaction and also word-of-mouth among customer.

The main objective of this study was to measure the service quality level of fast-food restaurants in Bangkok by using SERVQUAL assessment methodology. SERVQUAL (Zeithaml, et al., 1990) is the most popular service quality measurement technique as it can examine the service quality in the customer view point by comparing customer perception in service quality with the their expectations. So this can reflect the level of satisfaction the customer receives. Additionally, the study examined the differences in service quality expectation and perceptions based of demographic characteristics including gender, age, occupation, education and income level.

A survey questionnaire included the SERVQUAL instrument to determine the level of customer expectation and perception of service quality of 3 major fast-food chains in Bangkok. These questionnaires were completed by 360 respondents who had just existed from the fast-food outlets in Bangkok. The sample was drawn from 3

major fast-food chain including KFC, McDonald's and The Pizza Company. The participants were asked to score 22 statements in order to evaluate their perception of service provided by an ideal fast-food restaurant. Then they were asked to score a similar set of statements that would measure their perception of the actual service they received. Finally, the participants completed the demographic factors including gender, age, occupation, education and income level. Analysis of discrepancy between their expectation and perception, and the influence of demographic factor on expectation and perception scores were conducted using SPSS.

The results show significant differences in service quality expectation and perception of customer which indicates the unacceptable service quality delivered by fast-food restaurant in Bangkok. The service quality was highest in the tangible dimension and lowest in the reliability dimension. In addition, the analyses suggested that the most demographic factors had no influence on the service quality expectation. In contrast, almost all demographic factors, except gender, had influence on the service quality perception score.

This research provided useful information for service quality planning and improvement as well as marketing strategy formulations. Moreover, the research provided managerial guidelines to service quality improvement

Further research could extend this study to include the customers in the others areas in the sample framework. Moreover, the measurement of service quality in Asian-style fast-food should be conducted.